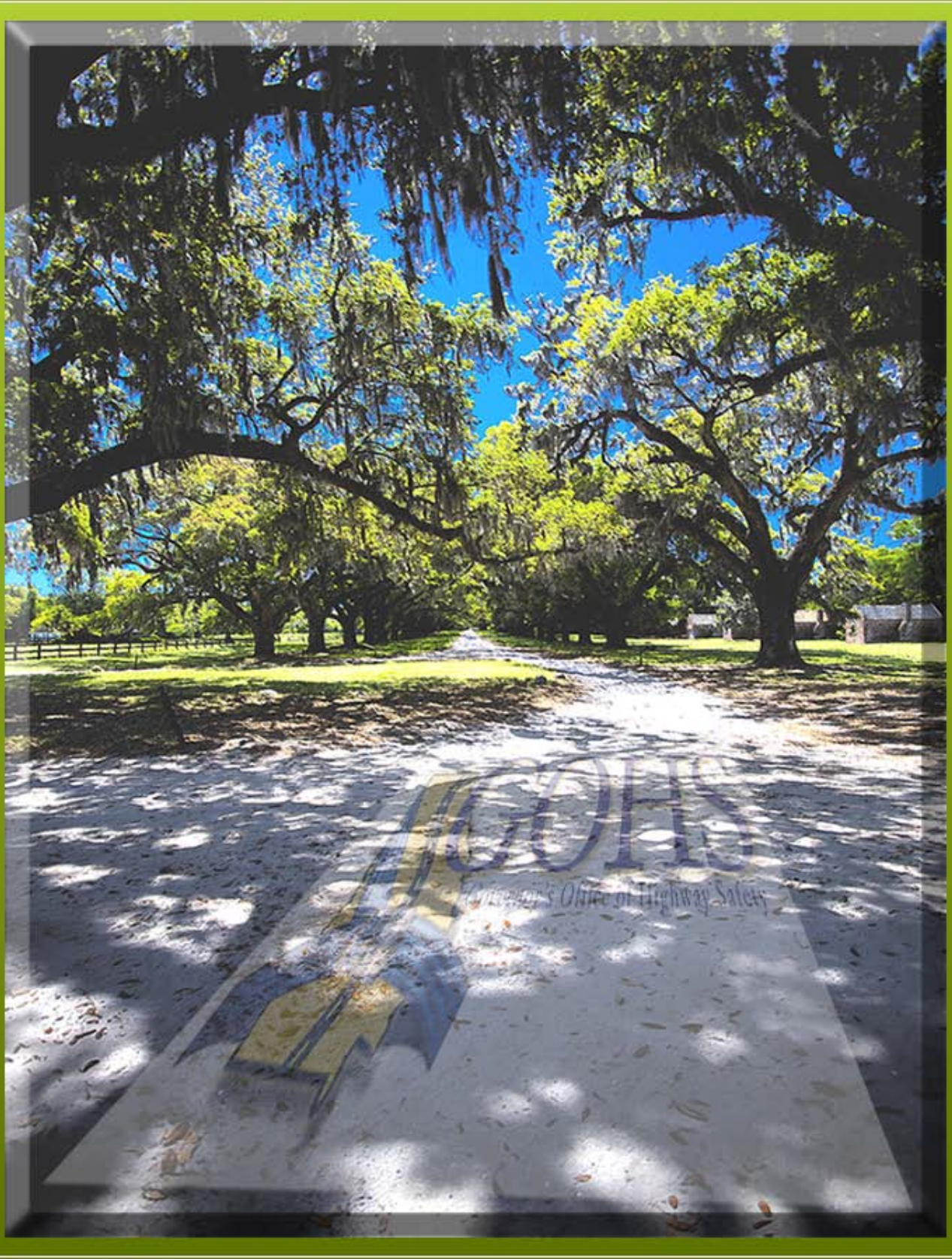
2011 Georgia Highway Safety Plan



GOHS
Governor's Office of Highway Safety

Every Road Leads to Safety

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2011 Georgia Highway Safety Plan

GOVERNOR SONNY PERDUE AND GOHS DIRECTOR ROBERT F. DALLAS BOTH THANK YOU FOR YOUR INTEREST IN HIGHWAY SAFETY IN GEORGIA

GOHS Governor's Office of Highway Safety

INTRODUCTION

INTRODUCTION

Under the authority and approval of Governor Sonny Perdue, the Governor's Office of Highway Safety (GOHS) produces an annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA). This document is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state and county level crash data along with other information such as safety belt use rates are used to insure that the planned projects are data driven with focus on areas of greatest need.

In compliance with federal requirements, GOHS will ensure that at least 40% of the annual Section 402 funds will be used by or for the benefit of political subdivisions of the State in carrying out local highway safety programs. All plans and activities of GOHS are driven by the agency's mission statement.

MISSION OF GOHS

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

ORGANIZATION OF THE PLAN

GOHS's Highway Safety Plan is designed to serve as a guideline for staff members to implement, monitor, and evaluate activities throughout the federal fiscal year. Each section of the HSP begins with a program goal statement which explains the broad purpose, ultimate aim and ideal destination of the program. It provides a general umbrella under which other identified programs with the same focus are grouped together. Included are the most recently available data that substantiate the depth of the problem and verify the need for it to be addressed. The target population section specifies the group that is expected to benefit from the activities and the performance objective section indicates the expected results and measurable outcomes of the plan. Performance measures indicate the values to be used in determining if progress was made beyond baselines. It gives a gauge of where the project is prior to implementation compared to after implementation. Strategies are the activities that are required to implement the objectives.

THE FFY 2011 HIGHWAY SAFETY PLAN

The Highway Safety Plan is based on the latest statistics available from the National Highway Traffic Safety Administration (NHTSA) for highway safety problem solving. All data stated within this document will correlate and reference back to the summary of performance measures (see page 8) as agreed upon by NHTSA and The Governor's Highway Safety Association (GHSA). The data has been obtained through the National FARS database with the exception of the *number of serious injuries in traffic crashes* which has been documented with state crash data files.

The HSP contains Education and Enforcement countermeasures for reducing crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the Engineering and Emergency Medical Services components to roadway safety in the State. This "4-E" approach will result in a balanced and effective strategy to saving lives on

Georgia's roadways. Tragically, 1,295 people died on Georgia roadways during 2009 according to the National Center for Statistics and Analysis. Motor vehicle crashes cost the state over $7.85 billion annually (Estimated Yr. 2000). Georgia will work to analyze the casual factors of these deaths to help mitigate there occurrences. As more current data becomes available, GOHS will use such in refining its HSP. GOHS plans to develop, promote, implement and evaluate projects designed to address those identified major contributing injury and fatal highway safety factors with the latest data available.

The following charts in the 'Overview of Georgia Highway Problems & Priority Goals' section, represent the three major contributors to Georgia's highway fatalities, fatalities by county, and fatality trends.

2011 Georgia Highway Safety Plan

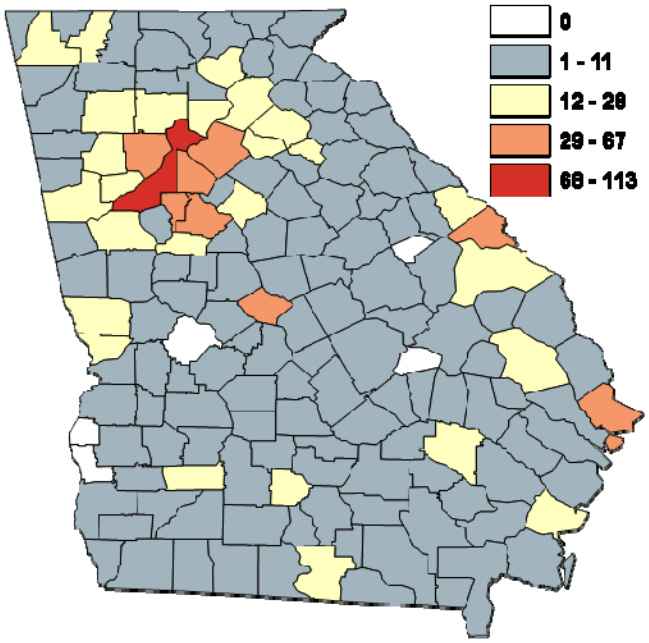
OVERVIEW OF GEORGIA HIGHWAY SAFETY PROBLEMS AND PRIORITY GOALS

GOHS
Governor's Office of Highway Safety

OVERVIEW

2008 Georgia Motor Vehicle Fatalities

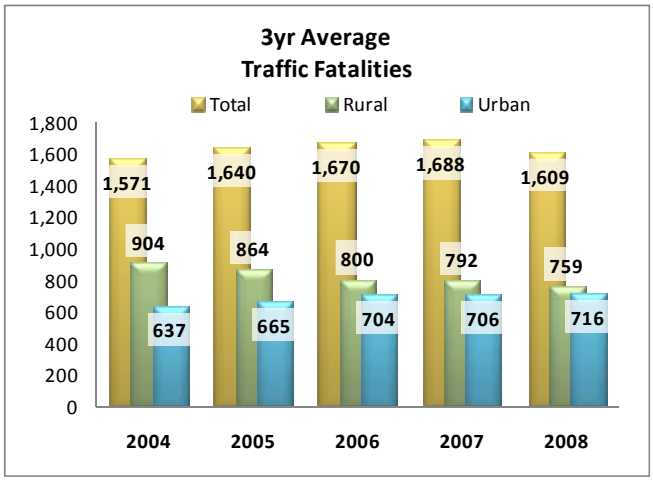
2008 Georgia Motor Vehicle Fatalities



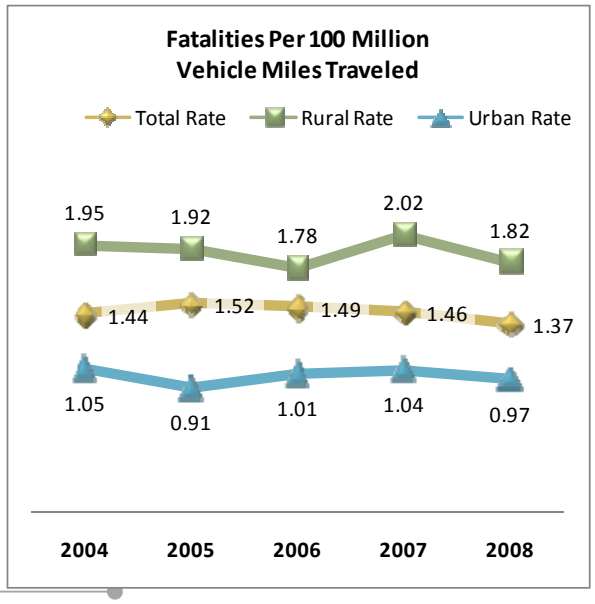
Top 10 Counties of 2008 – Fatalities & Percent Change

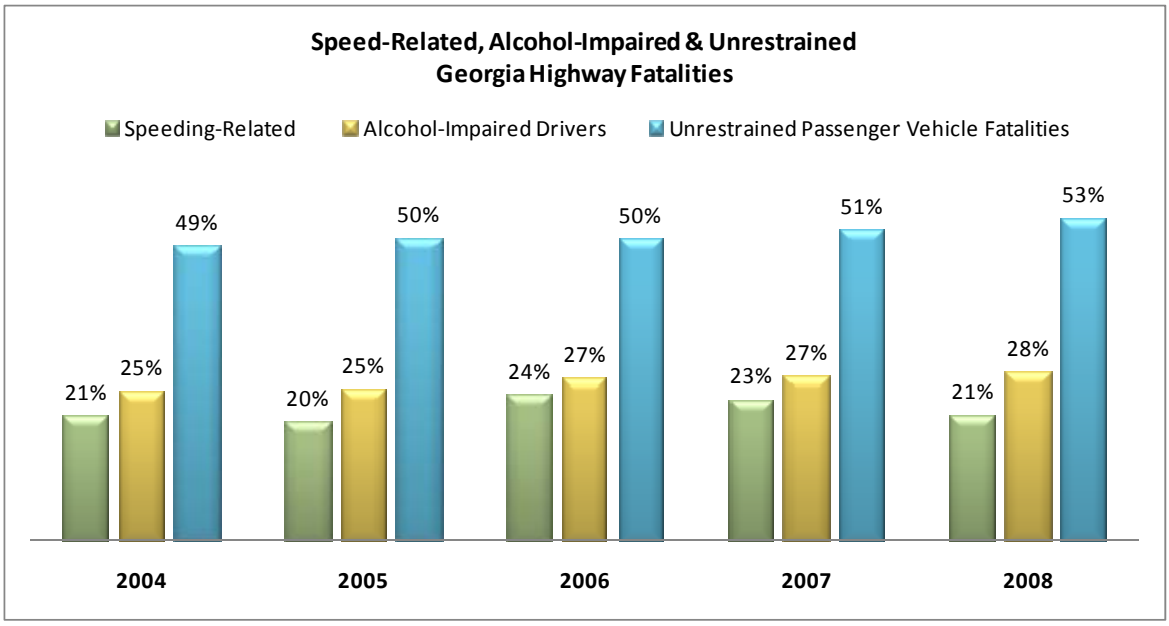
County	2007	2008	% Change
Fulton	**109**	**113**	**4%**
Cobb	59	67	14%
DeKalb	**71**	**59**	**-17%**
Gwinnett	67	53	-21%
Chatham	**39**	**41**	**5%**
Bibb	23	39	70%
Richmond	**33**	**38**	**15%**
Henry	26	34	31%
Clayton	**35**	**33**	**-6%**
Carroll	32	28	-13%
Top Ten Counties	499	505	1%
All Other Counties	**1,142**	**988**	**-13%**
All Counties	1,641	1,493	-9%

The Total Fatality 3- year average has declined by 5% in 2008 from the 2007 average of 1,688 motor vehicle deaths. The Rural Fatality 3-year average has steadily declined over the five year period, with an average annual decrease of 4%. On the other hand, the Urban Fatality 3-year average has steadily increased over the five year period, with an average annual increase of 3%.



Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 1994 to 2008 the fatality rates in rural areas have decreased by 23.2%; overall fatalities rates decreased by 20.3% and urban fatality rates decreased by 21.7% within the same time period.





Driving under the influence of drugs and/or alcohol is a problem in Georgia. Over the past fifteen years (from 1994 to 2008) 406.5 alcohol impaired fatalities occurred per year, representing on average 25.8% of all roadway fatalities a year. The lowest percentage of alcohol related fatalities occurred in 2003 with 355 deaths representing 22% of all fatalities. In 2008, Georgia peaked again with 28% of fatalities being alcohol related – the last peak within the fifteen years occurred in 2000 with 434 alcohol fatalities.

In 2008, the number of unrestrained fatalities for person older than 5 years of age riding in passenger vehicles, decreased by 9.1% from 2007. However the percent of unrestrained fatalities have increased from 51% (637 unrestrained fatalities) in 2007 to 53% (578 unrestrained fatalities) in 2008.

GEORGIA HIGHWAY FATALITY TRENDS

	2004	2005	2006	2007	2008
Traffic Fatalities	1,634	1,729	1,693	1,641	1,493
Alcohol-Impaired Driving	403	433	454	445	416
Single Vehicle	810	909	915	874	834
Intersection - Related	324	349	322	367	340
Speeding Involved	335	340	407	384	309
Pedestrians	153	150	148	154	146
Pedal cyclists	20	23	19	15	20
Large Truck Involved	44	30	34	36	32
Roadway Departure	834	944	954	874	804
Passenger Car Occupants	721	728	711	680	604
Light Truck/Van Occupants	69	62	86	70	51
Other/Unknown Occupants *(Not Including Motorcycles)*	21	31	18	16	25
Total Occupants *(Not including Motorcycles)*	1345	1403	1358	1306	1145
Motorcycle Riders	111	144	154	163	177

Source: National Center of Statistical Analysis

FFY 2011 GOHS PRIORITY GOALS:

- Increase the rate of observed safety belt use from baseline 89.6% in 2008 to 90.1% by the end of FFY 2011 for drivers and front seat outboard passengers.
- Reduce the alcohol related fatality rate (BAC = .08+) from 2008 baseline of 0.38 fatalities (416) per 100 million VMT to 0.36 fatalities per 100 million VMT (based on 110,290 million VMT).
- Maintain or reduce percentage of speed related fatal crashes from baseline 21% (309 fatalities) in 2008 by the end of FFY 2011.
- *Maintain or reduce the percentage of pedestrian related fatal crashes at baseline 9.8% (146 fatalities) in 2008 by end of FFY 2011.*
- Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.

TRAFFIC SAFETY PERFORMANCE MEASURES*

Core Outcome Measures		*Year*					
		2004	**2005**	**2006**	**2007**	**2008**	**2009++**
Traffic Fatalities	**Total**	**1,634**	**1,729**	**1,693**	**1,641**	**1,493**	**1,295**
	Rural	860	800	740	836	700	663
	Urban	733	655	725	737	687	626
	Unknown	41	274	228	68	106	0
Fatalities Per 100 Million Vehicle Miles Driven**	**Total**	**1.44**	**1.52**	**1.49**	**1.46**	**1.37**	**1.17**
	Rural	1.95	1.92	1.78	2.02	1.82	1.71
	Urban	1.05	0.91	1.01	1.04	0.97	0.89
Passenger Vehicle Occupant Fatalities (All Seat Positions)	**Total**	**1,279**	**1,341**	**1,306**	**1,244**	**1,088**	**922**
	Restrained	511	516	507	488	406	356
	Unrestrained	621	669	649	637	578	455
	Unknown	147	156	150	119	104	111
Alcohol-Impaired Driving Fatalities (BAC=.08+)* **		**403**	**433**	**454**	**445**	**416**	**355**
Speeding-Related Fatalities		**335**	**340**	**407**	**384**	**309**	**325**
Motorcyclist Fatalities	**Total**	**111**	**144**	**154**	**163**	**177**	**150**
	Helmeted	102	129	125	142	160	134
	Un-helmeted	8	15	21	21	14	12
	Unknown	1	0	8	0	3	4
Drivers Involved in Fatal Crashes	**Total**	**2,351**	**2,506**	**2,422**	**2,296**	**2,057**	**1,898**
	Aged Under 15	3	9	6	3	4	3
	Aged 15-20	307	317	292	281	217	145
	Aged Under 21	310	326	298	284	221	148
	Aged 21 and Over	2,011	2,148	2,088	1,985	1,800	1,579
	Unknown Age	30	32	36	27	36	23
Pedestrian Fatalities		**153**	**150**	**148**	**154**	**146**	**156**
Daytime Front Seat Passenger Vehicle Occupants Observed		**86.7%**	**89.9%**	**90.0%**	**89.0%**	**89.6%**	**88.9%**

* These Performance Measures Were Developed By the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA)

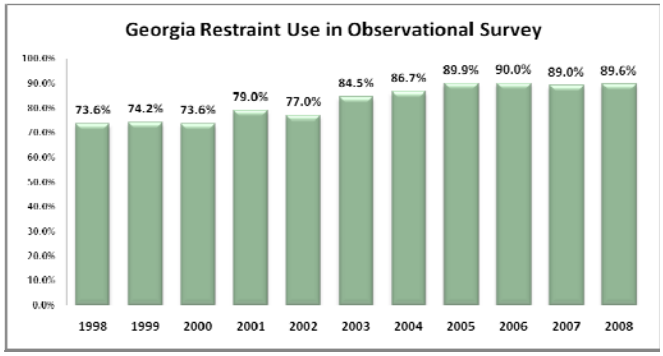
** 2008 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

*** Based on the BAC of All Involved Drivers and Motorcycle Riders Only

++ 2009 values were obtain for the FARS Unit and GDOT, these are preliminary numbers

CORE BEHAVIOR

To increase statewide observed safety belt use of front seat outboard in passenger from the 2008 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2011.



