2007 ANNUAL REPORT

GOVERNOR'S OFFICE OF HIGHWAY SAFETY IN GEORGIA

SONNY PERDUE
GOVERNOR

ROBERT F. DALLAS
DIRECTOR

Georgia Governor's Office of Highway Safety

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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 **2007 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 $15.9 million during the federal fiscal year (FFY) 2007 in funds provided by the federal government (National Highway Traffic Safety Administration –NHTSA).

In FFY 2007, 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 Human Resources, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, and the University of Georgia. With this vitalization of committed partnership, GOHS has embraced Comprehensive Highway Safety Planning by facilitating the ***5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation***.

In this document, the key areas of Impaired Driving, Occupant Protection, Pedestrian and Bicycle Safety, 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 2008 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 2007 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 19), 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 houses and analyzes data that the Georgia Department of Transportation (GDOT) collects and maintains. 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. Additionally in certain cases, data from different sources disagree due to differences in collection methods.[1] As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,693 traffic fatalities in Georgia in CY 2006, a 2.1% decrease from CY 2005 when there were 1,729 such fatalities. The overall fatality rate per 100 million vehicle miles traveled (VMT) was 1.49, as compared to 1.52 in 2005. The combined fatality and serious injury rate per 100 million VMT decreased to 119.0 in 2006 from 124.2. The estimated overall 2006 road travel in Georgia increased only slightly from 2005 according to the Georgia Department of Transportation, remaining at about 113.5 billion miles traveled; however, VMT in Georgia rose 20.7% over the past 10 years, which is above the national rate of growth. Alcohol-related fatalities rose to 604 in 2006, a 7.5% increase over 2005 when 562 such deaths occurred. Additionally, the percentage alcohol-related fatalities represented out of total 2006 fatalities rose to 35.7% from 32.5% in 2005. Unrestrained deaths accounted for 39.3% (n=666) of total fatalities in 2006, which represents a slight increase over 2005 when 38.5% (n=665) unrestrained deaths occurred. Speed-related deaths increased 9.7% in 2006 to 384 from 350 in 2005. Pedestrian deaths on Georgia roadways decreased in 2006 to 148 from 150 in 2005, and the proportion such fatalities make up of total fatalities remained the same at 8.7%. Motorcycle deaths rose 6.9% in 2006, increasing to 154 fatalities in 2006 from 144 in 2005. Motorcycle deaths made up 9.1% of total fatalities in 2006, compared to 8.3% in 2005. From the 2000 census through 2006, Georgia experienced an estimated 13.8% population growth, which is 7.7 percentage points higher than that experienced by the nation as a whole. Georgia's annual population growth rate in 2006 was approximately 2.5%, an increase over 2005 (2.2%). Fatality rates per population have decreased since 2000 and over the past 10 years. These total traffic fatalities bring into sharper focus the task before GOHS: continued program implementation to combat drunk driving, unrestrained driving, speeding and other dangerous behaviors:

1. The drop in total fatalities in 2006 was the first such decrease since 2002. The fatalities per VMT rate decreased 11.3% over the past ten years, with an all-time low of 1.41 in 2002. The 2006 combined fatalities and serious injuries per VMT rate of 119.0 marks the first time this rate was under 120.0, and it represents a ten year decrease of 20.7%.

2. Fatalities per 100,000 population dropped to 18.1 in 2006 from 19.0 in 2005. In general, this rate decreased 14.2% over the past ten years with a low of 17.8 in 2002. The fatality and serious injury rate (1,443 per 100,000 population) dropped to its lowest level ever recorded in 2006. Overall, this rate decreased 23.4% over the past ten years.

[1]The current report uses the FARS fatality total of 1,693, which does not include fetus deaths or fatalities as a result crashes involving police pit maneuvers. This total is, in turn, used for all rates involving fatalities. The current report also uses the FARS pedestrian fatality total of 148.

3. The proportion and rates of impaired driving fatalities followed a general ten year downtrend. The proportion of impaired driving fatalities of total fatalities dropped 3.5% over the past ten years. Impaired driving fatalities per 100 million VMT went down 14.5% (from 0.62 to 0.53) over ten years, and impaired fatalities per 100,000 population dropped 16.7% (from 7.8 to 6.5) since 1997.

4. While there is some annual variation in proportions of drivers and passengers observed wearing safety belts, the trend line for safety belt usage rates in Georgia continues a steady upward progression, reaching 90% in 2006, a 38.2% increase over a ten year period. The seatbelt rate for passenger vehicles reached 96% in 2006; however, the rate for pickup trucks was 69%, which was down from 79.6% in 2005. Advances in safety technology helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years, even as the number of registered pickups increased. However, the percent unrestrained of total pickup truck fatalities was 67.6% in 2006, which is about the average rate for the past ten years. The percent unrestrained of total passenger car fatalities has remained about 40% over the same period of time.

5. Advances in child safety seats, as well as increases in education and awareness, made great strides in reducing child deaths over the past ten years. In 2006, observed child safety seat usage reached 93.4% compared to the 1997 rate of 63.1%, which represents a 48.1% gain in usage. Fatalities among children under the age of five decreased 22.2% over the past ten years, and the portion that child deaths made of total vehicle occupant deaths fell 29.4% during the same period.

6. An analysis of traffic fatalities for young drivers (under the age of 25) illuminates interesting trends. The Teenage and Adult Driver Responsibility Act (TADRA), which stipulates a graduated driver's license program, made a positive impact on the number of traffic fatalities among 16 and 17 year olds since its enactment in 1997 and especially over the past five years, allowing time for it to take full effect. Over the past five years, fatalities among 16 and 17 year olds decreased 19.8%, and the fatality rate per 10,000 licensed drivers in this age group dropped 6.3% (from 6.63 to 6.21), despite a 14.3% decrease in the number of 16 and 17 year old licensed drivers since 2002. The proportion this age group made up of total fatalities fell from 5.3% to 3.8%, a 28.3% decrease. Drivers aged 18-24, however, increased in fatalities over the same period. Traffic fatalities among 18-20 year olds increased 25.2%, and deaths among 21-24 year olds rose 26.0%. Fatality rates per 10,000 licensed drivers increased 30.0% for 18-20 year olds and 32.3% for 21-24 year olds. The proportion these two age groups made of total fatalities rose from 8.1% to 9.1%, a 12.3% increase, for 18-20 year olds, and from 9.8% to 11.1%, a 13.2% increase, for 21-24 year olds. The increase in traffic fatalities among 18-24 year olds over the past five years indicates that driver inexperience is still a factor, no matter what age a license is given.

The implementation of Joshua's Law in 2007, which increases the amount of required driving practice to get a license, is geared at improving young driver education and experience before a license is awarded.

7. The number of older drivers (aged 55 and up) in Georgia increased over the past ten years, rising from 1,083,784 licensed drivers in 1997 to 1,662,597 in 2006, a 53.4% increase. The proportion that these drivers make up of total licensed drivers in Georgia rose from 21.4% to 27.1%, a 26.6% increase. Drivers over the age of 75 rose from 203,910 licensed drivers in 1997 to 295,770 in 2006, a 45.0% increase. The proportion that these 75 and up year old drivers make up of total licensed drivers in Georgia rose from 4.0% to 4.8%, a 20% increase. While the total number of fatalities that the 55 and up age group rose 16.6% since 1997 from 349 to 407, the fatality rate per 10,000 licensed drivers fell 23.9%. Traffic fatalities among drivers aged 75 and up fell 15.0% from 133 to 113 over the past ten years, and the fatality rate per 10,000 licensed drivers for this age group dropped 41.4%. The rates of increase for older Georgia drivers, in both the 55 and older and 75 and older subsets, outstrip the national rates, and though national fatality rates for these drivers also decreased over a ten year period, Georgia reduced fatalities at a still higher rate. These trends indicate that Georgia has done a good job keeping up with this rising demographic with dedicated education and training programs geared toward older drivers.

The rising popularity of motorcycles is evidenced by the increase in registered motorcycles over the ten year period between 1996 and 2005. While the number of registered motorcycles rose 60.9% nationally, the number registered in Georgia increased 93.2%. A rise in total fatalities, proportions and rates of fatalities followed this rise in the amount of motorcycles on the road, as total motorcycle deaths increased 175% in Georgia and 127% nationally from 1997 to 2006. The proportion of total traffic fatalities that motorcycles make up rose 153% in Georgia (from 3.6% to 9.1%) and 126% nationally (from 5.0% to 11.3%) over the same period. The motorcycle fatality rate per 100,000 vehicles registered rose in Georgia from 64.0 in 1996 to 101.4 in 2005, a 58.6% increase. This rate rose nationally from 55.8 to 73.5, or 31.6%, over the same period. Not only is motorcycle popularity in Georgia growing at a higher rate than that of the nation, but motorcycle fatalities on Georgia roadways are increasing at a higher rate. Additionally, Georgia experienced a pronounced demographic shift in motorcycle fatalities, which was also evident on a national level, over the past ten years. From 1997 to 2006, motorcycle deaths among riders over the age of 35 rose 38.0%, so that this group now represents almost 60% of all motorcycle deaths. The fastest growing subset of the over 35 demographic was men aged 55-74, who now make up 14.6% of all fatalities, a 60.4% increase over ten years. As the Baby Boom generation continues to move into this demographic, increasing attention must be paid to older motorcycle riders.

Accomplishments – In FFY 2007, Georgia:

1. Georgia 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 with expansion of the DUI Court program into five additional counties. The evaluation of the pilot DUI Court program, which included three courts, showed a decrease in recidivism.

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 and the Georgia Driver Education Commission (GDEC) on teen driver education programs and in implementing the 40-hour driver education requirement under the State's graduated licensing law. Beginning in July, GOHS implemented a network of Driver Education grants throughout Georgia high schools and libraries in order to help teenagers comply with the new 60-hour driver education requirement stipulated in Joshua's Law. Teenagers must now participate in supervised driver education classes, as well as computer simulator training. These DE grants are dedicated to providing funds for staff training and equipment purchase.

6. Coordinated with GDDS to increase motorcycle training and education across the state. The demand for motorcycle training is growing based on increase motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and GDDS

are dedicated to opening additional training sites and training more instructors across the state.

7. GOHS is currently attempting to positively impact Georgia's problem of drinking and riding motorcycles. GOHS engaged in a twelve-month pilot study in cooperation with NHTSA and the Pacific Institute for Research and Evaluation entitled "Riders Helping Riders," designed to improve motorcycle safety.

