2006 Annual Report

Governor's Office of Highway Safety in Georgia

Sonny Perdue
Governor

Robert F. Dallas
Director

Georgia Governor's Office of Highway Safety

TABLE OF CONTENTS

GHSA Annual Report Template

Contact Information 1

Introduction 1

Accomplishments 3

Challenges 5

Crash Data / Trends 7

Performance Goals and Trends 8

Financial Summary 13

Impaired Driving Overview 14

Occupant Protection Overview 18

Pedestrian and Bicycle Safety 20

Paid Media Report Overview 22

Earned Media Report Overview 26

Noteworthy Practices: Georgia Highway Safety Programs Evaluation 30

Noteworthy Practices: Rural Road Initiative 32

Noteworthy Practices: A Demonstration Project on Effective DUI Adjudication 34

Noteworthy Practices: Highway Enforcement Against Aggressive Traffic (H.E.A.T.) 37

Looking to the Future 40

2005 Pictorial Review 41

Contact Information

Street: 34 Peachtree Street
Suite: 800
City: Atlanta
State: Georgia
Zip Code: 30303

Phone: (404) 656-6996
Fax: (404) 651-9107
Email: smoore@gohs.state.ga.us
Web: www.gahighwaysafety.org

Introduction

Overview – The Georgia Governor's Office of Highway Safety (GOHS/Office) is pleased to present its **2006 Annual Report**. The mission of GOHS is ***to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways***. The Office seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by our Office are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. The Office expended approximately $14.3 million during the federal fiscal year (FFY) 2006 in funds provided by the federal government (National Highway Traffic Safety Administration –NHTSA).

In FFY 2006, the Office made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Public Safety, Georgia Department of Driver Services, Georgia Department of Human Resources, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, the University of Georgia, and numerous other Stakeholders. With this vitalization of committed partnership, GOHS has embraced Comprehensive Strategic Highway Safety Planning by facilitating the ***4-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, as well as incorporating another "E"(Evaluation)***.

In this document, the key areas of Impaired Driving, Occupant Protection, Pedestrian Safety, Rural Roads Initiatives and Paid Media will be addressed as suggested by the Governor's Highway Safety Association (GHSA) Annual Report Template. GOHS has ongoing evaluation of program outcomes that will be available in February 2007 and added to this document as a supplement and complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2006 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 15), full analysis of their individual and collective accomplishments are difficult to be derived by the December 31 deadline for submission of our Annual Report as required by NHTSA.

Crash Summary – In addition to statewide programmatic data, GOHS collects statewide data on highway crashes, injuries and fatalities. While complete traffic safety crash statistics are often difficult to obtain for one or even two years after the end of any given year, GOHS monitors available data sources and evaluates its efforts through the timeliest sources that are available for trends reflecting its effectiveness. As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,729 traffic fatalities in

Georgia in CY 2005, a 5.8% increase from CY 2004 when there were 1,634 such fatalities. Of those 2005 fatalities, 38.5% (n=665) were unrestrained, which represents an increase over 2004 when 37% (n=611) unrestrained deaths occurred. Although the number of alcohol-related deaths rose slightly in 2005 to 545 from 536, the percentage of these deaths decreased to 31.5% from 33%. In 2005, 150 pedestrians were killed in crashes on Georgia's highways (8.7% of total fatalities), a slight decrease from 2004 figures, when 153 pedestrians died in crashes (9.4% of total fatalities), so that both the number and the percentage of pedestrian fatalities decreased in 2005. The overall fatality rate per 100 million vehicle miles traveled (VMT) increased sharply in 2005, rising to 1.52 from 1.46. This marks the first time the VMT rate figure has been above 1.5 since 2001, but it continues a general downward trend from the ten year high of 1.76 in 1996. Additionally, total VMT did not increase from 2004 to 2005 according to Georgia Department of Transportation statistics, staying stable at around 113 million miles traveled. In general, VMT in Georgia has risen 27% since 1996. From the 2000 census through 2005, Georgia experienced an estimated 10.8% population growth, which is 5.5 percentage points higher than that experienced by the nation as a whole. Georgia's annual population growth rate in 2005 was approximately 2.8%, an increase over 2004 (1.7%). While this rapid population increase partly justifies the increase in total traffic fatalities, the rate of increase for deaths and deaths per VMT outstrips that of population growth. The increase in total deaths and death rate per VMT reinforces the need for continued program implementation, especially in the areas of restraint use, impaired driving, speed-involvement, elderly driver safety, motorcycle safety, and pickup truck safety:

1. The increase in the number of fatalities on Georgia's highways in 2005 represented the sharpest rise since 2001, and the 4.1% increase in fatalities per 100 million VMT was the greatest rise in the past 10 years.
2. While the number of impaired driving fatalities has remained relatively stable since 1994, Georgia's population has increased dramatically since then (40% increase from 1990 to 2005). During this time, the proportion of Georgia's impaired-driving crash fatalities has decreased. The decrease in the percentage of alcohol-related fatalities is especially encouraging.
3. While there is some annual variation in proportions of drivers and passengers observed wearing their safety belts, the trend line for safety belt usage rates in Georgia continues a steady upward progression.
4. Traffic fatalities for those 20 years old and under continued a steady three-year downtrend from 87 in 2003 to 78 in 2005, a 10% decrease. However, traffic deaths among people aged 65 and older during the same three-year period were up to 276 from 210, a 31% increase. Rising traffic fatalities among the 65 and older demographic, the fastest growing in Georgia, suggests a need for more educational programs for elderly drivers.
5. As passenger cars become safer and drivers of passenger cars become more conscientious of wearing safety belts, the percentage that they make up of total vehicle traffic fatalities continues a downward trend, dropping from 64% (n=890) of vehicle occupant deaths in 1996 to 47% (n=728) in 2005. Over this same period, motorcycle deaths increased

considerably not only in Georgia but across the country. The percentage of motorcycle deaths more than tripled since 1996 when 3.4% (n=47) of vehicle occupant deaths were attributable to motorcycle riders. In 2005, motorcycle deaths made up 9.3% (144) of vehicle occupant deaths, an increase of 5.9 percentage points. During this time span, the demographic for those dying in motorcycle crashes shifted from predominantly men under 34 years old to men 35 years old and up. This shift suggests that new rider fatalities are not the problem, and that future motorcycle safety programs must focus on a wide age range, not just risk-taking young males.

6. As the popularity of sport utility vehicles and standard pickup trucks grows, they become more and more dangerous on Georgia roadways. The percentages of passenger cars and compact pickup trucks involved in fatal crashes decreased over the past ten years, while the same percentages for SUVs and standard pickups rose significantly. The percentage of SUVs involved in fatal crashes increased from 5.9% (n=127) in 1996 to 16% (n=389) in 2005, more than tripling in number. SUV occupant deaths made up 13% (n=208) of all occupant deaths in 2005, compared to 5.5% (77) in 1996. Standard pickups were involved in 14% (n=341) of all fatal crashes in 2005, up from 10% (n=209) in 1996. Additionally, standard pickups accounted for 60% of all deaths among pickup truck occupants in 2005, as compared to only 33% in 1996. As SUV and standard pickup truck sales continue to rise, the increased presence of these vehicles on Georgia roadways will continue to be a hazard to other motorists.

Accomplishments – In FFY 2006, Georgia:

1. Continued to lead the Southeastern States in improving overall safety belt use (achieving the highest use rate of 90.0% in 2006). Due to GOHS staff's diligent efforts in implementing innovative programs that address motor vehicle crashes, Georgia has been identified as a model state for innovative enforcement strategies; specifically, the establishment of a very effective multi-agency enforcement effort through regional Traffic Enforcement Networks.
2. Continued the NHTSA Gold Standards, focused on three (3) DUI courts (Hall, Clarke and Chatham counties). Georgia continued this funded initiative through the Administrative Office of the Courts to address the issue of DUI recidivism. An ongoing evaluation of the Georgia Gold Standards program will be completed in 2007, but preliminary analysis suggest that the recidivism rate for DUI Court graduates is significantly lower than either non-graduates or non-participants.
3. Participated in all NHTSA national campaigns, including "Click It or Ticket" and "Operation Zero Tolerance. You Drink and Drive. You Lose."
4. Carried out joint initiatives at the state and local levels, utilizing a network of partnerships which includes Georgia Department of Transportation (GDOT), Georgia State Patrol (GSP), Georgia Department of Driver Services (GDDS), Georgia Bureau of Investigation (GBI) and the Georgia Motor Carrier Compliance

Division (MCCD). These initiatives are indicative of an open and inclusive management approach. For example, in 2005, GDOT, GSP, and the Georgia Division of Motor Vehicle Carrier Compliance implemented a corridor enforcement program on Interstate 75 focused on reducing passenger car-commercial vehicle collisions. Another initiative brought GSP, GOHS, and GBI together to conduct a joint motorcycle enforcement effort in the Atlanta metro area.

5. Worked closely with GDDS on teen driver education programs and in implementing the new 40-hour driver education requirement under the State's graduated licensing law.
6. GDOT provided funding for a salaried position that is housed within GOHS. As the liaison between GDOT and GOHS, this staff person champions both GOHS and GDOT's interests in development of strategic plans for highway safety and traffic records. Preliminary plans are underway for a similar liaison assignment from Georgia State Patrol.
7. Established a fully functional Traffic Records Coordinating Council and Executive Steering Committee with State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.).
8. Expanded H.E.A.T. program. Eighteen H.E.A.T. grants were allocated in FFY 2006, up from ten in FFY 2005. The further expansion of the H.E.A.T. program allows for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement.
9. Continued the "100 Days of Summer H.E.A.T." campaign, a multi-jurisdictional campaign designed to reduce speeding, impaired driving, and occupant protection violations in counties with major traffic safety problems. GOHS was also the impetus for this program being adopted by the NHTSA Southeast Region, where southeastern states utilized this campaign slogan in their summer mobilizations.
10. Utilized a streamlined grant process through eGOHS (Electronic Grants for the Office of Highway Safety) in which applications were submitted, reviewed, and approved electronically. All grants in FFY 2006 were managed entirely online. This system improved communication between GOHS and the grantee and effectively reduced time and expedited prior cumbersome processes to allow both the grantee and GOHS to focus on their mission rather than administrative issues. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member has access to eGOHS documentation (claims, reports) from remote locations (at home or in the field).
11. Facilitated communication with applicants and grantees through Bidders Conferences and Project Directors Meetings in order to create a more focused applicant on GOHS issues resulting in better designed applications focused on Highway Safety Best Practices.
12. GOHS conducted the 6th Annual Governor's Challenge Awards Program at the Georgia International Convention Center in College Park from August 8-9, 2006. The Governor's Challenge Awards

Luncheon was conducted with over 500 law enforcement officers and invited guests in attendance. GOHS received a total of 63 Governor's Challenge Applications this year. All applications were forwarded to the International Association of Chief's of Police for judging. Georgia scores were returned to GOHS for the selection of Governor's Challenge winners and all Georgia applications were entered into the IACP National Law Enforcement Challenge. Of the 63 original applicants, 33 different law enforcement agencies were recognized at the awards banquet. Additionally, 42 agencies were eligible for the Grand Prize, the 2005 Chevrolet Tahoe Governor's Challenge Vehicle. Tennille Police Department was the Grand Prize winner. Nationally, there were 405 entries from 33 states entered in the National IACP Law Enforcement Challenge. Georgia was honored to have six National Winners this year. Additionally, the National Sheriff's Association recognized The Franklin County Sheriff's Office based on their Governor's Challenge Application. All National winners received awards in October at the National Law Enforcement Challenge Awards Program during the IACP Conference in Boston, Mass. The 2006 Governor's Challenge had 35 Corporate Sponsors that donated $180,000 in equipment, funds, or services to make the 2005-2006 Governor's Challenge possible.

13. GOHS coordinated the 15th Annual Hands Across the Border campaign August 27-September 1, 2006. During these five days, the Teams coordinated ten news conferences, nine traffic enforcement network meetings and fifteen sobriety check points with law enforcement officers from six states. Numerous TV, Radio and News paper interviews were conducted during the week at the Sobriety Checkpoints and the News Conferences.
14. Continued efforts to effectively address issues outlined in the 2003 Performance Audit through revised procedures at the GOHS offices and through consultations with the University of Georgia Program Evaluation Team, receiving positive subsequent reviews from the state auditors. The final "Follow-Up Review" by the Georgia Department of Audits and Accounts published in December 2005 cleared GOHS of all findings in the 2003 Performance Audit, and it also established GOHS to be consistent with recommendations in the prior audit.
15. In FFY 2006, of the completed grants, 91% achieved at least half of the stated objectives.

Challenges – In FFY 2006 in Georgia:

1. In FFY 2006. GOHS' efforts aimed at increasing law enforcement-based participation in its initiatives were hampered this past year by significant statewide manpower shortages across many law enforcement agencies in the state.
2. **Need for effective Public Information and Education (PI&E) campaigns were a focus.** Because of limited law enforcement resources, PI&E is an important part of effective speeding reduction, impaired driving reduction, and safety belt campaigns. The public perception of an increased risk of arrest as a result of illegal driving

behavior can be increased through comprehensive and effective PI&E programs; however, funding must be available to achieve maximum reach.