FFY 2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 by December 31, 2011.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
    b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
    c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.
4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.
5) To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
6) To maintain the steady decrease of speed related fatalities below the 2008 calendar base year count of 309 by December 31, 2011.
7) To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
8) To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year of 14 to 12 by December 31, 2011.
9) To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.
10) To reduce pedestrian fatalities one-percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

2011 Georgia Highway Safety Plan

PROCESS DESCRIPTION OF FEDERAL AND STATE GUIDELINES

GOHS Governor's Office of Highway Safety

PROCESS DESCRIPTION

PROCEDURES FOR RECEIVING HIGHWAY SAFETY FUNDS

Origin and Purpose

The State and Community Highway Safety Grant Program was enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code. Grant funds are provided to the States, the Indian Nations and the Territories each year according to a statutory formula, based on population and road mileage. The National Highway Traffic Safety Administration (NHTSA) awards performance-based Section 402 formula grants to help states undertake statewide and local programs aimed at reducing highway fatalities and injuries. In receiving Section 402 funds, states must set their own goals, select appropriate programs, and as part of the performance-based agreement, evaluate and report on their results. Section 402 funds provide technical assistance to states and local communities, and are based on national priorities. Over the life cycle of programs funded with Section 402 funds, states and their local municipalities provide the majority of resources to continue programs beyond the start-up phase.

Safe, Accountable, Flexible, and Efficient Transportation Equity Act A Legacy for Users (SAFETEA-LU)

Purpose

On August 10, 2005, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU) was signed into law. SAFETEA-LU continues the Section 402 and authorizes funding for the period FFY 2005-09. The Act also adds airbag awareness programs and aggressive, fatigued and distracted driving programs to the list of programs that are part of the uniform 402 guidelines and are eligible for 402 funding. SAFETEA-LU also provides several incentive programs (2 impaired driving, 3 occupant protection, 1 child passenger safety, and 1 data improvement) to combat highway safety issues.

Priority Areas

Through public rule making processes, it was determined that certain highway safety programs funded under Section 402 are most effective in reducing crashes, injuries, and fatalities. These programs are designated as National Priority Program Areas, and more importantly are also Georgia highway safety priority areas. These priority program areas are listed below:

1. ***Alcohol and Other Drug Countermeasures***
2. ***Occupant Protection***
3. ***Traffic Records***
4. ***Speed Control***
5. ***Police Traffic Services***
6. ***Pedestrian & Bicycle Safety***
7. ***Community Traffic Safety Program (CTSP)***
8. ***Motorcycle Safety***
9. ***Emergency Medical Services***
10. ***Paid Media***

In accordance with SAFETEA-LU, for a state to receive 402 funding it must provide satisfactory assurances that it will implement activities in support of national highway safety goals that also reflect the primary data-related factors within a state, as identified by the state highway safety planning process including: national traffic safety law enforcement mobilizations; sustained enforcement of impaired driving, occupant protection and speeding-related laws; an annual safety belt use survey conducted in accordance with DOT criteria, an annual attitudes survey with a random sample of at least 500 drivers; and development of statewide data systems.

Funding Formula

The Section 402 formula is:

- 75% based on the ratio of the State's population in the latest Federal census to the total population in all States.
- 25 % based on the ratio of the public road miles in the State to the total public road miles in all States.

In addition, it requires that at least 40% of the total federal annual obligation limitation must be used by or for the benefit of political subdivision of the State.

Project Funding Period

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

GOHS generally funds innovative traffic safety projects at the rate of 100% the first year, 80% the second year, and 60% the third year. The diminishing levels of funding are designed to encourage the grantee to become self sufficient, allowing the project to develop into an ongoing part of the agency. At the discretion of the GOHS Director and a GOHS application review committee, a project may be funded beyond 3 years and at different rates. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquisition cost of $5,000 or more, must be pre-approved by the grant approving officials. Equipment must go through the bid process and have prior approval from the Office of Highway Safety and/or NHTSA.

DOT LEP Guidance

The Georgia Governor's Office of Highway Safety will comply and inform its sub-recipient to comply with the "Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons" (DOT LEP Guidance).

GRANT ELIGIBILITY AND SELECTION PROCEDURES

The Governor's Office of Highway Safety provides funding opportunities to police departments, governmental entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grants are received by invitation using a ranking system, through responses to request for proposals (RFP), and through unsolicited submissions where documented highway safety problems exist.

The Ranking System

The Governor's Office of Highway Safety (GOHS) employs an epidemiologist to aggregate and correlate motor vehicle related data from the Georgia Department of Driver Services (DDS), Department of Transportation (DOT) and the Fatality Analysis Reporting System (FARS). From the Epidemiologist's analysis, Georgia highway safety crash data is ranked by county. The areas considered in this analysis include speed, impaired driving, restraint use, pedestrian, motorcycles, and bicycle. GOHS utilizes this information to identify a list of jurisdictions with high numbers of traffic safety crashes, injuries, and fatalities. GOHS purges the lists and contacts jurisdictions to seek interest/support in addressing the problems/gaps identified in the analysis.

Request for Proposals (RFP)

As innovative programs are developed, specific requests for proposals are distributed to communities, special interest groups, governmental agencies and other stakeholders through electronic mediums (i.e. the GOHS Website, Association of County Commissioners of Georgia (ACCG)) Website, GOHS ListServ and newspapers (Atlanta Journal Constitution). The RFP provides an introduction to the specific problem(s), eligibility criteria, program goals and objectives, suggested activities, methods of evaluation and the program maximum funding level. Upon receipt of all applicants responding to the RFP, a review team is assigned the task of assessing applications to determine if the proposed projects are viable via the GOHS online reporting system, eGOHS.

Discretionary Grants

Funds are also used to support governmental entities furthering GOHS's mission. In these instances, the purpose, scope, and funding requirements are subjected to GOHS staff review and scoring prior to GOHS Director Approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow GOHS procedures in applying for highway safety funds. Projects that have been deemed vital to the GOHS mission by the Director may receive funding for multiple years.

GOHS Renewal Process

Based on the availability of funds and within the discretion of GOHS, grantees may be recommended for subsequent years of funding. Generally, grants are funded for no more than three years. Grantees may copy their current application within eGOHS and make any necessary changes for the next federal fiscal year. These renewal applications are then reviewed along with any other funding requests.

GRANT APPLICATION PROCESS

Who Can Apply
Local and state political subdivisions identified by the Governor's Office of Highway Safety through Ranking Reports may apply for federal funds. Other local political jurisdictions, state agencies, not for profit organizations and community and faith-based organizations may apply for federal funds to implement programs in direct support of solving a highway safety problem through a Request for Proposal process.

When to Apply
Applications for federal funds are generally accepted six months prior to the beginning of each federal fiscal year, which begins October 1. Dependent upon the time frame of the identified problem, subsequent applications for funding may also be submitted anytime during the fiscal year.

How to Apply
Prospective grantees must submit an application on eGOHS using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The GOHS Grant Application consists of the following three (3) major parts. The need to complete all major parts varies according to Program emphasis areas.

Part 1 – Programmatic Section

1. ***Problem Identification:*** The problem statement must clearly define the problem(s) planned to address. The statement must provide a concise description of the problem(s), where it is occurring; the population affected, how and when the problem is occurring, etc. It must include consecutive years of the most recent data to establish the conditions and the extent of the problem(s). (Charts, graphs and percentages are effective ways of displaying the required data).

2. ***Program Assessment:*** The applicant must identify the resources that the community/jurisdictions are currently using to address the problem(s) identified under the problem identification section mentioned above. This section will (1) review and note activities and results of past and current efforts, indicating what did or did not work (2) assess resources to determine what is needed to more effectively address the problem(s) and (3) identify local laws, policies, safety advocate groups and organizations that may supports/inhibit the success of the project.

3. ***Project Objectives, Activities and Evaluation:*** The objectives must clearly relate to the target problem(s) identified in the Problem Identification section mentioned above. The activities identify the steps needed to accomplish each objective. Finally, a comprehensive evaluation plan must be developed to explain how to measure the outcome of each proposed activity listed.

4. ***Media Plan:*** The applicant must describe a plan for announcing the award of the grant to the local community. Media outlets available to the project must be stated.

A discussion of how the public will be informed of grant activities throughout the entire project period is also included.

5. ***Resource Requirements:*** This section must list the resources needed in order to accomplish the objectives. Requirements may include but not be limited to personnel, equipment, supplies, training needs and public information/educational materials. A brief description of how and by whom the resources will be used is also required.

6. ***Self Sufficiency:*** This statement must reflect a plan of action that explains how the activities of the project will be continued after federal funds are no longer available to implement the project. The self-sufficiency plan must identify potential sources of non-federal funds.

7. ***Milestone Chart:*** This chart must provide a summary of the projected activities to be accomplished on a monthly basis. This section reflects the activities described in the Project Objectives, Activities and Evaluation Section mentioned above.

Part II – Budget Section

Each budget item(s) must be allowable, reflect a reasonable cost and be necessary to carry out the objectives and activities of the project. Potential budget categories include:

a. Personnel Services (Salaries and Fringes)
b. Regular Operating Expenses
c. Travel of Employees
d. Equipment Purchases
e. Per Diem and Fees
f. Computer Charges and Computer Equipment
g. Telecommunications
h. Motor Vehicle Purchases
i. Rent/Real Estate

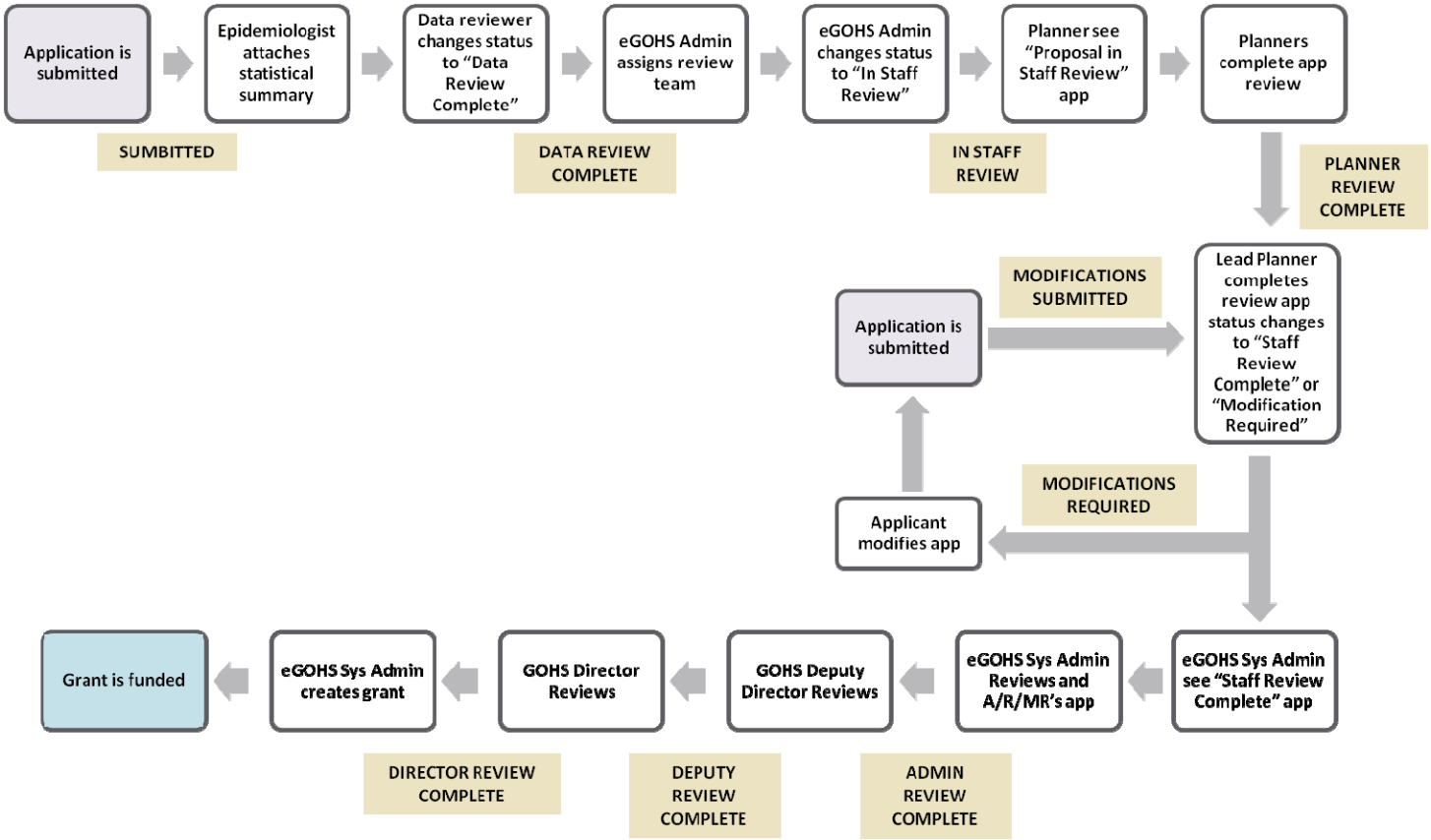
Part III: Grant Terms, Conditions and Certification:

This section contains certain legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply. Additionally, individuals responsible for the financial aspects of the grant are identified. The request/application for funding must be submitted by the appropriate Authorizing Official who may be either an elected official and/or agency head. Upon approval, the application is made part of the executed grant agreement between the GOHS and the applicant/jurisdiction.

GRANT REVIEW PROCESS

All grant applications are submitted through the Electronic Grants for the Office of Highway Safety (eGOHS) System.

eGOHS Review Process Flow



First, the epidemiologist attaches a statistical analysis to the proposals, based on the target population. Next, a review team is assigned and planners begin the review process. The eGOHS system maintains the information and issues the notifications regarding each step. Each member of the review team completes scoring based on established guidelines and the eGOHS system calculates each score. Once the review team, along with the Division Director of Planning & Programs (eGOHS System Administrator), GOHS Deputy Director and the GOHS Director complete their review, accepted grant applications receive a grant number and the eGOHS System Administrator creates the grant.

As new applications are reviewed, they are placed in a "holding status" in either "Staff Review Complete" or "Proposal In Administrative Review" until GOHS verifies the availability of Federal funding, as well as the needs for special programs, based on 'data' for new projects. Once amount is verified, the application continues in the Review Process flow outlined above.

Preliminary Conference
After prioritizing the ranking reports and extending RFP's, jurisdictions are selected and notified of their eligibility to apply for federal funding. For those who respond, a grant funding procedures workshop is arranged during which GOHS grant application and reporting documents are explained and the grant application submission date is established.

The Preliminary Conference is required and facilitated for potential agencies that have never or not recently received GOHS grant funding. An RFP is only extended to new agencies (not currently funded by GOHS) based on the availability of federal funds. If sufficient funds are not available to consider the addition of new grants, a Preliminary Conference is not necessary.

Grant Selection Notification
The Authorizing Official and the Project Director of the awarded grants are sent a copy of the final approved application which includes The GOHS Grant Terms, Conditions and Certifications. The applicant is notified electronically via eGOHS and hard copy via U.S. Mail of the approval or disapproval of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is able to implement the grant during the current FFY from October 1st through September 30th.

Project Director's Conference
Following grant award notification, grantees are invited to a training conference to learn about GOHS procedures. This conference is intended to inform grantees, especially new grantees of GOHS's expectations for the grant year. This activity may be conducted in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the use of the eGOHS system for the submission of claims, progress reports, and amendments. The GOHS Grant Terms and Conditions are also highlighted.

Grant Monitoring
Process evaluation is continual throughout the grant year. GOHS utilizes an evaluation team from The University of Georgia to complete evaluation of each application as they are submitted as well as throughout the course of the grant. The evaluation team reviews applications to make certain that stated objectives and activities are reasonable and attainable. Grants can then be revised if updates are necessary. The evaluation team continues to work with all grantees throughout the grant year to ensure accurate evaluation is ongoing within each grant. At the completion of the grant year, the team reviews the accomplishments of each grant to determine the overall outcome obtained from GOHS grantees.

The GOHS conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claim documenting the previous month's activities. Beginning in FFY 2008, GOHS accepted electronic signatures to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim and programmatic reports. Grantees may choose to receive their funds by a mailed check or via an electronic funds transfer (EFT).

At midpoint of the grant year, GOHS planners complete a review of all completed grantee report submissions to document the progress of the grant. Planners then make a recommendation for continued and future funding based on the overall performance and reach of the grant. GOHS Planners must also conduct a minimum of one onsite visit per year with each grantee receiving more than $25,000 in grant funds. Additionally, 50% of grants up to $24,999.00 must have one onsite visit. During the onsite visit, planners discuss any problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verify funds obligated were spent in accordance with the grant agreement.

FFY 2011 CALENDAR OF IMPORTANT EVENTS

December 2010	Review structure and components of all GOHS program areas to determine if any updates are needed to enhance the program for the upcoming fiscal year.
February 2011	Produce an annual Ranking Report, identify available funds, and develop program's Request for Proposals (RFPs).
March 2011	Based on availability of federal funds, contact prospective grantees to determine interest, post RFPs, host grant application workshops, and open the GOHS electronic grant system.
May 2011	Submission of grant applications.
June – August 2011	Review, revise and finalize grant applications.
September 2011	Submit Highway Safety Plan. Notify grant awarded applicants.
October 2011	Grant start-up.