8. GDOT and GSP both provided funding for a salaried position that is housed within GOHS. These liaisons between their agencies and GOHS champion all three parties' interests in development of strategic plans for highway safety awareness, enforcement and traffic records.

9. Continued 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.).

10. Expanded H.E.A.T. program. Twenty-eight H.E.A.T. grants were allocated in FFY2007, up from 18 in FFY2006. 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.

11. 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.

12. Continued to utilize 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 2007 were managed entirely online. This system improved communications 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).

13. Implemented block SADD grants for three school systems. These grants provided centralized leadership for the individual SADD

grants within the school district and increased coordination between them.

14. 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.
15. The Special Operations Division conducted the 7th Annual Governor's Challenge Awards Program at the Georgia International Convention Center in College Park on September 14, 2007. The events were coordinated by Special Operations Director Ricky Rich and LEC Tim Roberts. All four LEL's played an active role in the success of the program. A corporate sponsor/LES Team appreciation dinner was conducted on the evening of September 13 nearly 100 persons in attendance. The Governor's Challenge Awards Luncheon was conducted with over 700 law enforcement officers and invited guests in attendance. GOHS received a total of 90Governor'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 90 original applicants, 41 different law enforcement agencies were recognized at the awards banquet. Additionally, 41 agencies were eligible for the Grand Prize, the 2006 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 eighteen National Winners this year. The most National Winners of any state. The 2006 Governor's Challenge had 33 Corporate Sponsors that donated over $200,000 in equipment, funds, or services to make the 2005-2006 Governor's Challenge possible.

16. The GOHS Special Operations Division coordinated the 16th Annual Hands Across the Border campaign August 26-August 31, during which Georgia officers joined their law enforcement partners from six bordering states in a major mobilization effort coordinated to crack down on impaired drivers and take a pledge to reduce crashes, serious injuries and fatalities on highways. Coinciding with the nationwide "Operation Zero Tolerance" campaign and GOHS "100 Days of Summer H.E.A.T., officers from neighboring Florida, Alabama, Tennessee, and North and South Carolina conducted 29 separate meetings, including ten joint news conferences and media events at Georgia Welcome Centers near the state borders, nine traffic enforcement network meetings, and fifteen sobriety check points.

17. 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.

18. Completed grants achieved 81% of the stated objectives in FFY 2007. Of these completed grants, 92% achieved at least half of the stated objectives, and 20% achieved all of the stated objectives.

19. Completed grants achieved 79% of the stated milestones in FFY 2007. Of these completed grants, 90% completed at least half of the stated milestones, and 19% completed all of the stated milestones.

Challenges – In FFY 2007 in Georgia:

1. **Law enforcement staffing issues was a challenge.** Many law enforcement agencies have reported significant manpower shortages during FFY 2007. 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. **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.

3. **Low knowledge level regarding traffic safety laws remains.** The general public in Georgia continues to lack knowledge of current and proposed traffic safety legislation.

4. **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.

5. **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. The seatbelt rate for passenger vehicles reached 96% in 2006; however, the rate for pickup trucks was 69%, which

was down from 79.6% in 2005, due to the seatbelt loophole in the law for these vehicles. Advances in safety technology helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years, even as the number of registered pickups increased. However, the percent unrestrained of total pickup truck fatalities was 67.6% in 2006, which is about the average rate for the past ten years. The percent unrestrained of total passenger car fatalities has remained about 40% over the same period of time.

6. **Educating new grantees on the eGOHS system.** New reporting practices on the eGOHS system will take some time to get used to.

7. **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.

8. **SADD programs were a focus in FFY 2007.** Declining traffic deaths among 16 and 17 year olds validates the efficacy of the SADD program in conjunction with TADRA. Some aspects of the SADD program continued to be a concern in FFY 2007. Though the number of SADD grants grew to 76 from 68 in FFY2006, an 11.8% increase, 33 of these grants were contained in block school system grants designed to centralize leadership and increase cooperation among programs in the same area. Originally 87 schools were offered funding; however, five standalone and six individual SADD programs within block grants declined funding. Of the remaining 76 programs, fourteen dropped out due to administrative problems acknowledged by the grantees, an 18.4% attrition rate. Though this attrition rate is lower than that of FFY 2006 (23.5%), it is optimal to have less dropouts. Many of the administrative problems pertain to a lack of experience with the grant process and high turnover rate among grant coordinators at the high school level. Though they still had problems with turnover and lack of experience, block school district SADD grants were better able to retain individual grantees, highlighting a need for regional SADD coordinators in all areas of the state.

Crash Data / Trends

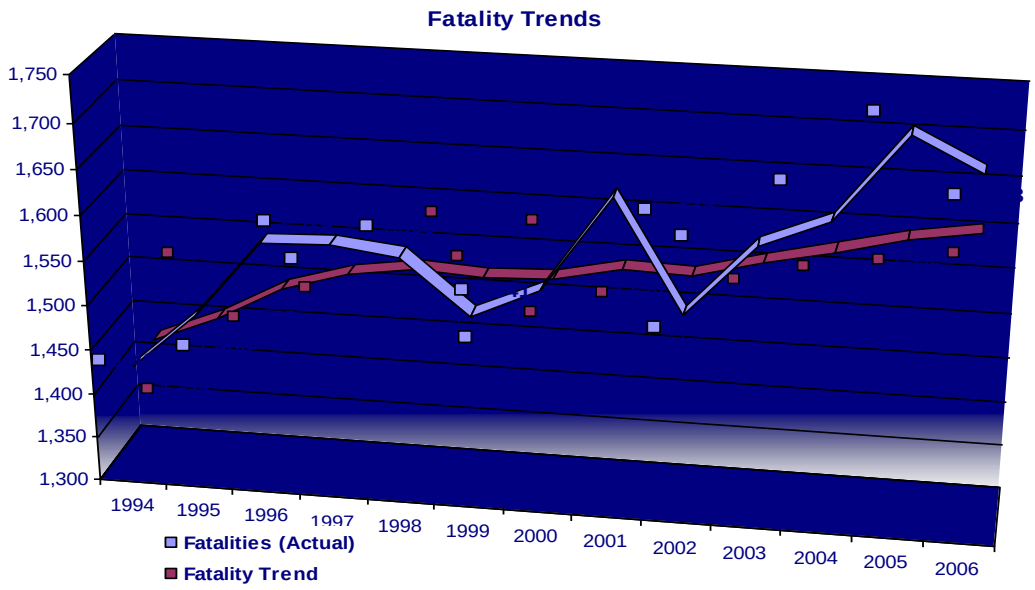
	Baseline Data 1994-1997				Progress Report Data 1998-2006								
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
Fatalities (Actual)	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1,634	1,729	1,693
Fatality Trend	1,425	1,457	1,495	1,516	1,526	1,523	1,526	1,541	1,539	1,559	1,575	1,592	1,605
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	1.49
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	1.50
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
Injuries (Actual)	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996	139,262	133,399
Injury Trend			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119	133,716	133,049
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	119.0
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	125.8
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	18.1
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	18.9
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	1,443
Fatal & Serious Injury Rate Trend/100K pop			1,970	1,927	1,880	1,811	1,770	1,741	1,716	1,695	1,683	1,636	1,587
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
Alcohol Related Fatalities	540	531	577	586	528	524	585	558	533	483	536	562	604
Alcohol Related Fatality Trend	540	536	549	559	552	548	553	554	551	545	546	544	546
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	32.5	35.7
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	34.3	34.1
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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	0.49	0.53
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	0.51
	1994	**1995**	**1996**	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
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%	89.9%	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%	80.9%

Source: FARS

Performance Goals and Trends

Goal: Fatalities
Baseline

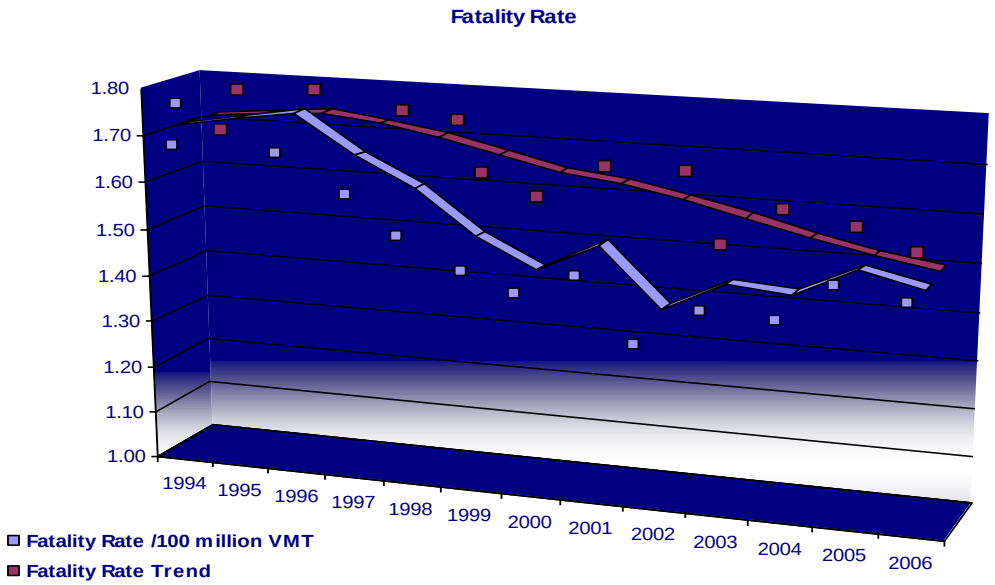
To reduce the total number of fatalities. Baseline data from 2006: 1,693 fatalities



Goal: Fatality Rate/VMT
Baseline

Reduce the mileage death rate to 1.0

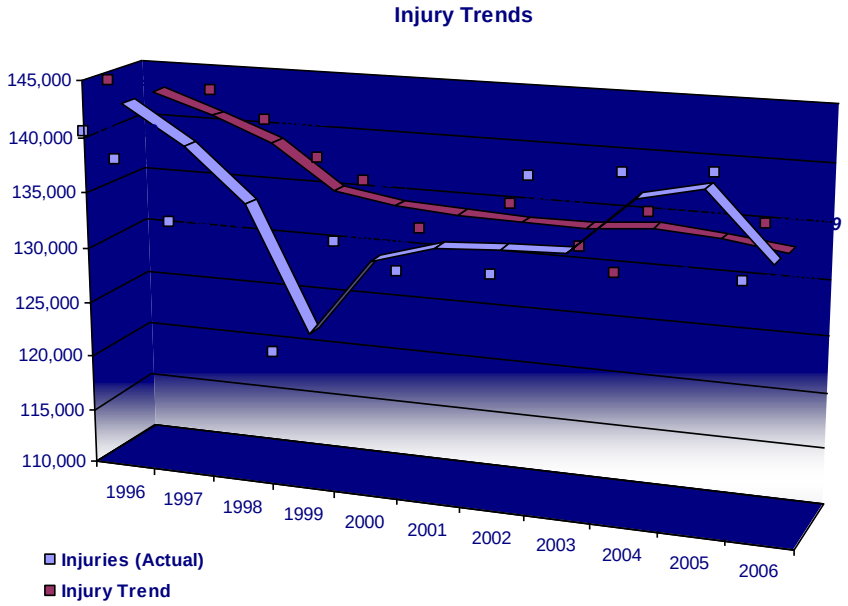
Baseline data from 2006: mileage death rate was 1.49



Goal: Injuries
Baseline

To reduce total motor vehicle related injuries.