3. **Branding highway safety messages that resonate was key.** Establishing clear and cogent brands linked to specific highway safety issues remains a challenge and the public's perception constantly changes.
4. **Low knowledge level regarding traffic safety laws remains.** Based on surveys, the general public in Georgia continues to lack knowledge of current and proposed traffic safety legislation.
5. **Grantee quality was a focus.** Since GOHS must rely on the caliber of its grantees to produce successful traffic safety programming, it is imperative that there be a sufficient statewide pool of well-written grants submitted for consideration. GOHS' efforts to place programs in areas of the state where they are critically needed are sometimes hampered by few grantees and a lack of implementation resources.
6. **Pick-up truck exemption from primary safety belt law was a focus.** State law exempting trucks from the safety belt law continues to challenge GOHS' efforts to reduce fatalities in Georgia. Pick-up trucks represent the most rapidly increasing class of vehicles in vehicle occupant deaths over the past 10 years, rising 50% during that period. Over the past three (3) years alone, the number of fatalities involving pick-up trucks grew 21%. The proportion that pick-up trucks make up to total vehicle occupant deaths increased from 29% in 1996 to 40% in 2005.
7. **Adjusting to reporting on eGOHS system.** New reporting practices on the eGOHS system will continue to take some time for grantees to comprehend fully.
8. **SADD programs were a focus in FFY 2006.** Declining traffic deaths among the under 20 demographic validates the efficacy of the SADD program. However, some aspects of the SADD program became a concern in FFY 2006. SADD grants grew from 27 in FFY 2005 to 68 in FFY 2006, a 152% increase, which is disproportionate to the 42% overall expansion of the GOHS grant program. Sixteen of the original 68 SADD grants dropped out of the program due to administrative problems acknowledged by the grantees. Many of these administrative problems pertain to a lack of experience with the grant process and high turnover rate among grant coordinators at the high school level. Additionally, the federal fiscal year of October-September used by the GOHS grant system is inherently out of synch with the high school academic calendar of August-May/June. During the summer months, many SADD grants become dormant, and because of turnover or lack of interest, grantees often do not resume reporting again until the next grant cycle begins, leaving many monthly reports blank or unaccounted for. Whether SADD grantees are required to remain active during the months of May/June through September should be clearer in order to make the reporting process more uniform. It could be the choice of the individual grantee as to whether they will report during these months or turn in a final report at the end of the academic year.

Crash Data / Trends

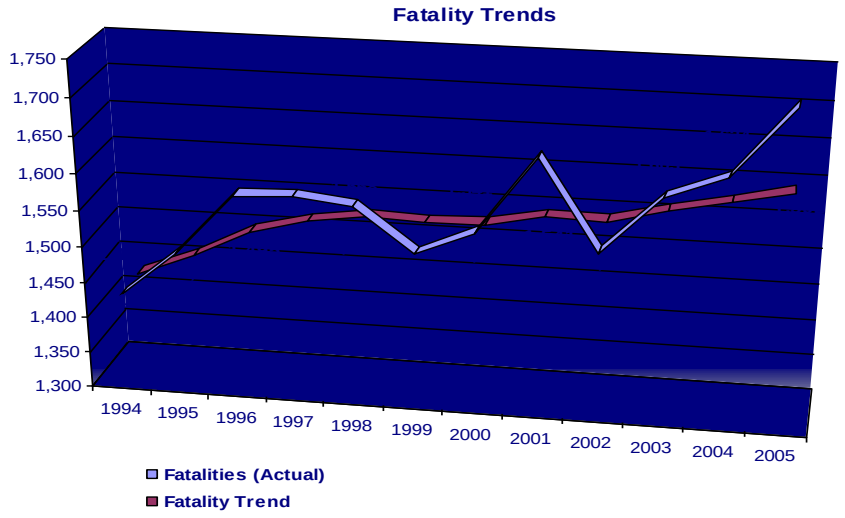
	Baseline Data 1994-1997				Progress Report Data 1998-2005							
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Fatalities (Actual)	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1,634	1,729
Fatality Trend	1,425	1,457	1,495	1,516	1,526	1,523	1,526	1,541	1,539	1,559	1,575	1,592
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Fatality Rate /100 million VMT	1.72	1.74	1.76	1.68	1.62	1.53	1.47	1.53	1.41	1.47	1.46	1.52
Fatality Rate Trend	1.72	1.73	1.74	1.73	1.70	1.68	1.65	1.63	1.61	1.58	1.55	1.52
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Injuries (Actual)	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996	139,262
Injury Trend			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119	133,716
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Fatality & Serious Injury Rate/(100 million VMT)	*	*	162.3	150.0	140.6	126.4	125.8	124.0	124.2	123.0	124.7	124.2
Fatality & Serious Injury Rate Trend			162.3	156.2	151.0	144.8	141.0	138.2	136.2	134.5	133.4	129.2
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Fatality Rate/100K Population	20.2	20.7	21.5	21.1	20.5	19.4	18.7	19.6	17.8	18.5	18.5	19.0
Fatality Rate Trend/100K Population	20.2	20.5	20.8	20.9	20.8	20.6	20.3	20.2	19.9	19.7	19.5	19.2
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Fatal & Serious Injury Rate/100K population	*	*	1,970	1,883	1,785	1,606	1,605	1,594	1,570	1,549	1,581	1,554
Fatal & Serious Injury Rate Trend /100K population			1,970	1,927	1,880	1,811	1,770	1,741	1,716	1,695	1,683	1,636
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Alcohol Related Fatalities	540	531	577	586	528	524	585	558	533	488	536	545
Alcohol Related Fatality Trend	540	536	549	559	552	548	553	554	551	546	546	543
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Proportion of Alcohol Related Fatalities	38.0	36.0	37.0	37.0	34.0	35.0	38.0	34.0	35.0	30.0	33.0	31.5
Alcohol Proportion Trend	38.0	37.0	37.0	37.0	36.4	36.2	36.4	36.1	36.0	35.1	34.8	34.2
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Alcohol Related Fatality Rate/100M VMT	0.65	0.62	0.65	0.62	0.54	0.53	0.56	0.52	0.49	0.45	0.47	0.48
Alcohol Fatality Rate Trend	0.65	0.64	0.64	0.64	0.62	0.60	0.60	0.59	0.58	0.55	0.54	0.52
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**
Percent of Population Using Safety Belts*	52.8%	50.0%	57.8%	65.1%	73.6%	74.2%	73.6%	79.0%	77.0%	84.5%	86.7%	90.0%
Safety Belt Use Trend	52.8%	51.4%	53.5%	56.4%	59.9%	62.3%	63.9%	65.8%	67.0%	70.5%	74.6%	78.2%

Source: FARS

Performance Goals and Trends

Goal: Fatalities
Baseline

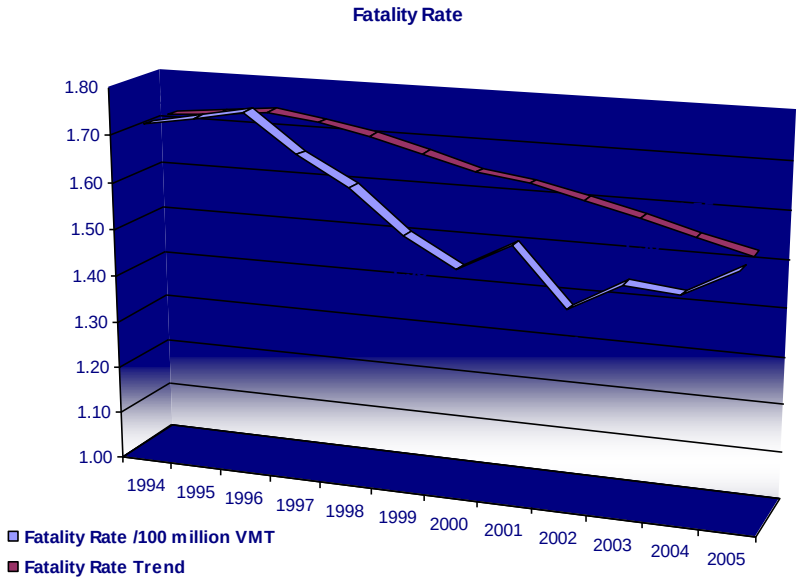
To reduce the total number of fatalities. Baseline data from 2005: 1,729 fatalities



Goal: Fatality Rate/VMT
Baseline

Reduce the mileage death rate to 1.0

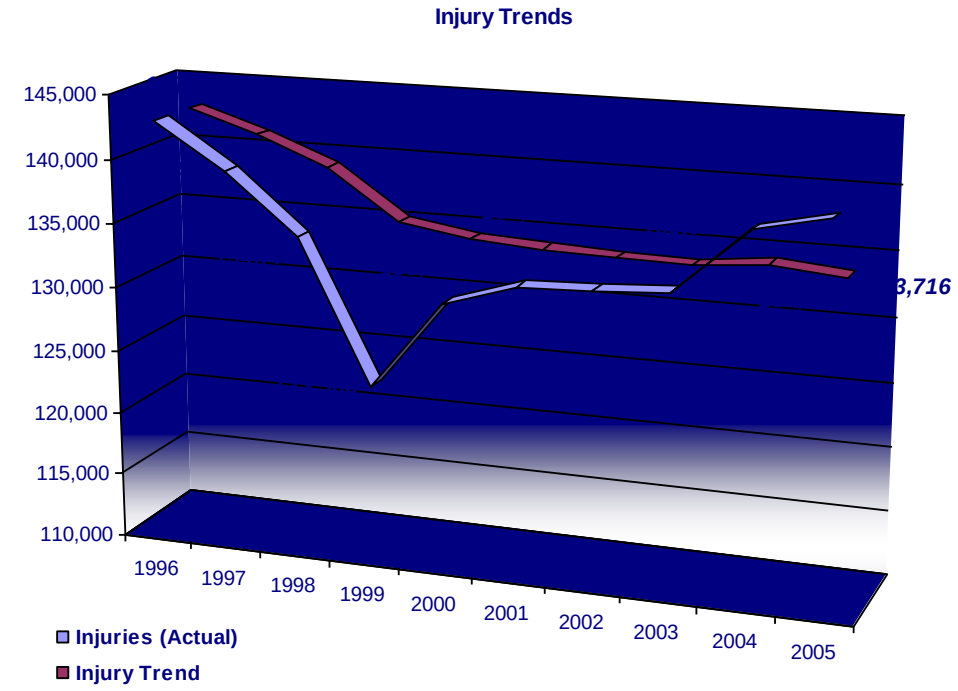
Baseline data from 2005: mileage death rate was 1.52



Goal: Injuries
Baseline

To reduce total motor vehicle related injuries.

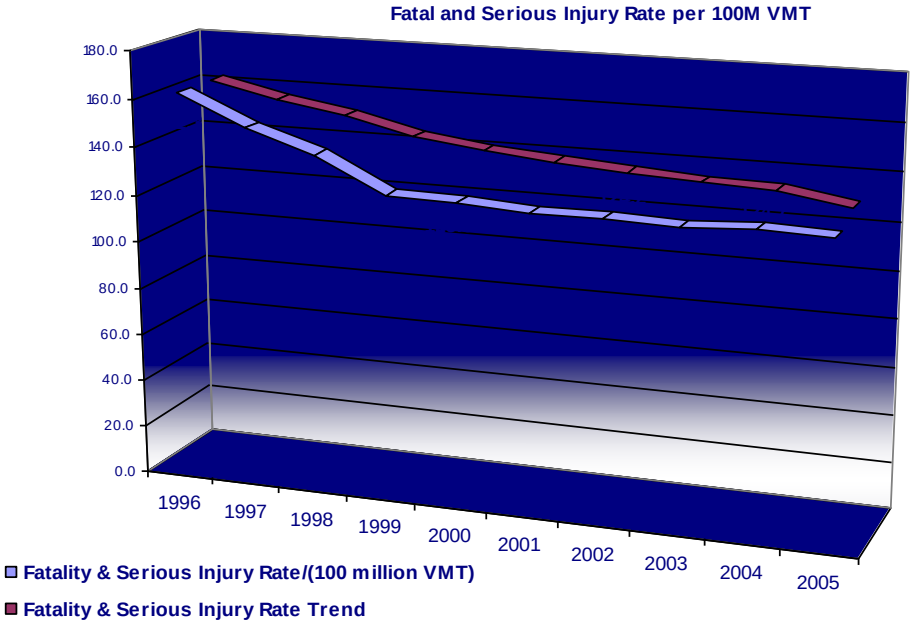
Baseline data from 2005: Total injuries 139,262



Goal: Fatal and Injury Rate/VMT
Baseline

To reduce overall fatal and injury rate.

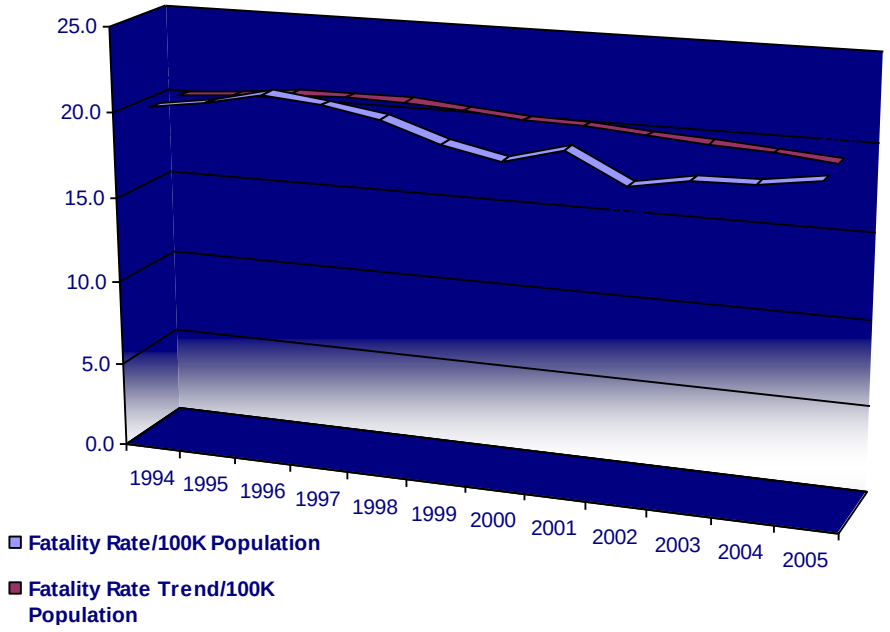
Baseline data for 2005 was 124.2 per 100 million VMT.