HIGHWAY SAFETY COST SUMMARY

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Georgia

Highway Safety Plan Cost Summary

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2011-HSP-1

Report Date: 08/31/2010

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-00-00-00		$.00	$410,340.00	$.00	$.00	$.00	$.00
Planning and Administration Total			**$.00**	**$410,340.00**	**$.00**	**$.00**	**$.00**	**$.00**
Alcohol								
	AL-2011-00-00-00		$.00	$.00	$.00	$363,000.00	$363,000.00	$.00
Alcohol Total			**$.00**	**$.00**	**$.00**	**$363,000.00**	**$363,000.00**	**$.00**
Occupant Protection								
	OP-2011-00-00-00		$.00	$.00	$.00	$442,950.00	$442,950.00	$.00
Occupant Protection Total			**$.00**	**$.00**	**$.00**	**$442,950.00**	**$442,950.00**	**$.00**
Pedestrian/Bicycle Safety								
	PS-2011-00-00-00		$.00	$.00	$.00	$155,800.00	$155,800.00	$.00
Pedestrian/Bicycle Safety Total			**$.00**	**$.00**	**$.00**	**$155,800.00**	**$155,800.00**	**$.00**
Police Traffic Services								
	PT-2011-00-00-00		$.00	$.00	$.00	$2,634,500.00	$2,634,500.00	$1,142,300.00
Police Traffic Services Total			**$.00**	**$.00**	**$.00**	**$2,634,500.00**	**$2,634,500.00**	**$1,142,300.00**
Community Traffic Safety Project								
	CP-2011-00-00-00		$.00	$.00	$.00	$1,478,100.00	$1,478,100.00	$.00
Community Traffic Safety Project Total			**$.00**	**$.00**	**$.00**	**$1,478,100.00**	**$1,478,100.00**	**$.00**
Safe Communities								
	SA-2011-00-00-00		$.00	$.00	$.00	$176,300.00	$176,300.00	$11,500.00
Safe Communities Total			**$.00**	**$.00**	**$.00**	**$176,300.00**	**$176,300.00**	**$11,500.00**
Speed Control								
	SC-2011-00-00-00		$.00	$.00	$.00	$33,700.00	$33,700.00	$.00

U.S. Department of Transportation National Highway Traffic Safety Administration

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Highway Safety Plan Cost Summary

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Report Date: 08/31/2010

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
	Speed Control Total		**$.00**	**$.00**	**$.00**	**$33,700.00**	**$33,700.00**	**$.00**
Paid Advertising								
	PM-2011-00-00-00		$.00	$.00	$.00	$600,000.00	$600,000.00	$.00
	Paid Advertising Total		**$.00**	**$.00**	**$.00**	**$600,000.00**	**$600,000.00**	**$.00**
	NHTSA 402 Total		***$.00***	***$410,340.00***	***$.00***	***$5,884,350.00***	***$5,884,350.00***	***$1,153,800.00***
405 OP SAFETEA-LU								
	K2-2011-00-00-00		$.00	$.00	$.00	$1,106,450.00	$1,106,450.00	$.00
	405 Occupant Protection Total		**$.00**	**$.00**	**$.00**	**$1,106,450.00**	**$1,106,450.00**	**$.00**
	405 OP SAFETEA-LU Total		***$.00***	***$.00***	***$.00***	***$1,106,450.00***	***$1,106,450.00***	***$.00***
NHTSA 406								
	K4PA-2011-00-00-00		$.00	$.00	$.00	$550,000.00	$550,000.00	$.00
	406 Planning and Administration Total		**$.00**	**$.00**	**$.00**	**$550,000.00**	**$550,000.00**	**$.00**
406 Police Traffic Services								
	K4PT-2011-00-00-00		$.00	$.00	$.00	$110,000.00	$110,000.00	$.00
	406 Police Traffic Services Total		**$.00**	**$.00**	**$.00**	**$110,000.00**	**$110,000.00**	**$.00**
406 Safe Communities								
	K4CP-2011-00-00-00		$.00	$.00	$.00	$1,223,000.00	$1,223,000.00	$.00
	406 Safe Communities Total		**$.00**	**$.00**	**$.00**	**$1,223,000.00**	**$1,223,000.00**	**$.00**
	NHTSA 406 Total		***$.00***	***$.00***	***$.00***	***$1,883,000.00***	***$1,883,000.00***	***$.00***
408 Data Program SAFETEA-LU								
	K9-2011-00-00-00		$.00	$.00	$.00	$1,327,700.00	$1,327,700.00	$.00
	408 Data Program Incentive Total		**$.00**	**$.00**	**$.00**	**$1,327,700.00**	**$1,327,700.00**	**$.00**
	408 Data Program SAFETEA-LU Total		***$.00***	***$.00***	***$.00***	***$1,327,700.00***	***$1,327,700.00***	***$.00***
410 Alcohol SAFETEA-LU								
	K8-2011-00-00-00		$.00	$.00	$.00	$3,557,770.00	$3,557,770.00	$122,230.00

U.S. Department of Transportation National Highway Traffic Safety Administration

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Highway Safety Plan Cost Summary

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2011-HSP-1

Report Date: 08/31/2010

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
410 Alcohol SAFETEA-LU Total			**$.00**	**$.00**	**$.00**	**$3,557,770.00**	**$3,557,770.00**	**$122,230.00**
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2011-00-00-00		$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
410 Alcohol SAFETEA-LU Paid Media Total			**$.00**	**$.00**	**$.00**	**$1,000,000.00**	**$1,000,000.00**	**$.00**
410 Alcohol SAFETEA-LU Total			***$.00***	***$.00***	***$.00***	***$4,557,770.00***	***$4,557,770.00***	***$122,230.00***
2010 Motorcycle Safety								
	K6-2011-00-00-00		$.00	$.00	$.00	$204,700.00	$204,700.00	$.00
2010 Motorcycle Safety Incentive Total			**$.00**	**$.00**	**$.00**	**$204,700.00**	**$204,700.00**	**$.00**
2010 Motorcycle Safety Total			***$.00***	***$.00***	***$.00***	***$204,700.00***	***$204,700.00***	***$.00***
NHTSA Total			***$.00***	***$410,340.00***	***$.00***	***$14,963,970.00***	***$14,963,970.00***	***$1,276,030.00***
Total			***$.00***	***$410,340.00***	***$.00***	***$14,963,970.00***	***$14,963,970.00***	***$1,276,030.00***

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

STATE OF GEORGIA	HSP COST SUMMARY NUMBER: 2011-HSP			Latest Adjustment Date: 8/31/10	
Program Area Code	Program Funds (HSP)	State/Local Funds	Federal Funds Increase/(Decrease)	Funded Programs Current Balance	Federal Share to Local
PA-11 Planning & Administration	410,340.00	410,340.00	-	820,680.00	-
AL-11 Alcohol	363,000.00	-	-	363,000.00	353,000.00
SC-11 Speed Control	33,700.00	-	-	33,700.00	-
OP-11 Occupant Protection	442,950.00	-	-	442,950.00	-
PT-11 Police Traffic Services	2,634,500.00	1,142,300.00	-	3,776,800.00	2,184,500.00
CP-11 Community Traffic Safety	1,478,100.00	-	-	1,478,100.00	420,340.00
MC-11 Motorcycle Safety	-	-	-	-	-
PM-11 Paid Media	600,000.00	-	-	600,000.00	-
PS-11 Pedestrian Safety	155,800.00	13,980.00	-	169,780.00	155,800.00
SA-11 Safe Communities	176,300.00	11,500.00	-	187,800.00	176,300.00
TOTAL 402	**6,294,690.00**	**1,578,120.00**	**-**	**7,872,810.00**	**3,289,940.00**
405 K2-11 Occupant Protection	1,106,450.00	-	-	1,106,450.00	308,880.00
405 K2PM-11 Occupant Protection	-	-	-	-	-
TOTAL 405	**1,106,450.00**	**-**	**-**	**1,106,450.00**	**308,880.00**
PA-11 Planning & Administration	550,000.00	-	-	550,000.00	-
AL-11 Alcohol	-	-	-	-	-
CP-11 Community Traffic Safety	1,223,000.00	-	-	1,223,000.00	-
PT-11 Rural Roads Demonstration	110,000.00	-	-	110,000.00	-
PM-11 Paid Media	-		-	-	-
TOTAL 406	**1,883,000.00**	**-**	**-**	**1,883,000.00**	**-**
408 Traffic Records	**1,327,700.00**	**-**	**-**	**1,327,700.00**	**-**
K8-11 Alcohol 410	3,557,770.00	122,230.00	-	3,680,000.00	311,880.00
K8PM-11 Alcohol 410	1,000,000.00	-	-	1,000,000.00	-
TOTAL 410	**4,557,770.00**	**122,230.00**	**-**	**4,680,000.00**	**311,880.00**
2010-K6-10 Motorcycle Safety	**204,700.00**	**-**	**-**	204,700.00	**-**
200 Share the Road Tags	**-**	**-**	**-**	-	**-**
250 NASCAR Tags	**-**	**50,000.00**	**-**	50,000.00	**-**
150 DDS (Education Grants)	**-**	**-**	**-**	**-**	**-**
TOTAL (All Program Areas)	**15,374,310.00**	**1,700,350.00**	**-**	**17,074,660.00**	**3,910,700.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: Planning and Administration				Funding Source 402			
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			8/31/10				
PA-11-01	Governor's Office of Highway Safety	410,340.00		410,340.00	410,340.00	820,680.00	0.00
	Totals	**410,340.00**	**0.00**	**410,340.00**	**410,340.00**	**820,680.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Alcohol and other Drug Countermeasures					Funding Source 402		
TASK NO.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
AL-11-01	GOHS - Administration, Training, PI&E and Partnership	10,000.00		10,000.00	0.00	10,000.00	
AL-11-02	DeKalb County Solicitor Generals Office	248,000.00		248,000.00		248,000.00	248,000.00
AL-11-03	Henry County Solicitor Generals Office	105,000.00		105,000.00		105,000.00	105,000.00
**Denotes Split*	**Totals**	**363,000.00**	**0.00**	**363,000.00**	**0.00**	**363,000.00**	**353,000.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Speed Control/Aggressive Driving				Funding Source 402			
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
SC-11-01	Ga Public Safety Training Center	33,700.00		33,700.00		33,700.00	
	Totals	**33,700.00**	**0.00**	**33,700.00**	**0.00**	**33,700.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Occupant Protection **Funding Source 402**

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
OP-11-01	Governor's Office of Highway Safety	50,000.00		50,000.00	0.00	50,000.00	
OP-11-02	University of Georgia: GTIPI (Split Funded with 405OP)	392,950.00		392,950.00	0.00	392,950.00	
	Totals	**442,950.00**	**0.00**	**442,950.00**	**0.00**	**442,950.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: Police Traffic Services Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
PT-11-01	Governor's Office of Highway Safety	450,000.00		450,000.00	0.00	450,000.00	
PT-11-02	**Traffic Enforcement Networks (13)**						
	Baldwin Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Cairo Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Carroll County Sheriff's Office	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Centerville Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Charlton County Sheriff's Office	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	City of Columbus	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	City of Fort Oglethorpe Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	City of Tenille Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	City of Wrens	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Gainesville PD	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Port Wentworth Police Department	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Tift County Sheriff's Office	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Upson County Board of Commissioners	15,000.00		15,000.00	0.00	15,000.00	15,000.00
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: Police Traffic Services Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
PT-11-03	**Law Enforcement Liaisons**						
	- Anthony Bobbitt	18,000.00		18,000.00	0.00	18,000.00	18,000.00
	- Harry McCann	18,000.00		18,000.00	0.00	18,000.00	18,000.00
	- Jeff Harris	18,000.00		18,000.00	0.00	18,000.00	18,000.00
	- Matt Libby	18,000.00		18,000.00	0.00	18,000.00	18,000.00
PT-11-04	GA Sheriff's Association	185,600.00		185,600.00	0.00	185,600.00	185,600.00
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: Police Traffic Services Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
PT-11-05	Barrow Co SO H.E.A.T.	43,600.00		43,600.00	29,100.00	72,700.00	43,600.00
PT-11-06	Bibb County Government H.E.A.T.	92,500.00		92,500.00	61,700.00	154,200.00	92,500.00
PT-11-07	Carroll County Sheriff's Office H.E.A.T.	46,000.00		46,000.00	68,900.00	114,900.00	46,000.00
PT-11-08	City of Atlanta Police Dept. H.E.A.T.	94,600.00		94,600.00	142,000.00	236,600.00	94,600.00
PT-11-09	Clayton County PD H.E.A.T.	91,200.00		91,200.00	0.00	91,200.00	91,200.00
PT-11-10	Coweta County Police H.E.A.T.	55,000.00		55,000.00	82,400.00	137,400.00	55,000.00
PT-11-11	DeKalb County Police H.E.A.T.	66,300.00		66,300.00	99,500.00	165,800.00	66,300.00
PT-11-12	Dougherty County Police Dept H.E.A.T.	15,700.00		15,700.00	23,600.00	39,300.00	15,700.00
PT-11-13	Douglas Co SO H.E.A.T.	80,500.00		80,500.00	53,600.00	134,100.00	80,500.00
PT-11-14	Dublin Police Department H.E.A.T.	41,900.00		41,900.00	27,900.00	69,800.00	41,900.00
PT-11-15	Forsyth County H.E.A.T.	67,800.00		67,800.00	101,600.00	169,400.00	67,800.00
PT-11-16	Glynn County Sheriff's Office H.E.A.T.	105,300.00		105,300.00	26,300.00	131,600.00	105,300.00
PT-11-17	Duluth Police Department H.E.A.T.	35,300.00		35,300.00	53,000.00	88,300.00	35,300.00
PT-11-18	Henry County PD H.E.A.T.	60,100.00		60,100.00	90,100.00	150,200.00	60,100.00
PT-11-19	Paulding County Sheriff's Office H.E.A.T.	98,100.00		98,100.00	24,500.00	122,600.00	98,100.00
PT-11-20	Sandy Springs PD H.E.A.T.	113,500.00		113,500.00	75,600.00	189,100.00	113,500.00
PT-11-21	Walton County Sheriffs Office H.E.A.T.	54,600.00		54,600.00	82,000.00	136,600.00	54,600.00
PT-11-22	Winder Police H.E.A.T.	20,200.00		20,200.00	30,200.00	50,400.00	20,200.00
PT-11-23	Valdosta PD H.E.A.T.	46,900.00		46,900.00	70,300.00	117,200.00	46,900.00
PT-11-24	Local Law Enforcement Agencies	250,000.00		250,000.00	0.00	250,000.00	250,000.00
PT-11-25	Marietta Police Department	252,800.00		252,800.00	0.00	252,800.00	252,800.00
	Totals	**2,634,500.00**	**0.00**	**2,634,500.00**	**1,142,300.00**	**3,776,800.00**	**2,184,500.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Community Traffic Safety Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
CP-11-01	Georgia Operation Lifesaver	26,000.00		26,000.00		26,000.00	26,000.00
CP-11-02	GOHS - 402 Community Traffic Safety	705,100.00		705,100.00		705,100.00	26,040.00
CP-11-03	NE GA Rural Roads Initiative	92,100.00		92,100.00		92,100.00	
CP-11-04	UGA - Georgia Highway Safety Programs Evaluation	310,700.00		310,700.00		310,700.00	310,700.00
CP-11-05	DCH - Evaluating Interventions for Elderly Drivers	99,800.00		99,800.00		99,800.00	
CP-11-06	DCH - Rural Roads Initiative Southeastern Pilot Project	110,900.00		110,900.00		110,900.00	
CP-11-07	Duluth Police - Operation Drive Smart	38,900.00		38,900.00		38,900.00	38,900.00
CP-11-08	Ga Motor Trucking - Network of Employers for Traffic Safety (NETS)	75,900.00		75,900.00		75,900.00	
CP-11-09	Georgia Operation Lifesaver Railroad Collision Management Courses (Operation Lifesaver)	18,700.00		18,700.00		18,700.00	18,700.00
	Totals	**1,478,100.00**	**0.00**	**1,478,100.00**	**0.00**	**1,478,100.00**	**420,340.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Motorcycle Safety Funding Source 402							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			8/31/2010				
	Governor's Office of Highway Safety	0.00		0.00		0.00	
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Paid Media Funding Source 406							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
402PM-11-01	Governor's Office of Highway Safety November Campaign -$300,000 May - $300,000 **"Click It or Ticket Campaigns"**	600,000.00		600,000.00		600,000.00	
	Totals	**600,000.00**	**0.00**	**600,000.00**	**0.00**	**600,000.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: Pedestrian Safety Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
PS-11-01	Atlanta Bicycle Campaign	39,400.00		39,400.00	2,180.00	41,580.00	39,400.00
PS-11-02	Chatham Co Health Dept	47,300.00		47,300.00	11,800.00	59,100.00	47,300.00
PS-11-03	Ped Educating Drivers on Safety (PEDS)	69,100.00		69,100.00	0.00	69,100.00	69,100.00
	Totals	**155,800.00**	**0.00**	**155,800.00**	**13,980.00**	**169,780.00**	**155,800.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 402 Safe Communities Funding Source 402

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
SA-11-01	Albany Safe Communities	46,000.00		46,000.00	11,500.00	57,500.00	46,000.00
SA-11-02	DeKalb County Public Health (Safe	68,100.00		68,100.00		68,100.00	68,100.00
SA-11-03	Safe Amer Foundation (Cobb Safe Comm	62,200.00		62,200.00		62,200.00	62,200.00
	Totals	**176,300.00**	**0.00**	**176,300.00**	**11,500.00**	**187,800.00**	**176,300.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 405 Occupant Protection Funding Source 405							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K2-11-01	Injury Free Coalition for Kids Atlanta	122,800.00		122,800.00		122,800.00	136,480.00
K2-11-02	DCH - Child Occupant Safety Program	418,300.00		418,300.00		418,300.00	
K2-11-03	City of Atlanta (Fire Dept)	172,400.00		172,400.00		172,400.00	172,400.00
K2-11-04	University of Georgia: GTIPI (Split Funded with 402OP)	392,950.00		392,950.00	0.00	392,950.00	
	Totals	**1,106,450.00**	**0.00**	**1,106,450.00**	**0.00**	**1,106,450.00**	**308,880.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 405 Paid Media Funding Source 405							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			40421				
	Governor's Office of Highway Safety No Funds Available for Paid Media	0.00		0.00	0.00	0.00	0.00
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Planning and Administration Funding Source 406

