



2009 ANNUAL REPORT

Georgia Governor's Office of Highway Safety

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Introduction

Overview – The Georgia Governor’s Office of Highway Safety (GOHS/Office) is pleased to present its **2009 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 \$15.2 million during the federal fiscal year (FFY) 2009 in funds provided by the federal government (National Highway Traffic Safety Administration - NHTSA) and the state Georgia Driver’s Education Commission.

FFY2009 GOHS Priority Goals

- 1. Increase the rate of observed safety belt use from 89.6% to 91% by the end of FFY2009 for drivers and front seat outboard passengers.*
Outcome: The rate of observed safety belt use at the end of FFY2009 was 88.9%; therefore, this priority goal under “Section 402 Occupant Protection” was not reached.
- 2. Reduce the alcohol related fatality rate from 0.53 fatalities per 100 million VMT in 2006 to 0.48 fatalities per 100M VMT.*
Outcome: The alcohol related fatality rate for 2008 was 0.38 per 100 million VMT; therefore, this priority goal under “Section 402 Alcohol and Other Drugs Countermeasures and Young Drivers” was reached.
- 3. Reduce the percentage of speed related fatal crashes from 24% to 21%.*
Outcome: The percentage of speed related fatal crashes for 2008 was 20.7%; therefore, this priority goal under “Section 402 Speed and Aggressive Driving Countermeasures” was reached.
- 4. Reduce the percentage of pedestrian related fatal crashes from 9% to 7%.*
Outcome: The percentage of pedestrian related fatal crashes for 2008 was 9.8%; therefore, this priority goal under “Section 402 Pedestrian and Bicycle Safety” was not reached.
- 5. Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.*
Outcome: The Strategic Highway Safety Plan was developed on schedule and provided useful guidance throughout the year. The Strategic Plan contains information for planning and implementing programs for all NHTSA high-priority areas; therefore, this priority goal under “Section 402 Traffic Records” was reached.

In FFY 2009, the Office made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia Department of Community Health, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, Prosecuting Attorney's Council, and the University of Georgia. With this committed partnership, GOHS has embraced Strategic 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 an ongoing evaluation of program outcomes that will be available in February 2010 and will be added to this document as a supplement and a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2009 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 20), full analysis of their individual and collective accomplishments are difficult 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 for trends reflecting its effectiveness, using the timeliest sources that are available. Additionally in certain cases, data from different sources disagree due to differences in collection methods. As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,493 traffic fatalities in Georgia in CY2008, a 9.0% decrease from CY2007 when there were 1,641 such fatalities. The overall fatality rate per 100 million vehicle miles traveled (VMT) was 1.38, as compared to 1.47 in 2007. The combined fatality and serious injury rate per 100 million VMT decreased to 106.6 in 2008 from 116.6 in 2007.

The estimated overall road travel in Georgia decreased to 108.5 billion miles from 111.4 billion in 2007 according to the Georgia Department of Transportation; however, VMT in Georgia rose 9.6% over the past 10 years, which is above the national rate of growth. Alcohol impaired driving fatalities decreased to 416 in 2008, a 6.1% decrease from 2007 when 445 such deaths occurred. Total unrestrained deaths also dropped in 2008 to 568 from 631 in 2007, a 10.0% decrease. Speed-related deaths decreased 19.5% in 2008 to 309 from 384 in 2007. Pedestrian deaths on Georgia roadways decreased in 2008 to 146 from 154 in 2007, a 5.2% drop. Motorcycle deaths rose 8.6% in 2008, increasing to 177 fatalities from 163 in 2007. Motorcycle deaths made up 11.9% of total fatalities in 2008, compared to 9.9% in 2007. From the 2000 census through 2008, Georgia experienced an estimated 18.3% population growth, which is 10.3 percentage points higher than that experienced by the nation as a whole. Though fatality rates per population have decreased since 2000 and over the past 10 years, the percentage of dangerous behaviors, such as impaired driving, unrestrained driving and speeding remain unchanged. GOHS has effectively used enforcement, education, awareness and evaluation to combat these behaviors as total fatalities continue to decline.

1. The drop in total fatalities in 2008 was the third year in a row of decrease. Fatalities decreased from 1,508 to 1,493 over a ten year period, and the fatalities per VMT rate decreased 9.8% over this span to 1.38 in 2008, an all-time low. 2008 represented the first year total fatalities were fewer than 1,500 since 1995. The 2008 combined fatalities and serious injuries per VMT rate of 106.6 represents a ten year decrease of 15.7%.
2. Fatalities per 100,000 population dropped to 15.4 in 2008, which represents the lowest such rate since the statistic was first collected in 1994. In 2008, this rate decreased 20.6% over the past ten years. The fatality and serious injury rate (1,210 per 100,000 population) dropped to its lowest level ever recorded. Overall, this rate decreased 24.7% over the past ten years.
3. Total motorcycle deaths in Georgia rose 200% over the past ten years, and motorcycle fatalities made up 11.9% of total fatalities in 2008, up from 3.9% in 1999, a 205% increase in proportion. Motorcycles have become increasingly popular in Georgia with the number of registered motorcycles increasing 100.6% over the past ten years, compared to 84.8% for the nation. This increase in popularity contributed to the overall rise in motorcycle deaths; however, 99.35 out of 1,000 Georgia registered motorcycles in 2007 were involved in fatal crashes, which is a rate increase of 26.4% over ten years. This motorcycle fatality involvement rate in Georgia is 33.7% higher than the national average. In Georgia, motorcycles are three times more likely to be involved in a fatal crash than all other vehicles. Public perception of the dangerous nature of motorcycles was indicated in a survey by the Survey Research Center at the University of Georgia, in which 70.7% of respondents indicated that motorcycles are more dangerous than cars, and 65.5% perceived that motorcyclists drive more aggressively than cars. Not only is motorcycle popularity in Georgia growing, but motorcycle fatalities and fatality rates on Georgia roadways are increasing.
4. Total speed-related deaths in Georgia fell to 309 in 2008, a decrease of 24.1% over three years. The proportion of speed-related fatalities of total fatalities also decreased from 24.0% to 20.7% from 2006 to 2008, a 13.8% drop. Over ten years, speed-related deaths fell 4.2%, and the proportion fell 3.3%.
5. The proportion and rates of alcohol impaired driving fatalities rose over the past ten years from 25.6% in 1999 to 27.9% in 2008; however, impaired driving fatalities per 100 million VMT decreased slightly from 0.39 in 1999 to 0.38 in 2008. The year 2003 represented the lows for these two statistics, with the proportion of impaired fatalities reaching 22.1%, and the VMT rate reaching 0.33.
6. The number of drivers under age 21 involved in fatal crashes reduced to 221 in 2008, a 22.2% decrease from 284 fatalities in 2007. The proportion of drivers under age 21 of total drivers involved in fatal crashes dropped to 10.7% in 2008, compared to 12.4% in 2007, a 13.7% reduction. Over the past ten years, drivers under age 21 involved in fatal crashes decreased 30.9% from 320 in 1999. The proportion such drivers of total drivers involved in fatal crashes reduced 30.5% over ten years from 15.4% in 1999.
7. 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 89.6% in 2008, a 20.8% increase

over a ten year period. Over the last four years, however, the observed safety belt rate remained about the same, reaching a high of 90% in 2006.

8. The safety belt usage rate for non-pickup truck passenger vehicles reached 92.5% in 2008, while the rate for pickup trucks was 74.3%. Advances in safety technology and changes in safety belt law helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years; however, of those killed in pickup truck crashes in Georgia in 2008, 73.0% were unrestrained occupants. Overall, 52.9% of all 2008 fatalities were unrestrained occupants, and 47.1% of non-pickup truck passenger vehicle fatalities were unrestrained occupants.
9. 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 2008, observed child safety seat usage reached 85.9% compared to the 1999 rate of 65.7%, which represents a 30.7% gain in usage over ten years. This rate has remained between 85% and 95% since 2001. Fatalities among motor vehicle occupants under age five decreased 47.6% over the past ten years; however, the portion of these fatalities made up by unrestrained children or children in improperly used child safety seats remained the same at about 50%.

Accomplishments – In FFY 2009, Georgia:

1. Continues to be 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. This was due to GOHS staff's diligent efforts in implementing innovative programs that address motor vehicle crashes.
2. Continued the NHTSA Gold Standards with continuation of the DUI Court program in four 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. Over The Limit, Under Arrest."
4. Continued implementation by GOHS and GDOT of a Strategic Highway Safety Plan (SHSP) in 2009. The structure includes executive oversight, buy-in and direct involvement of the Safety Program Leadership (SPL) members, lead by an Operations Manager, with Task Team Leaders supported by Risk Analysis and Evaluation Team safety data analysts. Georgia was selected as a development state to participate in the SHSP model implementation process to determine the role the SHSP plays in the development and implementation of Georgia safety partners' transportation safety-related plans and programs. The SHSP conducted the second Task Team Summit 2 to "revive" multi-professional Task Team efforts, "strive" for zero deaths and injuries on Georgia roads, and "stay alive" for a safer Georgia. The Summit 2 was conducted in December. In addition to reviving Task Team recruiting and participation, the Summit 2 announced the 2010 SHSP safety strategies.

5. Shared successfully the allocation of \$20.6 million Section 406 safety belt performance funds by the Governor's SHSP. The funds were allocated among the GOHS, GDOT, and specifically \$10 million to the SHSP Safety Program Leadership. The funds supported the respective agency safety missions as well as untraditional programs in education, enforcement, engineering, and multi-professional SHSP areas including emergency medical services
6. Passed the Super Speeder Legislation, HB 160, by the Georgia General Assembly. This legislation will help reduce traumatic crashes and provide funds for trauma care in the state. Super Speeder legislation discourages trauma-causing behavior by increasing fines for dangerous drivers. The legislation adds an additional \$200 fine for driving over 85 mph anywhere in the state and for driving 75 mph or more on a two lane road. Super Speeder will also increase driver's license reinstatement fees for violators committing a second and third offense.
7. Hosted the annual Governor's Highway Safety Association (GHSA) Conference in Savannah, Georgia. The conference addressed a wide range of safety topics, from child passenger safety, occupant protection, alcohol and other drugs, speed and aggressive driving to traffic records. It also offered the latest information on advances in highway safety in addition to highlighting successful programs and emerging highway safety issues. More than 400 participants attended this conference. Piaggio Vespa, a conference sponsor, agreed to donate a MP3 vehicle to the Governor's Challenge Program in 2010.
8. Policed aggressive traffic with the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program. Twenty-seven H.E.A.T. grants were allocated in FFY2009. The expansion over the past five years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. Of reporting H.E.A.T. jurisdictions in FFY2009, 68.2% showed a decrease in crashes from FFY2008. Another 57.9% reported fewer injuries, and 63.6% reported fewer fatalities. In addition, a majority of reporting H.E.A.T. jurisdictions reported reductions in fatalities involving unrestrained motorists (66.7%), impaired driving (70.0%), speeding (57.9%), pedestrians (60.0%), and teens (81.8%).
9. Continued the Traffic Enforcement Networks (TENs), which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY2009 was the twelfth year of success for the TENs, and all 16 regional networks continue to be strong and active. The GATEN listserv surpassed 1,000 subscribers during FFY2009. GATEN has proven to be an effective communication and educational tool among Georgia's traffic enforcement officers and prosecutors.
10. Employed a NHTSA Rural Roads Demonstration Project during FFY2009. Rural Roads occupant protection enforcement mobilizations were conducted during the November '08 and May '09 Click It or Ticket campaigns. The campaign slogan for this project is "Georgia is Buckle Up Country." Targeted rural regions of Georgia combined the efforts of 54 Sheriff's Offices, 103 Police Departments and 16 Georgia State Patrol Posts. Three traffic enforcement network multi-agency mobilizations, targeting the highest unbelted fatality counties were conducted. During the November '08 and May '09 campaigns, nearly 5,000 safety belt

citations were written by participating officers.

11. Coordinated the “100 Days of Summer HEAT” during FFY2009. The campaign began with the May Click It or Ticket campaign and concluded with the Labor Day Impaired Driving mobilization. The Special Operations Division also coordinated two Click It or Ticket mobilizations and three Operation Zero Tolerance Impaired Driving Enforcement mobilizations during FFY2009, for a total of five state and national campaigns. 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. Organized the 18th annual Hands Across the Border from August 30-September 4, 2009. During this weeklong grand finale to the “100 Day of Summer HEAT” campaign, ten (10) TEN meetings were conducted with approximately 1,043 officers in attendance representing 156 different law enforcement agencies. Twenty-five separate sobriety checkpoints were conducted in ten different regions along Georgia’s borders, which resulted in 188 DUI arrests, 35 suspended license arrests, 17 safety belt violations, 20 drug offender arrests, 2 firearm violations, and 6 fugitive apprehensions. There were ten multi-state new conferences conducted with approximately 605 law enforcement officers and highway safety advocates from six states covered by 25 different media outlets. This program is an outstanding opportunity for Law Enforcement Officers of adjoining states to partner with each other and make a commitment to save lives on ALL our roadways.
13. Mobilized Operation Rolling Thunder by the GOHS Thunder Task Force in two areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law enforcement presence in high crash corridors. In FFY2009, Operation Rolling Thunder conducted ninety-day high-visibility mobilizations in Barrow/Oconee counties in Northeast Georgia, Statesboro/Bulloch County in South Georgia, and McIntosh/Glynn counties in Southeast Georgia. During the Barrow/Oconee mobilization conducted October-November 2008, law enforcement personnel arrested 265 DUI offenders, 137 drug offenders or fugitives, and 137 suspended or revoked licensed drivers. The Barrow/Oconee mobilization resulted in a 73% reduction in traffic fatalities. During the Statesboro/Bulloch mobilizations conducted January-April 2009, law enforcement personnel arrested 59 DUI offenders, 35 drug offenders and 14 fugitives, and also handed out 549 safety belt and 327 speeding citations. During the McIntosh/Glynn mobilization conducted August-October 2009, law enforcement personnel arrested 102 DUI offenders, 31 drug offenders and 13 fugitives, and also handed out 317 safety belt and 489 speeding citations.
14. Conducted the Special Operations Division the 9th Annual Governor’s Challenge Awards Program at the Macon Centroplex in 2009. This event was a GOHS

incentive program designed to award outstanding achievements in highway safety enforcement and education. GOHS received a total of 62 Governor's Challenge Applications this year. All applications were forwarded to the International Association of Chiefs of Police (IACP) 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 62 original applicants, 27 different law enforcement agencies and one private party were recognized at the awards banquet. Toccoa Police Department was the grand prize winner of the 2009 Governor's Challenge Vehicle. Dublin Police Department won the 2009 Harley Davidson Road King Governor's Challenge motorcycle. Additionally, Georgia had 15 IACP National Law Enforcement Challenge winners based on their Governor's Challenge applications, including the Muscogee County Marshal's Office, which won first place in the IACP Law Enforcement Challenge. The FFY2009 Governor's Challenge was sponsored by 38 corporate partners.