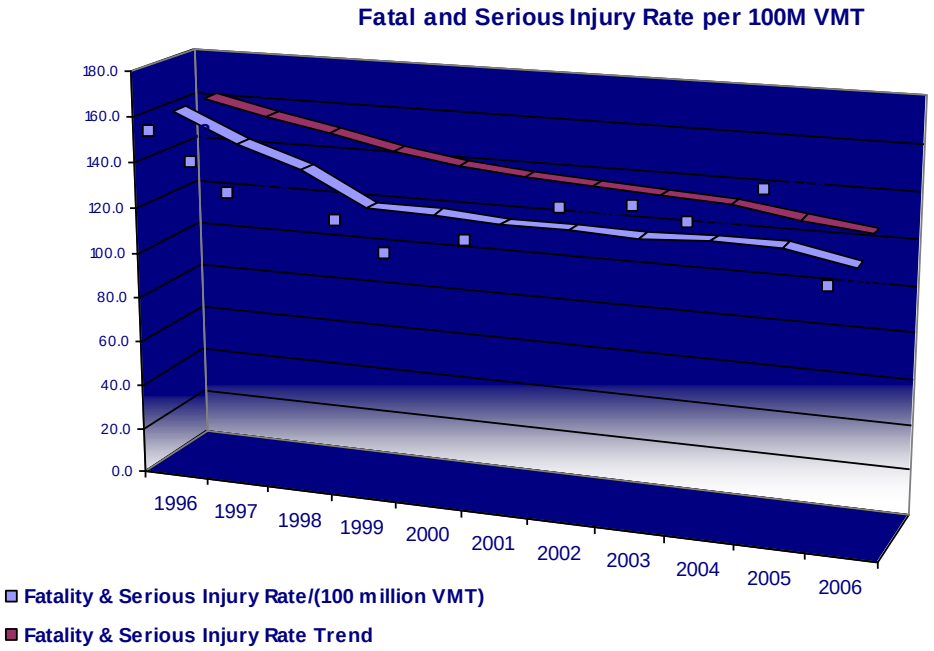
Baseline data from 2006: Total injuries 133,399



Goal: Fatal and Injury Rate/VMT
Baseline

To reduce overall fatal and injury rate.

Baseline data for 2006 was 119.0 per 100 million VMT.

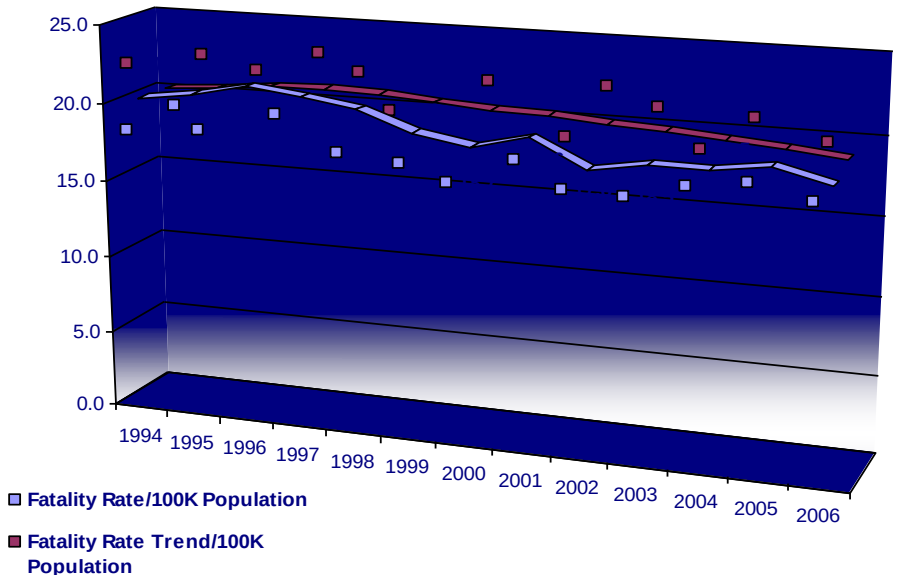


Goal: Fatality Rate/100K
Baseline

To reduce fatality rate per 100K of the population.

Baseline data rate for 2006 was 18.1 per 100K of the population.

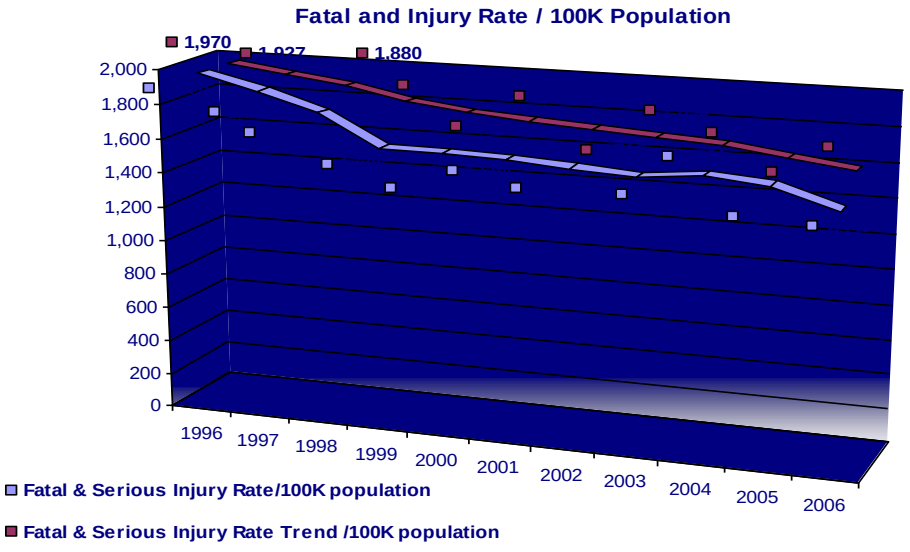
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population
Baseline

To reduce motor vehicle traffic crashes, injuries and fatalities.

Baseline data for 2006 was 1,443 Fatal and Serious Injury per 100K population.

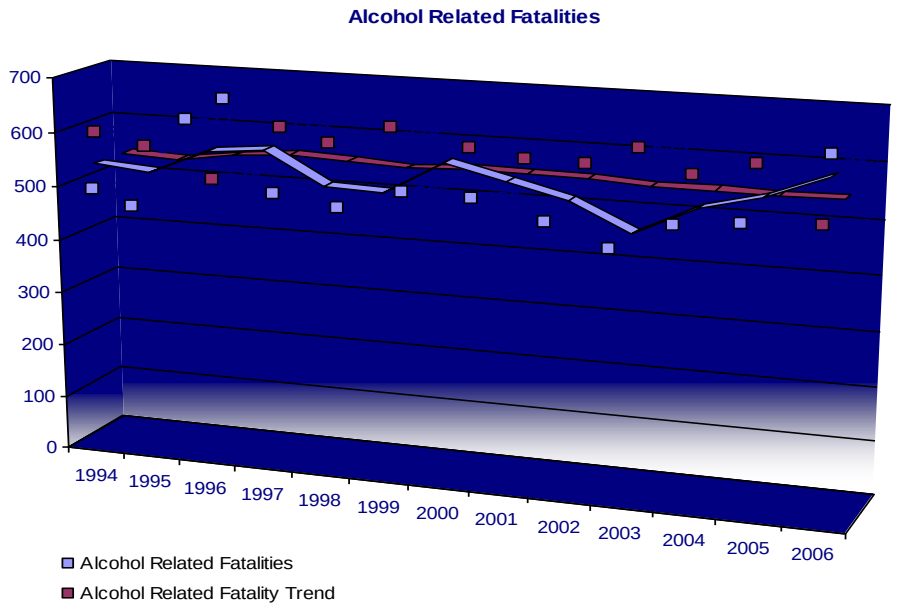


Goal: Alcohol Fatalities

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 2006: 604 alcohol-related fatalities

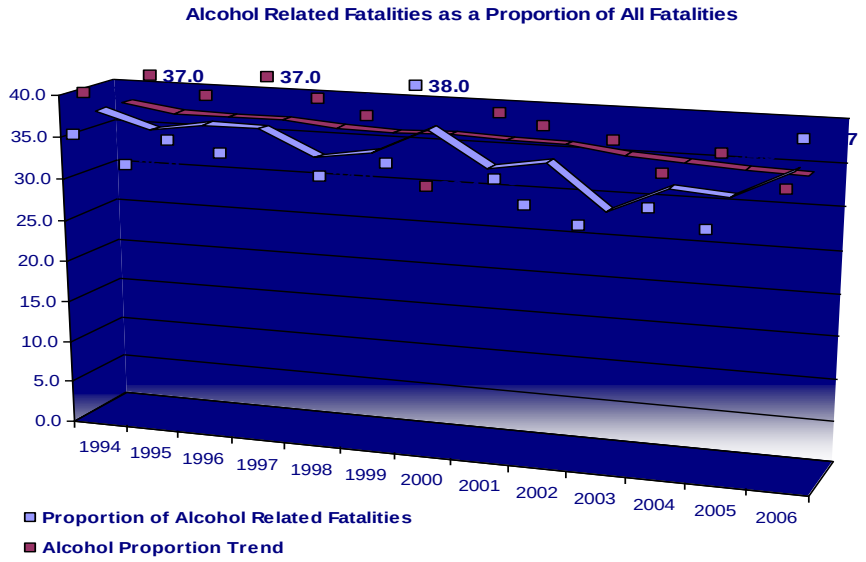


Goal: Alcohol Fatality Proportion

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.