Goal: Fatality Rate/100K
Baseline

To reduce fatality rate per 100K of the population.

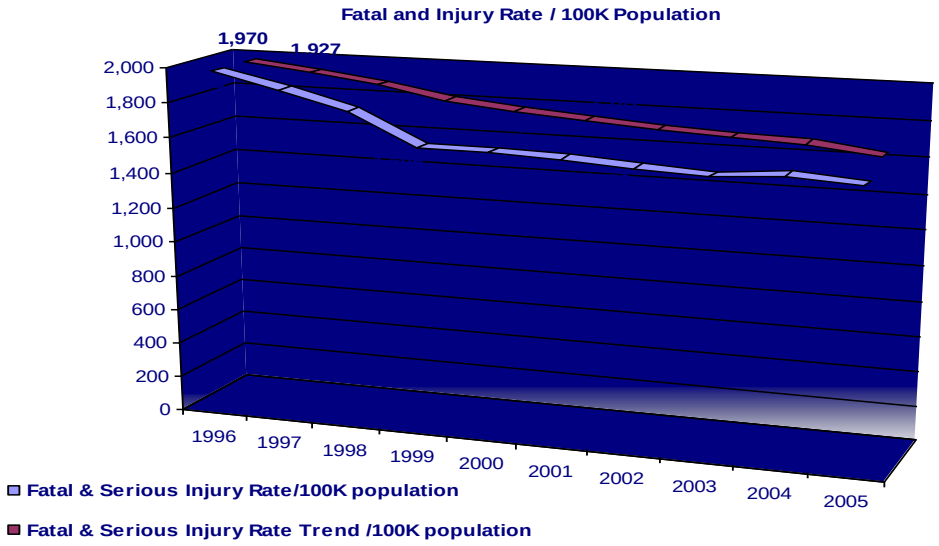
Baseline data rate for 2005 was 19.0 per 100K of the population.



Goal: Fatal/Injury Rate/100K Population
Baseline

To reduce motor vehicle traffic crashes, injuries and fatalities.

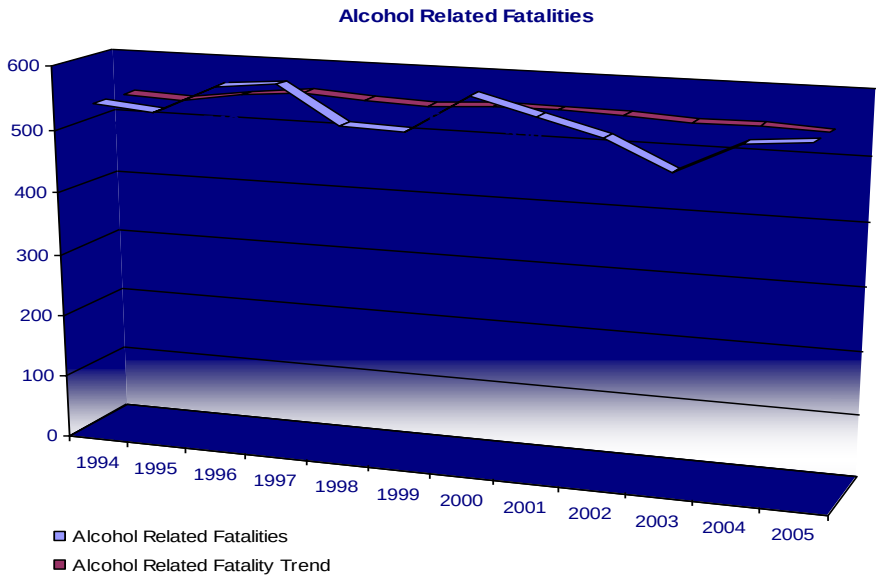
Baseline fatal and serious injury rate per 100k population was 1,554 in 2005.



Goal: Alcohol Fatalities
Baseline

To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

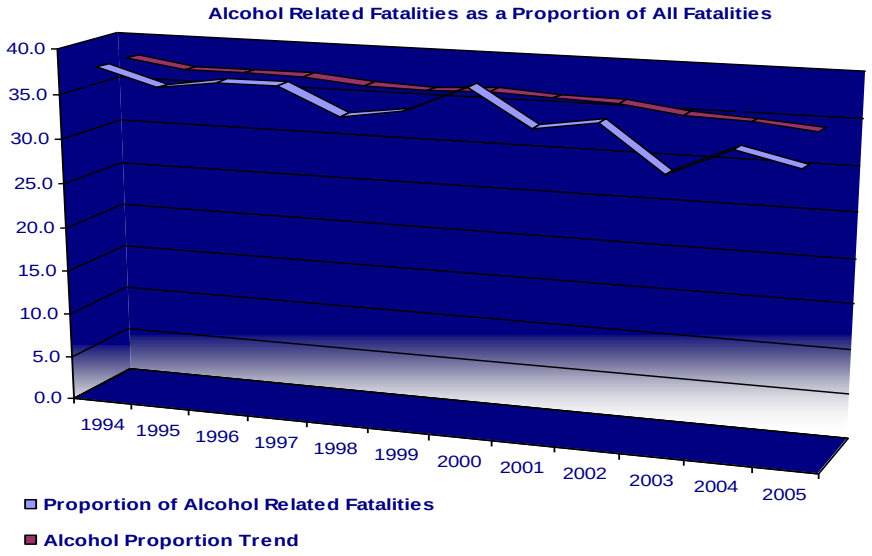
Baseline data from 2005: 545 alcohol-related fatalities



Goal: Alcohol Fatality Proportion
Baseline

To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

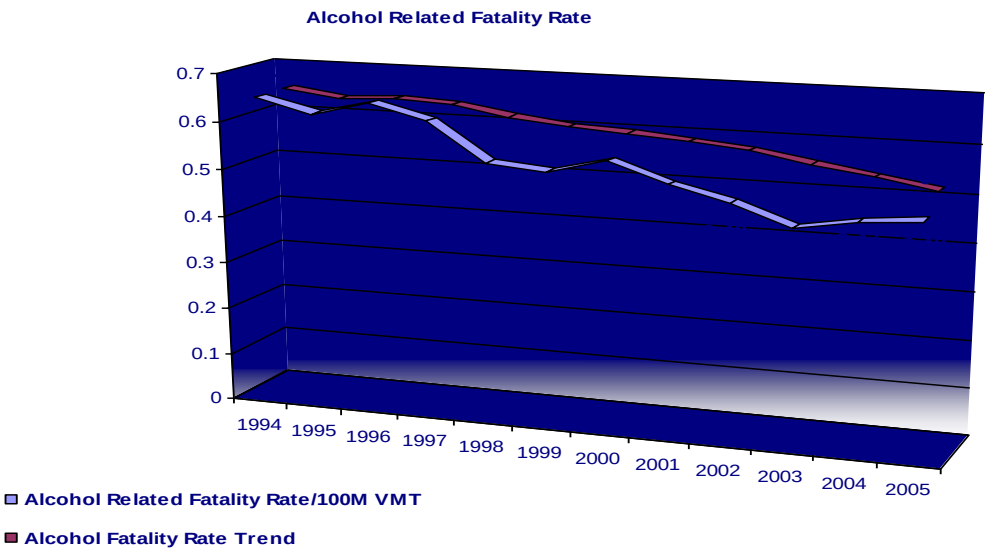
Baseline data from 2005: proportion of alcohol-related fatalities was 31.5%



Goal: Alcohol Fatality Rate/VMT
Baseline

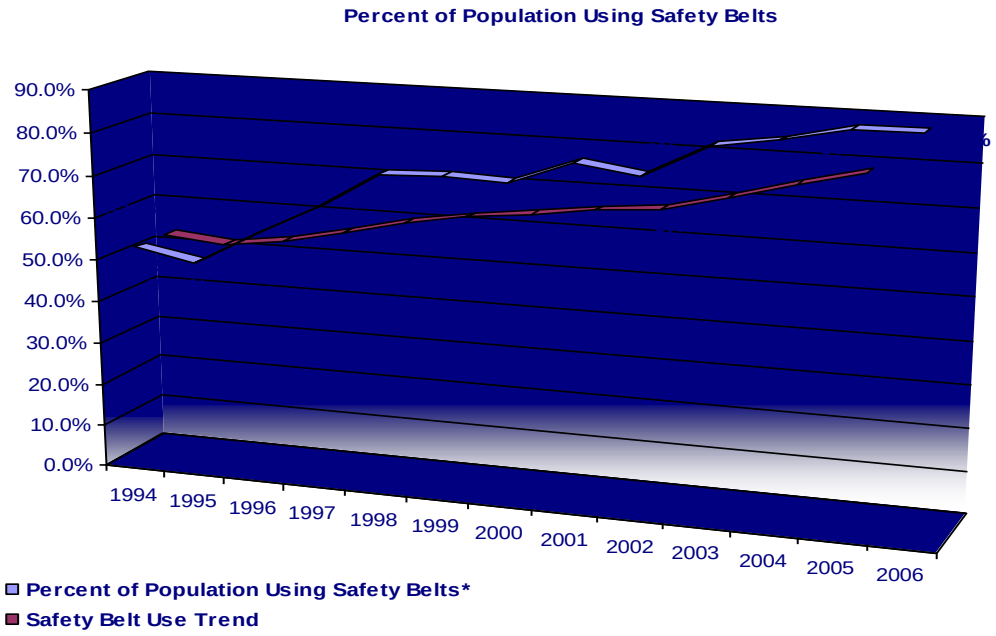
To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities.

Baseline data from 2005 was .48



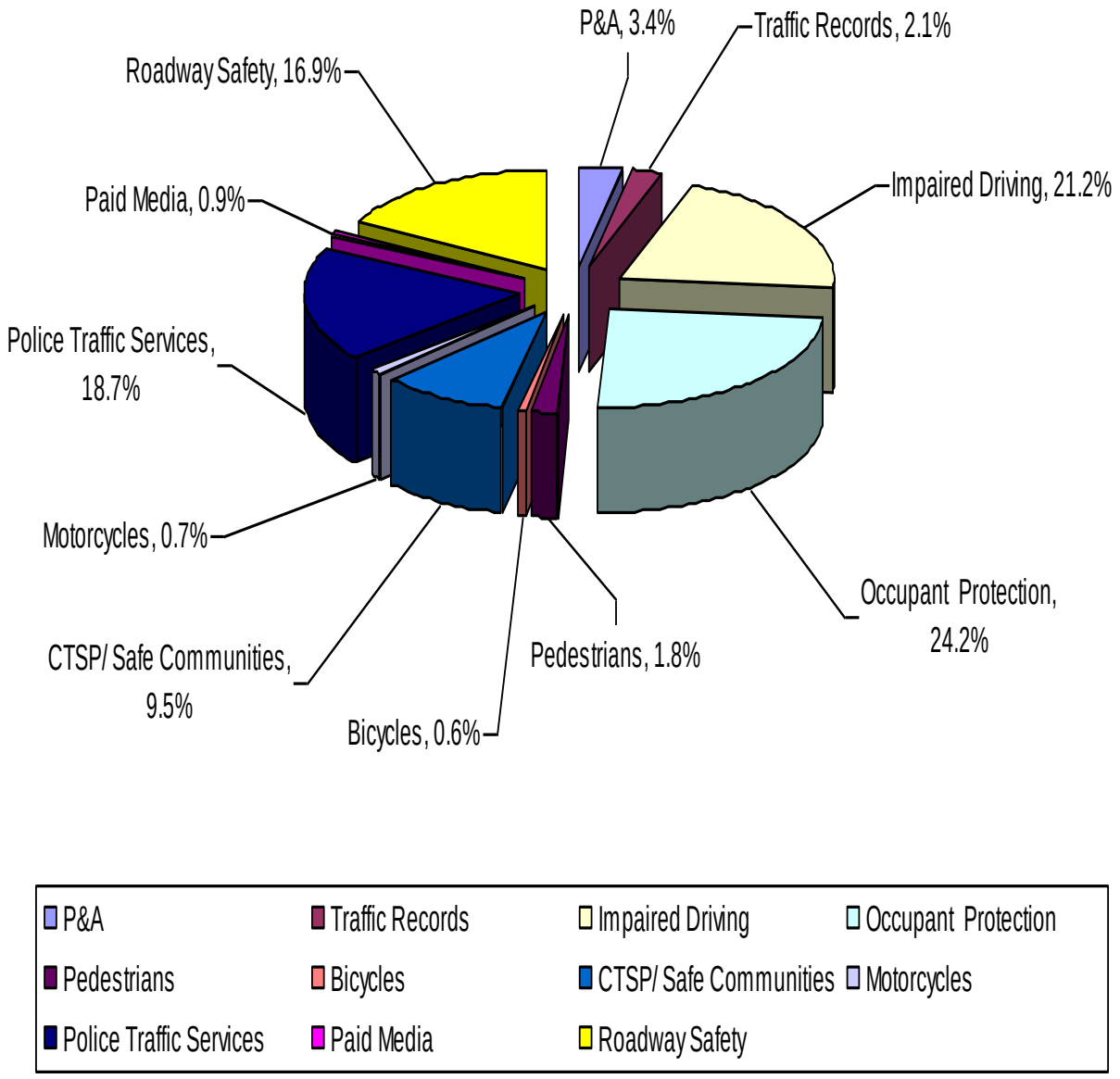
Goal: Safety Belt Use
Baseline

To increase the use of safety belts statewide.
Baseline Data from 2006: seat belt usage rate including trucks was 90.0%.



Financial Summary

Total = $14,313,428



Impaired Driving

Program Overview for Georgia Impaired Driving Programs

Despite a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, the numbers of impaired driving crashes, injuries and fatalities are unacceptable. Improvements are being realized, however, the chance of a crash being fatal is six times higher in crashes related to impaired driving when compared to those not related to alcohol and other drugs. Male drivers over the age of 24 continue to be the leaders in impaired driving crashes and fatalities. Alcohol impaired driving death rates are very high in urban areas where alcohol establishments are most prevalent. In 2006, GOHS sought to reduce impaired driving deaths by establishing clear, measurable objectives in this area.