15. Raised awareness regarding motorcycle safety in high crash areas by the first annual Georgia Motorcycle Awareness Tour (GMAT). The GMAT is a 5-day media sweep across the state to promote safe riding as a daily reminder for all motorists to stay alert and watch out for motorcycles. The following groups participated in the tour: the Metro Atlanta Bikers Coalition (MABC), Motorcycle Alliance of Georgia (MAG), American Bikers Active Toward Education of Georgia (ABATE) and local and state law enforcement agencies. Due to the uniqueness of the event, GMAT was successful in obtaining press during the tour. The GMAT stopped in the following locations: Turner Field in Atlanta, GA; Carroll County; Columbus, GA; Albany, GA; Valdosta, GA; Savannah, GA; Augusta, GA. Each media stop was hosted by local motorcycle chapters and law enforcement with a finale at the Share the Road News Conference at Turner Field in Atlanta, GA.
16. Coordinated with GDDS to increase motorcycle training and education across the state. The demand for motorcycle training is growing based on increased 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. In FFY2009, GDDS announced that the training program would include scooters in rider education courses.
17. Held the second annual Scooter Commuter Day on April 1, 2009 in Atlanta. GOHS Director Bob Dallas led the initiative with other scooter enthusiasts and local Atlanta advocates to the Capitol as part of Georgia's Share the Road campaign. Thirty scooter riders rode from Turner Field to the Capitol before a crowd of 200 people. According to the Motorcycle Industry Council, scooter sales set a new record last year, up 41.5%, or 22,000 new scooters sold in 2008. The focus on scooters goes along with an increase in motorcycle and scooter sales, as more people turn to alternative transportation to cope with uncertain fuel costs, commuter times and the ecological concerns of urban life.
18. Responded to a growing crisis in trauma care for the State of Georgia, the Georgia Trauma Care Network Commission was created to stabilize and strengthen existing trauma centers and help support trauma patient care and transport by Emergency Medical Services. After addressing and helping resolve immediate

problems in the system, the Georgia Trauma Commission has pursued an aggressive assessment and planning process, which included reviewing the extensive record of stakeholder input over the past several years, a review of the Georgia trauma system by the American College of Surgeon's Trauma Consultation program, economic analysis by Georgia State University's Georgia Health Policy Center, and trauma system consulting partially funded by the Healthcare Georgia Foundation. This has enabled the Georgia Trauma Commission to outline a vision for the Georgia Trauma System for the decades ahead, and defines a cost-effective plan for moving achievement of this vision forward over a five year period, between 2009 and 2014.

19. Hosted a Safe Communities Workshop by GOHS attended by approximately 15 participants. The focus included identifying strategies that were “data driven” to help communities identify its community stakeholders and verify its real injury issues through data processing and assessment in addition to establishing real-time countermeasures and evaluation outcomes. Representatives from GOHS Safe Communities Projects (DeKalb, Cobb, Albany and Columbus) were in attendance. Ms. Belinda Jackson, NHTSA, was the guest presenter for this workshop.
20. Worked closely with GDDS in funding the Georgia Driver Education Commission (GDEC) to implement the 40-hour driver education requirement under the State’s graduated licensing law, giving grants to high schools across the state to help teenagers comply with Joshua’s Law through the availability of affordable quality driver education programs. During the first two years of implementation, quality driver education service was provided to approximately 23,200 students representing 46 schools. In FY 2009, 34 schools offered driver education during school; 18 schools offered driver education after school; and 22 schools offered driver education during the summer session.
21. Provided funding opportunities to high schools through Students Against Destructive Decisions (SADD) programs, which raise awareness among high school students of the dangers of impaired and unrestrained driving. In FFY2009, GOHS funded 33 individual high school SADD chapters and 4 school systems with an additional 64 schools throughout the state. SADD National recognized Tattnall County SADD program in Southwest Georgia as being the largest chapter in Georgia. Cedar Grove and Avondale High Schools are participating in the Texas Department of Transportation’s “Teens in the Driver Seat” program.
22. Awarded by the Governor’s Highway Safety Association and Ford Motor Company a \$20,000 grant to participate in the Driving Skills for Life program. This grant award marks the first time a private sector company has given state highway safety agencies grants for teen driver safety programs. DSFL is one of the nation’s most comprehensive teen driver safety awareness programs. While using safety belts and driving sober are fundamental rules that drivers needs to follow, this program also includes these four key driving skills: speed management, space management, vehicle handling, and hazard recognition. GOHS, in partnership with the Smyrna Police Department, GHSA and Ford Motor Company hosted a Teen Driver Safety Day on April 25, 2009 at the Gwinnett Center. Approximately 300 Georgia high school students attended the event, which also included exhibits by Students Against Destructive Decision (SADD) chapters, Impaired Driving Simulated Driving Course, vehicle roll-over simulator,

and No-Zone truck. More than 60 teens had the opportunity to get behind the wheel on a closed course with professional instructors and learn the four key skills mentioned above.

23. Continued the implementation of a Child Passenger Safety (CPS) Board in Georgia. The Board was developed under guidelines similar to the National Child Passenger Safety Board to provide program direction and technical guidance to communities and organizations within Georgia. Members discuss key issues related to child passenger safety in Georgia in an effort to streamline and enhance Georgia's CPS initiatives. Committees on the Board include Curriculum, Membership, Communications, Diversity, Special Needs, and Certification. The Board hopes to further increase visibility across Georgia in upcoming months by partnering with the currently established Law Enforcement Networks to provide guidance and education to officers and encourage enforcement of improperly restrained children. On September 10, 2009, child safety leaders from across Georgia joined to kickoff the 2009 Child Passenger Safety Week.
24. Improved the state's traffic data systems to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to install the electronic citation and crash reporting system TraCS, train LEA personnel, and provide essential support for those LEAs that wish to use TraCS. GDOT readied an electronic interface. The Office of Health Information and Policy made available, over the Division of Public Health's publicly accessible internet based system, its data system OASIS, which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The GDDS initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.
25. Held a Data Driven Approaches to Crime and Traffic Safety (DDACTS) Workshop in Macon, GA on August 4, 2009. DDACTS integrates location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources. Using geomapping to identify areas that have high incidences of crashes, DDACTS uses traffic enforcement strategies that play a dual role in fighting crime and reducing crashes and traffic violations. Drawing on the deterrent of highly visible traffic enforcement and the knowledge that crimes often involve the use of motor vehicles, the goal of DDACTS is to reduce the incidence of crime, crashes, and traffic violations across the country. DDACTS depends on timely and accurate data collection and analysis to identify the nexus of crime and traffic safety.
26. Developed the Statewide Transportation Improvement Program (STIP) to identify federally funded transportation projects such as highway, maintenance, bicycle, and pedestrian projects for Fiscal Years 2010-13. The STIP is a GDOT four-year work program updated annually, exclusively for Georgia's non-urbanized areas. Programs already include federally funded highway and bridge projects,

maintenance projects, transportation enhancement activities projects and public transportation projects. With 13 meetings annually, the public is encouraged to participate.

27. Utilized cell phone probe data by GDOT to provide real time speed information along the SR 400 corridor. Preliminary results from the system are promising, showing that there is no significant difference between the measured speeds obtained from traditional point detector data and cellular probe data between 20 and 70 mph. This deployment has great potential for expansion in terms of both geographical scope and applications, including those related to highway safety. Traditionally, highway safety issues are constrained by the limitations of crash data, timeliness of that data, and the subjective nature of data on crash reports. Traffic probe data has the potential to provide a valuable new and robust data source for highway safety applications including more nuanced VMT estimates on corridors, speed detection, and evaluation metrics.
28. Continued a fully functional Traffic Records Coordinating Council and Executive Steering Committee (TRCC) with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
29. Continued The Fatality Analysis and Surveillance Tool (FAST), which provides a monthly update of current fatality reports. GOHS designed this tool to reflect highway fatalities as recorded by the state crash repository. Using the tool, one may identify highway fatality "hot spots," fatality target goals, and projected end-of-year fatalities. Its use was instrumental in formulating Georgia's Strategic Highway Safety Plan.
30. Took national honors at the 30th Annual TELLY Awards. GOHS was selected by the judges to receive a 2009 TELLY Award for its "Governor's Challenge Awards Program" video. Georgia's award-winning Government Relations public safety campaign entry for television was co-developed by GOHS Public Affairs and ImageMaster Productions of Atlanta for broadcast and DVD distribution. The TELLY's are the premier standard of achievement for commercial productions. Each year the TELLY awards showcase the nation's best video work and highest creative achievements. The Telly competition regularly receives more than 14-thousand entries from the most prestigious ad agencies and production companies.
31. Won two EMMY Awards for the DUI-Documentary entitled "Enduring Regret: Chris Sandy's Story of Living Life after Causing Death" which brings a drunk driver's horror story to television. The lifesaving and behavior changing film from the Georgia Governor's Office of Highway Safety took top honors at the 35th Annual EMMY Awards for Best Documentary for a television presentation with dramatic impact and Best Director from the Southeast Chapter of the National Academy of Television Arts and Sciences.

32. 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 FFY2009 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, MARs) from remote locations (at home or in the field).
33. Facilitated communication with applicants and grantees through individualized Project Directors Meetings in order to create more focus on GOHS issues resulting in better designed applications focused on Highway Safety Best Practices.
34. Continued efforts to address issues initially highlighted in the 2003 Performance Audit related to process and impact evaluation and accountability of all grantees. These efforts include a highly successful collaborative relationship with the Traffic Safety Research and Evaluation Group (TSREG), College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.
35. Completed grants achieved 77.0% of the stated objectives in FFY2009. Of these completed grants, 89.2% achieved at least half of the stated objectives, and 25.6% achieved all of the stated objectives.
36. Completed grants achieved 79.0% of the stated milestones in FFY2009. Of these completed grants, 84.2% completed at least half of the stated milestones, and 23.6% completed all of the stated milestones.

Challenges – In FFY 2009, Georgia:

1. **Law enforcement staffing issues was a challenge.** Many law enforcement agencies have reported significant manpower shortages during FFY2009. 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.
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. With Indiana now requiring pickup truck occupants to wear a safety belt, Georgia remains the only state with such a loophole. In 2008, pickup truck deaths decreased 21.4% in Indiana. In Georgia, the safety belt usage rate for passenger vehicles reached 92.5% in 2008, while the rate for pickup trucks was 74.3%. Advances in safety technology helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years; however, of those killed in pickup truck crashes in Georgia in 2008, 73.0% were unrestrained occupants.
6. **Educating new grantees to use the online final report.** New reporting practices on the eGOHS system require time to learn.
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. **Young Adult program was a focus.** There were 16 colleges and universities funded in FFY2009 to implement peer education programs to encourage safety belt use and prevent drinking and driving, which was another reduction in participating chapters. In FFY2009, Young Adult grantees achieved 74.3% of the stated objectives and 73.5% of the state milestones. These achievement rates are lower than the average for all grantees.
9. **The Governor's Strategic Highway Safety Plan was a focus.** The Governor's SHSP experiences economic influenced challenges in reduction of staffing, travel, and volunteer participation in the 14 SHSP Task Teams. To address the challenges, some of the Task Teams combined meetings to cover similarly focused safety topics. The Task Team meetings were facilitated to encourage regular progress toward each of the Task Team's detailed action plans.
10. **Enforcement Reporting was a focus.** Fewer funds are now available to incentivize law enforcement agencies to report enforcement numbers. Confusion on the GOHS online reporting system also results in unrealistically low enforcement numbers reported for the individual mobilizations.