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
406PA-11-01	Governor's Office of Highway Safety	250,000.00		250,000.00		250,000.00	
406PA-11-02	GOHS - SHSP Administration (2 Years)	300,000.00		300,000.00		300,000.00	
	Totals	**550,000.00**	**0.00**	**550,000.00**	**0.00**	**550,000.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Alcohol and other Drug Countermeasures					Funding Source 406		
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
	No Funds Available						
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Community Traffic Safety Funding Source 406							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
406CP-11-01	(SHSP) DPS Tech Data Model Project	1,223,000.00		1,223,000.00		1,223,000.00	
	Totals	**1,223,000.00**	**0.00**	**1,223,000.00**	**0.00**	**1,223,000.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Paid Media Funding Source 406							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
			Not Used for 2011 HSP				
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 406 Police Traffic Services Funding Source 406							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
406PT-11-01	Governor's Office of Highway Safety	110,000.00		110,000.00		110,000.00	
	Totals	**110,000.00**	**0.00**	**110,000.00**	**0.00**	**110,000.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 408 Traffic Records Funding Source 408

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	408 to Local
			08/31/10				
408K9-11-01	Administrative Office of the Courts AOC TRCC Grant	165,000.00		165,000.00		165,000.00	
408K9-11-02	Department of Community Health Crash and Emergency Room	180,500.00		180,500.00		180,500.00	
408K9-11-03	Department of Community Health GEMSIS Upgrades	26,400.00		26,400.00		26,400.00	
408K9-11-04	Department of Community Health Support for CODES Crash Data Linkage	61,600.00		61,600.00		61,600.00	
408K9-11-05	DeKalb County Recorder's Court	62,000.00		62,000.00		62,000.00	
408K9-11-06	GOHS	235,000.00		235,000.00		235,000.00	
408K9-11-07	Transportation, Georgia Department of Crash Report Redesign	294,700.00		294,700.00		294,700.00	
408K9-11-08	Georgia Association of Chiefs of Police	220,000.00		220,000.00		220,000.00	
408K9-11-09	Georgia Sheriffs' Association	82,500.00		82,500.00		82,500.00	
	Totals	**1,327,700.00**	**0.00**	**1,327,700.00**	**0.00**	**1,327,700.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-01	**Students Against Destructive Decision** (SADD) 41 Active Grants						
1	Bainbridge High School	2,000.00		2,000.00		2,000.00	2,000.00
2	Baldwin High School	2,000.00		2,000.00		2,000.00	2,000.00
3	Booker T. Washington High School	2,000.00		2,000.00		2,000.00	2,000.00
4	Brookwood High School	1,930.00		1,930.00		1,930.00	1,930.00
5	Butler High School	2,000.00		2,000.00		2,000.00	2,000.00
6	Cairo High School	2,000.00		2,000.00		2,000.00	2,000.00
7	Challenge Charter Academy	2,000.00		2,000.00		2,000.00	2,000.00
8	Columbus High School	2,000.00		2,000.00		2,000.00	2,000.00
9	Coosa High School	2,000.00		2,000.00		2,000.00	2,000.00
10	Crim High School	1,960.00		1,960.00		1,960.00	1,960.00
11	Douglass High School	2,000.00		2,000.00		2,000.00	2,000.00
12	Early College Academy	2,000.00		2,000.00		2,000.00	2,000.00
13	East Laurens High School	2,000.00		2,000.00		2,000.00	2,000.00
14	Evans High School	2,000.00		2,000.00		2,000.00	2,000.00
15	George Washington Carver High School	2,000.00		2,000.00		2,000.00	2,000.00
16	Glynn Academy High School	2,000.00		2,000.00		2,000.00	2,000.00
17	Hardaway High School	2,000.00		2,000.00		2,000.00	2,000.00
18	Heritage High School	2,000.00		2,000.00		2,000.00	2,000.00
19	Jordan Vocational High School	2,000.00		2,000.00		2,000.00	2,000.00
20	Kendrick High School	2,000.00		2,000.00		2,000.00	2,000.00
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-01	**Students Against Destructive Decision** (SADD) 41 Active Grants (Continued)						
21	Lamar County School System	2,000.00		2,000.00		2,000.00	2,000.00
22	Lincoln County High School	2,000.00		2,000.00		2,000.00	2,000.00
23	Loganville High School	2,000.00		2,000.00		2,000.00	2,000.00
24	Lovejoy High School	2,000.00		2,000.00		2,000.00	2,000.00
25	Maynard Holbrook Jackson High School	2,000.00		2,000.00		2,000.00	2,000.00
26	McClarin Alternative School	2,000.00		2,000.00		2,000.00	2,000.00
27	Mount Zion High School	2,000.00		2,000.00		2,000.00	2,000.00
28	Murray County High School	2,000.00		2,000.00		2,000.00	2,000.00
29	North Atlanta High School	2,000.00		2,000.00		2,000.00	2,000.00
30	Northside High School	1,990.00		1,990.00		1,990.00	1,990.00
31	Pepperell High School	2,000.00		2,000.00		2,000.00	2,000.00
32	Randolph-Clay High School	2,000.00		2,000.00		2,000.00	2,000.00
33	Richmond County Board of Education	2,000.00		2,000.00		2,000.00	2,000.00
34	River Ridge High School	2,000.00		2,000.00		2,000.00	2,000.00
35	Rockdale Career Academy	2,000.00		2,000.00		2,000.00	2,000.00
36	Rose Hill Center	2,000.00		2,000.00		2,000.00	2,000.00
37	Shiloh High School	2,000.00		2,000.00		2,000.00	2,000.00
38	Sonoraville High School	2,000.00		2,000.00		2,000.00	2,000.00
39	Spencer High School	2,000.00		2,000.00		2,000.00	2,000.00
40	Therrell High School	2,000.00		2,000.00		2,000.00	2,000.00
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-01	**Students Against Destructive Decision** (SADD) 41 Active Grants (Continued)						
41	Woodstock High School	2,000.00		2,000.00		2,000.00	2,000.00
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-02	**DeKalb Co. School System (SADD 22**	44,000.00		44,000.00		44,000.00	42,000.00
1	Arabia Mountain High School						
2	Avondale High School						
3	Cedar Grove High School						
4	Chamblee High School						
5	Clarkston High School						
6	Columbia High School						
7	Cross Keys High School						
8	DeKalb Alternative School						
9	Druid Hills High School						
10	Dunwoody High School						
11	Elizabeth Andrews High School						
12	Lakeside High School						
13	Lithonia High School						
14	Martin Luther King High School						
15	McNair High School						
16	Miller Grove High School						
17	Redan County High School						
18	Southwest DeKalb High School						
19	Stephenson High School						
20	Stone Mountain High School						
21	Towers High School						
22	Tucker High School						
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-03	**Pioneer RESA (SADD 30 HS)**	59,800.00		59,800.00		59,800.00	59,800.00
1	Alpine (Carnesville)						
2	Alpine (Gainesville)						
3	Banks Co High School						
4	Chestatee High School						
5	Dawson Co High School						
6	East Hall High School						
7	Flowery Branch High School						
8	Forsyth Central High School						
9	Franklin County High School						
10	Franklin Summit Academy						
11	Gainesville High School						
12	Habersham Central High School						
13	Johnson High School						
14	Lambert High School						
15	Lanier Academy						
16	Lumpkin County High School						
17	MEC Blairsville						
18	MEC Cornelia						
19	MEC Dahlonega (Only $1,800)						
20	MEC Ellijay						
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-03	**Pioneer RESA (SADD 30 HS)** (Continued)						
21	MEC Toccoa Campus						
22	North Hall High School						
23	Rabun County High School						
24	South Forsyth High School						
25	Stephens Co High School						
26	Towns Co High School						
27	West Forsyth High School						
28	West Hall High School						
29	White Co Summit Center						
30	Woody Gap High School						
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8-11-04	**Fulton County School System (SADD:17HS)**	34,000.00		34,000.00		34,000.00	
1	Alpharetta High School						
2	Banneker High School						
3	Centennial High School						
4	Chattahoochee High School						
5	Creekside High School						
6	Crossroads Second Chance-North						
7	Crossroads Second Chance-South						
8	Independence High School						
9	Johns Creek High School						
10	Langston Hughes High School						
11	Milton High School						
12	North Springs Charter School						
13	Northview High School						
14	Riverwood High School						
15	Roswell High School						
16	Tri-Cities High School						
17	Westlake High School						
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Alcohol Funding Source 410

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
K8-11-05	**Young Adult Programs (19 Univ & Colleges)**						
1	Augusta State University	9,030.00		9,030.00		9,030.00	
2	Board of Regents UGA University System of Georgia	11,650.00		11,650.00		11,650.00	
3	Clayton State University (formally Clayton College & State)	7,490.00		7,490.00		7,490.00	
4	East Georgia College	10,000.00		10,000.00		10,000.00	
5	Fort Valley State University	9,890.00		9,890.00		9,890.00	
6	Georgia College & State University	8,200.00		8,200.00		8,200.00	
7	Georgia Perimeter College Public Safety Department	7,500.00		7,500.00		7,500.00	
8	Georgia Perimeter College, Clarkston	9,210.00		9,210.00		9,210.00	
9	Georgia Perimeter College, Dunwoody	8,160.00		8,160.00		8,160.00	
10	Georgia Southwestern State University	8,100.00		8,100.00		8,100.00	
11	Georgia Tech Research Corp.	10,600.00		10,600.00		10,600.00	
12	Gordon College	7,300.00		7,300.00		7,300.00	
13	GSU Research & Service Foundation, Inc.	13,390.00		13,390.00		13,390.00	
14	Kennesaw State University	10,960.00		10,960.00		10,960.00	
15	North Georgia College & State University	8,980.00		8,980.00		8,980.00	
16	Oglethorpe University	5,000.00		5,000.00		5,000.00	
17	South Georgia College	4,940.00		4,940.00		4,940.00	
18	University of West Georgia	13,600.00		13,600.00		13,600.00	
19	Valdosta State University	8,690.00		8,690.00		8,690.00	
	Totals	**Continued on Next Page**					

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
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PROGRAM MODULE AREA: 410 Alcohol Funding Source 410

Task No.	AGENCY NAME	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	402 to Local
			08/31/10				
K8-11-06	DUI Courts in 4 Jurisdictions						
1	Cherokee County DUI Court	31,700.00		31,700.00	31,650.00	63,350.00	31,700.00
2	Gwinnett County DUI Court	29,000.00		29,000.00	9,670.00	38,670.00	29,000.00
3	Rockdale County DUI Court	31,300.00		31,300.00	46,170.00	77,470.00	31,300.00
4	Troup County Board of Commissioners	36,200.00		36,200.00	19,050.00	55,250.00	36,200.00
K8-11-07	Driver Services, Georgia Department	57,700.00		57,700.00	15,690.00	73,390.00	
K8-11-08	Georgia Public Safety Training Center	311,000.00		311,000.00	0.00	311,000.00	
K8-11-09	Mothers Against Drunk Driving of Georgia	108,800.00		108,800.00	0.00	108,800.00	
K8-11-10	Prosecuting Attorney's Council	180,000.00		180,000.00	0.00	180,000.00	
K8-11-11	Georgia Department of Public Safety	1,785,000.00		1,785,000.00	0.00	1,785,000.00	
K8-11-12	GOHS	420,000.00		420,000.00	0.00	420,000.00	
K8-11-13	Hispanic Marketing Group, Inc.	125,000.00		125,000.00	0.00	125,000.00	
K8-11-14	TEAM Georgia	49,700.00		49,700.00	0.00	49,700.00	
	Totals	**3,557,770.00**	**0.00**	**3,557,770.00**	**122,230.00**	**3,680,000.00**	**311,880.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 410 Paid Media Funding Source 410							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K8PM-11-01	GOHS (OZT Paid Media)						
	*Labor Day 2011	300,000.00		300,000.00		300,000.00	
	*Independence Day 2011	400,000.00		400,000.00		400,000.00	
	* Christmas / New Years 2010-2011	300,000.00		300,000.00		300,000.00	
	Totals	**1,000,000.00**	**0.00**	**1,000,000.00**	**0.00**	**1,000,000.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 2010 Motorcycle Safety Funding Source 2010							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
K6-11-01	GOHS (Motorcycle Safety)	100,000.00		100,000.00		100,000.00	
K6-11-02	Department of Driver Services	104,700.00		104,700.00		104,700.00	
	Totals	**204,700.00**	**0.00**	**204,700.00**	**0.00**	**204,700.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

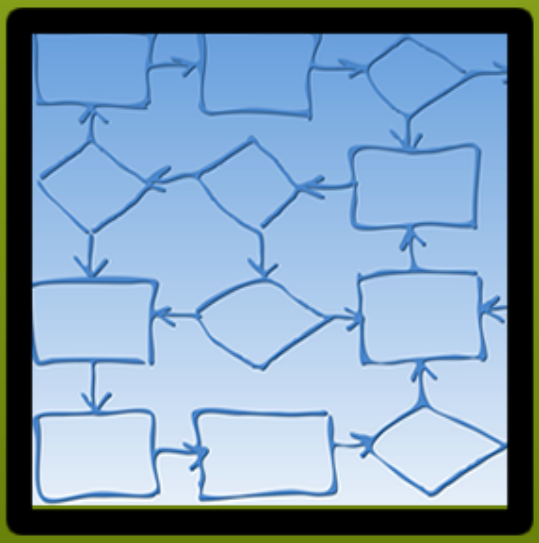
PROGRAM MODULE AREA: 200 Share the Road Tags Funding Source: State Funds							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
	No Initial Funding Planned						
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 250 NASCAR Tags Funding Source: State Funds							
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
	No Initial Funding Planned						
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2011

PROGRAM MODULE AREA: 150 Department of Driver Services				Funding Source: State Funds			
Task No.	**AGENCY NAME**	**Original HSP**	**Adjustment**	**Amended HSP**	**State/Local Match**	**Total Grant**	**402 to Local**
			08/31/10				
	No Initial Funding Planned						
	Totals	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**



GOVERNOR'S OFFICE OF HIGHWAY SAFETY PROGRAM AREAS

PLANNING AND ADMINISTRATION

PROGRAM GOAL: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

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

In 2008, Georgia experienced 1,493 roadway fatalities (FARS), 115,797 roadway injuries, and 306,367 motor vehicle crashes. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (113 fatalities). Five counties (Clay, Quitman, Taylor, Treutlen, and Glascock) had zero roadway fatalities. Since 2003, the numbers of crashes, injuries, and fatalities have decreased by 8 percent, 13 percent, and 6 percent, respectively.

The number of roadway fatalities has varied from 1994 to 2008, peaking in 2005 with 1,729 fatalities, but a rate of 1.52 fatalities per 100 vehicle miles travelled (VMT). However, in 2008 Georgia experienced the lowest fatality rate in fifteen years, with 1.37 fatalities per every 100 million VMT. The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million VMT and 1,573 roadway fatalities.

Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 1994 to 2008 the fatality rates in rural areas have decreased by 23.2%; overall fatalities rates decreased by 20.3% and urban fatality rates decreased by 21.7% within the same time period.

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

STRATEGIC HIGHWAY SAFETY PLANNING

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

The effective integration of safety considerations into transportation planning requires the collaborative interaction of numerous groups. In most cases, parties involved will depend on what issue is being addressed. GOHS has collaborated with the Georgia Department of Transportation, the Georgia Department of Public Safety, the Department of Driver Services, the Georgia Department of Human Resources, the Office of State Administrative Hearings, the Georgia Association of Chief of Police, the Georgia Sheriff's Association, the Atlanta Regional Commission, other MPO's, local law enforcement, health departments, fire departments and other stakeholder groups to produce Georgia's first Strategic Highway Safety Plan. This is Georgia's first step in a process that contains many steps. Collectively we will develop and implement on a continual basis a highway safety improvement program that has the overall objective of reducing the number and severity of crashes and decreasing the potential for crashes on all highways. The requirements for our highway safety improvement program include:

- Planning: a process of collecting and maintaining a record of accidents, traffic and highway data, analyzing available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.

- Implementation: a process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.

- Evaluation: a process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the accident experience before and after implementation, and a comparison of the pre- and post-project accident numbers, rates and severity.

TARGET POPULATION

For the benefit of all Georgia's citizens and visitors.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To maintain an effective staff to deliver public information and education programs that help reduce crashes, injuries and fatalities in Georgia.*

Objective 2: *To administer operating funds to targeted communities to support the implementation of programs contained in the GOHS Highway Safety Plan.*

Objective 3: *To collect and analyze traffic crash data to ensure resources are directed to the identified problem areas.*

Objective 4: *To evaluate the effectiveness of programs and their impact upon GOHS mission and performance goals.*

Objective 5: *To continue to work with highway safety partners and advocates to implement a Strategic Highway Safety Plan through Integrated Safety Management Planning.*

2011 KEY PERFORMANCE MEASURES

1) To decrease traffic fatalities ten percent (10%) from the 2008 calendar base year of 1,493 to 1,343 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.

STRATEGIES

1. Assess and identify the training needs of staff.
2. Foster a work environment that encourages productivity and effectiveness.
3. Identify and partner with key agencies, organizations and individuals in bringing about needed changes that will result in fewer deaths and injuries on our roadways.
4. If applicable, prepare applications in response to NHTSA's RFPs for demonstration projects.
5. Provide monitoring and evaluation of GOHS programs.
6. Develop a regular operating budget to support the implementation of the GOHS HSP.
7. Conduct annual/quarterly programmatic and fiscal audits that meet GOHS, federal and state requirements.
8. Collect and analyze current information about motor vehicle crashes and make it available to the general public.

Planning and Administration – Section 402

Project Title: **Governor's Office of Highway Safety**

Task Number: **PA-11-01**

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan. To include half (½) salaries for twelve (12) people and related personnel benefits for the Governor's Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State's Highway Safety Office. Other costs include travel, equipment, supplies, rent and utility expenses necessary to carry out the functions of the State's Highway Safety Office.

Funding: **$410,340**

Planning and Administration – Section 406

Project Title: **Governor's Office of Highway Safety**

Task Number: **406PA-11-01**

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan. To include salaries for people and related personnel benefits for the Governor's Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State's Highway Safety Office. Other costs include travel, equipment, supplies, rent and utility expenses necessary to carry out the functions of the State's Highway Safety Office.