Objectives

1. To provide DUI countermeasure funding to jurisdictions that have between five (5) or more impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 85% of the law enforcement agencies participate.
3. To identify and implement a community DUI systems improvement project in 3 jurisdictions in Georgia.
4. To provide funding to 10% of Georgia high schools and provide public information and education to 100% of Georgia high schools to implement programs to encourage safety belt use and discourage drinking and driving and parent-teen driving agreements.
5. To provide funding to a minimum of 14 colleges and universities to implement a "peer education" program to prevent drinking and driving and encourage safety belt use.
6. To train a minimum of 1,200 law enforcement officers in impaired driving countermeasures.
7. To provide funding for Blood Alcohol Content (BAC) Testing for the purpose of reducing turnaround time for prosecution of DUI offenders.
8. To provide funding to the Department of Transportation for hazard elimination programs.

Noteworthy Programs

In FFY 2006, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. "Demonstration Project on Effective DUI Adjudication" – A pilot project continued in three counties to determine the effectiveness of DUI Courts in Georgia.
2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 18 county and local agencies that aims at reducing aggressive traffic violations and DUI's. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.

3. "Operation Zero Tolerance" – A model statewide initiative program which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHS' Regional Traffic Enforcement Networks and required of all the FFY 2006 law enforcement grants targeting impaired drivers and all of the educational grantees as well.
4. "Students Against Destructive Decisions (SADD)" grant program – Letters were sent to all 415 high schools in Georgia making them aware of available funds for safety belt and impaired driving programs. GOHS provided significant resources for the 52 schools that elected to participate, including a statewide safety summit and banquet for chapter leaders and members.
5. Young Adult grants program – GOHS funded 22 peer-education programs through BACCHUS and GAMMA chapters and other affiliated organizations at colleges and universities. These programs focused primarily on reducing impaired driving among young adult drivers.
6. Training for law enforcement officers – Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving countermeasures including the administration of Standardized Field Sobriety Tests and certification as Drug Recognition Experts.

Results

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

1. Three impaired driving enforcement mobilizations were continued in FFY 2006 and 97% of the law enforcement community participated. Regional participation rates for law enforcement agencies were 94% for the Southeast; 92% for the Southwest; 95% in the metro Atlanta/Central region; and 96% in the Northeast region.
2. An "Effective DUI Adjudication" program was continued in FFY 2006. Three state courts in three separate counties enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. As of July 2006, there were 462 active participants in compliance. During FFY 2006 (through July), a total of 273 new participants joined the program, 157 participants graduated, 53 became eligible for re-licensure, and 85 completed DUI school. 128 participants were terminated for non-compliance, giving the program a retention rate of approximately 82%.
3. "Operation Zero Tolerance" – In FFY 2006, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state.
4. Hazard Elimination – In FFY 2006, funds were provided to the Department of Transportation for hazard elimination such as Accident Location Coding and Systems Enhancements, Global Positioning System (GPS) Receivers for crash locations, red light running technology, guardrail delineators and deer accident prevention measures and correction of traffic crash data.
5. In FFY 2006 funding was offered to 16% (n=68) of Georgia high schools to encourage safety belt use and discourage drinking while driving. 52 schools accepted funding, more than doubling the number of SADD grant from FFY 2005; however, 16 schools were unable to accept GOHS funding due to administrative problems acknowledged by the schools compared to just four

(4) in FFY 2005. 86% of completed SADD grantees achieved at least 50% of the stated objectives, and 82% completed at least 50% of the stated milestones.

6. There were 22 colleges and universities funded in FFY 2006 to implement peer education programs to encourage safety belt use and prevent drinking and driving. This represents further expansion over FFY 2005 when 12 such grants were funded, an 83% increase. During the course of the year, three (3) colleges were unable to accept GOHS funding due to administrative problems acknowledged by the colleges. Ninety-one percent (91%) of completed Young Adult grantees achieved at least 50% of the stated objectives, and 95% completed 50% of the stated milestones. Overall, Young Adult grantees achieved 81% of the stated objectives and 75% of the stated milestones.
7. During the "100 Days of Summer Heat" campaign from May to September 2006, law enforcement personnel apprehended 15,132 DUI violators statewide, and made an additional 9,323 drug arrests.
8. The total number of officers trained for impaired driving countermeasures in FFY 2006 was 1,279 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
9. In FFY 2006, 18 H.E.A.T. grants received funding, an 80% expansion from FFY 2005. 100% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. In total, H.E.A.T. grantees achieved 86% of the stated objectives and 77% of the stated milestones.

Future Strategies

Georgia looks to employ the following strategies in FFY 2007:

1. "DUI Adjudication" – Implementing DUI courts in other strategic locations based on the results of the DUI Adjudication pilot project.
2. "H.E.A.T." – Continued expansion and heightened publicity for this aggressive driving program and increased law enforcement presence. As of the end of November 2006, 27 H.E.A.T. programs were funded for FFY 2007.
3. "Operation Zero Tolerance – Over the Limit. Under Arrest." – Conduct three (3) waves of statewide enforcement, create a sustained impaired driving enforcement campaign, and conduct concentrated patrols in areas identified for impaired driving violations and high traffic areas. Utilize Traffic Enforcement Networks for coordination. Promote attendance of all task forces in Traffic Enforcement Network meetings and activities. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center. New media campaign message: "Over the limit, under arrest. Don't drink and drive."
4. "SADD" – Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions, and faith-based organizations to address teen driving issues. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks. Utilize Youth Ambassadors from Georgia SADD in our public education and information campaigns and community coalitions. Increase coordination between GOHS and grantees, educate on the use of the

eGOHS system, and reduce turnover of program coordinators in order to reduce the number of dropouts and increase achievement rates.

5. Young Adult grant program – Training peer educators and educating the students on highway safety issues. Establish Student Leadership Council to include Young Adult members to assist in developing and implementing Youth and Young Adult highway safety programs. Increase coordination between GOHS and grantees, and reduce turnover of program coordinators.
6. TADRA – Establish a teen court to educate youth in the school system and community about TADRA.
7. Teens Ride with PRIDE – Facilitate statewide Teens Ride with PRIDE (Parents Reducing Incidents of Driver Error) program through the education and awareness of parents and students on proper driving techniques to promote the safety of novice drivers.

Occupant Protection

Program Overview for Georgia Occupant Protection Programs

Approximately 43% of Georgia's fatally injured motor vehicle occupants were unrestrained during their crash. A significant number of the victims could have survived their crash experience had they used their vehicle safety belt. GOHS provided conscientious efforts to counties for reducing deaths resulting from occupants being unrestrained. The following specific and measurable objectives were sought in FFY 2006.

Objectives

1. To increase the statewide safety belt usage rate to 90%.
2. To increase the use of child safety restraints systems for children under the age of five to 95% by the end of FFY 2006.
3. To increase the safety belt use rate by five (5) percentage points for rural drivers and passengers.

Noteworthy Programs

GOHS made a statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the "Click It or Ticket" Campaigns. Out of the 152 GOHS-funded programs 117 (77 %) included other significant occupant protection programming elements. The following are some of the most noteworthy programs:

1. "Georgia Traffic Injury Prevention Institute (GTIPI)" – A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, and pedestrian safety.
2. "Click It or Ticket" – The "Click It or Ticket" campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists.
3. "Car Safety Seat Fitting Station Program" – A program through the Atlanta Fire Department designed to provide free car safety seat inspection and installation services to the general public in the Atlanta metro area. In FFY 2006, they distributed 2,787 car seats at 71 child safety seat checkpoints and other events.
4. "Union County Occupant Protection" – A small program that provides occupant and child safety seat education to the community of Union County (population approximately 19,000). In FFY 2006, 562 car seats were distributed, and 164 child safety seat checkpoints were conducted during this grant period.

Results

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

1. The overall safety belt usage rate for CY 2006, including trucks, was 90.0%, an increase over CY 2005, and the highest usage rate ever recorded in

Georgia. Safety belt usage rates climbed above 90% for both passenger cars (90.4%) and vans (90.8%). Although pick-up truck drivers continued to lag behind with a 79.6% usage rate, their five-year usage increase was the most dramatic, gaining 17.2 percentage points during that span.

2. An increase of 6.7 percentage points was achieved in seatbelt usage in rural areas, exceeding the stated objective of a five (5) percentage point increase.
3. "Click It or Ticket" – In FFY 2006 there were three (3) "Click It or Ticket" campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.
4. During the "100 Days of Summer HEAT" campaign, law enforcement officers from across the state handed out 67,356 seatbelt violations, and 9,723 child restraint citations.
5. During FFY 2006, there was an increase in awareness of 3.8% among respondents to the annual Georgia Poll regarding awareness of Georgia's primary safety belt law. The current awareness level is 96.4%.

Future Strategies

GOHS will implement the following strategies in FFY 2007:

1. Continued efforts by GOHS to increase seatbelt usage through highly visible "Click It or Ticket" and "100 Days of Summer HEAT" campaigns, law enforcement programs, education programs and legislative initiatives.
2. GTIPI – Conduct 15 Child Safety Technician (CPST) Certification Courses, including one in Spanish, and conduct two (2) CPST Instructor workshops. Implement a statewide Safety Belt Poster and Essay PSA contest for students, the statewide distribution of PI&E materials, and the development of materials targeting at-risk populations.
3. Teens Ride with PRIDE – Facilitate the presentation of Georgia Teens Ride with PRIDE Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors.
4. Present the rollover simulator at different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
5. Conduct a public information effort to Georgia car dealerships to address unrestrained pickup truck occupants and the proper use of child safety seats in trucks by distributing educational materials.
6. Continue to build collaborative partnerships with community groups, organizations and law enforcement, including faith-based organizations for the purpose of addressing highway safety initiatives at the local level.

Pedestrian and Bicycle Safety

Program Overview for Georgia Pedestrian and Bicycle Safety Programs

Pedestrians and bicyclists are among the most vulnerable of all citizens who use our roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of a motor vehicle.

Objectives

1. To provide funds to agencies for the purpose of increasing pedestrian and bicycle education, enforcement, and engineering considerations.
2. To improve pedestrian safety by lowering the state pedestrian fatality rate to 1.75 fatalities per 100,000 population.

Noteworthy Programs

In FFY 2006, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. "Pedestrians Safety Initiative" – In FFY 2006, GOHS supported an initiative to encourage communities to examine and plan strategies using the four (4) E's for countering pedestrian death and injuries.
2. "PEDS" – Focused on raising awareness for pedestrian safety issues in the metro Atlanta area by advocating the need for investment in pedestrian facilities, improved street design, and the modification of driver behavior. During FFY 2006, PEDS held highly visible special events and other media-generating activities, such as Atlanta's first Pedestrian and Bicycle Conference and Safe Routes to School programs, as well as crosswalk demonstrations and multi-neighborhood slow-downs. PEDS was also involved in the education of the largely pedestrian Hispanic community along Buford Highway in metro Atlanta.
3. "Chatham County Health Department Pedestrian Safety Program" – During FFY 2006, this metro Savannah program developed Safe Routes to School for walking or biking children in areas identified as High Risk Zones. Established PACE (Pedestrian Advocates of the Coastal Empire) as a multi-faceted pedestrian safety committee in collaboration with community agencies and citizens promoting pedestrian and bicycle safety.
4. "Atlanta Bike Campaign Share the Road Awareness" – During FFY 2006, the Atlanta Bike Campaign provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to "Share the Road" was emphasized.

Results

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

1. According to FARS, 150 pedestrians died during CY 2005, down from 153 the year before. The percentage of total traffic fatalities that pedestrian

deaths represented was also down to 8.7% from 9.4%. Over the past five years, pedestrian deaths among those under the age of 15 have decreased 38%. The percentage of these deaths that make up total pedestrian fatalities was also down to 8.7% from 13% over the same period. Conversely, pedestrian deaths among those over the age of 65 were up 58% over the past five years, and the percentage these deaths make up of total pedestrian fatalities rose to 12.7% from 7.7%.

2. In 2005, Georgia's pedestrian fatality rate per 100,000 population was 1.65, which was lower than the stated objective of 1.75.
3. Specialty "Share the Road" license plate created by "Georgia Bikes!" to further raise awareness for bicycle safety.

Future Strategies

GOHS will implement the following strategies in FFY 2007:

1. Increase awareness of motorists and cyclists on safe and legal road use through enforcement and education.
2. Provide funding for pedestrian safety educational materials and bicycle helmets as requested.
3. Provide funding to the Fulton County Board of Education to complete "Safety Streets Georgia."
4. Provide funding for pedestrian safety enforcement and training.
5. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
6. GOHS will coordinate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

In conjunction with NHTSA, GOHS developed paid media messages for distribution to statewide and targeted areas for NHTSA/GOHS mobilization periods occurring during "Click It or Ticket," "Operation Zero Tolerance," and "100 Days of Summer H.E.A.T." campaigns.

Objective

In 2006, the following objective was established by GOHS in an effort to increase public awareness and change the public's traffic safety behavior: To provide funds for the procurement of a **"year round message"** delivered through a statewide Paid Media campaign to reach Georgia's Primary Audience (male drivers 18 to 34) and Secondary Audience (all Georgia drivers) to foster lifesaving highway safety awareness, promote safety belt usage, and safe and sober driving. The combined GOHS safe driving campaign messages condense to this six-word warning: **"Drive Sober. Buckle Up. Slow Down."**

Noteworthy Programs

Paid media programs represent a major component of GOHS' efforts to reduce the incidence and prevalence of traffic crashes, injuries and fatalities on Georgia's roadways. GOHS employs a variety of innovative paid media programs with memorable names designed both to remind motorists of their need to obey traffic safety laws for their own and others' protection, and to remind them of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during vacation periods when large numbers of motorists fill Georgia's roadways, many GOHS campaigns target those holiday periods. By coordinating media and enforcement campaigns, GOHS frequently enjoys reductions in traffic crash morbidity and mortality during those periods.