Crash Data / Trends	Baseline Data 1994-1998					Progress Report Data 1999-2008									
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
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	1,641	1,493
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	1,613	1,612
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	1.47	1.38
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	1.48	1.47
Injuries (Actual)	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996	139,262	133,399	128,318	115,737
Injury Trend			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119	133,716	133,049	132,333	131,460
Fatality & Serious Injury Rate/(100 million VMT)	*	*	162.3	105.0	140.6	126.4	125.8	124.0	124.2	123.0	124.7	124.2	119.0	116.6	106.6
Fatality & Serious Injury Rate Trend			162.3	133.7	136.0	133.6	132.0	130.7	129.8	128.9	128.4	124.2	125.8	123.1	120.9
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	17.2	15.4
Fatality Rate Trend/100K Population	20.2	20.5	20.8	20.9	20.8	20.6	20.3	20.2	19.9	19.8	19.5	19.2	18.9	18.5	18.1
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	1,362	1,210
Fatal & Serious Injury Rate Trend/100K pop			1,970	1,927	1,879	1,811	1,770	1,741	1,716	1,695	1,683	1,636	1,587	1,540	1,496
Unrestrained Fatalities	706	767	767	740	622	659	649	609	596	592	621	669	649	637	578
Unrestrained Fatality Trend	706	737	747	745	720	710	701	690	679	667	651	640	630	631	622
Alcohol Related Fatalities	476	467	523	512	456	462	526	492	464	420	472	512	544	524	489
Alcohol Related Fatality Trend	4760	472	489	495	487	483	489	489	486	480	481	480	483	491	494
Proportion of Alcohol Related Fatalities	33.4	31.4	33.2	32.5	29.1	30.6	34.1	29.9	30.4	26.2	28.9	29.6	32.1	31.6	32.8
Alcohol Proportion Trend	33.4	32.4	32.7	32.6	31.9	31.7	32.0	31.8	31.6	30.8	30.5	30.1	30.1	30.4	30.6
Alcohol Related Fatality Rate/100M VMT	0.57	0.55	0.59	0.54	0.48	0.47	0.50	0.46	0.43	0.39	0.43	0.45	0.48	0.47	0.46
Alcohol Fatality Rate Trend	0.57	0.56	0.57	0.56	0.55	0.53	0.53	0.52	0.51	0.49	0.48	0.46	0.45	0.45	0.45
Speed-Related Fatalities	349	372	401	375	337	322	347	343	313	328	335	340	407	384	309
Speed-Related Fatality Trend	349	361	374	374	367	359	358	356	351	349	345	338	341	347	345
Motorcycle Fatalities	55	44	47	56	66	59	61	95	85	103	111	144	154	163	177
Motorcycle Fatality Trend	55	50	49	51	54	55	55	60	63	68	76	87	98	108	121
Unhelmeted Motorcycle Fatalities	14	7	4	12	7	11	8	18	11	12	8	15	21	21	14
Unhelmeted Motorcycle Fatality Trend	14	11	8	9	9	9	9	10	10	10	10	11	12	14	14
Driver Under Age 21 Fatal Crashes	272	320	344	297	293	320	286	330	282	301	310	326	298	284	221
Driver Under Age 21 Fatal Crash Trend	272	296	312	308	305	308	305	308	305	308	307	305	305	304	293
Pedestrian Fatalities	163	164	161	183	167	159	137	156	161	156	153	150	148	154	146
Pedestrian Fatality Trend	163	164	163	168	168	166	162	161	161	160	159	158	154	153	151

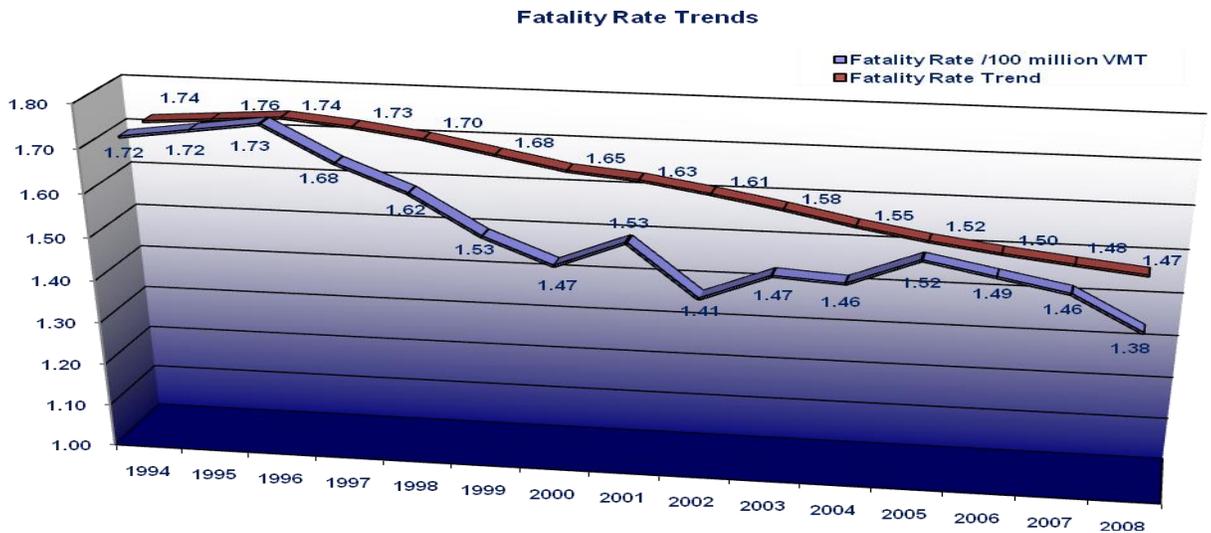
*Source: FARS

Performance Goals and Trends

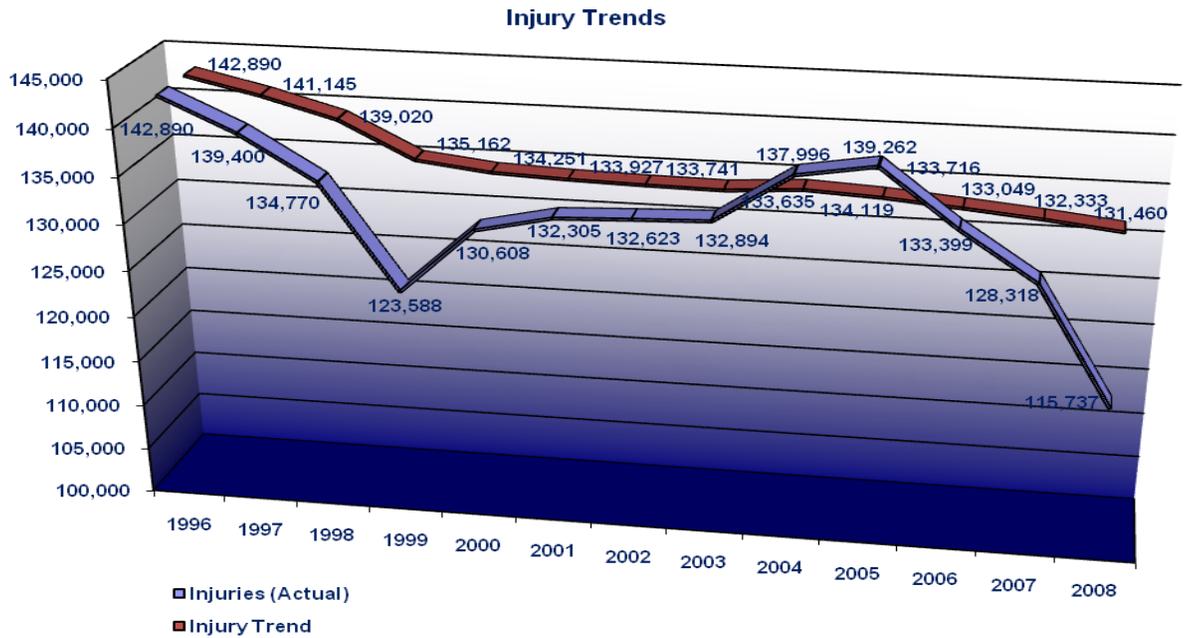
Goal: Fatalities To decrease traffic fatalities 5% to 1,418 by December 31, 2010.
Baseline 1,493 fatalities in 2008.



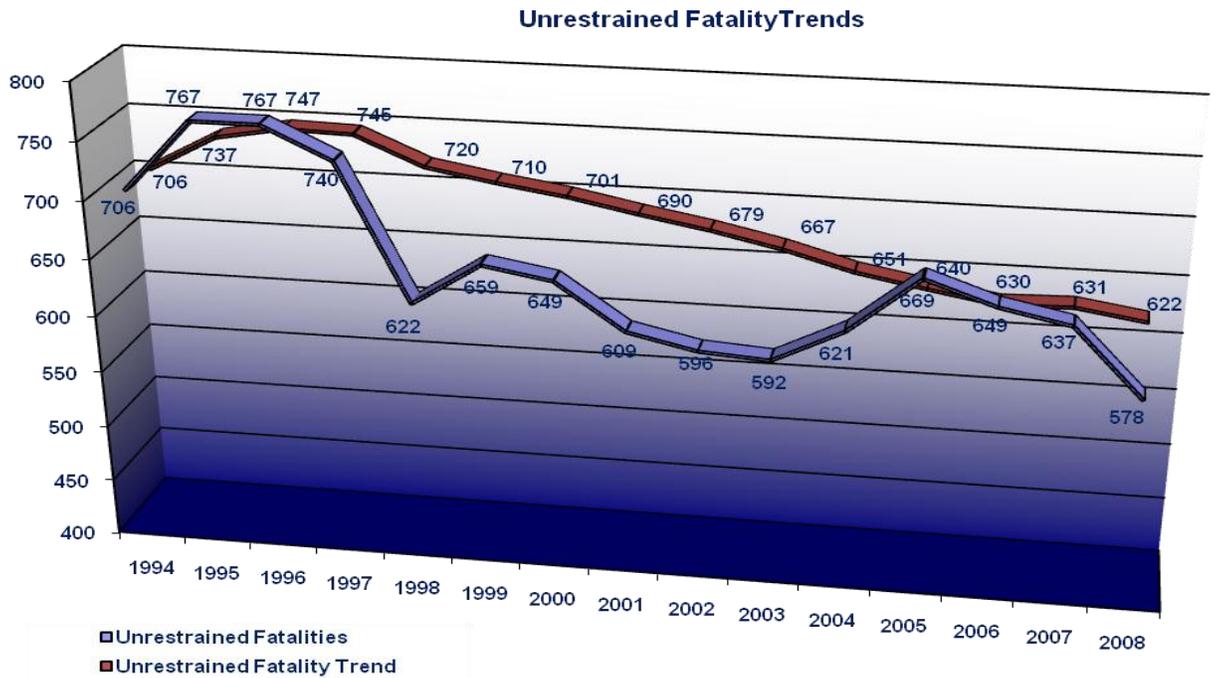
Goal: Fatality Rate/VMT To decrease fatalities/VMT .06% to 1.4 by December 31, 2010.
Baseline 1.38 fatalities/VMT in 2008.



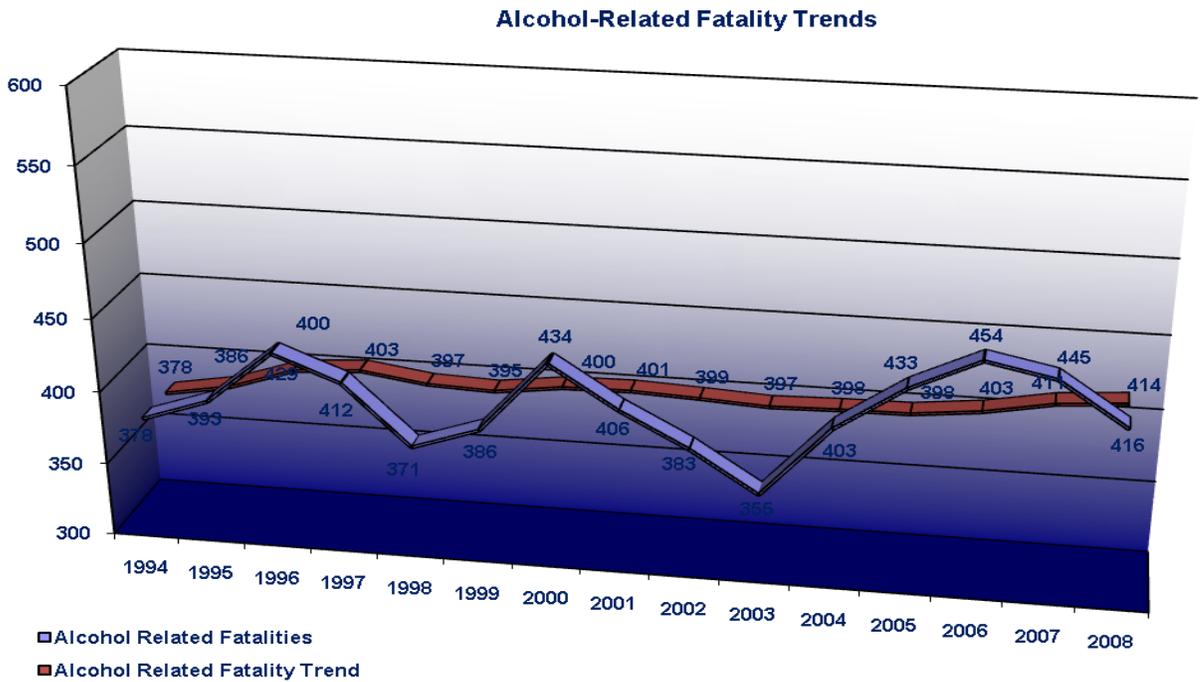
Goal: Injuries To decrease serious traffic injuries 1% to 114,580 by December 31, 2010.
Baseline 115,737 injuries in 2008.