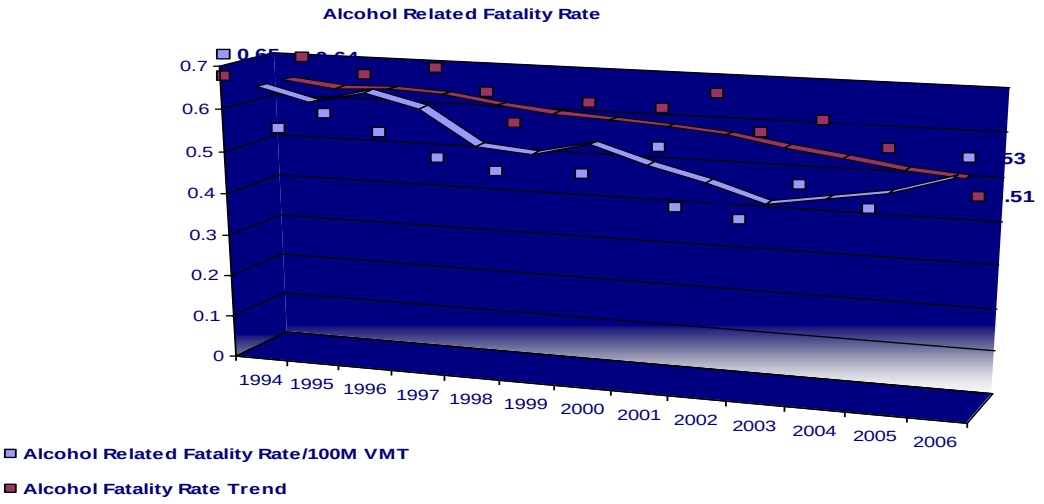
Baseline data from 2006: proportion of alcohol-related fatalities was 35.7%



Goal: Alcohol Fatality Rate/VMT
Baseline

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

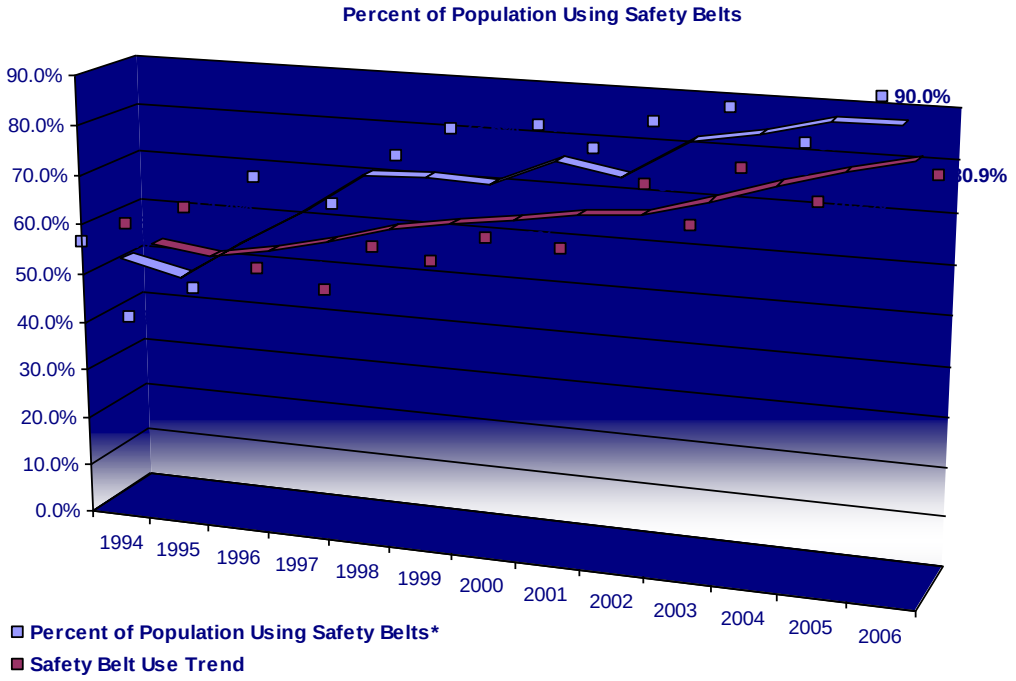
Baseline data from 2006 was 0.53.



Goal: Safety Belt Use
Baseline

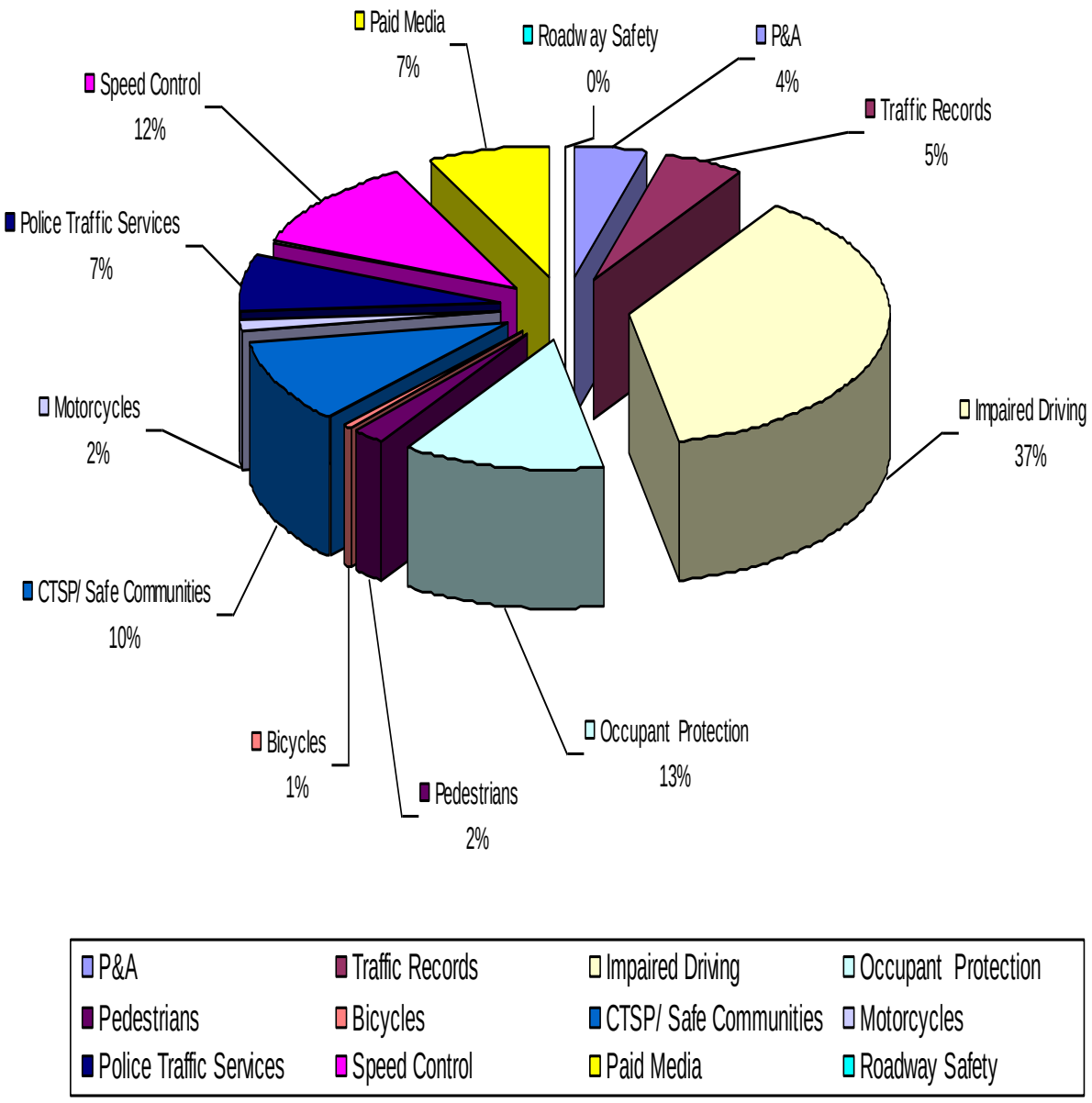
To increase the use of safety belts statewide.

Baseline Data from 2006: seat belt usage rate including trucks was 90.0%.



Financial Summary

Total = $15,923,805



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. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. In 2007, GOHS sought to reduce impaired driving deaths by establishing clear, measurable objectives in this area.

Objectives

1. To provide DUI countermeasure funding incentives to counties that make up 50% of 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 five (5) jurisdictions in Georgia.

4. To provide funding to 15% of Georgia public high schools.

5. Provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions, to utilize parent-teen driving agreements, and to discourage drinking and driving.

6. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.

7. To train a minimum of 1200 law enforcement officers in the proper detection and apprehension of impaired driving related suspects in accordance to NHTSA/IACP standards.

8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.

Noteworthy Programs

In FFY 2007, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. "DUI Courts Program" – A continuation of the DUI adjudication pilot program, five new DUI Courts were established with GOHS funding in FFY 2007.

2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 28 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 2007 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 421 high schools in Georgia making them aware of available funds for safety belt and impaired driving programs. GOHS provided significant resources for the 62 schools that elected to participate, including a statewide safety summit and banquet for chapter leaders and members. New for FFY 2007 was the establishment of block school system SADD grants in order to centralize leadership and increase cooperation between grantees in the same area.

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.

7. The Georgia Teens Ride with P.R.I.D.E. Program – The PRIDE program is run by the Georgia Traffic Injury Prevention Institute GTIPI, the largest individual grant funded by GOHS. This program educates parents and teens on traffic laws in accordance with TADRA.

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 2007 and 95% 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. The "DUI Court" program was continued in FFY 2007 with five new DUI Courts funded in five separate counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. At the end of FFY 2007, there were 1,547 active participants in compliance. During FFY 2007, a total of 204 new participants joined the program, 92 participants graduated, 123 advanced to the final phase of the program, 145 became eligible for re-licensure, and 85 completed DUI school. 42 participants were terminated for non-compliance, giving the program a retention rate of approximately 95%.

3. "Operation Zero Tolerance" – In FFY 2007, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state.

4. Hazard Elimination – In FFY 2007, 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 2007 funding was offered to 20.7% (n=87) of Georgia high schools to encourage safety belt use and discourage drinking while driving. 62 schools completed the SADD programs, a 19.2% increase over FFY 2006; however, eleven (11) schools declined funding and fourteen (14) schools that accepted funding were unable to complete SADD programs due to administrative problems acknowledged by the schools compared to sixteen (16) in FFY 2006. 84% of completed SADD grantees achieved at least 50% of the stated objectives, and 82% completed at least 50% of the stated milestones. Overall, SADD grantees achieved 81% of the stated objectives and milestones, a 17.4% improvement over FFY 2006.