To accomplish its broad PI&E goals, GOHS allocates funding for television, radio, cinema, and sports arena advertisements. In FFY 2006, GOHS expended nearly $2.8 million to purchase paid media. Nearly $2 million was spent on television advertisements, $1.25 on local networks, $465,000 on local cable, and $270,000 on statewide syndicated channels. GOHS spent approximately $670,000 on radio advertisements, $180,000 in sports arenas, and $77,000 in cinemas in the Atlanta area. Major programs implemented by GOHS included "Click It or Ticket" occupant protection initiatives, "Operation Zero Tolerance" impaired driving initiatives, and "100 Days of Summer HEAT" sustained speed enforcement initiative.

Results

GOHS employed paid media throughout its November, 2005 "Click It or Ticket" initiative and its December, 2005 "Operation Zero Tolerance" impaired driving campaign. GOHS spent approximately $695,262 for paid media in the Atlanta, Macon, Augusta, Columbus, Savannah, Albany and statewide markets.

GOHS received an additional 449 local radio spots at an estimated added value of $14,873, 411 local TV spots at $24,657, and 110 statewide network spots at $11,243 during the two campaigns. These spots combined to form a media blitz that reached television, radio, cable, and cinema audiences throughout the most populous regions of the state. The target population for the media campaign was composed of men aged 18 to 34. Television spots during the two campaigns reached 65% of the statewide target population. On average, GOHS advertisements reached targeted viewers at a frequency of 4.5 times each, adding up to over 20 million total impressions made (viewers reached multiplied by frequency reached). Radio advertisements reached 60% of the statewide target population 4.51 times each, for a total of almost 5 million impressions made.

For its May, 2006 "Click It or Ticket" media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately $980,257. GOHS received an additional 184 local radio spots at an estimated added value of $8,520, 179 local TV spots at $11,795, and 79 statewide network spots at $3,910. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, Savannah, and Valdosta. Through its television purchases, GOHS reached more than 70% of households in targeted markets approximately 7.5 times each, making more than 17 million total impressions. Through its radio spots, GOHS reached 81% of target audiences approximately 6.8 times each, for approximately 6 million impressions made.

For its 4th of July, 2006 "Operation Zero Tolerance" media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately $331,752. GOHS received an additional 185 local radio spots at an estimated added value of $2,010, 234 local TV spots at $10,820, and 30 statewide network spots at $2,750. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached approximately 57% of households in targeted markets at a frequency of four (4) times each, for a total of 7.25 million impressions made. Through its radio spots, GOHS reached 51% of the target audience approximately 5 times each, making 1.5 million total impressions.

For its Labor Day, 2006 "Operation Zero Tolerance" initiative, GOHS purchased approximately $509,390 worth of television, radio, cable and sports-venue advertising in Atlanta and statewide. GOHS received an additional 208 local radio spots at an estimated added value of $2,630, 286 local TV spots at $3,760, and 62 statewide network spots at $7,775. Television advertisements reached 62% of the target audiences approximately 4.5 times each, and radio spots reached 66% of the target market approximately six (6) times each. For this campaign, television spots made a total of 8.8 million impressions, while radio advertisements made 3.75 million impressions.

This year, the Georgia GOHS continued its innovative program, "100 Days of Summer H.E.A.T.," designed to link several traffic safety campaigns into a sustained-enforcement meta-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement

officers and data from previous paid media campaigns, GOHS internal staff created a combined Public Information and Education (PI&E) and enforcement campaign. This campaign was designed to overlay a sustained speeding-reduction initiative on programs that included occupant protection and impaired-driving components. During the FY 2006 campaign, 851 media events were held, 1,789 educational events were conducted, and 7,037 road checks were coordinated. Statewide, law enforcement personnel apprehended 15,132 DUI violators, handed out 67,356 seatbelt citations, and caught 222,988 motorists driving above the speed limit. This plan received approval from NHTSA and was adopted in its first year by several other Southeastern states. It received regional acclaim in the Southeast and may be adopted nationally in the future as a combined program model with broad impacts on aggressive and impaired driving and on occupant protection violations. GOHS did not, however, purchase advertisements for this program separately. Rather, sustained enforcement messages were incorporated into the Operation Zero Tolerance paid media campaign and other media purchases, producing significant synergies and cost savings.

According to a 2006 survey conducted by the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia, only 25.9% of those surveyed were aware of the "100 Days of Summer H.E.A.T." campaign, down from 27.2% in 2005. Of those who were aware of it, almost a third reported that the focus was stricter speed limit enforcement, and an additional 56% felt that the focus was DUI, seat belts, more careful driving, and/or an increased police presence on the highways. The same survey reported that the people of Georgia have largely heard of various GOHS highway safety campaigns, indicated by the fact that 92.4% reported hearing of Click-It-or-Ticket and 79.4% of Operation Zero Tolerance. Almost 63% of respondents reported hearing of GOHS. Of those surveyed, 96.4% were aware of Georgia's primary seatbelt law. This represents a 4% increase in awareness from the 2005 survey. When asked what this law means, 59% said that everyone must buckle up when they are in a motor vehicle. Although, only 3% of respondents answered that drivers and passengers must wear safety belts except for adults in pickup trucks.

GOHS also funds grantees who produce tailored PI&E campaigns designed to reach specific audiences to address critical issues. One major paid media program during FFY 2006 was The Atlanta Bicycle Campaign (ABC), which was funded at $75,900. The ABC provided PI&E on bicycle traffic safety, encouraging both motorists and bicyclists in the Atlanta metropolitan area to "Share the Road." Other grantees were funded with programs that combined PI&E efforts with other educational interventions. Small grants were also awarded for focused interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program, "Who has the right of way?" developed media in English and Spanish to explain Georgia's pedestrian and crosswalk laws.

In summary, GOHS media campaigns, which were always accompanied by enforcement initiatives, effectively reached the entire state with traffic safety messages that emphasized occupant protection, speeding reduction, and impaired-driving reduction initiatives. These individual GOHS initiatives

presented year-round traffic safety media messages to Georgia motorists, emphasizing occupant protection, impaired driving, and safer driving messages.

Earned Media Report

A 2003 NHTSA national study showed that the use of paid advertising was clearly effective in raising driver safety awareness and was most useful for its impact on younger drivers in the 18-to-34 year-old demographic. The NHTSA National Communications Plan similarly shows that earned media coverage can be a powerful tool in an integrated marketing communications program to reach a wide demographic.

The 2006 GHSA Strategic Communications Forum recognizes that unlike paid advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered and received through the recognized filter of a credible third party organization or person such as a newspaper reporter or columnist, TV or radio anchor, or reporter. Taking both these factors into account, the Georgia Governor's Office of Highway Safety (GOHS) employs a communications strategy that combines paid and earned media components to reach its target audience.

The GOHS earned media communications strategy is based on a year-round Occupant Protection and Impaired Driving Communications Plan that correlates the timetable of the GOHS Media Buy Plan to correspond with scheduled enforcement activities at the state, regional and national level to optimize driver awareness of national highway safety campaigns during peak driving periods. Georgia then makes extensive efforts to capitalize on earned media possibilities during this annual communications activities calendar and to dovetail newspaper, radio and TV coverage with its paid media schedule. During other times of the year, GOHS uses social norming messages to bridge enforcement periods and create a good year-round mix of earned media activity and exposure for other highway safety programs.

Before any of the major mobilization events of 2006, GOHS Director Bob Dallas conducted an unusual Valentine's Day highway safety media event to commemorate the lives of Georgians who would not be present to celebrate the February holiday. GOHS staffers staged 1,664 empty picture frames across the front steps of the Georgia Capitol to represent the lives of loved ones lost to traffic crashes in 2005. A city fire department ladder truck provided news photographers with a unique overhead camera angle for the frames of the F.A.C.E.S. Project… meaning, "Fatalities Are Crashes Ending Smiles." GOHS launched a special page on its website for surviving family members to post pictures of victims of Georgia's fatal crashes as permanent public reminders of their loss.

In April 2006, GOHS returned to the Capitol steps to rally with its partners from American Bikers Active Toward Education (ABATE) for a news conference to remind motorists to always be aware of motorcycles. Scores of motorcycle enthusiasts from across the state motored to the Gold Dome to observe a moment of silence to commemorate the annual loss of life among motorcyclists that has nearly doubled in Georgia over the last ten years. Governor Sonny Perdue sent his proclamation declaring May 2006 as Motorcycle Safety Awareness Month.

In May, GOHS marked the kick-off for the Click It Or Ticket national occupant safety mobilization at the foot of "Goliath", the tallest new rollercoaster in the Southeast at Atlanta's Six Flags amusement park. Promoted as "May's monster-crackdown on unbuckled drivers in Georgia," news media were treated to great visuals as uniformed law enforcement crowded onto the rollercoaster to illustrate how no one would think of taking this 70-mile-an-hour rollercoaster ride without buckling up.. So why would anyone drive their car faster than that without buckling their seat belt? The color photo coverage in the Atlanta Journal Constitution captured the GOHS Director and Deputy Director happily doing their part to illustrate the point that safety belts save lives on our highways, as well as on rollercoaster photo-ops.

Georgia's 100 Days of Summer H.E.A.T., designed as a speed, DUI and aggressive driving enforcement campaign, kicks in on an overlapping schedule with CIOT. In late May, GOHS conducted news conference kick-offs in North and South Georgia to launch the summer-long HEAT crackdown. Reporters were invited to attend law enforcement briefings, cover sobriety checkpoints at multiple locations, given access to police ride-alongs and one-on-one interviews with the GOHS Director. The activities were repeated at GOHS traffic enforcement networks throughout the state during the HEAT campaign crackdowns.

In July 2006, Sandy Springs became the eighth largest Georgia city, increasing the size of its police force eight-fold, and joining the statewide Operation Zero Tolerance impaired driving enforcement campaign. GOHS welcomed the new Sandy Springs Police Department to this milestone event in Metro Atlanta law enforcement history by holding its July 4th Operation Zero Tolerance campaign kick-off at the new Sandy Springs Police Headquarters. By capitalizing on the media buzz already surrounding the nuances of this newly formed municipality, GOHS was able to draw sustained news coverage to the July 2006 YDYDYL initiative and the accompanying enforcement efforts.

The GOHS Governor's Challenge event draws media coverage for its positive treatment of law enforcement agencies in recognition of outstanding performance and dedication to slow down speeders, increase safety belt use, and reduce impaired and aggressive driving. In August 2006, Atlanta news media was invited to attend the Sixth Annual Governor's Challenge Awards Luncheon along with some 500 law enforcement officers at the Georgia International Convention Center in College Park. The statewide incentive program is designed to award outstanding achievements in traffic safety enforcement and education. This year, Atlanta news media reported on comments from guest speaker California Highway Patrol Deputy Commissioner Joe Farrow and the award of a fully equipped Governor's Challenge police vehicle.

For six days leading up to the Labor Day holiday travel weekend, the Georgia State Patrol and local police and sheriff's deputies participate in the Hands Across The Border highway safety awareness campaign. From Sunday, August 27th through Friday, September 1st, 2006, Georgia law enforcement joined their corresponding partners from bordering states in Alabama, Florida, North Carolina, South Carolina and Tennessee in a major southeastern impaired driving enforcement initiative. Officers in Georgia participated in nine separate

enforcement and checkpoint events around the state, each accompanied by local news conferences at Georgia Visitors Centers. Reporters were invited to attend the law enforcement briefings and sobriety road checks and sign up for police patrol ride-alongs.

The battle to stop impaired driving on the highways doesn't stop at the court house doors. GOHS held its Labor Day Operation Zero Tolerance news conference at the Georgia Bureau of Investigation Crime Lab in August to announce the award of a $236,000 grant for the purchase of a high tech crime lab drug screen device to analyze blood and urine evidence. Reporters were given rare photo access inside the GBI Forensic Sciences Toxicology Section to view a lab instrument like the one used for screening impaired driving evidence. GOHS Director Bob Dallas used the occasion to announce the award of $4.2 million in highway safety grants to expand Georgia's DUI courts, revise the Alcohol and Drug Awareness Program, and fund law enforcement HEAT units in a comprehensive statewide plan to fight impaired driving.

In between major campaign initiatives, GOHS returned to Capitol Hill in October and shut down the road in front of the state capitol to stage a ceremonial street race to symbolize a little friendly competition between Georgia motor racing fans and Georgia bicycling fans. This "Share The Road" news event illustrated the ongoing competition for specialty license tags promoting NASCAR and cycling. Future proceeds from the purchase fees of both the "Share the Road" bicycle tags and the "NASCAR" specialty tags are designated by the Georgia legislature for use by the Governor's Office of Highway Safety to support life-saving highway safety programs. GOHS brought together highway safety advocates representing nearly every type of roadway user…from motorcycles to 18-wheelers, and emergency vehicles and SUV's…to help raise public awareness for safe driving.

Later in October, GOHS mobilized Metro Atlanta law enforcement for Halloween HEAT patrols to target drunk drivers on one of the scariest weekends on the party calendar. The Media Advisory said "Weekend DUI Crackdown No Treat For Drunk Drivers!" ..And law enforcement from across the metro area came to the GOHS news conference where reporters heard a real-life horror story from a surviving family member of a DUI fatality crash. DUI checkpoints were deployed nearby, in time for reporters to shoot their stories and make feed deadlines for their 10-and-11PM liveshots. As the Halloween weekend continued, so did the media request s for ride-alongs to cover local DUI enforcement efforts on the same weekend as the time change.