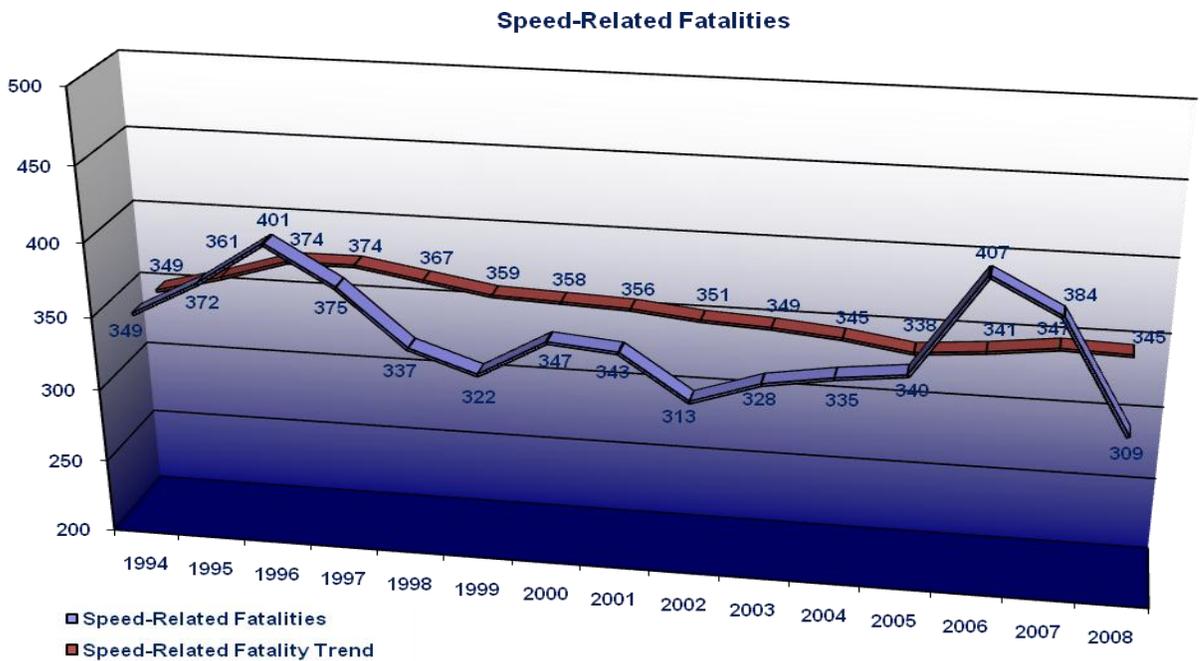
Goal: Unrestrained Fatality Trends To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% to 550 by December 31, 2010.
Baseline 578 unrestrained fatalities in 2008.



Goal: Alcohol-Related Fatalities To decrease alcohol impaired driving fatalities 5% to 396 by December 31, 2010.
Baseline 416 alcohol-related fatalities in 2008.

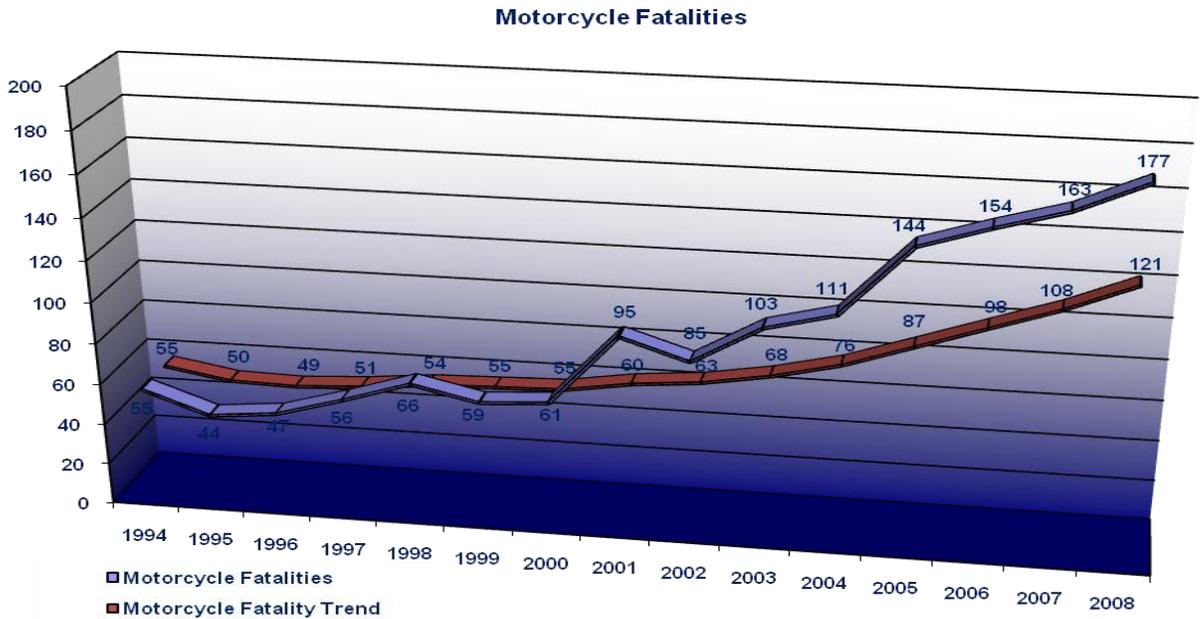


Goal: Speed-Related Fatalities To decrease speed-related fatalities 5% to 294 by December 31, 2010.
Baseline 309 speed-related fatalities in 2008.



Goal: Motorcycle Fatalities To decrease motorcyclist fatalities 5% to 169 by December 31, 2010.

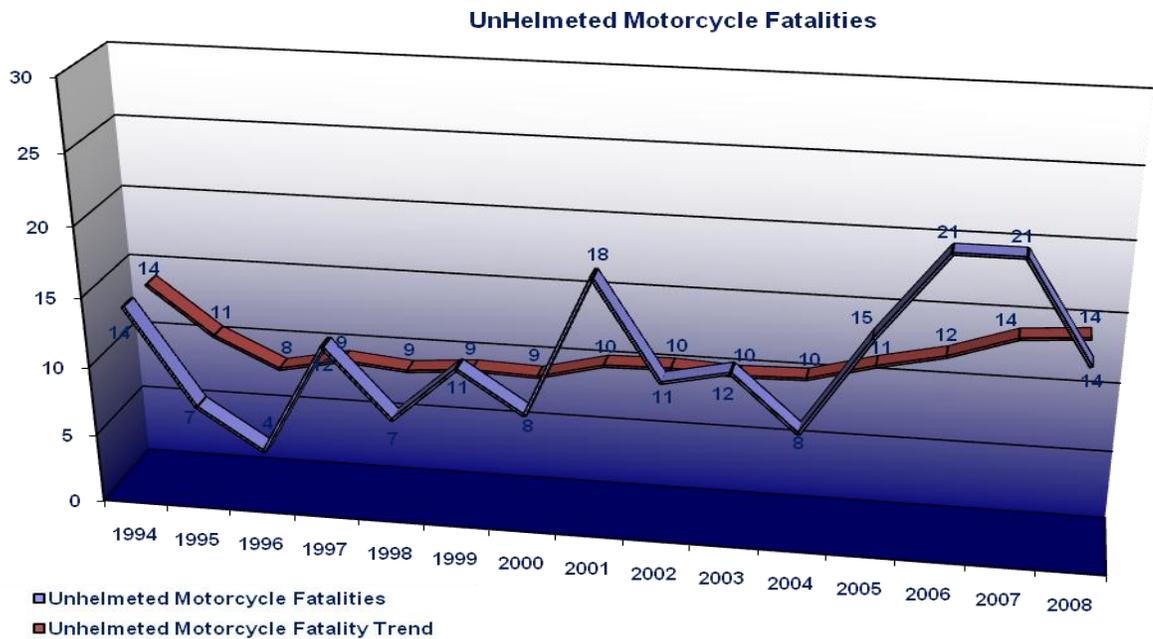
Baseline 177 motorcycle deaths in 2008.



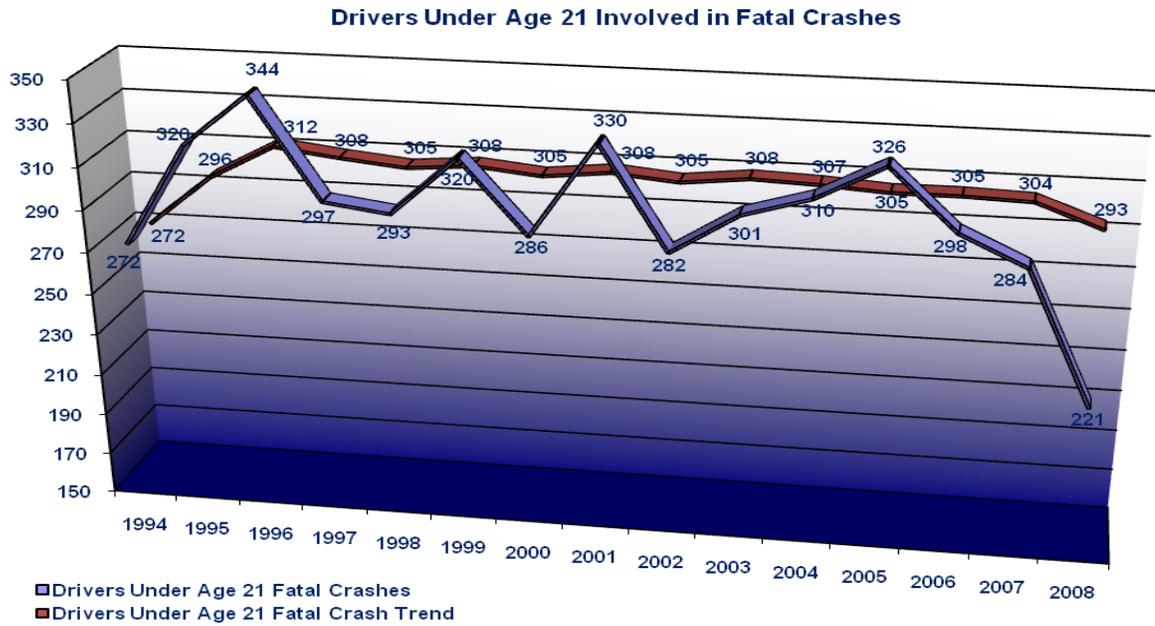
Goal: Unhelmeted Motorcycle Fatalities

To decrease unhelmeted motorcyclist fatalities 25% to 10 by December 31, 2010.

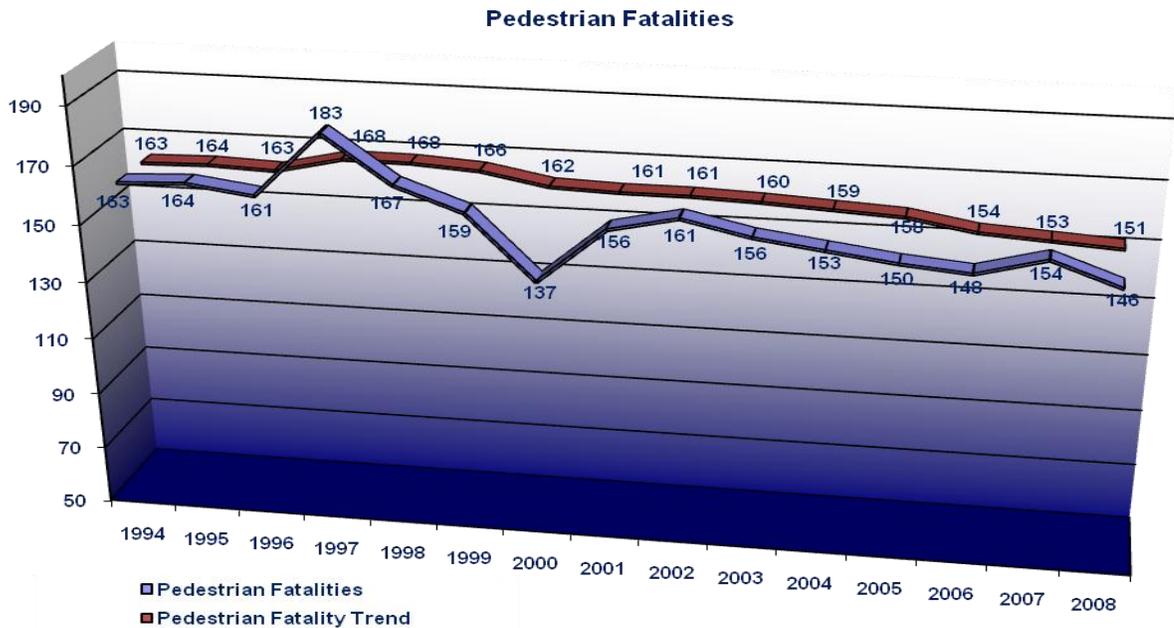
Baseline 14 unhelmeted motorcyclist fatalities in 2008.



Goal: Drivers Under Age 21 Fatal Crashes To decrease drivers under age 21 involved in fatal crashes 10% to 199 by December 31, 2010.
Baseline 221 drivers under age 21 involved in fatal crashes in 2008.



Goal: Pedestrian Fatalities To reduce pedestrian fatalities 5% to 139 by December 31, 2010.
Baseline 146 pedestrian fatalities in 2008.



Core Behavior Measure / Trends	Baseline Data 1994-1998								Progress Report Data 1999-2008							
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	
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%	88.9%	89.6%	
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%	82.6%	84.4%	

Core Outcome Goals

Goal: Speed-Related Fatalities To increase statewide observed safety belt use of front seat outboard passenger vehicles 1 percentage point to 91% by December 31, 2010.