Funding: **$250,000**

Project Title: **Governor's Office of Highway Safety - SHSP Administration (2 years)**

Task Number: **406PA-11-02**

Project Summary: Provide for the direct and indirect expenses attributed to the overall management of the Georgia's Strategic Highway Safety Plan.

Funding: **$300,000**

ALCOHOL AND OTHER DRUGS COUNTERMEASURES
YOUNG DRIVERS

PROGRAM GOAL: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.38 (2008) to 0.36 fatalities per 100 million vehicle miles of travel during FFY 2011.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The National Highway Traffic Safety Administration (NHTSA) reports that in 2008, 37,261 people were killed in motor vehicle traffic crashes in the United States, of which 11,773 (32%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than $45 billion in economic costs on an annual basis.

Alcohol Impaired Driving Motor Vehicle Fatalities in Georgia Number and Annual % Change

Region		2004	2005	2006*	2007*	2008*
Georgia	Alcohol Fatalities	403	433	454	445	416
	% Alcohol Related	25%	25%	27%	27%	28%
	Annual % Change n Alcohol Fatalities	13.52%	7.44%	4.85%	-1.98%	-6.52%
National	Alcohol Fatalities	13,099	13,582	13,491	13,041	11,773
	% Alcohol Related	31%	31%	32%	32%	32%
	Annual % Change in Alcohol Fatalities	0.02%	3.69%	-0.67%	-3.34%	-9.72%

Source: NHTSA, Fatality Analysis Reporting System (FARS) National Center for Statistics and Analysis
** July 2006, 2007 and 2008 numbers follow the "new definition" of BAC .08 or higher.*

As indicated in the table above, alcohol was associated with 416 highway fatalities in Georgia during 2008. This equates to twenty-eight percent (28%) of Georgia's overall fatalities. Data shows from 2007 to 2008, Georgia experienced a decrease in overall crash fatalities of 148 (-9%) and a decrease of 29 (-6.5%) less alcohol-related traffic deaths. As presented in the table, the US and Georgia had a decrease in alcohol related fatalities; however, the percent of alcohol related fatalities remain the same (32%) at national levels and increased in Georgia (27% in 2007 to 28% in 2008). The chance of a crash being fatal is six times higher if exposed to impaired driving when compared to those not related to alcohol or drugs. These numbers indicate that Georgia should continue to emphasize preventative measures for countering the problems of driving under the influence of alcohol.

Even with stricter laws, high visibility law enforcement, and increased public information & education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable.

Alcohol-impaired driving death rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. Overwhelmingly, impaired driving crashes tend to take place between the hours of 10:00PM and 4:00AM; these hours are consistent with bar and restaurant closings.

Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. The number of law enforcement officers properly trained to identify drug impairment has been limited because of manpower shortages and lack of understanding for the need of this training by the law enforcement community. A companion program to Drug Recognition Experts (DRE), Standardized Field Sobriety Testing (SFST), is experiencing some success although the defense bar has vigorously attacked the SFST process, particularly the portion which deals with Horizontal Gaze Nystagmus (HGN). The primary problem is that many non-traffic enforcement officers are not properly trained in this procedure and their ability to detect, evaluate and help through prosecution efforts is limited.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the defense bar. In assessing the effectiveness of Georgia's Administrative License Suspension procedures for impaired drivers, the initial analysis of ALS hearings and data revealed that a large percentage of ALS hearings were lost by the state because of the officer's failure to attend hearings. Training proves to be an effective tool to combat ALS issues and Georgia will increase its efforts to train law enforcement and ALS judges.

Impaired Driving Enforcement – H.E.A.T

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

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. Originally, three officers from six counties, the City of College Park, and the City of Atlanta came together to form a team of twenty-four officers to form H.E.A.T. (Highway Enforcement of Aggressive Traffic). Since this formation, the H.E.A.T. team has maintained consistency across the state. In FFY 2010, GOHS funded twenty-one (21) agencies across the state where speed and impaired driving crashes and fatalities are consistently high. GOHS will maintain the H.E.A.T. program in FFY 2011.

The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The overall goals of the H.E.A.T programs are to:

- Reduce the number of impaired driving crashes in jurisdictions located by 10%
- Enforce laws targeting aggressive driving around Georgia

Teen Drivers

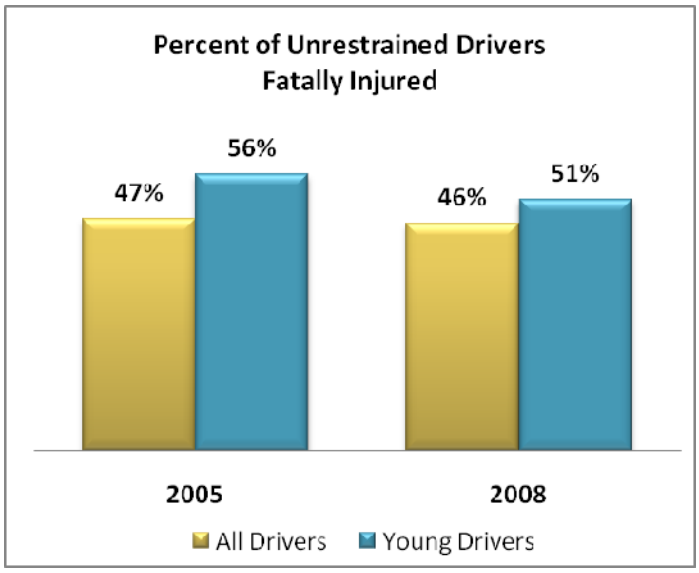
There were 6.6 million licensed drivers in the state of Georgia in 2007 (2008 data not available). Young drivers, between 15 and 20 years old, accounted for 8.5 percent (563,202) of all Georgia drivers, a 0.9-percent decrease from the 558,009 young drives in 2003. In 2008, 12.8 percent (67,712) of all drivers involved in Georgia crashes (530,087), 9.5 percent (97) of all drivers killed in crashes (1,023), and 17.0 percent (3,749) of drivers injured (22,072) were young drivers age 15 to 20 years old.

Licensed Drivers & Drivers Involved in Crashes by Age Group and Injury, 2008

Age Group	15-20	21-24	25-34	35-44	45-54	55-64	65-69	70+	All Drivers (no.)
Licensed Drivers	8.5%	7.1%	18.4%	20.6%	19.2%	14.1%	4.9%	7.7%	6,633,714
Total Drivers in Crashes	12.8%	11.0%	22.7%	20.6%	15.4%	10.0%	2.6%	4.0%	530,087
Killed	9.5%	11.0%	17.4%	16.7%	15.2%	14.6%	4.2%	11.0%	1,024
Injured	17.0%	12.5%	21.9%	17.9%	14.4%	8.9%	2.4%	4.8%	22,072

Overall, the numbers of Georgia young drivers involved in crashes, received severe or visible injuries, or were killed in crashes have declined since 2005 (Figure 1). Last year, Georgia has experienced the lowest percent of crashes, injuries, and fatalities among young drivers between 2005 and 2008. The percent of young driver fatalities dropped to 9.5 percent (97) in 2008 from 11.7 percent (136) in 2005. The 4-year average percent of young licensed drivers is 8.6 of all Georgia licensed drivers.

University of Georgia Observational Studies shows that Georgia has a 89.6 percent restraint use for all vehicles in 2008. In this same year, 46 percent (470) of the all Georgia driver fatalities (1,023) were unrestrained, improperly restrained, or un-helmeted; 51 percent (49) of all young drivers age 15 to 20 fatally injured (97) were unrestrained. In 2005, 47 percent (543) of the all Georgia driver fatalities (1,162) and 56 percent (76) of all young drivers age 15 to 20 fatally injured (136) were unrestrained.



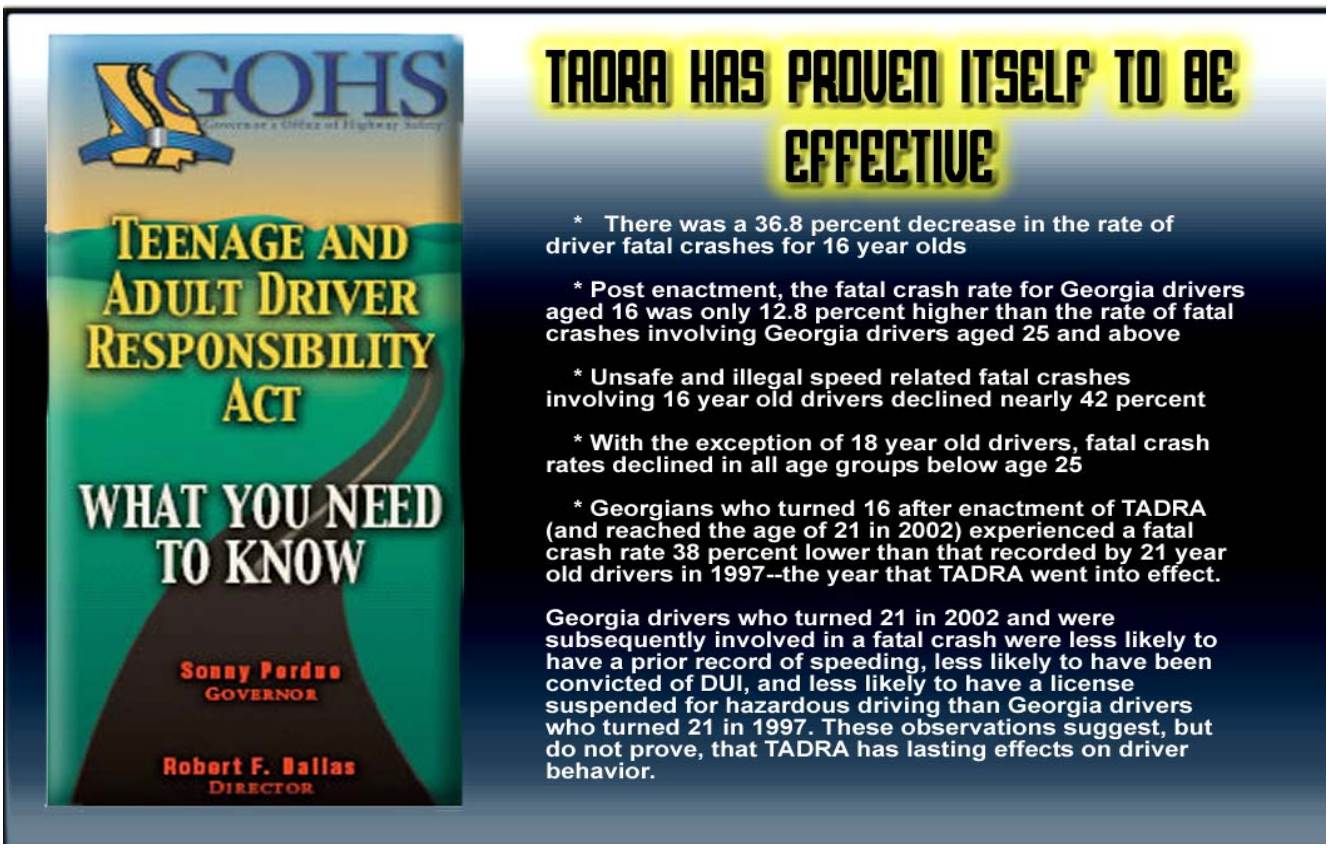
In 2008, drivers aged 15-20 accounted for 12 percent (5,864) of all impaired driver

crashes within the US. In Georgia, 24 percent (23) of the young drivers (15 to 20 years old) who were killed in crashes had a BAC of .01 g/dL or higher. The number of young drivers involved in fatal crashes and who have been drinking (BAC = .01+) increased by 35.3 percent (6 count increase) between 2005 and 2008.

Georgia Crash Data confirms that the state's youngest drives, ages 15-19, have the highest rate of crashes, injuries and fatalities. During 2008, 15-19 year old drivers were involved in more than 85 thousand crashes on Georgia roadways, resulting in nearly 14 thousand injured teens and 134 teen highway deaths.

The most recent 2008 DOT crash data shows that 41% of Georgia teens who were killed or seriously injured were not wearing safety belts. The state data matches that provided by the U.S. Department of Transportation that shows that 11 teenage drivers die every day on U.S. roadways due to lack of safety belt restraint.

TADRA



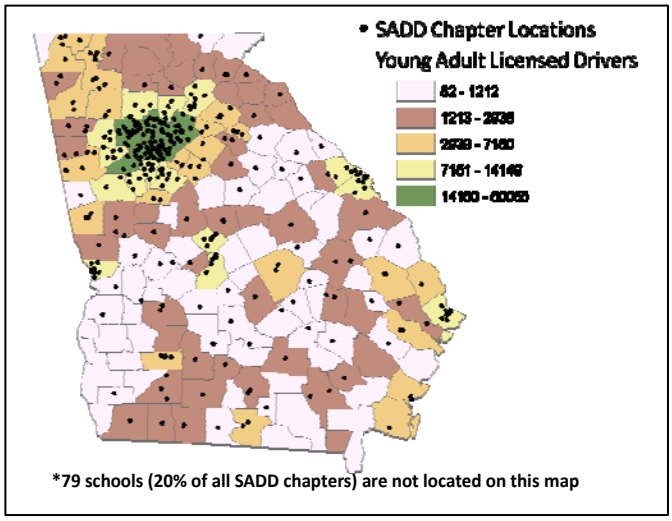
The Teenage and Adult Driver Responsibility Act directly addresses the leading killer of our young people – traffic crashes. The law significantly changes the way young motorists earn and maintain the privilege of driving by providing a controlled means for new drivers to gain experience and by reducing high-risk driving situations. While the law does focus on young drivers, it also contains important provisions that affect drivers over 21, particularly in the area

of DUI prevention and enforcement.

High-risk behavior, texting while driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways. In an effort to address these issues, the Teenage and Adult Driver Responsibility Act (TADRA) was enacted on July 1, 1997 to reduce the number of lives lost in crashes involving young drivers. In the three and one-half years after TADRA was enacted, the number of fatalities in crashes involving at least one-driver ages 16-17 declined twenty-eight (28.6%) percent. On January 1, 2002, the TADRA law was strengthened by adding minimum requirements for supervised driving, passenger limitations, and a stricter curfew.

Graduated driver licensing policies serve to delay full licensure and then limit exposure to the highest risk conditions after licensure, allowing young drivers to gain experience under less risky driving conditions. A similar strategy may be needed to guide parents. Researchers from the National Institute of Child Health and Human Development reports that parents do not appear to appreciate just how risky driving is for novice drivers and tend to exert less control over their teenage children driving than might be expected. Recent research has demonstrated that simple motivational strategies can persuade parents to adopt driving agreements and impose greater restrictions on teen driving. Several studies have shown that greater parent involvement is associated with less teen risky driving behavior.

TADRA is helping tremendously to reduce the carnage, but still too many young drivers are dying. Because of this, GOHS is promoting proven countermeasures (both legal requirements and recommended best practices) for this specific audience. In our research of effective methods for addressing the safety of young drivers, we have discovered that several states are recommending parents establish short-term "rules of the road" contracts with their new teen driver. Research conducted by Dr. Bruce Simons-Morton and others at the National Institute of Child Health and Human Development demonstrated that such parental intervention positively impacts youth by influencing them to choose less risky behaviors.



In this era of science-based prevention and increased accountability, Students against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. The strong name recognition and expansive chapter base put SADD at an advantage to take a leadership role in implementing model prevention practices within local communities across the country. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of SADD. Through SADD chapters, young people of all ages and backgrounds become skilled, educated agents for youth initiatives developed by local, state and national organizations

working to promote youth safety and health. SADD students are valued as contributing members of their communities.

SADD contains elements of scientifically grounded prevention principles recognized and endorsed by NIDA (National Institute for Drug Abuse), CSAP (Center for Substance Abuse Prevention), CAPT (Center for the Application of Prevention Technologies), and NIMH (National Institute of Mental Health).

GOHS targets this age group by supporting high school SADD chapters throughout the state of Georgia. SADD comprises so many different things – an idea, a family, a youth movement, and a national nonprofit organization. When considered at its most grassroots level, SADD is a network of 10,000 student-run chapters all over the country. Each of those chapters functions differently, moving at its own pace and with its unique assets to address the issues that are critical to its school and community. But all SADD chapters have a common goal: to empower young people to help their peers live safer, healthier, more positive lives.

For more than a quarter-century, SADD has been recognized as a national leader in alcohol and drug education and prevention. What began as a small-town, grass-roots response to the tragedy of two impaired driving crashes and the resulting deaths of two teenage students, quickly grew to become a nationwide organization fueled by millions of young people across the country.

In 1997, in response to requests from SADD students themselves, SADD expanded its mission and name and now sponsors chapters called Students Against Destructive Decisions. SADD continues to endorse a firm "No Use" message related to the use of alcohol and other drugs. With its expanded focus, SADD now highlights prevention of destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, impaired driving, violence, and suicide. Students in schools with a SADD chapter are more likely to hold attitudes reflecting positive reasons not to use alcohol.

Through SADD's connections to schools, families, law enforcement, and the community, students have the power to magnify their voices and the opportunities to make their passions a reality.

Young Adult Drivers

Georgia also has a major problem with young adult drivers and occupant protection. In 2008, 58.7% of the 269 fatalities of occupants aged 18 – 24 were unrestrained. GOHS recognizes the highway safety issues involving this population and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the GYAP is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.

The GOHS Young Adult Program originated in 2000, with two colleges, Georgia Southwestern and Paine College and has expanded to 17 colleges or universities in FFY 2010. The goal for

FFY 2011 is to increase (to 19) the number of effective GYAP programs implemented on the college campuses and provide outreach to 100% of the accredited colleges in Georgia, focusing additional efforts in high risk areas.

The GOHS Young Adult Program's mission is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences. The Young Adult Program is implemented in colleges and universities statewide, targeting ages 18-24 years.

Impaired Driving Assessment

In FFY 2007, GOHS requested NHTSA's assistance in assessing Georgia's alcohol and drug impaired driving countermeasures program. The Georgia Impaired Driving Assessment was conducted at the Georgia Tech Hotel and Conference Center, Atlanta, GA, from July 29 - August 3, 2007. Arrangements were made for program experts in Georgia to deliver briefings and provide support materials to the Assessment team on a wide range of topics over a three-day period.

At the conclusion of the assessment, the NHTSA team provided GOHS with a compilation of priority and suggested recommendations. The following is the list of priority recommendations that GOHS plans to address over the next several years. GOHS will continue to identify and implement strategies to meet the recommendations in FFY 2011.