6. There were 22 colleges and universities funded in FFY 2007 to implement peer education programs to encourage safety belt use and prevent drinking and driving, which was the same amount funded in FFY 2006. 82% of completed Young Adult grantees achieved at least 50% of the stated objectives, and 86% completed 50% of the stated milestones. Overall, Young Adult grantees achieved 70% of the stated objectives and 72% of the stated milestones.

7. During the "100 Days of Summer Heat" campaign from May to September 2007, 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 2007 was 1,494 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.

9. In FFY 2007, 28 H.E.A.T. grants received funding, a 55.6% expansion from FFY 2006. 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 85.3% of the stated objectives and 80.5% of the stated milestones.

10. In FFY 2007, the PRIDE program expanded, as parent and teen registration and actual attendance increased by almost 40%. The number of PRIDE Instructors certified increased by nearly 30%. The PRIDE program also received major statewide endorsements from the Georgia High School Association (GHSA) and the Georgia Electric Membership Cooperatives (GEMC). Overall the PRIDE program reached over 2,800 participants in 52 classes.

Future Strategies

Georgia looks to employ the following strategies in FFY 2008:

1. "DUI Adjudication" – Continuing to implement DUI courts in other strategic locations based on the results of the DUI Adjudication pilot project. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.

2. "H.E.A.T." – Continued expansion and heightened publicity for this aggressive driving program and increased law enforcement presence.

3. "Operation Zero Tolerance" – 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.

8. DUI Coordinator – Designate an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.

9. DUI Enforcement – Offer jurisdictions that make up 50% of impaired driving fatalities to implement impaired driving countermeasures. Create sustained impaired driving enforcement campaign. Conduct concentrated patrol in areas of identified for impaired driving violations and high traffic areas.

10. DUI Training – Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center.

Occupant Protection

Program Overview for Georgia Occupant Protection Programs

Approximately 56% 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 2007.

Objectives

1. To increase the statewide safety belt usage rate to 91%.
2. To increase the use of child safety restraints systems for children under the age of five to 85% by the end of FFY 2007.
3. To increase safety belt use rate by 2% for rural drivers and passengers.
4. To continue outreach to the Latino population in all aspects of occupant protection.

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 181 GOHS-funded programs 125 (70 %) 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. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education.

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.

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).

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 reported by the Survey Research Center's observational study conducted in September 2006, including trucks, was 90%, an increase over CY 2005, and the highest usage rate ever recorded in Georgia. Safety belt usage rates were 96% for cars and 88% for vans. Pick-up truck safety belt usage was down to 69% from 79.6% in CY 2005, a 13.3% drop; however, safety belt usage for pickups increased 26.4% over the past ten years.

2. Safety belt usage in rural areas decreased by 2.2 percentage points.

3. "Click It or Ticket" – In FFY 2007 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 2007, there was an increase in awareness of 2.8% among respondents to the annual Georgia Poll regarding awareness of Georgia's primary safety belt law. The current awareness level is 99.1%.

6. During FFY 2007, GTIPI trained 277 new child safety seat technicians, including 20 new Spanish-speaking technicians in two classes targeting the Latino population. Over 260 childcare providers were educated about child safety seats. GTIPI contacted 533 families at 20 car seat checkpoints. To promote safety belt and booster seat use, GTIPI conducted 229 rollover simulations. GTIPI inducted 768 new Saved by the Belt members, a club for those who have been saved from injury or death by safety belts. GTIPI also held two (2) CarFit events to promote occupant protection among the elderly.

7. During FFY 2007, the Atlanta Fire Department distributed 4,737 car seats at 153 child safety seat checkpoints and other events. The AFD also distributed over 400 car seats to the Latino population of Cobb County.

8. The Union County Occupant Protection program distributed 562 car seats at 325 safety seat checkpoints during FFY 2007.

Future Strategies

GOHS will implement the following strategies in FFY 2008:

1. Conduct four (4) statewide campaigns to promote occupant safety ("Hands Across the Border", "Buckle Up America Month", "Child Passenger Safety Month" and "Click It or Ticket").

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. Present the rollover simulator at different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle. Implement public information and education strategies to increase public awareness of the proper use of safety belts and child restraints statewide through (a) the implementation of a statewide "Safety Belt, Poster and Essay PSA contest for students, (b) the statewide distribution of PI&E materials, and (c) 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. Atlanta Fire and Rescue Fitting Station – Distribute and/or properly install child safety seats at each of the thirty (33) Atlanta Fire Department fitting stations monthly. Educational materials will also be distributed to parents and caregivers.

5. Injury Coalition for Kids – Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population.

6. Provide funds to facilitate occupant safety education in 50% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.

7. Provide funds to the Department of Human Services to research and implement a program for occupant protection among elderly drivers.

8. Implement a Georgia Child Passenger Safety Advisory Board (meeting quarterly) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.

9. 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 education, enforcement, and engineering considerations

Noteworthy Programs

In FFY 2007, 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 2007, GOHS supported an initiative to encourage communities to examine and plan strategies using the three (3) 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 2007, PEDS included an anti-speeding campaign as well as an initiative to promote pedestrian safety in the Hispanic community of Atlanta. PEDS held highly visible special events, such as crosswalk stings, and other media-generating activities, such as the Pedestrian and Bicycle Conference and Safe Routes to School programs, as well as crosswalk demonstrations and multi-neighborhood slow-downs.

3. "Chatham County Health Department Pedestrian Safety Program" – During FFY 2007, 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 2007, 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.

5. "Dawg Walk: A Pedestrian Safety Program for the University of Georgia" – During FFY 2007, the University of Georgia Police Department conducted an educational program to inform students about pedestrian safety, with an enforcement element to enforce pedestrian safety laws in order to improve pedestrian safety on the UGA Campus.

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, 148 pedestrians died during CY 2006, down from 150 the year before. The percentage of total traffic fatalities that pedestrian deaths represented remained at 8.7%. Over the past five years, pedestrian deaths among those under the age of 15 have decreased 16%. The percentage of these deaths that make up total pedestrian fatalities was also down to 9.5% from 11.8% over the same period. Conversely, pedestrian deaths among those over the age of 55 were up 23% over the past five years, and the percentage these deaths make up of total pedestrian fatalities rose to 21.6% from 16.1%.

2. In 2006, Georgia's pedestrian fatality rate per 100,000 population was 1.58, down from 1.65 in 2005, a 4.2% drop.

3. Over the past ten years, bicyclist fatalities in Georgia did not decrease, remaining at 19, which was about average for each year since 1997. Bicyclist deaths among children 15 and under dropped steadily since 1997 from 11 to 6, a 45.4% drop.

4. During FFY 2007, the PEDS program created Georgia's first neighborhood anti-speeding public service announcement, which played on over 200 metro Atlanta movie screens, aired on two cable television stations and was viewed by thousands of people on the PEDS website. PEDS also engaged some 3,500 households in more than 120 neighborhoods from 13 metro Atlanta counties in the SLOW DOWN yards sign campaign. PEDS generated media attention to pedestrian safety, including 15 newspapers articles, seven television news stories, and three radio broadcasts. Some news articles and radio interviews were in Spanish, in Hispanic newspapers and on Hispanic radio stations. PEDS created Georgia's first pedestrian safety public service announcement for broadcast on seven Spanish-language radio stations. In addition to media campaigns, PEDS created two power point presentations used at meetings and conferences to educate the general public and police officers about pedestrian safety issues. They developed a policy statement and published newsletter articles about Atlanta's sidewalk maintenance program that led to repairs. PEDS also developed policy statements on retrofitting state roads with sidewalks in urban and suburban areas.

5. During FFY 2007, the Chatham County Health Department spearheaded a community wide pedestrian safety campaign, held numerous events, and participated in International Walk to School Day, Crossing Guard Appreciation Day, and Hand in Hand with Children Week. In conjunction with the City of Savannah Traffic Engineering, Chatham County Health Department was able to paint three new pedestrian crosswalks at dangerous intersections where children walk to school.

6. Specialty "Share the Road" license plate created by "Georgia Bikes!" to further raise awareness for bicycle safety.

7. In FFY 2007, the UGA Police Department presented pedestrian safety information to over 4,500 UGA students by making the educational program part of freshman orientation. The UGA PD also initiated 334 pedestrian failure to yield contacts.

Future Strategies

GOHS will implement the following strategies in FFY 2008:

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 for pedestrian safety enforcement and training.

4. "Safety Streets Georgia" – Provide funding to the Fulton County Board of Education to complete "Safety Streets Georgia."

5. "Pedestrians Educating Drivers on Safety" – Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.

6. "Pedestrian Advocates of the Coastal Empire" – Provide funding to PACE, operated by the Chatham County Health Department, to plan, implement, and evaluate pedestrian safety programs within Chatham County schools.

7. "Atlanta Bicycle Campaign" – Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorist awareness and knowledge of safe ways to "Share the Road".

8. Provide funding to Georgia State University to enforce safe pedestrian activity among students and passing motorists.

   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 2007, 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 2007, GOHS expended nearly $1.2 million to purchase paid media. Nearly $700,000 was spent on television advertisements, $243,000 on local networks, $393,000 on local cable, and $57,000 on statewide syndicated channels. GOHS spent approximately $440,000 on radio advertisements, and a total of $47,000 was spent on out-of-home advertisements, including those in sports arenas and 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, 2007 "Click It or Ticket" initiative and its December, 2007 "Operation Zero Tolerance" impaired driving campaign. GOHS spent approximately $537,611 for paid media in the Atlanta, Macon, Augusta, Columbus, Savannah, Albany and statewide markets.

GOHS received an additional 2,198 local radio spots at an estimated added value of $28,477; 2,149 TV spots at $24,370; and 321 statewide network spots at $2,892 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 54% of the statewide target population. On average, GOHS advertisements reached targeted viewers at a frequency of 2.0 times each, adding up to over 5 million total impressions made (viewers reached multiplied by frequency reached). Radio advertisements reached 64% of the statewide target population 2.0 times each, for a total of almost 3 million impressions made.