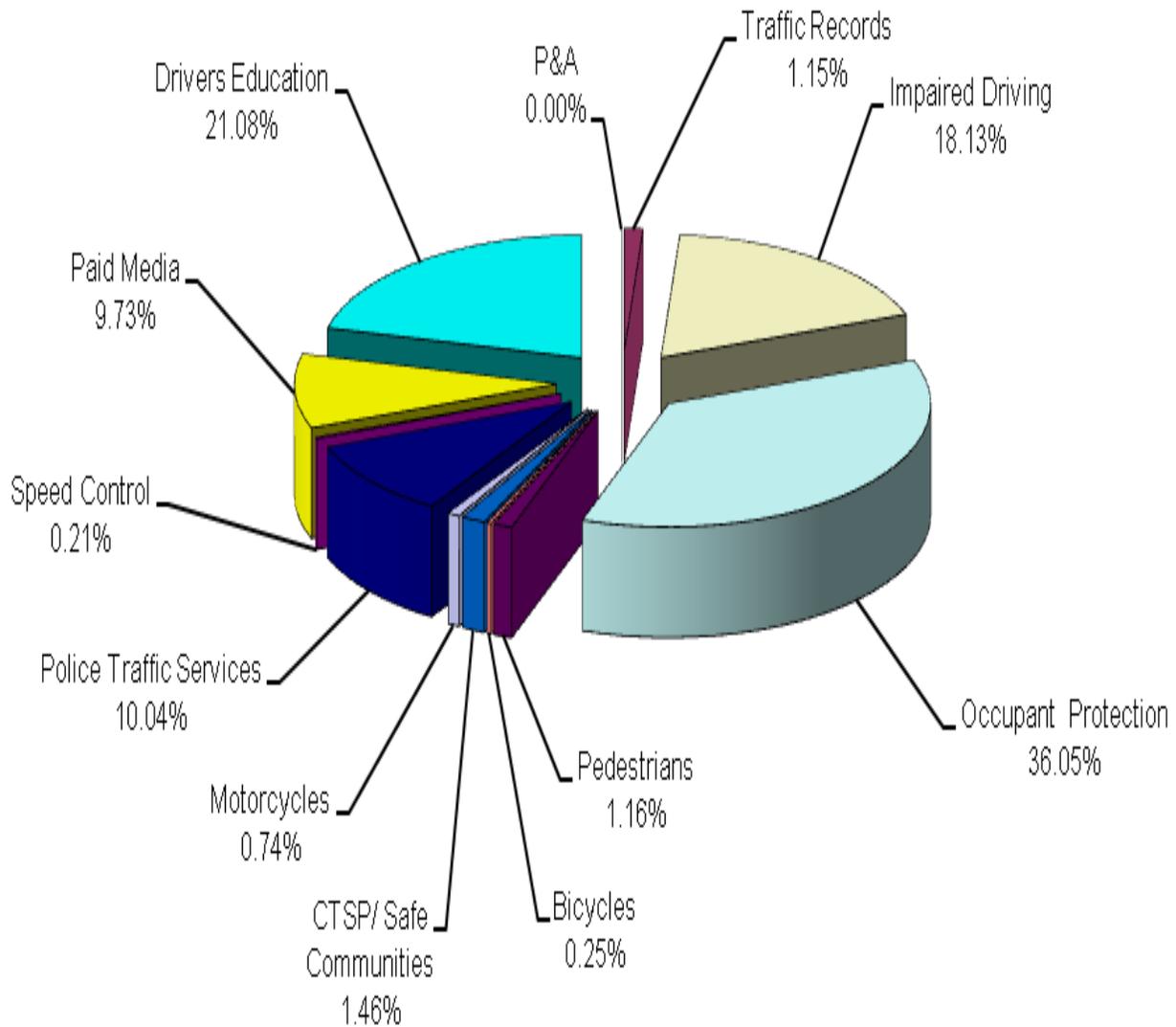
Baseline 89.6% observed safety belt usage in 2008.



Core Activity Measures / Trends	Baseline Data FFY2004-FFY2006			Progress Report Data FFY2007-FFY2009		
	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Safety Belt Citations	12,696.00	14,605.00	14,021.00	83,837.00	67,088.00	114,750.00
Safety Belt Citations Trend	12,696.00	13,650.50	13,774.00	31,289.75	38,449.40	58,860.20
Impaired Driving Arrests	8,808.00	10,339.00	27,747.00	27,375.00	44,842.00	32,993.00
Impaired Driving Arrests Trend	8,808.00	9,573.50	15,631.33	18,567.25	23,822.20	28,659.20
Speeding Citations	152,664.00	160,766.00	173,178.00	247,613.00	324,226.00	424,312.00
Speeding Citations Trend	152,664.00	156,715.00	162,202.67	183,555.25	211,689.40	266,019.00

Financial Summary

Total = \$14,158,448



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 and speed-related crashes, injuries and fatalities are unacceptable. Improvements are being realized; however, fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involves unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In 2009, GOHS sought to reduce impaired driving and speed-related deaths by establishing clear, measurable objectives in this area. GOHS utilized NHTSA Sections 402, 406, and 410 funding to accomplish these objectives.

Objectives

1. To provide DUI countermeasure funding incentives to counties that make up 51% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To fund counties that represent 51% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries and fatalities.
4. To conduct two (2) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.
5. To implement twenty-seven (27) H.E.A.T. programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
6. To provide funding to 15% of Georgia public high schools.
7. 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.
8. To provide funding to at least sixteen (16) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities are the highest.
9. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
10. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
11. To review, prioritize and establish a timeline for the implementation of the NHTSA recommendations resulting from Georgia Impaired Driving Assessment.
12. To continue implementation of DUI courts in four (4) jurisdictions in Georgia (Rockdale, Cherokee, Troup, and Gwinnett).

Noteworthy Programs

In FFY2009, 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, four DUI Courts were continued with GOHS funding in FFY2009.
2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 27 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 FFY2009 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 425 high schools in Georgia making them aware of available funds for safety belt and impaired driving programs. GOHS provided significant resources for the 33 schools that elected to participate. In order to centralize leadership and increase cooperation between grantees in the same area, four (4) block school system SADD grants containing an additional 64 schools were funded in FFY2009.
5. Young Adult grants program – GOHS funded 15 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. "Mothers Against Drunk Driving" – In FFY2009, funds were provided to MADD for the successful recruitment of new volunteers. MADD undertook the development of volunteers and community action sites, as well as implementing MADD core programs and creatively relaying the MADD/GOHS partnership.

Funding Sources

1. NHTSA Section 402AL Funding: A total of \$564,112.52 was expended to fund H.E.A.T. programs in areas across the state which demonstrates high risk for aggressive and impaired driving.
2. NHTSA Section 402PT Funding: A total of \$1,851,771.50 was expended to fund H.E.A.T. programs and Traffic Enforcement Networks (TENs).
3. NHTSA Section 402SC Funding: A total of \$29,867.15 was expended to train officers in the use of RADAR and LIDAR for speed enforcement at the Georgia Public Safety Training Center.
4. NHTSA Section 406AL Funding: A total of \$638,545.13 was expended to fund Nighthawks, a H.E.A.T. unit operated by the Georgia Department of Public Safety which was established to focus on impaired driving and speeding through enforcement and education.
5. NHTSA Section 410K8 Funding: A total of \$1,651,279.24 was expended to fund law enforcement, including HEAT programs, and the Georgia Public Safety Training Center for impaired driving enforcement training. Education programs were funded, including Students Against Destructive Decisions (SADD) chapters in Georgia high schools, Young Adult (YA) programs in Georgia colleges and universities, and the Alcohol and Drug Awareness Program (ADAP). Awareness programs were funded, such as Mothers Against Drunk Driving (MADD) of Georgia. Adjudication programs were funded, including the Prosecuting Attorney Council's Traffic Safety Adjudication Program to aid in the prosecution of impaired drivers, and four (4) DUI Courts.

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 FFY2009 and 69.8% of the law enforcement community participated. Regional participation rates for law enforcement agencies were 84.4% for the Southeast; 57.1% for the Southwest; 62.2% in the metro Atlanta/Central region; and 78.1% in the Northeast region.
2. The “DUI Court” program was continued in FFY2009 with four (4) DUI Courts funded in four (4) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY2009, the DUI Courts served 2,394 participants. A total of 197 new participants joined the program, 290 participants graduated, 167 advanced to the final phase of the program, 104 became eligible for re-licensure, and 159 completed DUI School. Forty participants were terminated for non-compliance, giving the program a retention rate of 98.3%.
3. “Operation Zero Tolerance” – In FFY2009, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by the Survey Research Center at the University of Georgia during November 2008, 78.2% of respondents had heard of OZT, and 72.7% of respondents indicated that it was at least somewhat likely that they would be stopped by police when drinking and driving.
4. In FFY2009 funding was offered to 22.8% (n=97) of Georgia high schools to encourage safety belt use and discourage drinking while driving. A total of 89 schools completed the SADD programs, a 15.6% increase over FFY2008. Out of the completed SADD grantees, 95.8% achieved at least 50% of the stated objectives. Overall, SADD grantees achieved 84.4% of the stated objectives and milestones.
5. There were 16 colleges and universities funded in FFY 2009 to implement peer education programs to encourage safety belt use and prevent drinking and driving. Of completed Young Adult grantees, 85.7% achieved at least 50% of the stated objectives and 78.3% grantees completed 50% of the stated milestones. Overall, Young Adult grantees achieved 74.3% of the stated objectives and 73.5% of the stated milestones.
6. During the “100 Days of Summer Heat” campaign from May to September 2009, law enforcement personnel apprehended 21,210 DUI violators statewide, and made an additional 10,004 drug arrests. In addition, law enforcement personnel gave out 286,898 speeding citations.
7. The total number of officers trained for impaired driving countermeasures in FFY2009 was 1,066 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
8. The total number of officers trained for speeding countermeasures in FFY2009 was 289 through the Georgia Public Safety Training Center.
9. In FFY2009, 27 H.E.A.T. grants received funding. 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 91.0% of the stated objectives and 90.3% of the stated milestones; this is the most successful program at GOHS.
10. In FFY2009, the MADD Volunteer Initiative succeeded in recruiting 84 volunteers. The program established relationships with 5 Hispanic communities in order to provide resources in their communities, and successfully trained 10 Community Action site leaders to monitor DUI cases in 3 counties (Cherokee, Carroll and

Bartow). MADD teamed up with 4 colleges and recruited 13 students for its Court Monitoring internship. MADD enhanced law enforcement partnerships by attending 10 network meetings and Hands Across the Borders activities, and brought awareness to the relationship between MADD and law enforcement by participating in 3 GOHS press conferences. MADD collaborated with law enforcement by attending 18 sobriety checkpoints, and by hosting the 5th Successful Law Enforcement Recognition banquet, which continues to serve as motivation for officer DUI arrests across the state.

Future Strategies

Georgia looks to employ the following strategies in FFY2009:

1. DUI Enforcement – Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
2. National Campaigns – Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and National Highway Safety campaigns and report numbers for each campaign to GOHS online. Continue a centralized statewide citation tracking system containing information about a citation from “cradle to grave.” Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
3. “H.E.A.T.” – Continue expansion and heighten publicity for this aggressive driving program and increase law enforcement presence.
4. Traffic Enforcement Networks – Continue effective system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks. Promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
5. “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.
6. “100 Days of Summer H.E.A.T.” – Continue sustained impaired driving enforcement campaign.
7. 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. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
8. “DUI Adjudication” – Continue to implement DUI courts in 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.
9. “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 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.

10. Young Adult grant program – Train peer educators and educate 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.
11. Expand the Strategic Highway Safety Plan (SHSP) impaired driver task team to include additional agencies and organizations which represent a broader spectrum of interest and involvement in impaired driving programs.
12. DUI Coordinator – Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
13. Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.

Occupant Protection

Program Overview for Georgia

Approximately 47.3% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used their vehicle safety belt. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY2009. GOHS utilized NHTSA Sections 402, 405, and 406 funding to accomplish these objectives.

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 95% by the end of FFY2009.
3. To increase safety belt use rate by 2% for rural drivers and passengers.
4. To continue outreach to non-white populations (including Latino) 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 152 GOHS-funded programs (not including DE programs) 106 (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 elderly driving. 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 technician training, recertification, and free car safety seat inspection and installation services to the general public in the Atlanta metro area.
4. "Department of Community Health Child Occupant Safety Program" – Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Community Health in more than 80 Georgia counties. There are four successful IPS programs that address child passenger safety: 1) Mini Grant; 2) Matching Grant - \$25,000 of other funding sources; 3) Rural Hospital Program; and 4) Teddy Bear Sticker Program. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, EMS, fire departments, law enforcement, hospitals, and SAFE KIDS organizations.
5. "Georgia Rural Safety Belt Demonstration Project (RDP)" – As part of the Georgia Rural Safety Initiative, GOHS will address the challenge of increased safety belt

use among passenger's vehicle occupants in rural areas through the Region 4 Regional Rural Safety Belt Demonstration Project, which will include three critical components: 1) targeted media and outreach campaigns; 2) high visibility enforcement; and 3) quantifiable evaluation.

Funding Sources

1. NHTSA Section 402OP Funding: A total of \$856,993.31 was expended to fund the Georgia Traffic Injury Prevention Institute (GTIPI).
2. NHTSA Section 405K2 Funding: A total of \$697,107.92 was expended to fund the Department of Community Health Child Occupant Safety Program, the Injury Free Coalition for Kids Atlanta, and the Atlanta Fire Department's Car Safety Seat Fitting Station Program.
3. NHTSA Section 406K4OP Funding: A total of \$27,127.04 was expended to fund GOHS internal programs.

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 2008, including trucks, was 89.6%, an increase from 2007. Safety belt usage rates were 92.5% for cars and 87.6% for vans. Pick-up truck safety belt usage was 74.3%.
2. Safety belt usage in rural areas increased by 5.1 percentage points.
3. Child safety seat usage increased slightly in 2008 to 85.9% from 85.7%. Observed child safety seat usage in rural areas was 100% in 2008, which represents a 15.5% increase over 2007.
4. "Click-It or Ticket" – In FFY2009 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. In a November 2008 poll conducted by the Survey Research Center at the University of Georgia, 88.6% of respondents reported hearing of CIOT.
5. During the 2009 "100 Days of Summer HEAT" campaign, law enforcement officers from across the state handed out 97,258 safety belt violations, and 14,636 child restraint citations, both nearly double the amount from 2008.
6. During FFY2009, 97.7% of respondents to the annual Georgia Poll were aware of Georgia's primary safety belt law. Of respondents, 93.9% agreed that it was important for police to enforce safety belt law.
7. During FFY2009, GTIPI trained 209 new child safety seat technicians, including 2 new Spanish-speaking technicians in three classes targeting the Latino population. Eighty-seven childcare providers were educated about child safety seats. GTIPI contacted 813 families at 20 car seat checkpoints. GTIPI facilitated 16 CPST classes, exceeding objective of 15. To promote safety belt and booster seat use, GTIPI conducted 576 rollover simulations to 26,801 participants. GTIPI distributed 5,566 educational items to 779 new Members of the Saved by the Belt Club, a group for those who have been saved from injury or death by safety belts. GTIPI trained 52 CarFit technicians and held six CarFit events to promote occupant protection among the elderly.
8. During FFY2009, the Atlanta Fire Department distributed 2,889 car seats at 62 child safety seat checkpoints and other events.