Before the Halloween treats were gone from the store shelves, local Georgia businesses were already preparing for Christmas and a sure sign of the December holidays in Atlanta is the raising of the Great Tree at Lenox Square Mall in Buckhead. With the much-celebrated lighting of the Great Tree scheduled just a week away, GOHS and its law enforcement partners at the Atlanta Police Department pulled off a first of its kind public relations coup by wrangling a coveted invitation from Mall managers to hold the news conference for the Click It Or Ticket occupant safety campaign in the parking lot, under the Great Tree. Then, with the Great Tree still being decorated in the background, GOHS and its highway safety partners delivered the holiday driving safety message to Buckle-Up. Reporters heard a true-life story from a "Saved-By-The-Belt" safety-belt

survivor. GOHS Deputy Director Rob Mikell read a proclamation from the Governor declaring the Sunday after Thanksgiving as "Drive Safer Sunday" to help raise awareness among motorists during the busiest traffic day of the year. And reporters could witness a demonstration of the GOHS pickup truck roll-over simulator to see the dramatic effects of a rollover crash without safety belts.

GOHS Campaign News Conference agendas routinely apply a formula of speakers that include a crash victim or victim's family member, a victim's advocate organization, a local student safety advocacy group spokesperson, state and local law enforcement agency leaders and prosecutors, state or local lawmaker, a NHTSA official, a GOHS representative, and a media celebrity or the Governor. Each year these news conferences are kicked off in the Atlanta major media market, and often moved around the state to reach out to Georgia's smaller TV, radio and print coverage areas to reach out to Georgia's rural driving population where a full two-thirds of the state's driving deaths occur.

The December Operation Zero Tolerance impaired driving enforcement campaign news conference was staged in Savannah at the International Trade and Convention Center at a site overlooking the scenic River Street tourist and hospitality district. The media "hook" for this news conference was the dedication of three new "BAT" Trailers to be used to step-up DUI enforcement at sobriety checkpoints across the state during the busy holiday travel period. "BAT" stands for Blood Alcohol Testing. And each of these custom-built mobile units on display at the news conference was fully equipped with a reporting station, Intoxilyzer unit, light-kit, generator and holding cell. GOHS Director Bob Dallas conducted a ceremonial ribbon cutting to launch each of the new BAT Trailers to add to the fleet that now totals thirteen statewide. Following the news conference, reporters had one-on-one interview access to a drunk driving crash survivor provided by MADD Georgia. News media was then invited to cover the sobriety road check scheduled for later that night.

At these major media events, GOHS called on the Georgia Traffic Injury Prevention Institute (GTIPI) to provide its pick up truck "Rollover Simulator" to demonstrate the dangers of passenger ejection from failure to use safety belts. The simulator and crash dummies remain on-scene after the conclusion of the news conference for reporters to use as a visual background demonstration for the TV live-shot follow-up coverage.

The GOHS Public Affairs Director invites reporters to visit sobriety checkpoints, makes arrangements for remote broadcasts and provides clearances for media to accompany the Georgia State Patrol on media *"ride-alongs."* Enforcement activity campaign updates are posted on the GOHS website. The GOHS PIO hand-outs brochures at sobriety road checks and documents news conferences, media events, and GOHS enforcement activities for posting on the website.

As part of its year-round earned media communications strategy approach for Georgia, GOHS issues media advisories and conducts news conferences across the state for a minimum of six major initiatives, to include the *100 Days of Summer HEAT* speed and aggressive driving enforcement campaign, *OZT Independence Day*, *OZT Labor Day*, *Hands Across The Border*, *CIOT* Thanksgiving, and *OZT* Christmas-New Year Campaigns.

Noteworthy Practices

Project Title: Georgia Highway Safety Programs Evaluation
Target: Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY.
Program Area: Evaluation

Problem Statement

In the past, grantees often submitted proposals for funding that did not clearly identify the objectives of the programs and/or had weak or incomplete evaluation plans. Additionally, grantees were not submitting data to GOHS that could be utilized in categorical statewide program evaluation. There was no system in place to allow GOHS to objectively evaluate each of the grantees' effectiveness.

Objectives

1. Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectives of GOHS funded programs for the funding cycle ending September 30, 2006.
2. Submit a draft final report to GOHS no later than March 31, 2006 and a final report no later than September 30, 2006, which shall include a summary and interpretation of all data that has been collected during the FY 2005 funding period.
3. Coordinate the contractual agreement for the statewide observational seatbelt survey for FFY 2006 with the Survey Research Center of the University of Georgia.
4. Determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues were significantly impacted by 2005 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
5. Compile and analyze process data related to the regional data coordinator pilot project.
6. Implement the approved evaluation plan, developed in conjunction with GOHS officials and the RCL pilot project coordinator.
7. Submit a draft report to GOHS no later than July 1, 2006 which includes a summary and interpretation of process evaluation data from the regional data coordinator pilot project, and finalize the report as soon as possible but no later than September 30, 2006.
8. Draft, write and submit to GOHS the NHTSA required final report for FY 2006 by December 15, 2006.

Strategies/Results

1. Obtained a copy of each funded project; read each project proposal; performed an evaluability analysis for each grant, requesting revision from grantees to increase evaluability when appropriate; submitted press release; established data submission process; established database; grouped programs; tracked data.

2. Determined programmatic services/programs, personnel, equipment; assessed objective achievements; compiled and analyzed cost-benefit data; submitted cost-description report; submitted quarterly reports; submitted final report; tracked media hits; established a process whereby program objectives are ranked by order of priority to facilitate evaluation of effectiveness; designed a standardized tool for use by grantees; performed an overall evaluation of the state's highway safety plan; submitted evaluation report; developed and submitted final report template; submitted monthly reports.
3. Coordinated a random digit dialing survey consisting of 800 Georgia drivers; analyzed survey results; submitted survey reports.
4. Responsible for planning, development, implementation and evaluation of Regional Community Liaison (RCL) Project. The objective of the RCL program is to place RCLs strategically throughout Georgia. Each RCL acts as a resource person for traffic safety professionals in his/her region, assisting regional and local personnel in their research, acquisition of statistics, and networking. The RCL also acts as a liaison between grantees/potential grantees and GOHS, assisting GOHS grantees in the effective evaluation of their programs. The ultimate goal of the RCL project is to reduce the number of traffic crashes and fatalities in Georgia by helping to establish and evaluate quality traffic safety programs throughout the state. Utilizing the Community Readiness Assessment (CRA), Traffic Safety Research and Evaluation Group (TSREG) personnel, located at the University of Georgia, conducted interviews and community forums with law enforcement professionals in EMS District 9, located in southeast Georgia. This was done in order to determine the prevailing traffic safety issues, barriers to overcoming these issues, needs of law enforcement personnel to affect change, evaluation methods of local law enforcement, and the role of traffic engineers in improving traffic safety. During FFY 2006, interviews and community forums were completed in EMS 9, and community readiness is now in the "Preplanning Stage." Over the course of FFY 2007, TSREG personnel will play a pivotal role in the implementation of the RCL Project in EMS 9 by meeting with stakeholders to establish goals based on the perceived needs and contributions in the community. Elsewhere, interviews were completed in EMS District 2 in northeast Georgia during FFY 2006, and TSREG will continue work in that region throughout FFY 2007. Additionally, TSREG will begin data collection in EMS 8 in the southwest corner of Georgia in January 2007.

Cost: $269,900
Funding Source(s): GOHS

Contact Information

Name: Carol P. Cotton, Ph.D.
Title: Project Director/Co-Principal Investigator
Agency: University of Georgia
Phone Number: (706) 542-2804
Email: cpcotton@uga.edu

Project Title: Rural Roads Initiative
Target: Coordinate traffic enforcement on rural roads in Georgia to reduce fatalities.
Program Area: Law enforcement, highway safety planning and assessment

Problem Statement

Georgians traveling on rural roads and living in rural communities are at increased risk for motor vehicle-crash related death. Georgia rural roads have consistently been some of the worst in the country for the number of persons killed. The increased risk of death in Georgia may be attributed to numerous factors including individual behavior choices, highway design and construction, laws that do not cover at risk populations and lack of enforcement of current highway safety laws. It is also clear that some interaction between human and environmental variables produces an increased risk for death on rural roadways. Further, a lack of data that has been validated and analyzed into useful information at the local level compounds the issue of successful community level highway safety planning, evaluation and outcomes.

Objectives:

1. Establish Community Mobilization Group (CMGs) in at least 30% of covered counties during FFY 2006.
2. At least three new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during FFY 2006.
3. Work with GOHS and others to establish applications for two other regional projects in state during FFY 2006.
4. There will be at least six new traffic safety events or projects carried out within the region in FFY 2006.
5. The Regional Coordinator will work with CMGs and GOHS to access highway safety data generated in the region and review the data to determine steps needed to better use the local data for planning and evaluation during FFY 2006.

Strategies/Results:

1. Community Mobilization Group contacts were identified in eleven counties in Southeast Georgia: Appling (Co. Health Dept.), Bacon (Co. Health Dept.), Chatham (Co. Health Dept.), Charlton (City Police Dept.), Clinch (EMS), Douglas (City Fire Dept), Evans County (health department), Glynn (District Health Dept.), Jeff Davis (Co. Health Dept.) Liberty (Fire Dept), Pierce (Fire Dept.) and Wayne (hospital) Counties.
2. The CMG contacts in Wayne, Jeff Davis and Appling County developed lists of key community stakeholders who were interviewed by University of Georgia Traffic Safety Research and Evaluation Group (TSREG) personnel to develop an assessment of current readiness to change highway safety attitudes and behaviors. This data provides a baseline for future evaluation and planning information for interventions in these communities. The

individuals interviewed included city and county elected officials and or managers, independent not for profit agency directors, private business, private health care, health department, religious community, public safety: police, sheriff and EMS, media, local colleges and a fire department. Data was collected on highway safety issues: priorities and barriers to progress in promoting highway safety.

3. Developed grant approved by GOHS to allow for the establishment of an RRI pilot project in Northeast Georgia (NE GA RRI). The contract was signed by the DHR and the Pioneer RESA and began functioning in May.
4. Interviews conducted by UGA TSREG researchers in the NE GA Region of the state. Contacts were made in Towns, Hall, Forsyth, Lumpkin, Dawson, White, Rabun and Union Counties.
5. As part of the effort to inform agencies and groups about the RRI project, displays on the RRI project were provided in July at the Fire Safety Educators Conference and the Georgia Environmental Health Conference and in September at the Georgia Public Health Association Conference. Public Education materials on highway safety campaigns were provided at the conferences.
6. The Community Mobilization Group function is now being carried out in eight counties in Southeast Georgia: Appling, Clinch, Chatham, Coffee, Jeff Davis, Liberty, Pierce, and Wayne Counties. There are six CMGs now functioning in Northeast Georgia. In total, this grant has developed 14 CMGs over this twelve month period.
7. Overall the RRI project has supported the development of three child safety seat grants (Pierce, Jeff Davis and Appling Counties), two projects to educate teens on seat belts (Wayne County and CATEN), one HEAT grant, nine SADD grants in NE Georgia, one RRI grant in NE GA and one hospital based project to establish car beds for premature birth children. In total, 17 projects were supported by the RRI project in FFY 2006.
8. Additional projects were carried out including bike helmet and bike safety trainings and the slow moving vehicle projects.
9. All available data has been looked at for its use in planning and evaluation and analysis has begun on this data. A pre-evaluation of attitudes of stakeholders has been conducted analyzed and the data has been presented.
10. All stated objectives and milestones were completed.

Cost: $156,800
Funding Sources: GOHS

Contact Information:
Name: Steve Davidson
Title: Project Manager
Agency: Georgia Dept. of Human Resources – Division of Public Health
Phone: (912) 588-2562
E-mail address: sdavidson@gdph.state.ga.us

Project Title: A Demonstration Project on Effective DUI Adjudication
Target: Serves as a pilot project to determine the effectiveness of DUI Courts in Georgia.
Program Area: Alcohol and other drug countermeasures (AOD)

Problem Statement

For many reasons, DUI enforcement systems often fail to maintain drinking-driving risk within tolerable limits. Over the years, Georgia has implemented a number of DUI countermeasures which are research based and proven to be effective. However, there is a lack of coordination between the courts, criminal justice agencies, and the providers of services. The current Georgia system is not standardized and each jurisdiction handles the case management differently. As a result, there is a lack of consistency among agencies and many offenders do not complete their probation.

Objectives:

1. Establish a team approach for DUI Court involving the judge, DUI Court Coordinator, court administrator, prosecutor, defense attorneys, law enforcement, treatment and probation using the U.S. Department of Justice drug court model, 10 Key Components.
2. Develop a protocol for the streamlining of DUI cases in State Court that includes the early identification and placement of eligible participants in the DUI Court.
3. Develop a protocol that addresses the judicial and administrative driver's license sanctions to ensure that "successful completion" includes eligibility for driver's license reinstatement.
4. Ensure that DUI Court participants receive appropriate treatment by developing appropriate resources that also meets the requirements of the state mandated DHR DUI Multiple Offender Program.
5. Ensure that DUI Court participants are monitored for all criminal and driver's license sanctions by developing a DUI Court protocol with the courts' private probation provider.
6. Establish data collection systems for all data needed for process and future outcome evaluation, including data on participant driving and criminal histories, level of alcohol and/or drug impairment, mental health issues, relevant life circumstances, barriers to compliance on intake, demographics, court compliance, treatment compliance, probation compliance, and driver's license reinstatement compliance. The Cherokee DUI Drug Court will use the NEEDS Tracking Case Management System, a web-based system developed for Georgia DUI Courts and provided at no cost by the Georgia Administrative Office of the Courts (AOC).
7. Ensure that all DUI Court team members can perform their duties and responsibilities related to their areas of practice, by providing relevant training and on-going technical assistance. Team members will attend

national and state Drug Court and DUI related training and receive Technical Assistance form a national mentor court, and the Administrative Office of the Courts DUI Drug Court Coordinator.