- 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 including, for example, youth programs (SADD), underage prevention and enforcement (Children and Youth Coordinating Council, Georgia Network for Substance Abuse Prevention in Higher Education, Department of Revenue), highway enforcement (Department of Public Safety), diversity (minority population liaisons), Prosecuting Attorneys Council, Administrative Office of the Courts, and the Probation Advisory Council.
- Designate an impaired driving coordinator who would assist with communication and coordination of all impaired driving program elements as a focal point for the State. This person and his/her position should be well-communicated to all traffic safety partners.
- Explore, adapt and adopt methods to achieve a level of self-sufficiency for impaired driving programs which have proven successful in other states, such as the New York's "STOP DWI" program and New Mexico's fine system.
- Design and implement a centralized statewide citation tracking system containing information about a citation from "cradle to grave".
- Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.
- Sponsor and participate in meaningful awards and recognition programs to provide positive reinforcement for DUI enforcement.
- Ensure that enforcement of impaired driving is an agency priority that is part of the annual strategic plan.

- Encourage Chiefs and Sheriffs' Associations to work with the appropriate entities to address ongoing issues related to administrative license hearings.
- Ascertain an accurate count and understanding of the caseload of the adjudication of impaired driving cases.
- Collect and analyze Department of Revenue data to develop programs to address DUI occurrence and crashes of habitual violators.
- Conduct a thorough management audit of the ALS process to determine what the issues are, and what needs to be addressed to improve the adjudication process.
- Develop, fund, and implement a comprehensive, data-based marketing plan in support of impaired driving prevention.
- Develop procedures to use appropriate safety data (crashes, citations, driver suspension, mapping of crashes to citation and enforcement activities) to conduct impact evaluations.
- Link and integrate driver files with vehicle files.

TARGET POPULATION

Because the problems of alcohol impaired driving have the potential to affect all motorists, the target population is the motoring public to include young, inexperienced drivers ages 16-24.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.*

Objective 2: *To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.*

Objective 3: *To maintain H.E.A.T programs in areas across the state which demonstrate high risk for aggressive and impaired driving.*

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

Objective 5: *To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.*

Objective 6: *To provide funding to at least nineteen (19) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.*

Objective 7: *To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.*

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

Objective 9: *To continue funding of DUI courts in four (4) jurisdictions in Georgia (Cherokee, Troup, Gwinnett, and Rockdale).*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
4) To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.

STRATEGIES

1. Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
2. Conduct three (3) waves of statewide enforcement with the "*Over the Limit. Under Arrest.*" campaign.
3. Conduct concentrated patrols in areas identified for high impaired driving violations.
4. To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
5. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
6. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center
7. Assist with the funding of Young Adult programs at colleges and universities for the training peer educators and educating the students on highway safety issues.
8. Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions to create community-based coalitions, and faith-based organizations to address teen driving issues.
9. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
10. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
11. Utilize Youth Ambassadors from Georgia SADD in our public education and information campaigns and community coalitions.
12. Continue "100 Days of Summer H.E.A.T," a sustained impaired driving enforcement campaign.
13. Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
14. Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
15. 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.

16. 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.
17. To fund two (2) County Solicitor General Offices (DeKalb and Henry) to education, to Judges, Prosecutors, First time DUI Offenders, and Underage Drinking Offenders to reduce repeat alcohol related offenses.
18. To provide funds to identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **GOHS – Administration, Training, PI&E and Partnership Initiatives**

Task Number: **AL-11-01**

Project Summary: GOHS personnel will administer and manage 402 alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency mission, data analysis, seeking partnerships, providing training and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds.

Funding: **$10,000**

Project Title: **DeKalb County Solicitor General's Office**

Task Number: **AL-11-02**

Project Summary: A specialized prosecution unit comprised of two senior level attorneys with over five years of experience targeting cases with repeat DUI offenders within the last 10 years.

Funding: **$248,000**

Project Title: **Henry County Solicitor General's Office**

Task Number: **AL-11-03**

Project Summary: This is an innovative program to bring change, through education, to Judges, Prosecutors, First time DUI Offenders, and Underage Drinking Offenders to reduce repeat alcohol related offenses.

Funding: **$105,000**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Students Against Destructive Decisions (SADD - 41 High Schools)**

Task Number: **K8-11-01**

Project Summary: SADD was founded on the simple philosophy that young people, empowered to help each other, are the most effective force in prevention. For more than two decades, SADD has been recognized as a national leader in alcohol and drug education and prevention. What begin as a small-town, grass-roots response to the tragedy of two teenage deaths quickly grew to become a nationwide organization fueled by millions of young people across the country and around the world. The world of teenagers has become more complex, and substance abuse, violence, and suicide are also threats to teens' well-being. With its shift focus to include other destructive decisions, SADD is the premier youth-based education and prevention organization in America and maintains the ability to play a leading role in effective, evidence-based prevention programming. Students in schools with a SADD chapter are also more likely to hold positive attitudes reflecting reasons not to use alcohol.

Bainbridge High School	$2,000.00	Lincoln County High School	$2,000.00
Baldwin High School	$2,000.00	Loganville High School	$2,000.00
Booker T. Washington High School	$2,000.00	Lovejoy High School	$2,000.00
Brookwood High School	$1,930.00	Maynard Holbrook Jackson High	$2,000.00
Butler High School	$2,000.00	McClarin Alternative High School	$2,000.00
Cairo High School	$2,000.00	Mount Zion High School	$2,000.00
Challenge Charter Academy	$2,000.00	Murray County High School	$2,000.00
Columbus High School	$2,000.00	North Atlanta High School	$2,000.00
Coosa High School	$2,000.00	Northside High School	$1,990.00
Crim High School	$1,960.00	Pepperell High School	$2,000.00
Douglass High School	$2,000.00	Randolph-Clay High School	$2,000.00
Early College Academy	$2,000.00	Richmond Co BOE (Glenn H S)	$2,000.00
East Laurens High School	$2,000.00	River Ridge High School	$2,000.00
Evans High School	$2,000.00	Rockdale Career Academy	$2,000.00
George Washington Carver High	$2,000.00	Rose Hill High School	$2,000.00
Glynn Academy High School	$2,000.00	Shiloh High School	$2,000.00
Hardaway High School	$2,000.00	Sonoraville High School	$2,000.00
Heritage High School	$2,000.00	Spencer High School	$2,000.00
Jordan High School	$2,000.00	Terrell High School	$2,000.00
Kendrick High School	$2,000.00	Woodstock High School	$2,000.00
Lamar County School System	$2,000.00		

Funding: **$81,800**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **DeKalb County School System (SADD – 22 High Schools)**

Task Number: **K8-11-02**

Project Summary: Students Against Destructive Decision

Arabia Mountain High School	$2,000.00	Lakeside High School	$2,000.00
Avondale High School	$2,000.00	Lithonia High School	$2,000.00
Cedar Grove High School	$2,000.00	Martin Luther King High School	$2,000.00
Chamblee High School	$2,000.00	McNair High School	$2,000.00
Clarkston High School	$2,000.00	Miller Grove High School	$2,000.00
Columbia High School	$2,000.00	Redan County High School	$2,000.00
Cross Keys High School	$2,000.00	Southwest DeKalb High School	$2,000.00
DeKalb Alternative School	$2,000.00	Stephenson High School	$2,000.00
Druid Hills High School	$2,000.00	Stone Mountain High School	$2,000.00
Dunwoody High School	$2,000.00	Towers High School	$2,000.00
Elizabeth Andrews High School	$2,000.00	Tucker High School	$2,000.00

Funding: **$44,000**

Project Title: **Pioneer RESA (SADD – 30 High Schools)**

Task Number: **K8-11-03**

Project Summary: Students Against Destructive Decisions

Alpine (Carnesville)	$2,000.00	Lumpkin County High School	$2,000.00
Alpine (Gainesville)	$2,000.00	MEC Blairsville	$2,000.00
Banks Co High School	$2,000.00	MEC Cornelia	$2,000.00
Chestatee High School	$2,000.00	MEC Dahlonega	$1,800.00
Dawson Co High School	$2,000.00	MEC Ellijay	$2,000.00
East Hall High School	$2,000.00	MEC Toccoa Campus	$2,000.00
Flowery Branch High School	$2,000.00	North Hall High School	$2,000.00
Forsyth Central High School	$2,000.00	Rabun County High School	$2,000.00
Franklin County High School	$2,000.00	South Forsyth High School	$2,000.00
Franklin Summit Academy	$2,000.00	Stephens Co High School	$2,000.00
Gainesville High School	$2,000.00	Towns Co High School	$2,000.00
Habersham Central High School	$2,000.00	West Forsyth High School	$2,000.00
Johnson High School	$2,000.00	West Hall High School	$2,000.00
Lambert High School	$2,000.00	White Co Summit Center	$2,000.00
Lanier Academy	$2,000.00	Woody Gap High School	$2,000.00

Funding: **$59,800**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Fulton County School System (SADD – 17 High Schools)**

Task Number: **K8-11-04**

Project Summary: Students Against Destructive Decisions

Alpharetta High School	$2,000.00	Langston Hughes High School	$2,000.00
Banneker High School	$2,000.00	Milton High School	$2,000.00
Centennial High School	$2,000.00	North Springs Charter School	$2,000.00
Chattahoochee High School	$2,000.00	Northview High School	$2,000.00
Creekside High School	$2,000.00	Riverwood High School	$2,000.00
Crossroads Second Chance-North	$2,000.00	Roswell High School	$2,000.00
Crossroads Second Chance-South	$2,000.00	Tri-Cities High School	$2,000.00
Independence High School	$2,000.00	Westlake High School	$2,000.00
Johns Creek High School	$2,000.00		

Funding: **$34,000**

Project Title: **Young Adult Programs (19 Colleges and Universities)**

Task Number: **K8-11-05**

Project Summary: To encourage increased activity on college and university campuses to disseminate information and provide a forum in which alcohol related and highway safety issues can be discussed and addressed through peer prevention.

Augusta State University	$9,030.00	Georgia Tech Research Corp.	$10,600.00
Brd of Regents UGA Univ Sys. of GA	$11,650.00	Gordon College	$7,300.00
Clayton State University	$7,490.00	GSU Research & Service Foundation	$13,390.00
East Georgia College	$10,000.00	Kennesaw State University	$10,960.00
Fort Valley State University	$9,890.00	North Georgia College & State Univ	$8,980.00
Georgia College & State University	$8,200.00	Oglethorpe University	$5,000.00
Georgia Perimeter College Public Saf	$7,500.00	South Georgia College	$4,940.00
Georgia Perimeter College, Clarkston	$9,210.00	University of West Georgia	$13,600.00
Georgia Perimeter College, Dunwoody	$8,160.00	Valdosta State University	$8,690.00
Georgia Southwestern State Univ	$8,100.00		

Funding: **$172,690**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **DUI/Drug Court Program *(4 Jurisdictions)***

Task Number: **K8-11-06**

Project Summary: Each established court program will agree to follow the Georgia Standards/Ten Guiding Principles which focuses on targeting the population, performing clinical assessments; development of a treatment plan; supervision for the offender; forge agency, organization and community partnerships; judicial leadership role; case management strategies; address transportation issues; evaluation of the program and the creation of a sustainable program**.**

Cherokee Co DUI Court: To protect the safety of the citizens of Cherokee County by providing participants an opportunity to become productive; offering necessary treatment and services through intense judicial supervision for repeat DUI offenders $31,700.

Gwinnett Co DUI Court: To expand the DUI court by adding well trained personnel and monitor the DUI Court participants by administering frequent drug tests, all in order to keep up with the growing needs of Gwinnett County $29,000.

Rockdale Co DUI Court: To improve public safety and reduce crime and costs to taxpayers of Georgia be reducing recidivism of DUI Court participants for offenses related to impaired driving $31,300.

Troup Co DUI Court: To provide a DUI Court Coordinator in order to improve monitoring of participants using S.C.R.A.M. and random home checks $36,200.

Funding: **$128,200**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Department of Driver Services (ADAP)**

Task Number: **K8-11-07**

Project Summary: This program provides the adolescent an overview of alcohol and traffic safety, other drugs and their effects, laws relating to the under age 21 driver and tips for staying safe because Georgia Law requires all students between the ages of 13 and 17 to complete an Alcohol and Drug Awareness Course (ADAP) prior to issuance of a Class D Provisional Driver's License.

Funding: **$57,700**

Project Title: **Georgia Public Safety Training Center DRE & SFST Program**

Task Number: **K8-11-08**

Project Summary: To provide **a**dvanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.

Funding: **$311,000**

Project Title: **MADD Georgia**

Task Number: **K8-11-09**

Project Summary: This is a data driven, targeted effort to establish and support 40 new MADD chapters through public education and Victim impact panels in the identified five metropolitan areas of Atlanta, Albany, Columbus, Macon and Savannah.

Funding: **$108,800**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Prosecuting Attorney's Council**

Task Number: **K8-11-10**

Project Summary: To provide education and training to prosecutors and law enforcement officers designed to improve investigation and prosecution of traffic related criminal offenses in order to reduce fatalities and injuries.

Funding: **$180,000**

Project Title: **Georgia Dept of Public Safety – Nighthawks/DUI**

Task Number: **K8-11-11**

Project Summary: The Georgia Dept of Public Safety will operate a Nighthawk DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$1,785,000**

Project Title: **Governor's Office of Highway Safety**

Task Number: **K8-11-12**

Project Summary: GOHS personnel will administer and manage 410 Alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency's mission, data analysis, seeking partnerships, providing training and public information and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds. GOHS will develop and implement aggressive public information and education campaigns to address alcohol and other drug countermeasures. This will include the creation of brochures, collateral messaging items and effective communication with the media and public. A Public Service Announcement (PSA) and ALS video production will be developed and aired promoting highway safety messages related to this project.

Funding: **$420,000**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Hispanic Marketing Group, Inc.**

Task Number: **K8-11-13**

Project Summary: To conduct a safety campaign to educate Hispanics in the use of safety belts, dangers of underage drinking, and drunk driving. Target counties are Fulton, DeKalb, and Gwinnett.

Funding: **$125,000**

Project Title: **TEAM Georgia**

Task Number: **K8-11-14**

Project Summary: Perfectly poised at the crossroads of entertainment/youth culture, TEAM Georgia's award-winning Designated Driver Booths encourages patrons of Atlanta's venues to play it safe and designate a driver.

Funding: **$49,700**

Alcohol and Other Drug Countermeasures – Section 410

OCCUPANT PROTECTION

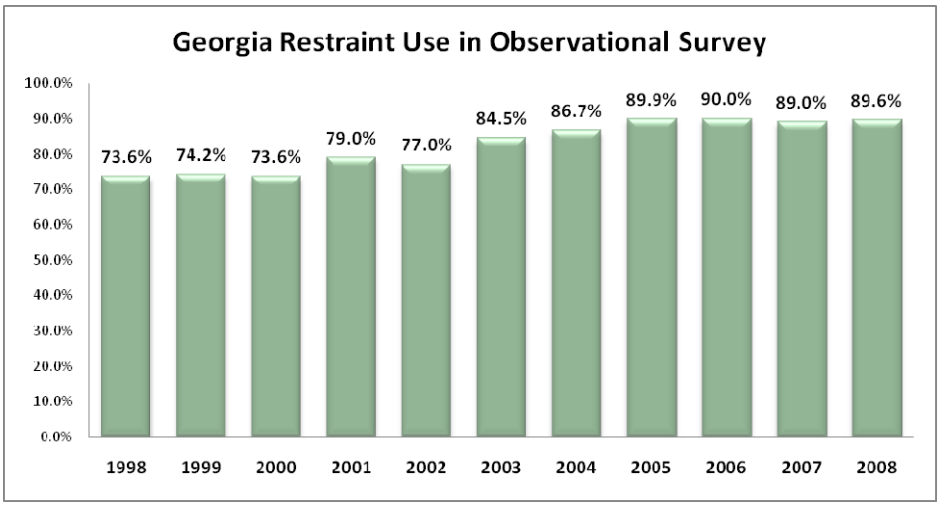
PROGRAM GOAL: To increase the proper use of safety belts and child safety restraint systems statewide. The overall program goal is to increase the rate of observed safety belt use to 90.1% by the end of December 31, 2011 of drivers and front seat outboard passengers.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Analysis of Georgia crash fatalities indicates that more than half (578 = 53%) of Georgia's 1,088 passenger motor vehicle "occupant" fatalities were unrestrained in 2008. This statistic which continually increased since 2000, has since demonstrated a marked decrease in 2007 and 2008. A significant number of victims could have survived their crash experience had they used their safety belt. The National Highway Traffic Safety Administration (NHTSA) has concluded that when lap/shoulder safety belts are used properly, they reduce the risk of fatal injury to front-seat occupants riding in passenger cars by 45 percent and the risk of moderate-to-critical injury by 50 percent. A NHTSA analysis of total fatalities in 2004, determined that 21 percent of those killed were completely ejected from their vehicle due to non-restraint. GOHS will provide conscientious efforts statewide for reducing deaths resulting from occupants being unrestrained.

Passenger Vehicle Occupant Fatalities					
	2004	**2005**	**2006**	**2007**	**2008**
Total	**1,279**	**1,341**	**1,306**	**1,244**	**1,088**
Restrained	511	516	507	488	406
Unrestrained	621	669	649	637	578
Unknown	147	156	150	119	104
% Unrestrained	**49%**	**50%**	**50%**	**51%**	**53%**

According to the 2008 occupant protection survey from the University of Georgia Survey Research Center, overall adult seat belt use in Georgia was 89.6%, up from 73.6% in 1998.



Other significant findings from the Observational Survey conducted from May 25th to June 15th, 2008, and based on 42,238 observations are as follows:

Safety Belt Usage in 2008

- Statewide safety belt usage in 2008 for drivers and passengers of passenger cars, trucks, and vans was 89.6%, a slight increase of 0.7% from 2007.
- Safety belts usage was 92.5% in passenger cars, 90.0% in vans, and only 74.3% in trucks.
- Women front seat occupants use safety belts (93.4%) more than men front seat occupants (86.3%).
- White front seat occupants' use of safety belts in 2008 was slightly higher than that of non-white front seat occupants (89.4% white versus 88.8% non-white).
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical area in 2008 (90.1%), followed by non-MSA areas (85.1), and other Metropolitan Statistical Areas (83.0%).
- Observed motorcycle helmet usage in 2008 in Georgia was 99.7%.

A disproportionate number of the state's unrestrained fatally injured occupants are pickup truck occupants. Georgia's law does not require persons 18 and over to be buckled up in a pickup truck.