9. The Department of Community Health Child Occupant Safety Program distributed 6,270 child safety seats through its 116 Mini-Grant recipients, and assisted in the recertification of 125 certified child passenger seat technicians. The Injury Prevention Section (IPS) documented 38 lives saved due to program-funded seats through the Teddy Bear Sticker (TBS) Program. The IPS has continued to build collaborative partnerships with school bus personnel in an effort to address safely transporting children with special medical needs, conducting on-site visits and technical trainings and attending school bus conferences/exhibits and training 1,000 school bus personnel during FFY2009 alone.

Future Strategies

GOHS will implement the following strategies in FFY2009:

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, certifying 195 new technicians, including six Spanish-speaking students. Present the rollover simulator at 120 different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle to 10,000 individuals. 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. GTIPI is also working with TSREG to increase the effectiveness of their evaluation strategies.
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, reaching an average of 125 participants per month.
4. Sponsor a minimum of four (4) attendees to each of the following state/national conferences (Lifesavers, GOHS Traffic Safety Conference, and National Child Passenger Safety Technician Training).
5. Atlanta Fire and Rescue Fitting Station – Distribute and/or properly install an average of 7 child safety seats at each of the 33 Atlanta Fire Department fitting stations monthly. Educational materials will also be distributed to parents and caregivers.
6. Continue to build collaborative partnerships with community groups, organizations, including “faith-based”, and law enforcement for the purpose of addressing highway safety initiatives at the local level. Provide occupant and child safety seat education to the community and address occupant safety use among adults.
7. 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.
8. Facilitate occupant safety education in 70% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.
9. Elderly Drivers – The Department of Community Health will research and implement a program for occupant protection among elderly drivers.

10. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.
11. Implement a Georgia Child Passenger Safety Advisory Board (meeting bi-annually) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.

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. GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

Objectives

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

Noteworthy Programs

In FFY2009, 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 2009, 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. “Pedestrians Educating Drivers on Safety (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 2009, PEDS included a radio campaign, crosswalk crackdowns and pedestrian-friendly design training for engineers.
3. “Pedestrian Advocates of the Coastal Empire (PACE)” – During FFY2009, the Chatham County Health Department 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 FFY2009, 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.

Funding Sources

1. NHTSA Section 402PS Funding: A total of \$164,363.08 was expended to fund the Chatham County Health Department’s “Pedestrian Advocates of the Coastal Empire” program, Pedestrians Educating Drivers on Safety (PEDS), and Fulton County Board of Education’s “Safety Street Georgia” program.
2. State 200 SHARE THE ROAD from the sale of promotional license plates: A total of \$35,929.30 was expended by the Atlanta Bicycle Campaign.

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, 146 pedestrians died during 2008, down from 154 the year before, a 5.2% drop; however, the percentage of total traffic fatalities that pedestrian deaths represented rose to 9.7% from 9.4%. Over the past ten years, pedestrian deaths among those under the age of 15 have decreased 60%. The percentage of these deaths that make up total pedestrian fatalities was also down to 6.8% from 15.7% over the same period.
2. In 2008, Georgia's pedestrian fatality rate per 100,000 population was 1.51, down from 1.60 in 2007, a 5.6% decrease.
3. Bicycle fatalities increased in 2008 to 20 from 16 in 2007, a 20% rise. Over the past ten years, bicyclist fatalities in Georgia decreased from 22 in 1999, and bicyclist deaths among children under the age of 15 dropped over the past 10 years from 6 to 4.
4. During FFY2009, the PEDS program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through workshops entitled "Designing Pedestrian Facilities for Accessibility," attended by 55 professionals from metro Atlanta. PEDS increased drivers' perception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PEDS radio PSAs were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors. PEDS launched "Feet on Atlanta," an activity that engaged local volunteers in surveying sidewalk conditions on more than 100 Atlanta streets, encouraging city leaders to fix damaged sidewalks and eliminate hazards. Through letters and in-person meetings, PEDS convinced GDOT to change its policy of not adding curb ramps to intersections when completing a repaving project.
5. During FFY2009, the Chatham County Health Department continued a community wide pedestrian safety campaign. PACE hosted two websites (www.pacesavannah.org and www.safekidssavannah.org), held monthly meetings for both PACE and Safe Kids Savannah, obtained six new member agencies while maintaining all existing partners, and presented the annual PACE Setter Awards at the annual Safe Kids Savannah luncheon. PACE worked with the Savannah's Citizen Liaison office to develop a traffic calming policy for the city in target neighborhoods. In addition, PACE continued to identify school zones in need of safety improvements, develop "safe routes" in conjunction with Chatham County Schools, conduct traffic injury prevention in identified schools, train crossing guards, and participate in the International Walk to School Day. PACE collaborated with Savannah Metro Police to enforce traffic laws in identified school zones and neighborhoods. PACE distributed 177 car seats and six bicycle helmets at two events.
6. In FFY2009, the Atlanta Bicycle Campaign (ABC) reached an estimated 4,561,113 individuals, most of whom were drivers, with the "Share the Road" message. The ABC conducted two signature rides with 700 riders, as well as monthly rides with

an estimated 1,200 total participants. Six Confident Cycling classes were held with 75 participants, and held five bicycle safety trainings with law enforcement personnel. In addition, ABC coordinated a facilities design training for transportation engineers.

Future Strategies

GOHS will implement the following strategies in FFY2009:

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. Provide funding to the Fulton County Board of Education to complete "Safety Streets Georgia."
5. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
6. Provide funding to PACE, operated by the Chatham County Health Department, to plan, implement, and evaluate pedestrian safety programs within Chatham County schools.
7. Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorist awareness and knowledge of safe ways to "Share the Road".
8. Collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

In FFY2009, GOHS sought to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repositories, analysis, and interfaces that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA Section 408 funding to support traffic records.

Objectives

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

Noteworthy Programs

In FFY2009, GOHS provided funding for programs to improve traffic records:

1. “The Traffic Records Coordinating Committee (TRCC)” – Responsible for coordinating and facilitating the state’s traffic records activities. The State Traffic Records Coordinator, along with the TRCC, operates from a strategic plan that guides the Committee’s mission. The plan includes a long-range plan, support of the Traffic Records Coordinator, improvements in the process of crash location, better communication to reporting agencies, and support of the Crash Outcome Data Evaluation System (CODES).
2. “Citation Data Warehouse” – The Georgia Administrative Office of the Courts upgraded the TIPS Case Management System to accept and process electronic citations through all classes of courts (in addition to paper citations).
3. “Crash Outcome Data Evaluation System (CODES)” – The Georgia Department of Community Health gathers crash reports, EMS reports, and hospital data and probabilistically linked these data for 2000 through 2002. More statistical support is needed to investigate the validity of these linked data sets, to conduct analyses, and to prepare data-based products. Also proposed are linkages with the Georgia Department of Driver Services (DDS) data sets.

Funding Sources

1. NHTSA Section 408K9 Funding: A total of \$314,034.83 was expended to fund the Traffic Records Coordinating Committee, the Administrative Office of the Courts’ “Citation Data Warehouse”, and the Department of Community Health’s “Crash Outcome Data Evaluation System (CODES)”.

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. Under the TRCC in FFY2009, GOHS continued The Fatality Analysis and Surveillance Tool (FAST), which provides a monthly update of current fatality reports. GOHS designed this tool to reflect highway fatalities as recorded by the state crash repository. Using the tool, one may identify highway fatality “hot spots,” fatality target goals, and projected end-of-year fatalities. Its use was instrumental in formulating Georgia’s Strategic Highway Safety Plan.
2. In FFY2009, the Citation Data Warehouse was built with the capability to capture all of the data elements currently found on the uniform traffic citation as well as fine and fee information and citation disposition information. The Citation Data Warehouse currently resides on grant-purchased servers.
3. In FFY2009, Department of Community Health personnel standardized 2005 and 2006 crash, EMS and hospital data for input into the CODES software. The CODES Board and Data Subcommittee selected motor-vehicle areas of interest for fact sheets and reports.

Future Strategies

1. Provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Provide funding to continue the installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Finalize the implementation of electronic crash reporting capacity in the Crash Reporting Unit of GDOT.
4. Provide and support the TraCS system for interested LEAs that do not have an electronic Records Management System (RMS).
5. Support the vendors of electronic RMSs in developing electronic crash reporting capacity for their clients.

Total motorcycle deaths in Georgia rose 200% over the past ten years, and motorcycle fatalities made up 11.9% of total fatalities in 2008, up from 3.9% in 1999, a 205% increase in proportion. Motorcycles have become increasingly popular in Georgia with the number of registered motorcycles increasing 100.6% over the past ten years, compared to 84.8% for the nation. This increase in popularity contributed to the overall rise in motorcycle deaths; however, 99.35 out of 1,000 Georgia registered motorcycles in 2007 were involved in fatal crashes, which is a rate increase of 26.4% over ten years. This motorcycle fatality involvement rate in Georgia is 33.7% higher than the national average. In Georgia, motorcycles are three times more likely to be involved in a fatal crash than all other vehicles. GOHS utilized NHTSA Section 402 and 410 funding to support motorcycle safety.

Objectives

1. To educate and increase the awareness of motorists and motorcyclists in jurisdictions where motorcycle crashes are the highest.
2. To implement a statewide program to reduce impaired driving including while operating a motorcycle.

Noteworthy Programs

In FFY2009, GOHS provided funding for a program to improve motorcycle safety:

1. “Georgia Motorcycle Safety Program (GMSP)” – The Georgia Department of Driver Services (DDS) provides motorcycle safety education and preventative countermeasures by increasing the number of motorcycle training sites in Georgia.

Funding Sources

1. NHTSA Section 402MC Funding: A total of \$60.50 was expended by GOHS for internal motorcycle safety programs.
2. NHTSA Section 2010K6 Funding: A total of \$112,476.14 was expended to fund the Georgia Department of Driver Services’ “Georgia Motorcycle Safety Program (GMSP)”.

Results

1. The GMSP facilitated motorcycle licensing by establishing, installing and operating at 59 Department of Driver Services Customer Service Centers and training over 300 license examiners.
2. The GMSP trained 105 motorcycle trainers across the state at its 32 training centers. Staff also trained in scooter safety instruction.
3. The GMSP instructed 7,948 motorcycle riders through 797 trainings across Georgia at its 32 sites.

Future Strategies

1. To focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia.
2. To follow the 2006 Motorcycle Safety Strategic Work Group, which established the Motorcycle Safety Task Force, outlining three major goals for communication:
 - 1) Develop specific public information materials for specific audience.
 - 2) Identify problems and target audiences for public information campaigns.
 - 3) Utilized all 32 DDS Driver Service Centers for disseminating literature to target audiences.

Paid Media Report

Program Overview for 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,” “Over The Limit. Under Arrest,” “Georgia is Buckle Up Country,” “100 Days of Summer H.E.A.T.,” and “Share The Road” campaigns.

Objective

In 2009, 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 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 FFY2009, GOHS expended \$1.38 million to purchase paid media. Over \$730,000 was spent on television advertisements, \$467,000 on local networks, \$253,000 on local cable, and \$13,000 on statewide syndicated channels. GOHS spent approximately \$522,000 on radio advertisements, and a total of \$98,000 was spent on out-of-home advertisements, including those in sports arenas and cinemas in the Atlanta area. In FFY2009, GOHS also spent approximately \$23,000 on online advertisements and \$1,700 on print advertisements. Major programs implemented by GOHS included “Click It or Ticket” occupant protection initiatives, “Over The Limit. Under Arrest” impaired driving initiatives, “100 Days of Summer HEAT” sustained speed enforcement initiative, and “Georgia is Buckle Up Country” rural safety belt demonstration project.

Funding Sources

1. NHTSA Section 406K4PM Funding: A total of \$848,071.92 was expended to fund Safety Belts Paid Media.

2. NHTSA Section 410K8PM Funding: A total of \$505,659.66 was expended to fund Impaired Driving Paid Media.
3. NHTSA Section 406K4PT Funding: A total of \$35,918.90 was expended to fund the Rural Safety Belt Demonstration Project.

Results

GOHS employed paid media throughout its November 2008 and May 2009 “Georgia is Buckle Up Country” rural safety belt demonstration project. GOHS spent approximately \$343,431 for paid media in the Atlanta, Albany, Augusta, Savannah, Jacksonville, Brunswick, Tallahassee, Valdosta, GSA, and statewide markets. GOHS received an additional 838 local radio spots at an estimated added value of \$24,290; and 1,099 TV spots at \$50,040 during these two campaigns. These spots combined to form a media blitz that reached television, radio, cable, cinema, sports, online and print audiences throughout rural 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 35% of the statewide target population. On average, GOHS advertisements reached targeted viewers at a frequency of 4.3 times each, adding up to over 1.2 million total impressions (viewers reached multiplied by frequency reached). Radio advertisements reached 47% of the statewide target population 4.5 times each, for a total of over 6.5 million impressions.

GOHS employed paid media throughout its November, 2008 “Click-It or Ticket” initiative and the December, 2008 “Over the Limit. Under Arrest” impaired driving campaign. GOHS spent approximately \$447,000 for paid media in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 1,232 local radio spots at an estimated added value of \$29,645; and 1,617 TV spots at \$44,203 during these 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 40% of the statewide target population 3.6 times each, for a total of over 5.6 million impressions. Radio advertisements reached 50% of the statewide target population 4.2 times each, for a total of over 6.2 million impressions.