For its May, 2007 "Click It or Ticket" media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately $456,960. GOHS received an additional 1,292 local radio spots at an estimated added value of $13,369; 3,147 local TV spots at $23,814; and 320 statewide network spots at $2,800. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through its television purchases, GOHS reached 50% of households in targeted markets approximately 3.0 times each, making almost 3 million total impressions. Through its radio spots, GOHS reached 70% of target audiences approximately 2.5 times each, for approximately 2 million impressions made.

For its 4th of July, 2007 "Operation Zero Tolerance" media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately $284,098. GOHS received an additional 1,596 local radio spots at an estimated added value of $18,774; 2,190 local TV spots at $15,199; and 240 statewide network spots at $2,600. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached approximately 45% of households in targeted markets at a frequency of 1.8 times each, for a total of 1.65 million impressions made. Through its radio spots, GOHS reached 70% of the target audience approximately 2.2 times each, making 1.74 million total impressions.

For its Labor Day, 2007 "Operation Zero Tolerance" initiative, GOHS purchased approximately $298,245 worth of television, radio, cable and sports-venue advertising in Atlanta and statewide. GOHS received an additional 1,581 local radio spots at an estimated added value of $18,619; 2,463 local TV spots at $15,779; and 282 statewide network spots at $2,750. Television advertisements reached 43% of the target audiences approximately 2.0 times each, and radio spots reached 70% of the target market approximately 1.9 times each. For this campaign, television spots made a total of 2 million impressions, while radio advertisements made 1.5 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 FFY 2007 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.

Awareness of the "100 Days of Summer H.E.A.T." was not included in the 2007 survey conducted by the Survey Research Center (SRC) at the University of Georgia; however, 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.

An awareness study of GOHS programs was conducted by the Survey Research Center (SRC) at the University of Georgia in 2006. According to this study, 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 (CIOT) 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.

The SRC conducted a pre and post telephone survey, before and after the GOHS May 2007 Click-It-or-Ticket campaign. Awareness of the safety belt law in Georgia increased to 99.1% after the CIOT campaign, compared to 98.5% before. After the campaign, 37.1% of those surveyed had heard of special efforts to ticket drivers not wearing safety belts compared to 13.1% before, a 169% increase in awareness. The awareness level of respondents of the slogan

"Click It or Ticket" increased to 82.0% in the post-survey, from 73.0% in the pre, a 12.3% increase. The awareness level of the following traffic safety slogans also increased: "Friend, don't let friends drive drunk"; "Buckle up America"; and "Buckle Up in Your Truck." After the CIOT campaign, respondents reported receiving messages about safety belt use from media sources (television or radio) at an increased rate of 64.9%, compared to 46.7% in the pre-survey. In addition, these messages were received via commercial, advertisement or PSA 70% of the time in the post-survey, as opposed to 57.9% in the pre-survey.

Interviewees in this same 2007 study reported a 9% increase in the use of safety belts after the CIOT campaign. The most common factors cited for the increased use of safety belts included increased awareness, fear of traffic tickets, and the safety belt law. After the CIOT campaign, 70.6% of respondents perceived that community law enforcement officers were likely to give tickets for safety belt violations, as opposed to 68.5% before. Respondents also reported that more safety belt violations were being given out after the CIOT campaign (68.0%) than the month before (58.6%). In contrast, however, the percentage of respondents who were stopped at safety belt checkpoints or given citations for safety belt violations decreased from the pre-survey to the post-survey, which indicates an increased perception of law enforcement presence as a result of the CIOT campaign, leading to increased safety belt usage and awareness.

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 2007 was The Atlanta Bicycle Campaign (ABC), which was funded at $79,700. The ABC provided PI&E on bicycle traffic safety, encouraging both motorists and bicyclists in the Atlanta metropolitan area to "Share the Road." The ABC saturated multiple forms of media with not only television, radio and newspapers messages, but also street banners, billboards, public bus placards, posters, brochures, bumper stickers, promotional pens, and yard signs. Media events were also held, such as "bike trains." In August 2007, the ABC performed a program awareness study, which revealed that awareness of the "Share the Road" program name rose by almost 50% over the past year. In addition, total awareness for the collateral materials developed by the ABC to promote improved to 83.0%, with 61.5% of respondent reporting that they had seen "Share the Road" bumper stickers.

Other grantees were funded with programs that combined PI&E efforts with other educational interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program included an anti-speeding campaign as well as an initiative to promote pedestrian safety in the Hispanic community of Atlanta. Funded at $88,600, the PEDS program generated substantial "earned media" for pedestrian-related issues by sending out "media advisories," posting activities in Atlanta Daybook, and personally inviting reporters to activities such as crosswalk stings and PSA debut for Georgia's first neighborhood anti-speeding public service announcement. This PSA was played on over 200 metro Atlanta movie screens, aired on two cable television stations and was viewed by thousands of people on the PEDS website. With bilingual staff, PEDS generated

media attention to pedestrian safety issues, such as the “jaywalking” controversy on Buford Highway, in English and Spanish language newspaper, television and radio outlets. PEDS also informed the public of GOHS-funded activities through electronic and print newsletters.

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 – Traffic Safety Research and Evaluation Group (TSREG)
Target: Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2007.
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, 2007.

2. Submit a draft final report to GOHS no later than March 31, 2007 and a final report no later than September 30, 2007, which shall include a summary and interpretation of all data that has been collected during the FFY 2006 funding period.

3. Coordinate the contractual agreement for the statewide observational seatbelt survey for FFY 2007 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 2006 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. Draft, write and submit to GOHS the NHTSA required final report for FFY 2007 by December 15, 2007.

8. To provide the Georgia Traffic Injury Prevention Institute (GTIPI) with data and evaluation support.

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. During FFY 2007, TSREG personnel presented three posters at two national conferences: Lifesavers Conference in Chicago, IL and SOPHE Conference in Seattle, WA. Program coordinator presented NHTSA Gold Standards at the Lifesavers Conference, and attended the International Health Promotion Conference in Vancouver, BC to make a presentation on the RCL project.

5. During FFY 2007, TSREG program coordinator presented data on impaired driving programs at GOHS evaluation forum on the status of Georgia's impaired driving education and enforcement.

6. Report completed at the request of GOHS on programs funded for all three years of TSREG analysis (FY2004-FY2006). This report revealed interesting trends in longevity grantee success, as well as pointing to areas that need to be improved in general. As a rule, longevity grantees had a significantly higher success rate than new grants or those funded for only two years, suggesting the need for more long-term, consistently funded grants.

7. 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), TSREG personnel

conducted interviews and community forums with law enforcement professionals in EMS District 9, located in southeast Georgia, and District 2, located in northeast 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 2007, EMS 9 and 2 completed the "Preplanning Stage" and held "Kickoff" meetings as fully functioning RCL regions. TSREG continues to work with these RCL regions as an outside evaluator. Additionally, TSREG conducted interviews in EMS 8 in the southwest corner of Georgia, and will continue to monitor data collection here through October 2008.

8. During FFY 2007, TSREG evaluated GTIPI's Georgia Teen Ride with P.R.I.D.E. (PRIDE) program. TSREG learned that though a large amount of data had been compiled from GTIPI surveys, none of it was used for evaluation purposes. TSREG took data from GTIPI to analyze the effectiveness of the PRIDE program, and not only provided GTIPI with evaluation results, but also made recommendations to improve future data collection. In time, multi-level analysis will be possible for GTIPI to utilize in making decisions about their programs and their continued success. This evaluation, as well as evaluations of other GITPI programs, is ongoing.

Cost: $309,400
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 an increased risk for motor vehicle crash-related deaths. Rural roads in Georgia have consistently scored high for number of persons killed per accident. The increased risk of death may be attributed to numerous factors, including: 1) individual behavior choices; 2) highway design, engineering, and construction; 3) traffic safety laws that do not address at-risk populations; and 4) lack of highway safety law enforcement. Furthermore, a lack of information is available at the local level regarding validated and analyzed data, which affects the ability to successfully address highway safety planning, evaluation, and outcomes at the community level. During FFY 2007, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9 through the Division of Human Resources-Division of Public Health and EMS District 2 through the Pioneer RESA organization.

Objectives:

1. **In both EMS Districts (EMS 2 and 9):** Establish and maintain rural Community Mobilization Groups (CMGs) in at least 60% of covered counties during FFY 07.

2. **In both EMS Districts (EMS 2 and 9):** By August 31, 2007, the Regional Coordinator will have worked 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 the program year.

3. **In EMS 9:** At least six new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during FFY 07.
4. **In EMS 9:** Work with GOHS and others to maintain one other regional project in state during FFY 07.

5. **In EMS 9:** There will be at least eight new traffic safety events or projects carried out within the Southeast RRI region during the program year.

6. **In EMS 9:** Provide documentation of results of evaluation of program.

7. **In EMS 2:** By August 31, 2007, at least four new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during the program year.

8. **In EMS 2:** By August 31, 2007, there will be at least six traffic safety events or projects carried out within the region during the program year.

Strategies/Results:

1. **EMS 9:** By the end of the fiscal year, the CMG function was being carried out in 60% (14) of the covered counties. The counties where CMG functioning was being carried out were Appling, Camden, Clinch, Chatham, Coffee, Effingham, Glynn, Jeff Davis, Liberty, Montgomery, Pierce, Toombs, Ware and Wayne Counties.

2. **EMS 9:** By the end of the fiscal year, ten traffic safety proposals from the region had been submitted to various funding sources. These included four child safety seat grant proposals, four teen driving related proposals, a DUI prevention related proposal and a pedestrian safety proposal. Problem statements and other grant support materials were also developed for an additional three grants.

3. **EMS 9:** By the end of the fiscal year, there were more than 19 traffic safety events held thus exceeding the objective. There were eight child safety seat distribution events for low-income families, two child safety seat checks, five teen driver programs, and four occupant safety events held at health fairs. There were also three rural roads displays provided at conferences, one bike helmet safety event and two traffic enforcement network meetings attended.

4. **EMS 9:** By the end of the fiscal, the six planned readiness surveys in the SW region had been conducted, over sixteen crash maps had been developed and distributed, and a crash investigation course had been attended. Also during the year technical support was provided to one other regional project in the form of on-site training assistance, provision of equipment and provision of analyzed traffic safety data in order to help maintain the project.

5. **EMS 9:** By the end of the fiscal year, 102 data analyses had been conducted and distributed through RRI Regional meetings, Traffic Enforcement Network meetings, provision of technical assistance to individual counties and by presentations and displays at conferences.

6. **EMS 2:** By the end of the fiscal year, the CMG function was being carried out in 85% of the covered counties: Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Rabun, Stephens, Towns, Union and White Counties.