Georgia Child Safety Seat Usage Rate

The overall rate of child safety seat usage throughout the state of Georgia was 93.4% in 2006. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71% for infants and by 54% for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively. The 2006 Georgia Observational survey listed the following findings:

- Statewide in 2006 in Georgia, 93.4% of children under age 5 were observed restrained in motor vehicles. The 93.4% child safety seat usage observed in 2006 represents an increase of 13.5% from 2005.
- Observed Child Safety Usage was highest in 2006 in the rural areas (96.4%), followed by 95.2% in urban areas and 92.2% in Atlanta MSAs. These observed rates of usage represent increases of 14.6% in rural areas, an increase of 25.3% in urban areas, and an increase of 7.8% in Atlanta MSA's
- Child Safety Seat Usage is higher (96.3%) in vehicles driven by whites than in vehicles driven by non-whites (90.6%), and the difference is statistically significant at the .05 level.

TARGET POPULATION

The target population is all occupants in motor vehicles, with particular emphasis on populations who are most at risk by not using restraints or not placing their children in restraints.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To increase the statewide safety belt usage rate to 90.1% in calendar year 2011.*

Objective 2: *To increase the use of child safety restraint systems for children age five and under to 95% by the calendar year 2011.*

Objective 3: *To increase safety belt use rate by 2% for rural drivers and passengers.*

Objective 4: *To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.

STRATEGIES

1. Provide funds to the University of Georgia to (a) conduct fifteen (8 at the Conyers facilities and 7 at off-site locations) Child Passenger Safety Technician (CPST) Certification Courses certifying 195 new technicians.
2. Provide funds to the University of Georgia to conduct training during scheduled CPST courses to a minimum of six bilingual (Spanish-speaking) students.
3. Facilitate the presentation of Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Drivers Error) 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. Present the rollover simulator at 120 different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle to approximately 10,000 individuals.
5. Provide funds to the University of Georgia to 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

approximately 1,250,000 PI&E materials, (c) the development of materials targeting at-risk populations.

6. Sponsor a minimum of four (4) attendees to Highway Safety conferences such as LifeSavers.
7. 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).
8. Distribute and/or properly install an average of 7 child safety seats at each of the thirty-three (33) Atlanta Fire Department inspection stations monthly. Educational materials will also be distributed to parents and caregivers.
9. Provide occupant and child safety seat education to the community and address occupant safety use among young adults.
10. Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
11. Provide funds to 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.
12. Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population.
13. Provide funds to the Department of Community Health continue researching and implementing a program for occupant protection among elderly drivers.
14. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.
15. 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.
16. Facilitate four Child Passenger Safety (CPS) Technician Association meetings across Georgia to provide technical CPS updates to certified technicians.
17. Facilitate an annual meeting for Georgia's certified CPST Instructors to provide program updates and improve CPS class instruction.
18. Continue to develop and implement a "Faith Based Initiative" to encourage involvement of faith based organizations in promoting occupant safety highway safety programs.

Occupant Protection Countermeasures – Section 402

Project Title: **Governor's Office of Highway Safety**

Task Number: **OP-11-01**

Project Summary: The Governor's Office of Highway Safety proposes to support statewide efforts to increase Georgia's safety belt and child safety seat use rates through other federally funded programs, governmental entities, public/private organizations and local grass root community coalitions.

Funding: **$ 50,000**

Project Title: **Georgia Traffic Injury Prevention Institute – UGA Cooperative Extension (GTIPI)**

Task Number: **OP-11-02**

Project Summary: GTIPI will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 15 child passenger safety technician certification classes, certifying 195 new technicians, and educating a least six (6) bilingual participants. Training sessions will be presented statewide for the Georgia Teen Ride through P.R.I.D.E. In addition, the program will continue to update and distribute necessary print and online version of educational materials/production, approximately 1,250,000 pieces. The program will host four CPST Association Meetings; one CPST Instructors Workshop; facilitate three CPS Advisory Board Meetings and conduct twelve Georgia Teen Ride with PRIDE Train the Trainer Certification Class. GTIPI will conduct/support four media campaigns to promote occupant protection.

Funding: **$ 392,950**

Occupant Protection Countermeasures – Section 405

Project Title: **Injury Free Coalition for Kids Atlanta**

Task Number: **K2-11-01**

Project Summary: This program is a comprehensive motor vehicle Safety Program focusing on the correct use of child safety seats and safety belt usage to help reduce risk behaviors.

Funding: **$ 122,800**

Project Title: **Department of Community Health (DHR), Child Occupant Safety Program**

Task Number: **K2-11-02**

Project Summary: The "Children Safe Motor Vehicle Safety Program" will focus on reducing the risk behaviors of children regarding safety belts, child safety seats, bike safety, pedestrian safety and teen driving issues. The Child Occupant Safety program seeks to ensure that Georgia's children are safe while riding in motor vehicles. This program provides child safety seats and educational materials to multiple health departments throughout Georgia.

Funding: **$ 418,300**

Project Title: **City of Atlanta (Fire Department)**

Task Number: **K2-11-03**

Project Summary: This program will assist low income families with small children obtain child safety seats along with instructions on how to install child safety seats correctly. The Atlanta Fire Department provides seats to 33 fitting stations for distribution to indigent families year round. Atlanta Fire Department is also the primary instructing agency for fire fighters to become child passenger safety technicians.

Funding: **$172,400**

Occupant Protection Countermeasures – Section 405

Project Title: **Georgia Traffic Injury Prevention Institute – UGA Cooperative Extension (GTIPI)**

Task Number: **K2-11-04**

Project Summary: GTIPI will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 15 child passenger safety technician certification classes, certifying 195 new technicians, and educating a least six (6) bilingual participants. Training sessions will be presented statewide for the Georgia Teen Ride through P.R.I.D.E. In addition, the program will continue to update and distribute necessary print and online version of educational materials/production, approximately 1,250,000 pieces. The program will host four CPST Association Meetings; one CPST Instructors Workshop; facilitate three CPS Advisory Board Meetings and conduct twelve Georgia Teen Ride with PRIDE Train the Trainer Certification Class. GTIPI will conduct/support four media campaigns to promote occupant protection.

Funding: **$ 392,950**

TRAFFIC RECORDS

PROGRAM GOAL: To implement a strategic plan that will 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 activities.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Motor vehicle traffic in Georgia reflects the State's unprecedented population growth and increases in the numbers of vehicles on the roads. Changes in Georgia's crash death rate per vehicle miles traveled yields a more comprehensive understanding of the State's crash problems.

	2004	2005	2006	2007	2008
Traffic Fatalities	1,634	1,729	1,693	1,641	1,493
Fatalities Rate	*1.44*	*1.52*	*1.49*	*1.46*	*1.37*
Crashes	342,361	347,652	342,156	337,824	306,342
Crash Rate	*3.01*	*3.06*	*3.01*	*3.00*	*2.81*
Injuries	137,993	139,053	133,399	128,315	115,737
Injury Rate	*1.21*	*1.23*	*1.17*	*1.14*	*1.06*
VMT(millions)	**113,618**	**113,509**	**113,532**	**112,541**	**109,057**

Rates are calculated per 100 million Vehicle Miles Traveled

There is a need to develop and maintain a repository of timely and accurate data related to motor vehicle crashes, injuries, and fatalities. This information is vital to the planning and programmatic functioning of law enforcement agencies (LEAs), governmental entities, highway safety advocates, and community coalitions. As the state's crash deaths and vehicle miles traveled increase, the need to have accurate data becomes more critical.

Over the past year, Georgia has begun the implementation of a state level records system for citation/adjudication records. After several years of development, the electronic crash reporting system is also being implemented, with approximately 20 percent of the state's crash records being submitted electronically.

The goal remains to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. This capacity is crucial to the planning, implementation, and evaluation of highway safety programs. It provides the foundation for programs to ensure they are adequately prioritized, data driven, and evaluated for effectiveness. Further, in order to support jurisdiction-level improvement programs, the system must have the capacity to produce reports and analyses at the local level. This capacity is now available from Open Portal Solutions (OPS), the vendor who manages the state crash repository via contract with GDOT.

The Traffic Records Coordinating Committee (TRCC) is 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).

TARGET POPULATION

The target population is the consumers and producers of traffic crash data.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.*

Objective 2: *To co-sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.*

Objective 3: *To support the Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.*

Objective 4: *To promote and support research initiatives related to highway safety in Georgia.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.

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 promote the continued installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Expand the implementation of electronic crash reporting capacity now available through OPS via contract with GDOT.
4. Support the utilization of the Records Management System (RMS) provided by OPS for interested LEAs that do not have an electronic RMS.
5. Support the vendors of electronic RMSs in developing electronic crash reporting capacity for their clients by working with OPS to implement data interfaces for crash reports.

Traffic Records Countermeasures - Section 408

Project Title: **Administrative Office of the Courts – Electronic Citation Development & Implementation**

Task Number: **408K9-11-01**

Project Summary: The AOC will construct a data warehouse for all citation/adjudication data, including disposition and fine/fee information. This will constitute the first statewide repository for citation data from all courts and will create "cradle to grave" tracking for all citations. The project will include incentives to Case Management System vendors to develop and implement the web services needed to transmit citation data to AOC and DDS. Another component will be to implement and maintain a list of standardized citation codes to assure the uniformity of citation data.

Funding: **$165,000**

Project Title: **Department of Community Health/Public Health – Codes Data Linkage**

Task Number: **408K9-11-02**

Project Summary: The Health Policy and Assessment Unit (HPAU) maintains an internet based data query system, called OASIS, which is publicly accessible and allows users to submit queries for hospital emergency department discharge, data and crash data. The OASIS web site typically receives 12,500 hits per week. This project makes these data sets available for highway safety partners, researchers, and the public.

Funding: **$180,500**

Traffic Records Countermeasures - Section 408

Project Title: **Department of Community Health/Public Health - Enhancements to EMS GEMSIS Database**

Task Number: **408K9-11-03**

Project Summary: The Georgia Emergency Medical Services Information System (GEMSIS) was implemented in March 2006. It allows EMS service providers to transmit their EMS Patient Care Reports (PCRs) directly into GEMSIS database and has replaced manual scanning of PCRs. The result has been more accurate, timely and complete data that produce reports that are highly valued by the providers.

GEMSIS is designed to be compliant with the National Emergency Medical Services Information System (NEMSIS) and allows Georgia EMS data to be exported into the national system. In order to sustain that compatibility and to enhance the capacity of the GEMSIS system, periodic upgrades are required. This project would provide the capacity to implement those upgrades.

Funding: **$26,400**

Project Title: **Department of Human Resources / Public Health - Support for CODES Crash Data Linkage**

Task Number: **408K9-11-04**

Project Summary: The Georgia Crash Outcome Data Evaluation System (CODES) has gathered 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. We are also proposing to accomplish additional linkages with the Department of Driver Services (DDS) data sets.

Funding: **$61,600**

Traffic Records Countermeasures - Section 408

Project Title: **DeKalb County - Update DeKalb County Citation Database**

Task Number: **408K9-11-05**

Project Summary: The DeKalb County Recorder's court handles all traffic citations for DeKalb County, one of the five most populous counties in metro Atlanta. The volume of citations is enormous, including 1000 convictions, 300 bond forfeitures, and 150 FTA (Failure to Appear) citations each day. This workload, combined with understaffing and budgetary constraints, has resulted in a considerable backlog of FTA citations to be transmitted to the Department of Driver Services. Without the FTA citations being placed on the driver's records in a timely manner, license suspensions are delayed and the driver's license database in inaccurate and incomplete. This project would provide the temporary data entry resources to eliminate the backlog.

Funding: **$62,000**

Project Title: **Governor's Office of Highway Safety (GA Traffic Safety Info System)**

Task Number: **408K9-11-06**

Project Summary: These funds will be used to provide management responsibility of the TRCC program within the GOHS organization. Additionally, funds will be used to create and implement an internal Grants Management System in order to assist GOHS in the tracking and management of programmatic and fiscal functions within the organization

Funding: **$235,000**

Traffic Records Countermeasures - Section 408

Project Title: **Georgia Department of Transportation – Electronic Crash Report Development and Implementation**

Task Number: **408K9-11-07**

Project Summary: This project consists of four components that collectively complete the transition of Georgia's Crash Data system to one in which most crash reports are created and transmitted electronically.

Component 1 – Install the Traffic and Criminal Software system (TraCS), train LEA personnel, and provide essential support for those LEAs that wish to use TraCS. TraCS provides dramatically improved data accuracy and completeness, and can be programmed for electronic transfer of crash reports (thus dramatically improving timeliness).

Component 2 - Continue developing TraCS to provide more accurate locations, extend TraCS to motorcycle, bicycle and foot officers, and make TraCS a comprehensive LEA reporting tool.

Component 3 - Test, deploy, and refine an electronic interface for the transfer of crash reports from LEAs and GDOT. GDOT end of interface is developed and ready for widespread use once error reporting and correction issues are resolved. This project will develop the front end of interface and initiate the electronic transfer of crash reports.

Component 4 - Develop and publish GDOT's requirements for vendor's crash reporting tools for electronic transfer of crash reports. These requirements primarily deal with validation of the data, developing a data dictionary, and meeting the electronic transfer interface to GDOT.

Funding: **$294,700**

Traffic Records Countermeasures - Section 408

Project Title: **Georgia Association of Chiefs of Police (LEA Technology)**

Task Number: **408K9-11-08**

Project Summary: The Association will provide selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically.

Funding: **$220,000**

Project Title: **Georgia Sheriffs' Association (LEA Technology)**

Task Number: **408K9-11-09**

Project Summary: The Sheriffs' Association will provide selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically

Funding: **$ 82,500**

SPEED AND AGGRESSIVE DRIVING COUNTERMEASURES

PROGRAM GOAL: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal is to maintain or reduce percentage of speed related fatal crashes from baseline 21% (309 fatalities) in 2008 by the end of FFY 2011.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Excess speed can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented. Speeding reduces a driver's ability to react to emergencies created by driver inattention, by unsafe maneuvers of other vehicles, by roadway hazards, by vehicle system failures (such as tire blowouts), or by hazardous weather conditions. The fact that a vehicle was exceeding the speed limit does not necessarily mean that this was the cause of the crash, but the probability of avoiding the crash would likely be greater had the driver or drivers been traveling at slower speeds.

The Governor's Office of Highway Safety, along with state and local law enforcement is implementing a 100-day sustained education and enforcement program entitled "100 Days of Summer HEAT" from Memorial Day until Labor Day. H.E.A.T stands for Highway Enforcement of Aggressive Traffic. NHTSA safety experts estimate that nationally, 31% of all fatal crashes involve drivers who were exceeding the speed limits or driving too fast for conditions. The economic cost to society of speed-related crashes in the U.S. is estimated at $40.4 billion every year.

One out of five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. Speed decreases the time available to make split second decisions, increases difficulty in maneuvering a vehicle, reduces the time and ability to safely stop, and contributes significantly to the severity of impact.

In 2008, Georgia had 309 speed-related crash deaths, down from 384 in 2007. Although figures for 2008 are unavailable, speed-related crashes exacted a cost of nearly $1.4 billion to the State in 2000 (there were 347 speed-fatalities in 2000).

Speed Related Fatalities in Georgia

Region	Year	No. of Fatalities Involved in Speed Crashes	% of Speed Related Fatal Crashes	Estimated Cost of Speed Crashes (2004 est.)*
Georgia	2007	384	23.4%	$1,387 Million
	2008	309	20.7%	
National	2007	13,040	32%	$40,390 Million
	2008	11,674	31%	

*Source: NHTSA, National Center for Statistics and Analysis. *The Economic Impact of Motor Vehicle Crashes 2000; US Department of Transportation – NHTSA.*

Speeding-Related Traffic Fatalities by Road Type & Speed Limit, 2008	
Total Traffic Fatalities	**1493**
Total Speeding-Related Fatalities	**309**
Interstate	**35**
> 55 mph	*19*
<= 55 mph	*16*
Non-Interstate	**250**
55 mph	91
50 mph	4
45 mph	71
40 mph	11
35 mph	50
< 35 mph	23

Thunder Task Force (Detailed description in Police Traffic Services Section)

TARGET POPULATION

The target population is the motoring public of Georgia.

FFY 2011 PERFORMANCE OBJECTIVE

Objective 1: *To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.*

Objective 2: *To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T (Highway Enforcement of Aggressive Traffic) units.*

Objective 3: *To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To maintain the steady decrease of speed related fatalities below the 2008 calendar base year count of 309 by December 31, 2011.

STRATEGIES

1. Provide funding to local law enforcement agencies that are located in jurisdictions that represent high numbers of speed-related deaths.

   [Note: All Alcohol and Other Drug Countermeasures law enforcement grants will have a speed sub-component. The DUI multi-jurisdictional taskforces will have aggressive driving components.]

2. Provide funds to increase public information & education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.

3. In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Georgia Public Safety Training Center (RADAR & LIDAR)**

Task Number: **SC-11-01**

Project Summary: Advanced level law enforcement training programs focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

Funding: **$33,700**

POLICE TRAFFIC SERVICES

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

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

For the past several years, the rate of highway safety fatalities in Georgia has been on the decline. This has been due in part to stringent, high visibility enforcement. Through more concentrated high visibility enforcement campaigns such as "Click It or Ticket" and "Operation Zero Tolerance", the rates are expected to drop even more.

The Governor's Office of Highway Safety recognizes that Law Enforcement plays an important role in overall highway safety in the state of Georgia. Campaigns such as "Operation Zero Tolerance" and "Click it or Ticket" have proven that high visibility enforcement of Georgia's traffic laws is the key to saving lives on Georgia's roadways as well as interdicting the criminal element through traffic enforcement.

Georgia has a total of 47,148 law enforcement officers employed by a total of 985 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. Effective communication is crucial in penetrating and mobilizing Georgia's law enforcement. Georgia's law enforcement agencies, like many others across the country are understaffed and due to budget constraints, do not possess the tools necessary to effectively enforce Georgia's traffic laws.

The challenge is to market traffic enforcement initiatives to law enforcement command staff, as well as line officers, as to the importance of high visibility enforcement and the impact their efforts make on highway safety in Georgia. This same message must be conveyed to the prosecutors and judicial community as well. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing is the key to reducing Georgia's traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia's traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies, as well as law enforcement officers with incentive items, to motivate officers and constantly serve as a reminder that occupant protection and DUI enforcement are vital. In addition, funding for printing of these incentives, brochures, and highway safety materials are necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and market the campaigns for highly visible public recognition.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper

equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways

Traffic Enforcement Networks

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

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University has established an email LISTSERV that all participating law enforcement officers can receive up to date traffic enforcement related information. Information is exchanged about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are over 1100 traffic enforcement officers and prosecutors subscribed to the GATEN LISTSERV.