For its May, 2009 “Click It or Ticket” media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately \$186,000. GOHS received an additional 767 local radio spots at an estimated added value of \$12,554; and 929 TV spots at \$22,204. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through its television purchases, GOHS reached 35% of households in targeted markets approximately 3.5 times each, making over 3 million total impressions. Through its radio spots, GOHS reached 70% of target audiences approximately 4.9 times each, for approximately 3.5 million impressions.

For its 4th of July, 2009 “Over the Limit. Under Arrest” media initiative, GOHS purchased radio, television, and cable paid media for approximately \$184,000. GOHS received an additional 1,097 local radio spots at an estimated added value of \$13,349; and 1,210 TV spots at \$17,409. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached approximately 35% of households in targeted markets at a frequency of 3.7 times each, for a total of

2.9 million impressions. Through its radio spots, GOHS reached 65% of the target audience approximately 5.2 times each, making over 3.1 million total impressions.

For its Labor Day, 2009 “Over The Limit. Under Arrest” initiative, GOHS purchased approximately \$218,000 worth of television, radio, cable and sports-venue advertising in metropolitan areas and statewide. GOHS received an additional 1,034 local radio spots at an estimated added value of \$8,442; and 1,264 TV spots at \$15,287. Television advertisements reached 31% of the target audiences approximately 2.8 times each, and radio spots reached 62% of the target market approximately 3.7 times each. For this campaign, television spots made a total of 2.5 million impressions, while radio advertisements made 2.2 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 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 FFY2009 campaign, 894 media events were held, 1,096 educational events were conducted, and 6,943 road checks were coordinated. Statewide, law enforcement personnel apprehended 21,210 DUI violators, issued 97,258 safety belt citations, and caught 286,898 motorists driving above the speed limit. In addition, 10,353 fugitives were arrested during Summer HEAT. 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 “Over the Limit. Under Arrest” paid media campaign and other media purchases, producing significant synergies and cost savings.

The Survey Research Center (SRC) at the University of Georgia conducted a “Drinking and Driving Survey” after the Thanksgiving 2008 campaign. According to this survey, 78.2% of respondents heard of OZT; however, only 15.2% reported hearing of the slogan “Over the Limit, Under Arrest.” Of those aware of this slogan, 83.8% reported hearing of it from media outlets, billboards or road signs; however, only 25.0% received the message in the last two weeks and 20.8% in the last month. A majority of respondents reported receiving the message more than a month ago. The same survey found that 72.8% heard of GOHS, and 70.3% heard of the Move Over Law. Of those surveyed, 72.7% reported that they were likely to be stopped by police while drinking and driving, and 92.2% said they saw police while driving.

The SRC also conducted a telephone survey before and after the GOHS May 2009 Click-It-or-Ticket campaign. Awareness of the safety belt law in Georgia increased to 97.9% after the CIOT campaign, compared to 97.5% before. After the campaign, 33.8% of those surveyed had heard of special efforts to ticket drivers not wearing safety belts compared to 12.0% before, a 182% increase in knowledge. The awareness level of respondents of the slogan “Click It or Ticket” increased to 83.5% in the post-survey, from 68.5% in the pre, a 21.9% increase. The awareness level of the following traffic safety slogans also increased: “Friend, don’t let friends drive drunk”; “Buckle up

America”; and “You Drink, You Drive, You Lose.” After the CIOT campaign, respondents reported receiving messages about safety belt use from media sources (television or radio) at an increased rate of 37.8%, compared to 18.6% in the pre-survey, a 103% increase in awareness.

This same 2009 study reported that 3.2% of respondents professed to an increase in safety belt use after the CIOT campaign. This reported behavior was corroborated by a safety belt usage rate increase of 2.7% in observed areas. The most common factors cited for the increased use of safety belts included increased awareness, influence/pressure, and the safety belt law. After the CIOT campaign, 68.4% of respondents perceived that community law enforcement officers were likely to give tickets for safety belt violations, as opposed to 52.2% before. After the campaign, respondents heard about safety belt checkpoints at nearly twice the rate as before, and the number of respondents who were personally stopped at checkpoints increased 22.9%, exemplifying GOHS’ dedication to following up media messages with enforcement.

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 FFY2009 was The Atlanta Bicycle Campaign (ABC), which was funded at \$40,200. 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. Unconventional media events were also held, such as “bike trains.” The ABC estimated that they reached 4,561,113 individuals, most of whom were drivers, during the FFY2009 campaign.

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 \$69,100, the PEDS program generated substantial “earned media” for pedestrian-related issues by distributing short videos via Facebook, PEDS’ blog and E-Newsletter, appearing on radio shows, and personally inviting reporters to activities such as crosswalk stings.

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.

Noteworthy Practices

Project Title: Georgia Highway Safety Programs Evaluation – 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 FFY2009.

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. FFY2008 and FFY2009 grants: Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2008, as well as current year FFY2009.
2. FFY2008 grants: Submit a draft final report to GOHS no later than March 31, 2009 and a final report no later than November 30, 2009, which reports shall include a summary and interpretation of all data that has been collected during the FFY2008 funding period.
3. For funding year FFY2007, submit final report which shall include summary and interpretation of all data collected during FFY2007 funding period.
4. Coordinate the contractual agreement for the statewide observational seatbelt survey for FFY2009 with the Survey Research Center of the University of Georgia.
5. Provide technical assistance as needed to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues were significantly impacted by 2008 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
6. Provide technical assistance as needed to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by 2009 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
7. Compile and analyze process data related to the regional data coordinator pilot project (RCL Project).
8. Implement the approved evaluation plan, developed in conjunction with GOHS officials and the RCL pilot project coordinator.
9. Submit a draft report to GOHS which includes a summary and interpretation of process evaluation data from the regional data coordinator pilot project and finalize the report no later than September 30, 2009.
10. To facilitate traffic safety in local communities, including local Hispanic communities, by participating in GOHS' mobilizations during the grant period.
11. To draft, write and submit to GOHS, the NHTSA Final Report (also known as the GHSA Report) by December 15, 2008.
12. To receive, clean, enter and analyze impact data from GTIPI, as needed.

13. Write and submit Georgia Traffic Safety Program Impact Analysis for all programs implemented in FFY2008.
14. To provide evaluation services to other GOHS grantees as requested.

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; SPSS database constructed beginning of the FFY2009 grant year after FFY2008 closed out; updated database monthly or as needed; poster presentations at lifesavers; midpoint report based on process data.
2. Submitted draft final report to GOHS after difficulty with acquiring the final version of the FFY2008 Highway Safety Plan throughout the late spring and early summer; submitted final report ahead of schedule because of faster turnaround on vital statistics.
3. Completed final report with increased impact evaluation content and new calculations for alcohol-related crashes, injuries and fatalities; new database constructed to house daily crash reports emailed regularly from GDOT.
4. Contractual agreement completed on schedule.
5. Drinking and driving survey coordinated with Survey Research Center; work completed on surveys of GOHS Holiday 2008 initiatives; work completed on surveys of GOHS Summer 2009 initiatives; work completed on occupant safety report.
6. Participated in construction of new drinking and driving survey; coordinated new budget agreement with the Survey Research Center with expanded survey schedule; constructed separate spreadsheet to keep track of Survey Research Center's expanded survey schedule.
7. Completed Region 8 RCL interviews; coordinated data analysis and interview scoring; completed survey analysis; completed further survey analysis including in depth analysis of qualitative data.
8. Approved evaluation plan followed for the duration of grant year.
9. Presented poster at Lifesavers Conference with initial results of RCL pilot project; finalized version of RCL research with qualitative analysis and finalized data presented as part of a Masters Capstone Project; finalized RCL poster showing results of further analysis completed over summer 2009 at Georgia Rural Health Association Conference; finalized RCL poster showing results of further analysis completed over summer 2009, as well as, impact analysis completed by TSREG in September presented at the National Outreach Conference; final report will be submitted to GOHS early FY2010.
10. Attended and spoke at PATEN TEN meeting to increase visibility of TSREG in Athens traffic safety community; met with Safe Kids coordinator in an attempt to restart Safe Kids Athens; participated in GOHS initiatives by displaying posters, distributing brochures, and attending events.
11. Report completed as collaborative effort between GOHS, TSREG, SRC and GOHS' paid media firm; expanded accomplishments section, and more detailed impact statistics for HEAT grants included.
12. Meet with GTIPI in October 2008 for initial FFY09 meeting; shared information, survey analysis to follow; followed up meeting in March 2009 to discuss results of initial evaluation and discuss further evaluation; developed strong relationships with both parties; assisted with evaluation design and implementation.

13. Presented impact analysis at Lifesavers Conference in Nashville, TN; completed Impact Database with all GOHS jurisdictions' impact statistics; included impact analysis in FFY2008 GOHS Programs Evaluation Report.
14. Met with members of the Department of Community Health, Georgia Traffic Injury Prevention Institute, and Rural Roads about Child Occupant Safety to discuss possibility of impact evaluation in FFY2009 and FFY2010; started evaluation of ALS project with an ALS attorney and ALS judges, as well as LE surveys and statistics; continued ongoing evaluation for much of FFY2009 headed by TSREG Research Professional; presented poster at Lifesavers Conference in March 2009; completed draft report which is ready for submission in early FFY2010; provided assistance to Operation Drive Smart; attended PATEN TEN meeting at request of Safe Campuses Now; provided assistance to Safe Kids coordinator through the forming of a coalition with Chief of the UGA Police to start Safe Kids in Athens; ongoing evaluation of Georgia Driver Education Commission grant program with poster presented at Lifesavers in March 2009.

Cost: \$270,625

Funding Source(s): GOHS

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Noteworthy Practices *(continued)*

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 FFY2009, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9, through the Georgia Department of Community Health and EMS District 2 through the Pioneer RESA organization. The third district, EMS District 8, served as the control group and received no funding through grants.

Objectives:

1. **In both EMS Districts (EMS 2 and 9):** By August 31, 2009, establish and maintain rural Community Mobilization Groups (CMGs) in at least 75% of covered counties during FFY2009.
2. **In both EMS Districts (EMS 2 and 9):** The Regional Coordinator will have worked with CMGs, the Public Health RRI Project, 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 both EMS Districts (EMS 2 and 9):** Provide documentation of results of evaluation of program.
4. **In both EMS Districts (EMS 2 and 9):** There will be at least ten traffic safety events or projects carried out within the NE Rural Roads Initiative Region during the program year.
5. **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 FFY2009.
6. **In EMS 9:** Work with GOHS and provide data analysis and mapping services in order to maintain the Northeast Georgia Rural Roads Initiative (NE GA RRI) office during the program year.
7. **In EMS 2:** There will be at least six 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:** Train sixty Georgia State Troopers as Child Safety Seat Technicians.

Strategies/Results:

1. **EMS 9:** A total of six CMGs from the past will be supported and maintained for a total of 10 CMGs by the end of this year. CMG Rural Road Initiative functioning is now being carried out in Appling, Bacon, Bryan, Candler, Chatham, Charlton,

Clinch, Coffee, Effingham, Glynn, Jeff Davis, Liberty, Montgomery, Pierce, Tattnall, Toombs, Ware and Wayne Counties.

2. **EMS 9:** A total of six proposals were supported and completed during the grant year. These proposals included: a Rayonier Foundation Grant, funding from Wayne County Kiwanis, five safety seat grants, an alcohol and drug/teen DUI driving prevention grant from SAMHSA, a GOHS HEAT grant, a teen driving grant, proposals for free products from Sonics and Advance Auto parts, a proposal for volunteers and funds from Hands-On-Wayne.
3. **EMS 9:** A total of 31 data analyses were provided to the NE GA RRI. These were presented at the two NE GA RRI meetings, the NE GA EMS-C meeting and also were used for the updating of the NE GA RRI grant problem statement. The body of data included: data and crash analysis maps for eight counties on two risk proportional factors; update information with 19 crash data analysis charts from thirteen counties each with five risk factors: DUI, age of driver, failure to yield, following too close and excessive speed; and thirteen counties were covered in crash maps detailing crash location, fatal crash location and motorcycle crash and injury locations.
4. **EMS 9:** Twenty-six projects were conducted with law enforcement network meetings attended and support provided to National Campaigns.
5. **EMS 9:** A total of 29 separate data analyses for the Southeastern Region were provided thus meeting and exceeding the objective. Data analysis sheets were provided at individual county level meetings, at CATEN meetings and at the two SE GA RRI meetings. The body of the data included: two annual crash data maps for Wayne County locating hot spots for crashes for all risks; update information for SE GA RRI with 19 crash data analysis charts from twenty-two counties, with five risk factors: DUI, age of driver, failure to yield, following too close and excessive speed; twenty-two counties covered in crash maps detailing crash location, crash rates with various denominators and fatal crash locations; and maps of crashes involving children in six counties.
6. **EMS 9:** Each month of the SE GA RRI project documented the results of evaluation on progress on objectives. Over all for the fiscal year, every objective was met and exceeded.
7. **EMS 2:** The work of this project helped to increase the rate of safety belt use from 63% to 77% in the SADD chapters reporting in the Northeast Georgia area. Additional law enforcement agencies began conducting and posting their results from safety belt surveys.
8. **EMS 2:** Conducted Child Passenger Safety Technician training in region. Helped initiate child safety seat checks in White and Baldwin counties. Served as coordinator for a four day Child Passenger Safety Technician training class for 60 Georgia State Patrolmen. Served as team member for Child Passenger Safety Task Force for South Georgia working with CPSTs and GOHS representatives on law enforcement road checks in Toombs, Tattnall, and Wayne counties.
9. **EMS 2:** Initiated new SADD chapters in four region counties.
10. **EMS 2:** Hosted Teen and Young Adult Driving Committee meeting. In attendance were representatives from Lt. Gov. Casey Cagle and Sen. Chambliss offices, along with representatives from GTIPI, DeKalb DE program, GDOT and Kennesaw State University.
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: \$155,685.00

Funding Sources: GOHS

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Noteworthy Practices *(continued)*

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-six 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 included 27 grants in FFY2009. The H.E.A.T. program currently operates in both metro and rural areas of Georgia. GOHS budget totaled \$3,311,500 for H.E.A.T. programs in FFY2009, with an average of \$122,648 per grant.
2. During FFY2009, H.E.A.T. units across the state arrested 11,162 DUI offenders, handed out 136,225 speeding tickets, and cited 16,362 vehicle occupants for safety belt violations.
3. During FFY2009, H.E.A.T. units reported a reduction in total crashes and fatalities by 15.5% and 3.0%, respectively, while total injuries rose 2.2%. In addition, unrestrained fatalities in H.E.A.T. jurisdictions fell 6.7%, impaired fatalities dropped 1.4%, and speed-related fatalities decreased 0.6%. Pedestrian fatalities rose 0.1%.
4. During FFY2009, the Metro Atlanta Multi-jurisdictional DUI Task Force and other metro Atlanta H.E.A.T. units targeted areas after utilizing traffic analysis. A total of 106,492 speeding tickets, 8,021 DUI arrests, and 6,630 safety belt citations were made in the Atlanta metropolitan area. Of these citations, the DeKalb County PD H.E.A.T. Unit contributed 1,212 DUI, 30,657 speeding, and 2,034 safety belt

citations. The Henry County PD/BOC HEAT Unit contributed 1,113 DUI, 16,466 speeding, and 1,044 safety belt citations.