7. **EMS 2:** By the end of the fiscal year, ten traffic safety proposals from the region had been submitted to various funding entities. These included three child safety seat grant proposals, nine SADD chapters, and three teen driving related proposals. One problem statement and other grant support materials were developed for an additional three grants.

8. **EMS 2:** By the end of the fiscal year, there were more than 39 traffic safety events held. Counting all activities there were fifteen child safety seat distribution events for low income families, six child safety checkpoints,

three teen driver programs, four occupant safety events held at local schools and livestock farmers meetings, three rural roads displays provided at conferences, three bike helmet safety events and five traffic enforcement meetings attended.

9. **EMS 2:** By the end of the fiscal year, the six planned readiness surveys in the northeast region had been conducted and over sixteen crash maps had been developed and distributed. Regional Coordinator served on the Adult and Youth Driver Strategic Planning Committee and Occupant Safety Committee for GOHS. Coordinator provided statewide data on alcohol use by high school students and presented at the GOHS evaluation forum on the status of Georgia's alcohol education enforcement. Coordinator provided a survey to SADD coordinator at GOHS as a sample survey to be administered at the state SADD conference.

10. **EMS 2:** By the end of the fiscal year, 85 data analyses had been conducted and distributed through RRI Regional meetings, Traffic Enforcement Network meetings, provision of technical assistance to individual counties and by presentations and displays at conferences.

11. **Both Districts:** The programs in their first complete years have generated media coverage that is beginning to build awareness of traffic safety as a problem in the targeted rural communities.

12. **Both Districts:** All stated objectives and milestones were completed.

Cost: $247,500
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

Name: Randall Townley
Title: Project Manager
Agency: Pioneer RESA
Phone: (706) 865-2141
E-mail address: rtownley@pioneerresa.org

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

Problem Statement

Twenty-eight 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 H.E.A.T. program expanded to 28 grants in FFY 2007 from 18 in FFY 2006, a 56% increase. Many of these new grants include programs in areas of Georgia outside the Atlanta metropolitan area that did not previously have H.E.A.T. units. H.E.A.T. units are now represented in every area of the state, including rural and metro areas.

2. GOHS funding totaled $4,689,900 for H.E.A.T. programs in FFY 2007, with an average of $172,966 for each grant.

3. The Metro Atlanta Multi-jurisdictional DUI Task Force and other metro Atlanta H.E.A.T. units targeted areas after utilizing traffic analysis. During FFY 2007 (Oct. 2006-Sept. 2007), 15,053 speeding contacts, 3,578 DUI contacts, and 3,745 occupant protection contacts were made in the Atlanta metropolitan area. Of these citations, Henry County H.E.A.T. contributed 1,028 DUI, 2,858 speeding, and 1,574 occupant protection contacts. The City of Atlanta H.E.A.T. Unit contributed 813 DUI, 2,726 speeding, and 123 occupant protection contacts. The Cobb County HEAT Unit contributed 930 DUI, 3,253 speeding, and 529 occupant protection.

4. During FFY 2007, the City of Atlanta H.E.A.T. Unit and the DUI Task Force conducted 128 joint efforts with metro jurisdictions and zones, 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).

5. H.E.A.T. units outside the Atlanta metropolitan area also contributed to the statewide traffic enforcement effort. During FFY 2007, the Richmond County (Augusta) H.E.A.T. unit in east Georgia conducted 30 joint efforts with other jurisdictions, including saturated patrols, checkpoints and other traffic operations. This unit cited 3,011 drivers for speeding, 609 for DUI, and 514 for occupant protection violations. The City of Savannah H.E.A.T. unit in southeast Georgia cited 2,895 drivers for speeding, 426 for DUI, and 1,699 for occupant protection violations. Savannah H.E.A.T. officers also conducted 14 PRIDE classes for parents and teens. The City of Valdosta H.E.A.T. unit in south Georgia conducted 19 joint efforts with other jurisdictions. This unit cited 1,753 drivers for speeding, 203 for DUI, and 1,926 for occupant protection violations. The City of Dublin H.E.A.T. unit in north Georgia cited 1,180 drivers for speeding, 153 for DUI, and 720 for occupant protection violations. This unit also coordinated with Dublin High School to conduct 30 events, including classroom training, and "hands-on" driving experience utilizing golf cars and "DUI goggles."

6. In FFY 2007, H.E.A.T. units achieved 85.3% of the stated objectives, and 80.5% of the stated milestones. All H.E.A.T. units achieved at least 50% of their stated objectives and milestones. 20% of H.E.A.T. units achieved all of their stated objectives and milestones.

Cost: Total H.E.A.T. grants: $4,689,900

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: Brian Denekes
Title: Lieutenant
Agency: Clayton County Police Department
Phone: (770) 477-3638
E-mail address: brian.danekes@co.clayton.ga.us

8. **Contact Information**
Name: William Hooper
Title: Major
Agency: Albany Police Department
Phone: (229) 431-3286
E-mail address: bhooper@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: Grant Administrator
Agency: Cherokee County Sheriff's Office
Phone: (678) 454-7476
E-mail address: vickie.benefield@ellijay.com

11. **Contact Information**
Name: John LaChance
Title: Sergeant
Agency: Coweta County Sheriff's Office
Phone: (770) 253-1503
E-mail address: jlachance@coweta.ga.us

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

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

14. **Contact Information:**
Name: Kimberly Monast
Title: Grants Coordinator
Agency: Henry County Police Department
Phone: (770) 898-7470
E-mail address: kmonast@co.henry.ga.us

15. **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

16. **Contact Information:**
Contact Information:
Name: Tom Jackson
Title: Lieutenant
Agency: Dougherty County Sheriff's Office
Phone: (229) 430-6600
E-mail address: tjackson@dougherty.ga.us

17. **Contact Information:**
Name. Jacquelyn Hood
Title: Lieutenant
Agency: Duluth Police Department
Phone: (678) 512-3728
E-mail address: jhood@duluthpd.com

18. **Contact Information:**
Name: Mrs. Rebecca East
Title: Budget Director
Agency: Georgia Department of Public Safety
Phone: (404) 624-7628
E-mail address: reast@gsp.net

19. **Contact Information:**
Name: Stanley Rodgers
Title: Chief
Agency: Winder Police Department
Phone: (770) 867-2156
E-mail address: srodgers@cityofwinder.com

20. **Contact Information:**
Name: Joel Robinson
Title: Sheriff
Agency: Barrow County Sheriff's Office
Phone: (770) 307-3098
E-mail address: jrobinson@barrowsheriff.com

21. **Contact Information:**
Name: Jimmy Motes
Title: Corporal
Agency: White County Sheriff's Office
Phone: (706) 865-5177
E-mail address: jmotes817@yahoo.com

22. **Contact Information:**
Name: Brian Childress
Title: Captain
Agency: Valdosta Police Department
Phone: (229) 293-3109
E-mail address: bchildress@valdostacity.com

23. **Contact Information:**
Name: Mike Scarbary
Title: Lieutenant
Agency: Bibb County Sheriff's Office
Phone: (478) 621-5604
E-mail address: mscarbary@co.bibb.ga.us

24. **Contact Information:**
Name: Wayne Cain
Title: Chief
Agency: Dublin Police Department
Phone: (478) 277-5020
E-mail address: cain@dlcga.com

25. **Contact Information:**
Name: Blaine Holton
Title: Sergeant
Agency: Sandy Spring Police Department
Phone: (404) 886-0967
E-mail address: blaine.holton@sandyspringsga.org

26. **Contact Information:**
Name: Sylvia Redic
Title: City Clerk
Agency: Morrow Police Department
Phone: (770) 961-4002
E-mail address: camreed@cityofmorrow.com

27. **Contact Information:**
Name: Jeff Nalley
Title: Lieutenant
Agency: Douglas County Sheriff's Office
Phone: (770) 949-5656
E-mail address: jnalley@sheriff.douglas.ga.us

28. **Contact Information:**
Name: Joey Lancos
Title: Captain
Agency: Moultrie Police Department
Phone: (229) 890-5446
E-mail address: jlancos@moultriega.com

Project Title: Georgia Driver Education Commission (GDEC) Grant Program
Target: Serves as a response to Joshua's Law; early teen drivers.
Program Area: Teen driver education

Problem Statement

Joshua's Law, passed in the Georgia State Senate in 2005, requires all teens wishing to obtain a Class D (provisional) driver's license after January 1, 2007 to complete an approved driver training course. Private driving courses in Georgia can be expensive and driver's education courses are not taught in schools throughout the state. To remain in compliance with No Child Left Behind federal legislation, classroom instructors must be highly qualified to teach a driver education program. Teachers with the needed certificates are few in Georgia. Resources to train teens to drive are expensive and continue to diminish.

1. Promote, aid, and encourage the successful completion of free or low-cost driver training courses at high schools and libraries for students ages 15 to 17.

2. Utilize funds to provide new and already-established driver education programs in high schools with driving instructors, training for driver training certificates, driving simulators, cars outfitted with passenger-side break pedals, and new computers, driving simulators, classroom materials, and online course software and licensing.

3. Utilize funds to provide new and already-established driver education programs in public libraries with new computers, user-friendly computer areas, and online driving course software and licensing with technical assistance.

4. Develop partnerships among schools, community businesses, and the local Sheriff's department to enhance driver education programs.

5. Increase parent involvement in driver education programs.

Strategies/Results:

1. GOHS and the Georgia Department of Driver Services (DDS) provided an immediate response to the need for affordable driver education courses for teens stipulated by Joshua's Law (January 2007). The GDEC grants began on July 1, 2007 in anticipation of the 2007/2008 school year.

2. In total, 65 grants were funded at over $4,000,000.

3. Thirty-five high schools and school systems were funded across the state for a total of $3,817,400, and at an average of about $110,000 per school or system. Funding for these grants ranged between $7,300 and $140,000.

4. Thirty libraries and library systems were funded in every area of the state for a total of $265,700, and at an average of about $9,000 per library or system. Funding for these grants ranged between $2,400 and $26,800.

5. Research indicates that beginning driver education programs at early ages will impact long-term safety behind the wheel. Joshua's Law seeks to ensure that every young driver be exposed to appropriate instruction, experience and training regarding safety and responsibility for all drivers on the road. This new requirement, with the help of grant funding by GOHS, will increase the availability of professional driver's training schools in rural areas, increase financial resources, and increase parent involvement and understanding of teen driving needs. As a result state officials hope that these new additions to teen driving requirements will aid in decreasing the number of unnecessary traffic fatalities among Georgia youth.