8. The court will ensure the accuracy of data entry and collection methods by monitoring data throughout the project.
9. Analyze court caseloads, disposition data, data from the prosecutor, and time logs to determine efficiency measures.
10. Reduce DUI probation revocation hearing by 75%.
11. Reduce DUI jury trials by 50%.
12. 65% of the DUI Court participants who have been enrolled at least six months will successfully complete all requirements for graduation.

Strategies/Results:

1. DUI Court teams have been established consisting of the judge, DUI court coordinator, case management clerk, treatment case manager and provider(s), prosecutor, public defender, law enforcement personnel, and probation officer.
2. Specific screening criteria can vary slightly among the courts, but all courts serve multiple DUI offenders, meaning at least two DUI's in five years (legal definition for multiple offender in Georgia law), or at least two or three DUI's in the past ten years (if not two in last five years). Each Court has specific, written eligibility criteria applied to all offenders.
3. Each court has developed a protocol for treatment progression that requires meeting of the driver's license sanctions and successful adherence to the DUI Court requirements as a condition of progressing to a higher phase in the treatment program. Probation also tracks these requirements.
4. Each DUI Court collaborates with private treatment providers to provide outpatient treatment services to DUI Court participants. These providers are on the Department of Human Resources (DHR) approved list for the state-mandated DUI Multiple Offender Program for driver's license reinstatement. Hall County has a large Spanish-speaking population and has a Hispanic treatment provider for Spanish-speaking offenders. However, publicly funded services through the DHR are limited, insurance coverage for a participant is very limited and most offenders cannot afford private treatment beyond the cost of the outpatient services offered by the court providers. Therefore, finding appropriate and affordable comprehensive substance abuse treatment remains a challenge, but this is a statewide problem, not a problem exclusive to the DUI Courts, which are doing an excellent job with the resources available to them. Probation Officers are assigned to the DUI Courts. The probation officer attends each team staffing and court session and monitors participants for compliance. They report data to the web-based NEEDS Tracking System.
5. The DUI Courts began data collection using the web-based NEEDS Tracking System. Pilot project evaluation preliminary report was submitted to NHTSA in November, 2005. A final evaluation report will be completed by the end of calendar year 2007.

Cost: $200,000
Funding Sources: GOHS

Contact Information:
Name: Spencer Moore
Title: Division Director, Planning and Programs
Agency: GOHS
Phone: (404) 656-6996
E-mail address: smoore@gohs.ga.gov

Project Title: Highway Enforcement Against Aggressive Traffic (H.E.A.T.)
Target: To reduce aggressive traffic violations and DUI's in eighteen jurisdictions.
Program Area: Speed and aggressive driving countermeasures

Problem Statement

Eighteen agencies provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding, crashes, crashes involving alcohol, and fatalities.

Sample Objectives (*These objectives are not exhaustive but are representative of all H.E.A.T. grant objectives.*)

1. To maintain five officers dedicated to the H.E.A.T. grant 100% of their time. These officers will be certified with radar/lidar, intoxilyzer, SFST, drugs that impair driving and other DUI related classes.
2. To participate in GOHS/NHTSA activities, campaigns, or other programs.
3. To coordinate road checks or saturated patrols with other H.E.A.T. units or local agencies.
4. To initiate a minimum of 30 DUI contacts each month.
5. To initiate a minimum of 200 speed contacts each month.
6. To initiate a minimum of 30 Occupant Safety Restraint non-compliance contacts per month.
7. To conduct safety restraints surveys to gather data to gauge the effects that safety restraint enforcement activities have on citizens during the year.
8. To support Child Passenger Safety programs in the community.
9. To promote traffic safety awareness in the community.

Sample Strategies/Results:

All the above sample objectives have been met; the following are programmatic achievements:

1. The Metro Atlanta Multi-jurisdictional DUI Task Force and other metro Atlanta H.E.A.T. units targeted areas after utilizing traffic analysis. From October, 2005 through September, 2006, 19,057 speeding tickets, 3,069 DUI citations, and 4,695 safety belt violations were issued in the Atlanta metropolitan area. Of these citations, the City of Atlanta H.E.A.T. Unit contributed 590 DUI citations, 2,388 speeding tickets, and 175 safety belt violations. Henry County H.E.A.T. contributed 424 DUI citations, 3,300 speeding tickets, and 725 safety belt violations.
2. The City of Atlanta H.E.A.T. Unit and the DUI Task Force conducted 48 joint efforts with metro jurisdictions and zones in FFY 2006, including road checks and saturated patrols. The units adjusted the schedules to work Sundays and Mondays for aggressive/impaired driving concerns and to assist other metro agencies who are experiencing the same traffic issues (Targeted Enforcement).

3. H.E.A.T. units outside the Atlanta metropolitan area also contributed to the statewide traffic enforcement effort. During FFY 2006, the City of Savannah H.E.A.T. unit cited 3,318 drivers for speeding, 635 for DUI, and 1,700 for safety belt violations. The Richmond County (Augusta) H.E.A.T. Unit conducted 22 joint efforts with other jurisdictions, including saturated patrols, checkpoints and other traffic operations. This unit cited 2,672 drivers for speeding, 432 for DUI, and 398 for safety belt violations.
4. In FFY 2006, H.E.A.T. units achieved 86% of the stated objectives, and 77% of the stated milestones. All H.E.A.T. units achieved at least 50% of their stated objectives and milestones. 22% of H.E.A.T. units achieved all of their stated objectives and milestones.

Cost: Total H.E.A.T. grants: $2,926,300

Funding Sources: GOHS. However, these grants were generally structured so that, for every two officers provided by GOHS, one officer was dedicated to the project by the grantee agency as an in-kind match.

1. **Contact Information:**
Name: Lt. Terry Pierce
Title: Police Lieutenant
Agency: City of College Park Police Department
Phone: (404) 761-1537
E-mail address: rtpierce@collegeparkga.com

2. **Contact Information:**
Name: Mick Nichols
Title: Sergeant
Agency: Savannah-Chatham Metropolitan Police
Phone: (912) 652-6568
E-mail address: mike_nichols@savannahga.gov

3. **Contact Information:**
Name: Michael Honiker
Title: Captain
Agency: Forsyth County Sheriff's Office
Phone: (678) 513-5919
E-mail address: mdhoniker@forsythco.com

4. **Contact Information:**
Name: Tommy Gilstrap
Title: Major
Agency: DeKalb County Police Department
Phone: (404) 294-2693
E-mail address: tegilstr@co.dekalb.ga.us

5. **Contact Information:**
Name: Dewayne Morris
Title: Adjutant
Agency: Cobb County Board of Commissioners
Phone: (770) 528-3804
E-mail address: dmorris@cobbcounty.org

6. **Contact Information:**
Name: Calvin Moss
Title: Commander, Special Operations Section
Agency: City of Atlanta Police Department
Phone: (404) 209-5260
E-mail address: cmoss@atlantapd.org

7. **Contact Information:**
Name: Alan Holloway
Title: Lieutenant
Agency: Clayton County Police Department
Phone: (770) 477-3764
E-mail address: alan.holloway@co.clayton.ga.us

8. **Contact Information:**
Name: Lucious Harris
Title: Lieutenant
Agency: Albany Police Department
Phone: (229) 431-2100
E-mail address: lharris@dougherty.ga.us

9. **Contact Information:**
Name: Mrs. Mary Gibbs
Title: Finance Director
Agency: Richmond County Sheriff's Office
Phone: (706) 821-1067
E-mail address: mgibbs@augusta.gov

10. **Contact Information:**
Name: Mrs. Vicki Benefield
Title:
Agency: Cherokee County Sheriff's Office
Phone: (678) 454-7476
E-mail address: owet.benefield@ellijay.com

11. **Contact Information:**
Name: Hon. Larry DeMoss
Title: Commissioner
Agency: Coweta County Sheriff's Office
Phone: (770) 253-1503
E-mail address: ldemoss@coweta.ga.us

12. **Contact Information:**
Name: Rick Wheeler
Title: Sergeant
Agency: Whitfield County Sheriff's Office
Phone: (706) 876-1448
E-mail address: rwheeler@whitfieldcountyga.com

13. **Contact Information:**
Name: Kiley Sargent
Title: Sergeant
Agency: Hall County Sheriff's Office
Phone: (770) 533-7736
E-mail address: ksargent@hallcounty.org

14. **Contact Information:**
Name: Greg Holcomb
Title: Deputy Sheriff
Agency: Carroll County Sheriff's Office
Phone: (770) 214-3596
E-mail address: gholcomb@carrollsheriff.com

15. **Contact Information:**
Name: Ms. Kelly Moss
Title: Grants Coordinator
Agency: Henry County Police Department
Phone: (770) 898-7470
E-mail address: kmoss@co.henry.ga.us

16. **Contact Information:**
Name: Douglas Clifton
Title: Asst. Coordinator Traffic Safety
Agency: Walton County Sheriff's Office
Phone: (770) 267-1262
E-mail address: dclifton@co.walton.ga.us

17. **Contact Information:**
Name: Julius Phillips
Title: Sergeant
Agency: Dougherty County Sheriff's Office
Phone: (229) 430-6600
E-mail address: jphillips@dougherty.ga.us

18. **Contact Information:**
Name: Bill Stevens
Title: Lieutenant
Agency: Duluth Police Department
Phone: (770) 476-4151
E-mail address: bstevens@duluthpd.com

Looking to the Future

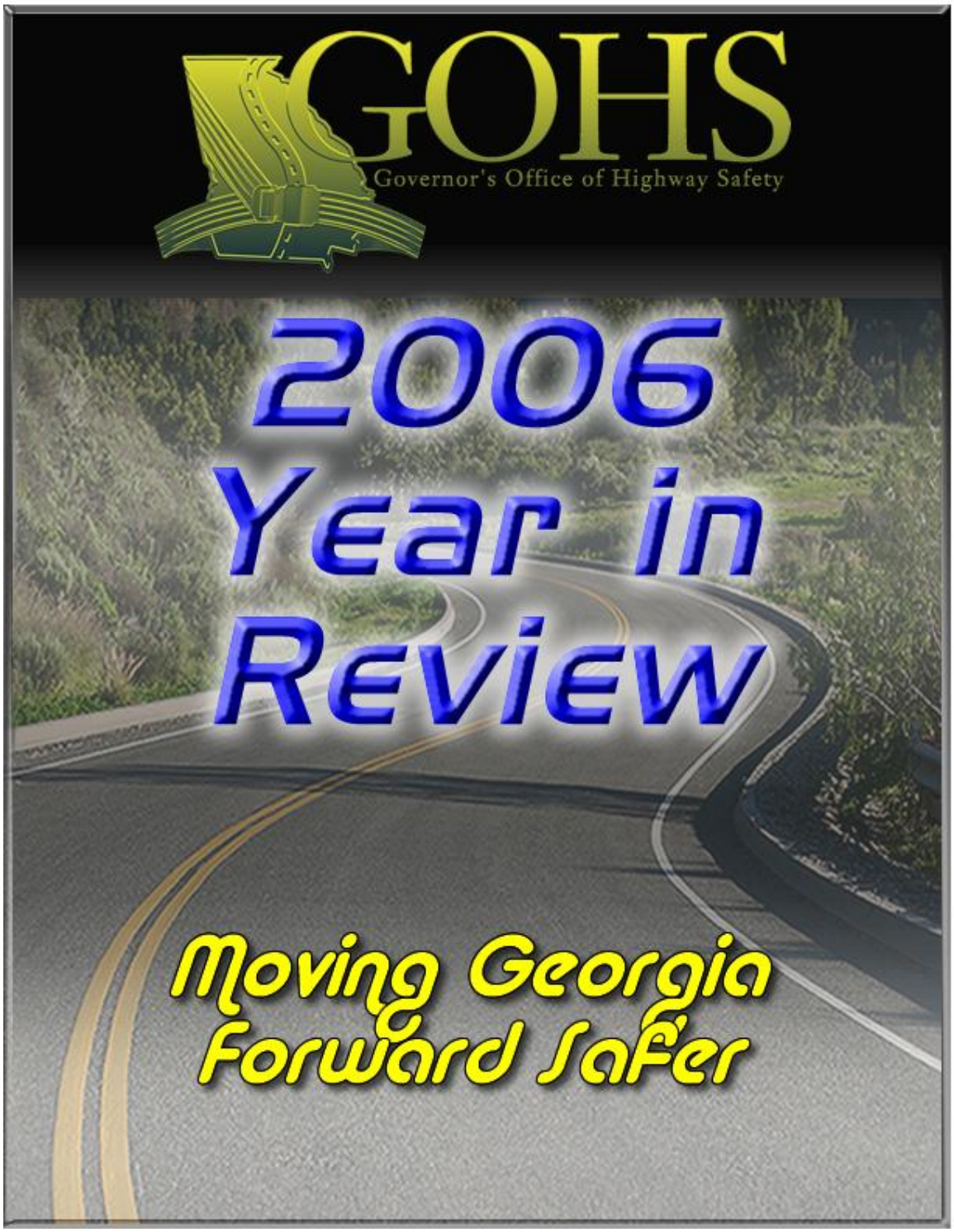
Significant challenges to be addressed:
In conjunction with the 2006 GOHS Highway Safety Plan Goals, the following challenges to be addressed are as follows:

1. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
2. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
3. **Pick-up truck safety belt usage law.** Continue to advance safety belt usage in pick-up trucks along with all vehicles. Pick-up truck safety belt usage rates fall below passenger vehicle usage rates and pick-up truck occupant crash deaths are over represented relative to other vehicle claims.
4. **Increased education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing understanding of current and proposed traffic safety legislation.
5. **Branding highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
6. **Maintaining stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.