5. During FFY2009, Metro Atlanta area H.E.A.T. units reported reductions in crashes and injuries by 19.1%, and 3.2%, respectively; however, fatalities rose 12.9%. Unrestrained fatalities were down 8.2%, impaired fatalities decreased 22.0%, and pedestrian fatalities dropped 6.1%. Speed fatalities rose 2.0%.
6. During FFY2009, the City of Atlanta H.E.A.T. Unit and the DUI Task Force conducted 29 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).
7. During FFY2009, H.E.A.T. units outside the Atlanta metropolitan area also contributed to the statewide traffic enforcement effort. 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 handed out 565 DUI, 1,363 speeding, and 720 safety belt citations. The Savannah-Chatham Metro PD H.E.A.T. unit in southeast Georgia gave 415 DUI, 1,421 speeding, and 840 safety belt citations. The City of Valdosta PD H.E.A.T. unit in South Georgia gave 204 DUI, 2,197 speeding, and 1,188 safety belt citations.
8. During FFY2009, H.E.A.T. jurisdictions outside the Metro Atlanta area reported a 7.1% drop in total crashes, a 24.7% decrease in total fatalities, while total injuries remained stable. In addition, unrestrained fatalities dropped 52.7%, impaired fatalities decrease 38.9%, and speed-related fatalities fell 39.5%. Pedestrian fatalities rose 21.1% in these jurisdictions outside the Atlanta area.
9. In FFY2009, H.E.A.T. units achieved 91.0% of the stated objectives, and 90.3% of the stated milestones. All H.E.A.T. units achieved at least 50% of their stated objectives and milestones. 40.7% of H.E.A.T. units achieved all of their stated objectives and milestones.

Cost: Total H.E.A.T. grants: \$2,837,895.00

Funding Sources: NHTSA Sections 402AL, 402PT, 406AL, and 410K8. 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.

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Noteworthy Practices *(continued)*

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. To promote, aid and encourage the successful completion of a Georgia Department of Driver Services (DDS) approved driver training course for high school students who desire to qualify for a Georgia Class D driver's license as required per O.C.G.A. § 40-5-22, also known as Joshua's Law.
2. To promote the advancement and further the mission of the GDEC with a grant program which is administered by the GOHS in cooperation with the DDS and designed to facilitate knowledge and application of traffic safety rules, regulations, and procedures necessary for the safety of licensed beginning drivers.

Strategies/Results:

1. In total, 46 high schools across the state were budgeted at \$3,471,830 in FFY2009. High schools were funded at an average of about \$75,000 per grant.
2. During FFY2009, 13,000 high school students completed the grant-supported driver education courses, a 27.5% increase over FFY2008.
3. During FFY2009, the driver education grants enabled seven (7) new start-up programs, the continuation of eleven (11) 2008 start-up programs and the expansion/improvement of twenty-eight (28) existing programs. GDEC funds were used by 72% (n=33) to add 58 instructional personnel and 52% (n=24) acquired simulator systems for a total of 177 units. In addition, 36% (n=17) of schools purchased computers and over 30% (n=14) bought a total of 23 training vehicles. Nearly 20% (n=9) of schools offered driver training scholarships to 1,044 free and reduced lunch students to offset the cost of their programs.
4. During FFY2009, 34 schools offered driver education during school; 18 schools offered driver education after school; and 22 schools offered driver education in summer school sessions.
5. During FFY2009, the availability of the driver training was promoted and publicized widely by the schools to students, parents and their communities through flyers, local newspapers, radio announcements, occasional television announcements and community event presentations. Several grantees maintained continuous media coverage throughout their projects by releasing progress reports and student achievements.

6. During FFY2009, most schools offered an “Open House” for parents and students to become knowledgeable of the driver education program, responsibilities, classroom, simulators and other training equipment. Many schools conducted “ride along experiences” for parents to see what and how proper driver training is provided for working more effectively with their youth during supervised driving periods. Also, many schools held special orientation pre-licensure events for rising 9th graders and their parents.
7. During FFY2009, grants were awarded in socio-economically disadvantaged areas where a large portion of the student body qualifies for free or reduced lunch. It was reported that many parents were concerned that with the passage of Joshua’s Law, their teenager might be delayed in being able to drive. The economic hardship of paying training fees and/or the cost to transport their children to another school for driver education was avoided. As a result of this grant, parents and students benefited by having a state of the art driver education program available to them and often times free of charge.
8. During FFY2009, driver training courses were integrated into community driver traffic safety education programs by including key local highway safety officials and organizations. Local law enforcement officers spoke about the rules of the road; local insurance agents spoke about owning a car and insurance policies; local car dealers spoke about buying a car and maintaining it; and EMS personnel spoke and sometimes dramatized the aftermath of poor driver decisions and actions on the road.
9. During FFY 2009, Driver Education grantees achieved 69.5% of the stated objectives, and 72.3% of the stated milestones. Of completed DE grants, 84.6% achieved at least 50% of their stated objectives, and 26.1% of DE programs achieved all of their stated objectives.

Cost: \$2,983,981.00

Funding Sources: State Funding 150DDS (Driver Training Grants)

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Looking to the Future

Significant challenges to be addressed:

In conjunction with the 2010 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. **Increase 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. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
6. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
7. **Respond 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.
8. **Respond 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
9. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
10. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.

Core Behavior

To increase statewide observed safety belt use of front seat occupants in passenger vehicles 1 (one) percentage point from the 2008 calendar base year average usage rate of 90% to 91% by December 31, 2010.

FFY2010 Key Performance Measures

- 1) To decrease traffic fatalities five percent (5%) from the 2008 calendar base year average of 1,493 to 1,418 by December 31, 2010.
- 2) To decrease serious traffic injuries 1 (one) percent from the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2010.
- 3) To decrease overall fatality rates in rural and urban areas.
 - a. To decrease fatalities/VMT .06 percent from the 2007 calendar base year average of 1.46 to 1.4 by December 31, 2010.
 - b. To decrease rural fatalities/VMT .12 percent from the 2007 calendar base year average of 2.02 to 1.9 by December 31, 2010.
 - c. To decrease urban fatalities/VMT .04 percent from the 2007 calendar base year average of 1.04 to 1.00 by December 31, 2010.
- 4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 (five) percent from the 2008 calendar base year average of 578 to 550 by December 31, 2010.
- 5) To decrease alcohol impaired driving fatalities five percent (5%) from the 2008 calendar base year average of 416 to 396 by December 31, 2010.
- 6) To decrease speed related fatalities by two percent (2%) from the 2008 calendar base year count of 309 to 303 by December 31, 2010.
- 7) To decrease motorcyclist fatalities 2.8% from the 2008 calendar base year count of 177 to 172 by December 31, 2010.
- 8) To decrease un-helmeted motorcyclist fatalities 25 (twenty-five) percent from the 2008 calendar base year average of 14 to 10 by December 31, 2010.
- 9) To decrease drivers age 20 or younger involved in fatal crashes 10 (ten) percent from the 2008 calendar base year average of 221 to 199 by December 31, 2010.
- 10) To reduce pedestrian fatalities five percent (5%) from the 2008 calendar base year average of 146 to 139 by December 31, 2010.

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

1. Electronic citation and crash reporting.
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. Motorcyclist 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.

“2009 Pictorial Review”



YEAR IN REVIEW



Earned media is an important component of getting out safety messages to the citizens of Georgia. Motor vehicle crashes are the number one cause of death for children in the U.S. A significant factor is that four out of five safety seats are installed incorrectly. In 2009, Amy Edwards from the Governor's Office of Highway Safety went on Good Day Atlanta! on Fox 5 to show some of the most common mistakes people make with child restraint.





georgia data driven approaches to crime and traffic safety workshop



GOHS continues to take the national lead with programs such as DDACTS, which integrates location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources





The positive reputation of GOHS as a traffic safety innovator gives Georgia cache when dealing with issues of national importance. When the issue of distracted driving became a countrywide concern, GOHS was asked by the Federal DOT to participate and offer real-world solutions.



2009 Child Passenger Safety Week



In 2009, GOHS continued working with local and state agencies to maximize resources and exposure for ongoing safety projects such as child passenger safety.





GOHS was proud to host national leaders in the field of highway safety at the 2009 GHS held in Savannah





Georgia 2009



GOHS walks the walk when it comes to developing creative ideas to educate the public. The Georgia Motorcycle Awareness Tour (GMAT) was a 5-day media sweep across the state to spread the Share the Road message to motorists and raise awareness about motorcycle safety in areas facing high crash rates. GMAT crisscrossed the state with several planned stops from Peachtree City to Savannah. Each stop was hosted by local motorcycle chapters and law enforcement from each jurisdiction.





With ongoing campaigns such as Click It or Ticket, GOHS has continued its tradition of thinking outside the box to educate the general public



2009 GEORGIA GOVERNOR'S CHALLENGE



The Governor's Challenge Awards Program continues to function as one of the top law enforcement events in the entire nation. Other states use the GOHS Governor's Challenge example as a model of how public and private partnerships can encourage law enforcement participation in the important job of traffic safety.





GOHS prides itself in engaging other state agencies in the pursuit of reducing crash deaths in Georgia. The Georgia State Patrol and the Governor's Office of Highway Safety this year created a new safety education initiative aimed at reducing the number of motorcycle crashes across Georgia. The project was announced just before the start of the First Army Commander's Motorcycle Safety Rally and Ride at Fort Gillem.





Traffic injury and death does not recognize state borders so neither should traffic safety enforcement. GOHS is proud to sponsor the Hands Across the Border program which coordinates enforcement efforts with all of Georgia's border neighbors.





When local jurisdictions experience traffic safety problems, GOHS is there to provide immediate support. GOHS worked with DeKalb County in 2009 to highlight the importance of educating the public on the Move Over Law.





GOHS works with local law enforcement agencies to get the recognition they deserve for outstanding performance. In 2009, the Muscogee County Marshal's Office won first place in the International Chiefs of Police Law Enforcement Challenge.





Sometimes educating the public about highway safety in Georgia takes unusual turns. Georgia Operation Lifesaver and Norfolk Southern Railway conducted a special community awareness train ride from Savannah to Millen, Georgia. More than 80 local law enforcement and community dignitaries rode the rails to see first-hand how often motorists try to beat trains or otherwise endanger their lives and the lives of the train crew every day.





Traditional safety campaigns at GOHS get makeovers to remind the public that enforcement is a 24/7 focus in Georgia. With the Independence Day Operation Zero Tolerance mobilization, night patrols were established across the state to eliminate drunk drivers from the roadways.





GOHS is not afraid to test the latest in enforcement technology if it can help improve road safety in Georgia. Working with the Georgia State University Police, GOHS test drove a new police motorized scooter to see if it could be an economical alternative to existing police vehicles on the streets of Atlanta.





Data compilation and enforcement waves innovatively combine with Operation Rolling Thunder. Rolling Thunder is a specialized traffic enforcement unit designed to help Georgia communities combat abnormally high occurrences of traffic crashes, injuries and fatalities. The Rolling Thunder mission is to help reduce those highway deaths and serious injuries by changing the illegal driving behaviors of motorists in the region through an increased law enforcement presence in those high crash corridors.





When faced with tough challenges, the GOHS Creative Team will go the extra mile to educate the public. The Rural Roads Campaign was created to remind young male drivers in rural areas to use safety belts in all vehicles. Given the difficulty in reaching the target audience, GOHS developed a non-traditional marketing campaign which utilized billboards, gas pumps, video games, and social media outlets such as Facebook.



TCHS



*TATTNALL COUNTY
HIGH SCHOOL:
ONE OF THE BEST
SADD CHAPTERS
NATIONWIDE*



Tattnall County High School was recently recognized by the Governor's Office of Highway Safety as having the largest SADD Chapter in Georgia and one of the largest in the entire United States. Over a third of the entire school (312 students out of approximately 900) is involved with the SADD Chapter. In addition, the Tattnall County High School has added 20 Honorary Members as part of the Pre-K program to get kids thinking at an early age about the importance of making good decisions in life.



SCOOTER COMMUTER Day 2009



On April 1, 2009, scooter riders from across Georgia participated in the 2009 Scooter Commuter Day in Atlanta. Meeting at Turner Field, a group of hearty riders braved the rain to ride to the Georgia State Capitol to extol the virtues of scooters and scooter safety.





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