6. Most high school programs invite parents to certain training events, most frequently after-dark driving, which is a requirement under Joshua's Law.

7. The achievement results of these driver education grants and their impact on teen driving statistics will be available at the end of FFY2008.

Cost: $4,083,100

Funding Sources: GOHS and Georgia Department of Driver Services (DDS)

Contact Information:
Name: Gary Butler
Title: Operations Manager Driver Education Commission Grant
Agency: Governor's Office of Highway Safety
Phone: (404) 656-6996
E-mail address: gbutler@gohs.state.ga.us

Looking to the Future

Significant challenges to be addressed:
In conjunction with the 2008 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.

7. **Responding to the rise of motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and research inherent causes behind motorcycle deaths are imperative to enhance the safety of Georgia roadways.

Responding to the practical problems caused by Joshua's Law. Parents look to the community schools and library systems to solve education issues and provide opportunities for the requirement of driver education.

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. Teen driver training.

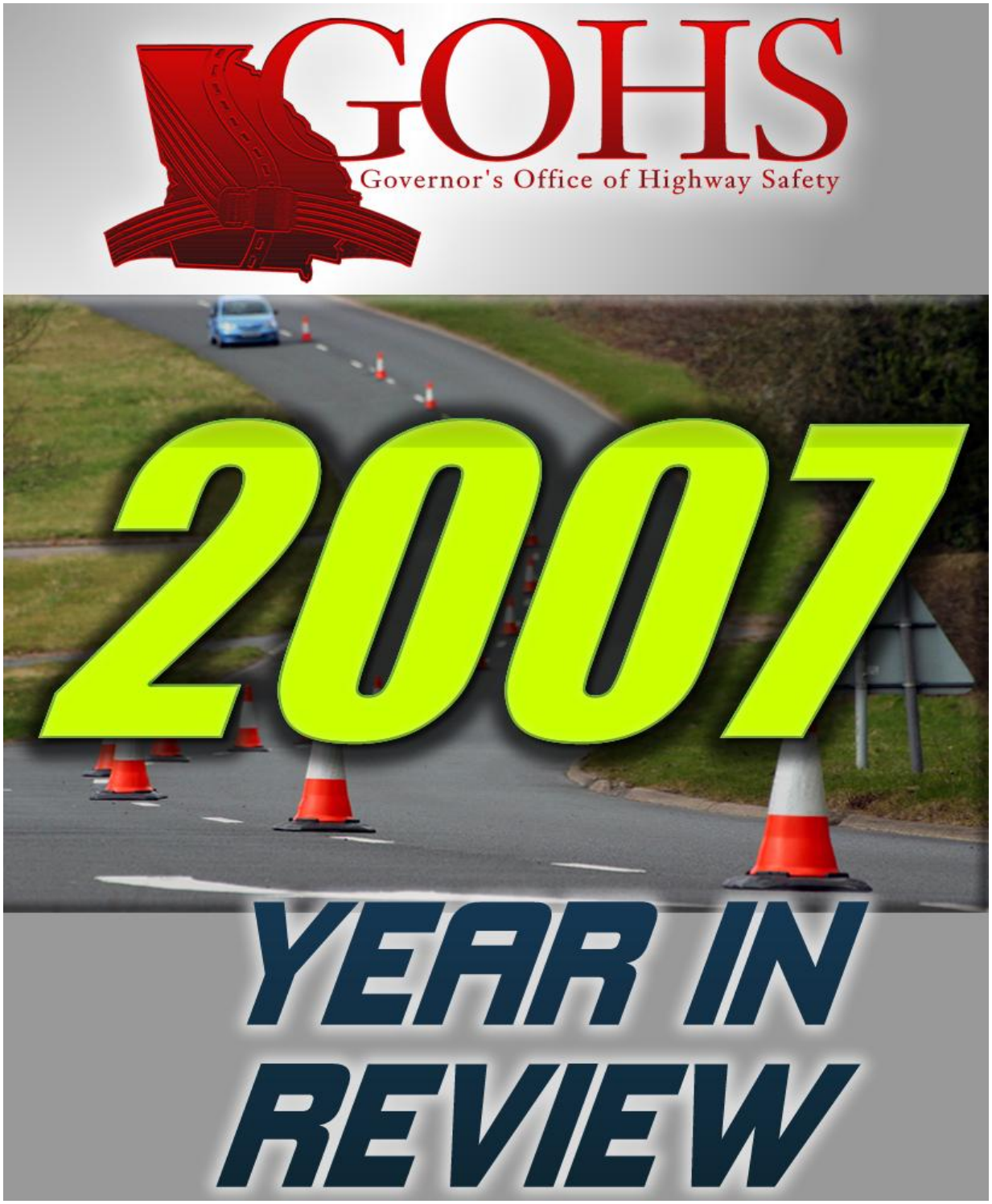
7. Motorcycle training.

8. Occupant safety observational survey implementation.

9. Salary levels and job descriptions that will attract and retain qualified agency personnel.

10. Cooperative access to other agencies' data.

“2007 Pictorial Review”



GOHS

Governor's Office of Highway Safety

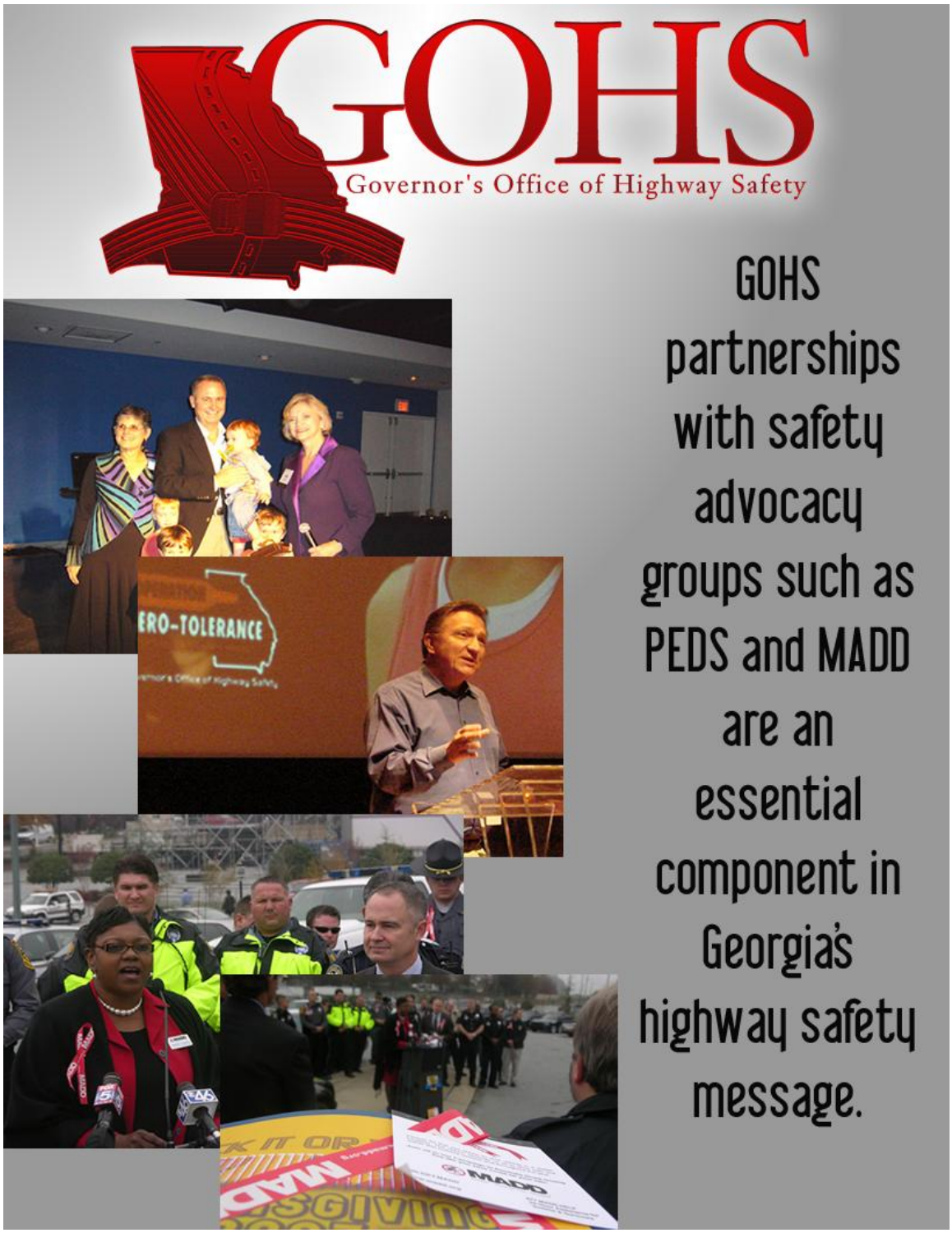
One of the strengths of GOHS is a willingness to quickly adapt within the confines of existing programs. During Child Passenger Safety Month, the primary message of buckling up children in general helped to specifically target the problem of passenger safety in immigrant communities.

GOHS creativity in generating media buzz for highway safety issues hit the international stage in 2007 with the Wild Hogs Motorcycle Safety Awareness Day. Television and newspaper coverage went worldwide and included such non-traditional outlets such as People Magazine and Access Hollywood.

GOHS

Governor's Office of Highway Safety

Georgia HEAT and Enforcement Teams combined to create a powerful new campaign to save lives via saturation enforcement in the Rolling Thunder Task Force. As a result of the task force creation, Operation Rolling Thunder in Savannah had a successful debut with a 58% reduction in crash fatalities during the campaign.


GOHS
Governor's Office of Highway Safety
GOHS partnerships with safety advocacy groups such as PEDS and MADD are an essential component in Georgia's highway safety message.
ERO-TOLERANCE
MADD

GOHS

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GOHS makes highway safety fun for young drivers. Events such as the Youth and Young Adult Conference, Governor's Prom Party, National College Alcohol Awareness Week, SADD, and movie premiers engage students on a positive level.

GOHS

Governor's Office of Highway Safety

Teamwork with state agencies such as DOT, DNR, DDS, and State Patrol has paid great dividends to GOHS and Georgia citizens. The Strategic Highway Safety Plan, Driver's Education Commission, Traffic Records Coordinating Committee, Move Over Program, Motorcycle Safety Program and BUI Enforcement are all examples of programs that are flourishing, adding value to Georgia's highway safety goals.

Completed: December, 2007