Significant training, technical assistance, expertise and other resources necessary for success:

1. Electronic grantee submission and revision capability
2. Evaluation consultation expertise.
3. Train grantees/GOHS personnel on programmatic planning, including writing measurable goals and objectives.
4. Training GOHS personnel on available data resources for program planning.
5. Law enforcement training.
6. Occupant safety observational survey implementation
7. Salary levels and job descriptions that will attract and retain qualified agency personnel.
8. Cooperative access to other agencies' data.

"2006 Pictorial Review"



GOHS

Governor's Office of Highway Safety

Highway safety isn't just for drivers and riders. GOHS is proud to associate with pedestrian friendly programs such as the Georgia State University Pedestrian Safety Team and PEDS.

GOHS

Governor's Office of Highway Safety

GOHS funded organizations promote highway safety in Georgia in multiple ways. The Pepperell High School SADD club performs a safety belt check every month with strong support from the community.

GOHS

Governor's Office of Highway Safety

Creativity plays a large role in successful GOHS events. Around Valentine's Day, GOHS launched Georgia F.A.C.E.S. (Fatalities Are Crashes Ending Smiles) with a website memorializing victims of Georgia crashes and a press event with over 1,600 frames placed at the Georgia State Capitol with each frame depicting a life lost on Georgia's roads the previous year.

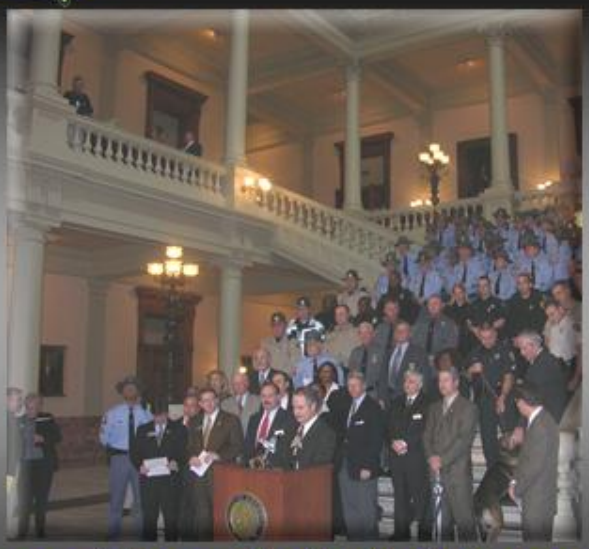
GOHS

Governor's Office of Highway Safety

GOHS is proud of its role as a conduit for intergovernmental cooperation for long range traffic planning. GOHS partnerships with the Georgia Department of Transportation, the Department of Driver Services, and the Georgia State Patrol have led to positive and productive outcomes such as the Strategic Highway Safety Plan, the Traffic Records' Coordinating Committee, and the Georgia Driver's Education Commission.

GOHS

Governor's Office of Highway Safety



GOHS means action. Early last year, GOHS set up a 25 member Implied Consent Task Force to study issues and problems pertaining to Georgia's Implied Consent law. After five months of study, research, and debate, the Task Force drew up revisions to the law. These changes protect law abiding motorists from the deadly behavior of impaired drivers while giving Georgia Law Enforcement officers the tools necessary to get those impaired drivers off our roadways.

GOHS

Governor's Office of Highway Safety

Highway safety takes many forms in Georgia. In March, GOHS participated in a Roswell to Atlanta bicycle ride with 600 riders in support of Georgia's bicycle community. GOHS encourages bicycle safety initatives and such groups as Georgia Bikes! and the Atlanta Bicycle Campaign.

GOHS

Governor's Office of Highway Safety

GOHS interacts directly with local communities. With innovative programs such as the Faith Based Initiative and with working events such as the Life After Fifty Fair, GOHS makes sure that the highway safety message is embedded in all facets of the lives of all Georgians.

GOHS

Governor's Office of Highway Safety

GOHS stays ahead of emerging trends in Georgia. May is Bike Month in Georgia and GOHS is helping to inject safety in the alternative transportation realm via programs such as Share the Road.

GOHS

Governor's Office of Highway Safety

GOHS actively persues community groups to become highway safety grantees. In addition, training sessions, such as the Grant Application at the Georgia Public Safety Training Center, focuses grantees into providing the best possible service for their highway safety goals.

GOHS

Governor's Office of Highway Safety

Motorcycle crashes are one of the largest causes of death on Georgia roadways. To combat this issue, GOHS has reached out to wide and varied group of motorcycle groups, dealers, government agencies, and legislators to help educate the public. Positive events such as the 2006 Motorcycle Safety Awareness Month took place in 2006.

GOHS

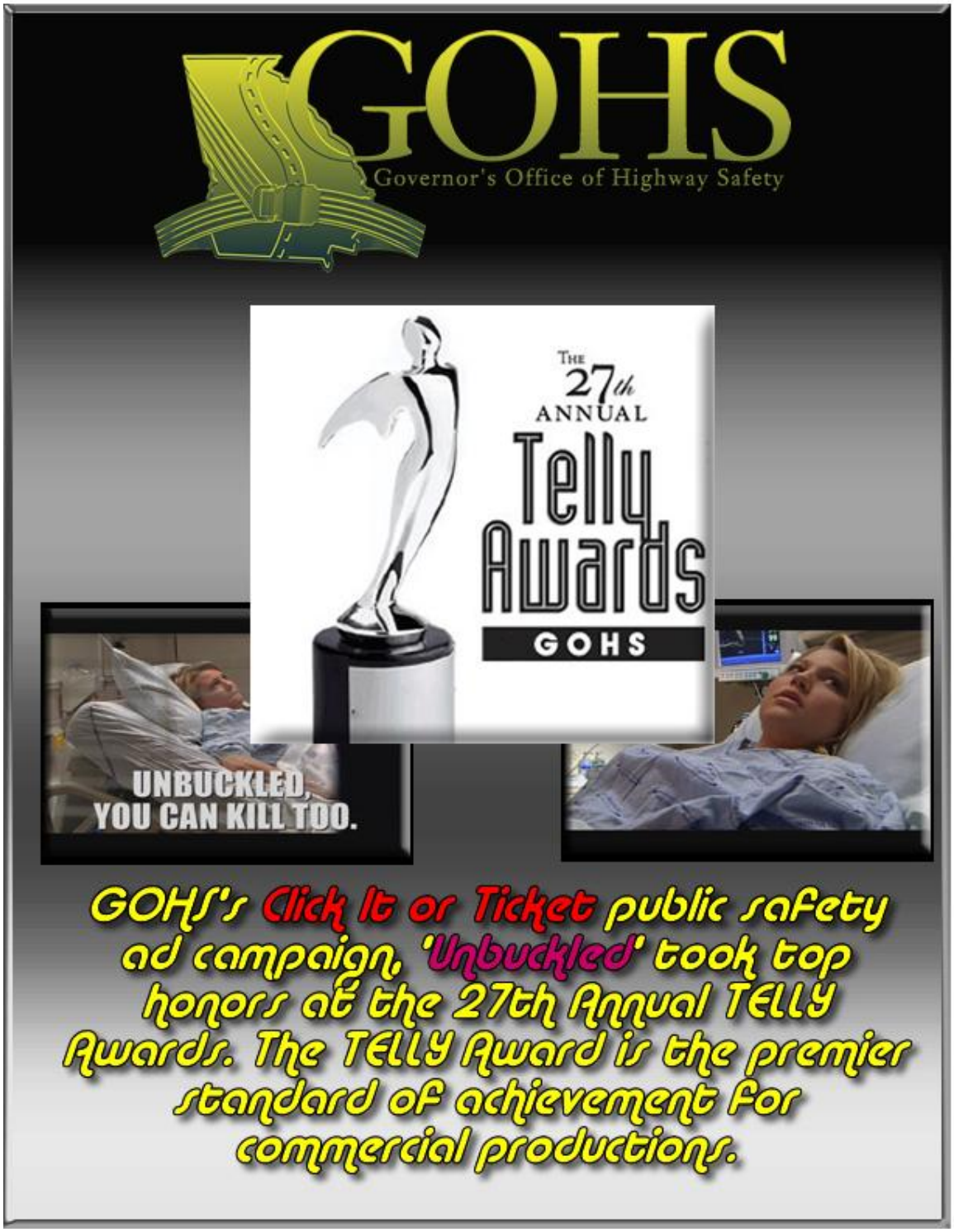
Governor's Office of Highway Safety

Events such as the Arcado Bicycle Rodeo help distribute highway safety material such as bicycle helmets and brochures directly to the public. Combined with the materials sent from its Online Safety Store, GOHS is one of the largest distributors of safety materials in the country.

GOHS

Governor's Office of Highway Safety

In May, Six Flags Over Georgia was the host to the Start of the Summer Click It or Ticket campaign. GOHS received extensive television coverage by having law enforcement personnel ride the new roller coaster "Goliath" during the press conference as a visual reminder of the importance of safety restraints.


GOHS
Governor's Office of Highway Safety
The 27th Annual Telly Awards
GOHS
UNBUCKLED,
YOU CAN KILL TOO.
GOHS's Click It or Ticket public safety ad campaign, 'Unbuckled' took top honors at the 27th Annual TELLY Awards. The TELLY Award is the premier standard of achievement for commercial productions.

GOHS

Governor's Office of Highway Safety

As part of the national advertising blitz for Click It or Ticket, GOHS contracted with the Atlanta Braves to provide stadium advertising at Turner Field.

GOHS

Governor's Office of Highway Safety

GOHS works hard to develop public/private partnerships that benefit all Georgia residents. In 2006, one such sponsor was Harley-Davidson of Clayton County who helped promote Motorcycle Ride to Work Day and later donated a vehicle for the Governor's Challenge Award luncheon.

GOHS

Governor's Office of Highway Safety

Miss America 2006 Jennifer Berry visits Governor Sonny Perdue and GOHS Deputy Director Rob Mikell to discuss the perils of drinking and driving. The GOHS safety message often coincides with national safety programs.

GOHS

Governor's Office of Highway Safety

GOHS programs get results. Originated with three pilot programs in 2003, the creation of DUI Courts have reduced the number of impaired drivers on Georgia's roads and the number who drive on suspended licenses. Through close supervision and treatment of convicted DUI offenders, the DUI Courts have achieved significant results both from a public safety standpoint and in its positive impact on the lives of the participants and their families.

GOHS

Governor's Office of Highway Safety

GOHS promotes enforcement as much as education when it comes to highway safety. During the Labor Day Operation Zero Tolerance mobilization, GOHS presented the GBI with a $236,000 grant to purchase a intricate testing instrument used for obtaining accurate and certifiable DUI drug analysis results for use in court cases.

GOHS

Governor's Office of Highway Safety

The Governor's Office of Highway Safety partnered up this year with TEAM Georgia, a safe and sober driving coalition, to help sponsor the Designated Driver Booth Program. This program seeks to ensure a safe ride home from metro Atlanta's premier sports and entertainment venues.

GOHS

Governor's Office of Highway Safety

More than 500 traffic enforcement officers, highway safety advocates, and elected officials heard the Deputy Commissioner of the California Highway Patrol present this year's keynote address at the 6th Annual Governor's Challenge Awards at the Georgia International Convention Center. Every year, GOHS presents this prestigious awards event to recognize the outstanding performance and dedication of Georgia's law enforcement agencies.

GOHS

Governor's Office of Highway Safety

Team Georgia

Georgia

Ready to Serve

FASTER. FRIENDLIER. EASIER.

GOHS takes the Team Georgia Customer Service Initiative seriously. Implementation of new strategies to help bring greater efficiencies to the citizens of Georgia is an ongoing process.

GOHS

Governor's Office of Highway Safety

As part of the Labor Day national highway safety moblization, GOHS worked with GDOT to advertise on message boards across the state the new slogan "Over the Limit. Under Arrest."

GOHS

Governor's Office of Highway Safety

As part of the Labor Day national highway safety moblization, GOHS worked with GDOT to advertise on message boards across the state the new slogan "Over the Limit. Under Arrest."

GOHS

Governor's Office of Highway Safety

In presenting the Thanksgiving Click It or Ticket news conference, GOHS reminded Georgians that driving safety should be as important a holiday tradition as carving the turkey or visiting relatives.

GOHS

Governor's Office of Highway Safety

The two-day Youth and Young Adult Highway Safety Conference hosted by GOHS helped student-advocates focus on new ways to communicate life-saving ideas to their fellow students in Georgia schools. GOHS launched the annual youth safety conference concept three years ago as a collaborative effort between students from thirty Georgia high schools and fourteen Georgia Colleges. This year, the number of participating high school chapters has more than doubled to sixty-eight and students from 23 colleges were in attendance.

GOHS

Governor's Office of Highway Safety

Child passenger safety continues to be a major focus of GOHS. Through funding of groups such at the Georgia Traffic Injury Prevention Institute and hosting of safety events, GOHS stresses the importance of keeping Georgia's children safe and secure on the road.

GOHS

Governor's Office of Highway Safety

2006 was the third consecutive year that waves of law enforcement patrols in 159 counties cracked down on the dangerous, aggressive, and high-speed drivers who place hundreds of innocent lives in peril on Georgia highways every summer. The 100 Days of Summer HEAT has proven so popular and effective in Georgia that other states have decided to match the program elsewhere.

GOHS

Governor's Office of Highway Safety

GOHS is aggressive when it comes to earned media. Aside from its very active press and web presence, GOHS has been the beneficiary of private organizations wishing to spread the highway safety message for free....such as this Operation Zero Tolerance billboard.

GOHS

Governor's Office of Highway Safety

Georgia law enforcement joined with their partners from bordering states Alabama, Florida, North Carolina, South Carolina and Tennessee in a major southeastern Operation Zero Tolerance impaired driving enforcement initiative. This was the 15th year of Hands Across the Border.

Completed: December, 2006