Thunder Task Force

The GOHS Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Governor's Office of Highway Safety's Special Operations Division. The Thunder Task Force is deployed to areas of the state that data indicates unusually high incidences of traffic fatalities and serious injuries.

The task force is made up of selected members of the Georgia State Patrol, Motor Carrier Compliance Division, and the GOHS HEAT Teams. The concept is to identify a county or area of the state to deploy the task force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the region with three months of high visibility enforcement and earned media.

The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. With this continued effort of putting resources where the problems are, then moving to the next location once the problem is stabilized has proven to be a very effective and cost efficient method of saving lives and reducing the projected numbers of annual fatalities in the State of Georgia.

TARGET POPULATION

The target population is state and local law enforcement agencies and the law enforcement officers working therein.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To increase a statewide safety belt usage rate to 90.1%.*

Objective 2: *To maintain the number of corporate partners for FFY 2011 who provide support for the Governor's Office of Highway Safety's law enforcement project.*

Objective 3: *To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide.*

Objective 4: *To maintain at least 75% of Georgia Law Enforcement Agencies reporting enforcement data on the GOHS Online Reporting System.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To increase statewide observed safety belt use of front seat outboard in passenger from the 2008 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2011.

STRATEGIES

1. Support specialized highway safety and traffic enforcement training for Georgia's law enforcement community.
2. Support Executive Level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority.
3. Continue to support and encourage occupant protection and child safety training for law enforcement officers.
4. Continue to make presentations to the New Chief's School, Sheriff's Command Staff Training and Chief and Sheriff's Association Training Conferences.
5. Continue to provide funding to our Law Enforcement partners to assist with providing the tools necessary for effective and professional traffic enforcement activities.
6. Support and assist in facilitating specialized traffic enforcement training at every traffic enforcement network meeting.

7. Continue to support and market Drug Recognition Expert and Standardized Field Sobriety Test training to Georgia's law enforcement agencies and officers.
8. Encourage participation and facilitate law enforcement recruitment efforts in each of the sixteen (16) regional traffic enforcement networks, making available the resources of the traffic enforcement networks to every law enforcement agency in Georgia.
9. Encourage and facilitate 100% law enforcement participation in five waves of high visibility enforcement during FFY 2011.
10. Continue to recruit corporate partners to assist with GOHS supported law enforcement campaigns and initiatives.
11. Encourage and facilitate law enforcement agencies to work with their local media in marketing GOHS high visibility enforcement initiatives.
12. Encourage law enforcement agencies to market highway safety information at safety fairs and other public and community events.
13. Provide the necessary highway safety informational publications and collateral items to Georgia law enforcement agencies to assist them in marketing the highway safety messages of the Governor's Office of Highway Safety to the general public.
14. Continue to exhibit and promote GOHS initiatives and highway safety information at law enforcement, judiciary, and prosecutor training conferences as well as other public, governmental and private gatherings.
15. Conduct at least three Thunder Task Force mobilizations during FY 2011.

Police Traffic Services- Section 402

Project Title: **Governor's Office of Highway Safety**
Task Number: **PT-11-01**

Project Summary: Administrative, training, telecommunication and PI&E support to the GOHS Law Enforcement Services team, Traffic Enforcement Networks, Operation Rolling Thunder Task Force and Georgia's traffic enforcement community.

Funding: **$450,000**

Project Title: **Traffic Enforcement Networks (13)**
Task Number: **PT-11-02**

Project Summary: GOHS will provide small grants to Georgia's thirteen (13) regional traffic enforcement networks to support the goals and missions of the networks in providing traffic engineers, training, networking and communication opportunities to Georgia's traffic enforcement officers.

Baldwin PD	$15,000	Gainesville PD	$15,000
Cairo PD	$15,000	Port Wentworth PD	$15,000
Carroll Co SO	$15,000	Tennille PD	$15,000
Centerville PD	$15,000	Tift CO SO	$15,000
Charlton CO SO	$15,000	Upson Co PD	$15,000
Columbus PD	$15,000	Wrens PD	$15,000
Ft Oglethorpe	$15,000		

Funding: **$195,000**

Project Title: **Law Enforcement Liaisons**
Task Number: **PT-11-03**

Project Summary: The Law Enforcement Liaisons assist law enforcement in the coordination of state occupant safety and DUI campaigns, as well as traffic networks on a daily, weekly and monthly basis.

Anthony Bobbitt	$18,000
Jeff W. Harris	$18,000
Harry McCann	$18,000
Matt Libby	$18,000

Funding: **$72,000**

Police Traffic Services - Section 402

Project Title: **Georgia Sheriff's Association**

Task Number: **PT-11-04**

Project Summary: To provide training to sheriffs and their command staff emphasizing GOHS initiatives and other specialized training.

Funding: **$185,600**

Project Title: **Governor's Challenge Program**

Task Number: **PT-11-04** *(continued)*

Project Summary: In an effort to recognize the outstanding performance and dedication of Georgia's law enforcement agencies in the area of Highway Safety, the Georgia Governor's Office of Highway Safety has established the Governor's Challenge Awards Program, patterned after the International Association of Chiefs of Police's (IACP) National Law Enforcement Challenge. The Governor's Challenge Program is an incentive/award program designed to award law enforcement agencies for outstanding achievements regarding highway safety enforcement and education programs throughout the state. Law enforcement agencies are judged on their overall highway safety program which includes departmental policies, enforcement initiatives, public information activities and innovative approaches. Winning agencies are recognized at a special awards ceremony. The grand prize is a fully equipped law enforcement vehicle.

The Governor's Challenge Awards Program targets three major traffic safety priorities; occupant protection, impaired driving, and speeding. The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as Click it or Ticket, Operation Zero Tolerance, and the 100 Days of Summer HEAT have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways, as well as interdicting the criminal element through traffic enforcement. The Governor's Challenge Awards Program is an opportunity to reward and thank those agencies that have made a difference in their communities through high visibility traffic enforcement and highway safety education.

Governor's Challenge applications are also entered into the IACP's National Law Enforcement Challenge for national recognition.

Funding: *($100,000 included in GA Sheriff's Association Grant PT-11-04 above)*

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) **Barrow County Sheriff's Office**

Task Number: **PT-11-05**

Project Summary: The Barrow County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$43,600**

Project Title: (H.E.A.T.) **Bibb County Government**

Task Number: **PT-11-06**

Project Summary: The Bibb County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$92,500**

Project Title: (H.E.A.T.) **Carroll County Sheriff's Office**

Task Number: **PT-11-07**

Project Summary: The Carroll County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$46,000**

Project Title: (H.E.A.T.) **City of Atlanta Police Department**

Task Number: **PT-11-08**

Project Summary: The Atlanta Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$94,600**

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Clayton County Police Department**

Task Number: **PT-11-09**

Project Summary: The Clayton County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$91,200**

Project Title: (H.E.A.T.) **Coweta County Sheriff's Office**

Task Number: **PT-11-10**

Project Summary: The Coweta County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$55,000**

Project Title: (H.E.A.T.) **DeKalb County Police Department**

Task Number: **PT-11-11**

Project Summary: The DeKalb County Police Dept will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$66,300**

Project Title: (H.E.A.T.) **Dougherty Police Department**

Task Number: **PT-11-12**

Project Summary: The Dougherty County Police will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$15,700**

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Douglas County Sheriff's Office**

Task Number: **PT-11-13**

Project Summary: The Douglas County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$80,500**

Project Title: (H.E.A.T.) **Dublin Police Department**

Task Number: **K8-11-14**

Project Summary: The Dublin Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$41,900**

Project Title: (H.E.A.T.) **Forsyth County Board of Commissioners**

Task Number: **PT-11-15**

Project Summary: The Forsyth County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$67,800**

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Glynn County Police Department**

Task Number: **PT-11-16**

Project Summary: The Glynn County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$105,300**

Project Title: (H.E.A.T.) **Duluth Police Department**

Task Number: **PT-11-17**

Project Summary: The Duluth Police Dept will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$35,300**

Project Title: (H.E.A.T.) **Henry County Police Department**

Task Number: **PT-11-18**

Project Summary: The Henry County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$60,100**

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Paulding County Sheriff's Office**

Task Number: **PT-11-19**

Project Summary: The Paulding County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$98,100**

Project Title: (H.E.A.T.) **Sandy Springs Police Department**

Task Number: **PT-11-20**

Project Summary: The Sandy Springs Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$113,500**

Project Title: (H.E.A.T.) **Walton County Sheriff's Office**

Task Number: **PT-11-21**

Project Summary: Walton County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$54,600**

Project Title: (H.E.A.T.) **Winder Police Department**

Task Number: **PT-11-22**

Project Summary: The Winder Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$20,200**

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Valdosta Police Department**

Task Number: **PT-11-23**

Project Summary: The Valdosta Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$46,900**

Project Title: **Local Law Enforcement Agencies**

Task Number: **PT-11-24**

Project Summary: To support local law enforcement agencies in fostering their support for GOHS in mobilizations and reporting of local activities.

Funding: **$250,000**

Project Title: **Marietta Police Department**

Task Number: **PT-11-25**

Project Summary: The Marietta Police Department will operate a DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Funding: **$252,800**

Police Traffic Services - Section 406

Project Title: **Strategic Highway Safety Plan (SHSP) Rolling Thunder (2 years)**

Task Number: **406PT-11-01**

Project Summary: The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with an Operation Rolling Thunder Mobilization for a three month period. Its major focus is to educate local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries.

Funding: **$110,000**

PEDESTRIAN AND BICYCLE SAFETY

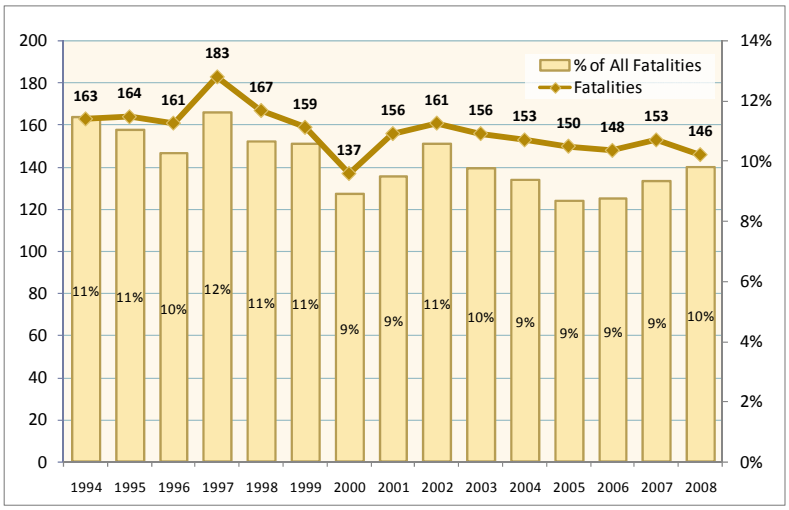
PROGRAM GOAL: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance goal is to reduce pedestrian fatalities one-percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

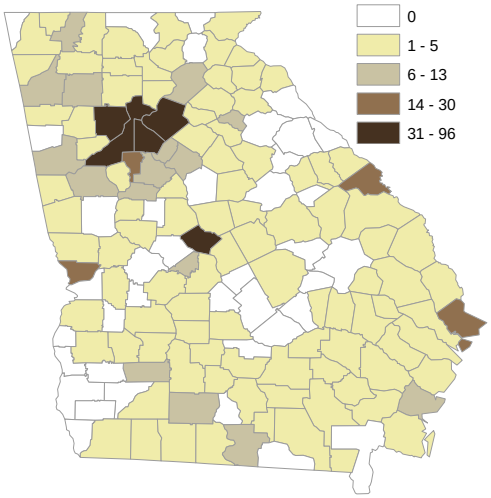
Pedestrians

Georgia pedestrian safety programs are aimed to reduce pedestrian injuries and fatalities through education, enforcement, and outreach. Walking is encouraged as an alternate mode of transportation to motor vehicle travel.

Pedestrian Fatalities: Georgia 1994-2008



Total Georgia Pedestrian Fatalities 2004 - 2008 by County



From 2004 through 2008, an average of nine percent (9%) of the people killed in motor vehicle crashes in Georgia was pedestrians. In 2008, 146 pedestrians were killed in motor vehicle crashes, which accounted for 9.7 percent of all motor vehicle fatalities. Overall from 2004 to 2008, 751 pedestrians were killed in motor vehicle crashes.

The highest number of fatalities occurred within the hours of 9:00PM to Midnight; the second most dangerous time period was 6:00PM to 9:00PM. The largest proportion of pedestrian fatalities resulted from pedestrians improperly crossing a roadway or intersection.

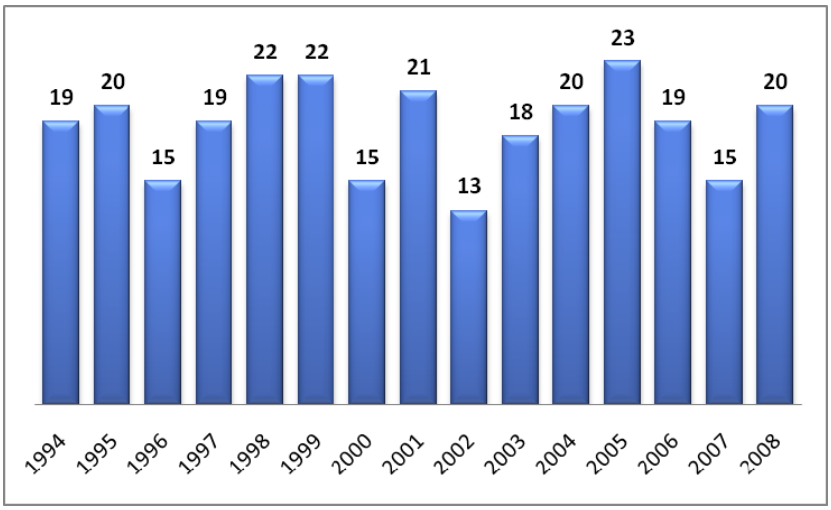
Pedestrians are among the most vulnerable of all occupants who use our roads. Society as a whole has only recently begun to understand the challenges pedestrians face when highway design and road construction has, for such a long time, focused on motor vehicles. Roads have been designed to accommodate the efficient movement of motor vehicles with few exceptions. Though states have laws that are designed to protect pedestrians, only a small segment of society

has knowledge of the laws. Metro Atlanta has become a bit safer for pedestrians, particularly in Fulton and DeKalb counties, where efforts have received the strongest response from local governments and the community.

Bicyclists

Although not as common as motor vehicle and pedestrian incidences, bicycle casualties are still a major concern. In 2008, there were a total of seventeen (20) bicycle-related deaths in Georgia. Similar to pedestrian injuries, majority of bicycle-related incidences occurred during the after school/night hours, on the weekends, in non-rural high traffic locations, and were primarily male (National Center for Statistics & Analysis).

Fatalities Occurring to Bicyclists in Georgia (1994-2008)



Bicyclists do not mix with larger vehicles without modification of roadway designs and traffic laws specifically designed to protect the persons most vulnerable to traffic injury and fatality. Deaths occurring to bicyclists represent 1% of all crash fatalities in Georgia. The majority of these fatalities occurred between 3:00PM and 9:00PM. Georgia has demonstrated a steady increase in bicycle crash fatalities and hundreds of injuries over the past several years.

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

New and innovative traffic calming techniques are being used to make our roads and highways safer for all stakeholders. Creative public information and education programs are being developed and implemented to increase the public's awareness and knowledge that "sharing the road" benefits all citizens.

TARGET POPULATION

The target population is pedestrians and bicyclists in Georgia.

FFY 2011 PERFORMANCE OBJECTIVES

Objective: *To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.*

Objective: *To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely "share the road".*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To reduce pedestrian fatalities one-percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

STRATEGIES

1. Increase awareness of motorists and cyclists 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 PEDS to coordinate pedestrian safety awareness in high-risk locations.
5. Provide funding to the Chatham County Health Department to plan, implement, and evaluate pedestrian safety programs within Chatham county schools.
6. Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorists awareness and knowledge of safe ways to "Share the Road" in high risk areas.
7. Collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title **Atlanta Bicycle Campaign – Share the Road**

Task Number: **PS-11-01**

Project Summary: The Share the Road project will educate bicyclists on safe cycling, motorists on interacting with bicyclists safely and legally, and engineers and law enforcement officers on best practices.

Funding: **$39,400**

Project Title: **Chatham County Health Dept**

Task Number: **PS-11-02**

Project Summary: This program will plan and evaluate effectiveness of traffic safety programs with emphasis on prevention of pedestrian injuries and development of Safe Routes to School in Chatham County.

Funding: **$47,300**

Project Title: **Pedestrians Educating Drivers on Safety (P.E.D.S.)**

Task Number: **PS-11-03**

Project Summary: This program includes an anti-speeding campaign and promotes safety for Hispanic pedestrians through education, enforcement, and engineering solutions. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Funding: **$69,100**

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title: **Collaboration with GDOT Statewide Bike/Pedestrian Coordinator**

Project Summary: GOHS will continue to work with GDOT to identify pedestrian safety issues and effective solutions to those issues. Georgia was able to produce a Guidebook for Pedestrian Safety Planning that is a useful guide for local jurisdictions to reference when making pedestrian safety improvements. Also, GOHS collaborated with GDOT to produce a 4-page booklet (driver's manual supplement) on pedestrian safety, a flyer targeting Spanish-speaking pedestrians on Buford Highway, and a poster. The flyer and poster promote use of the median refuge islands GDOT will be installing later this year.

Funding: **GDOT**

COMMUNITY TRAFFIC SAFETY PROGRAMS

PROGRAM GOAL: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated costs with the establishment and maintenance of effective Safe Communities & CTSP programs.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

In 2008, Georgia experienced 1,493 roadway fatalities (FARS), 115,797 roadway injuries, and 306,367 motor vehicle crashes. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (113 fatalities). Five counties (Clay, Quitman, Taylor, Treutlen, and Glascock) had zero roadway fatalities.

	2004	2005	2006	2007	2008
Fatalities	1,634	1,729	1,693	1,641	1,493
Fatality Rate	1.44	1.52	1.49	1.46	1.37

Crashes are the leading cause of death for persons ages 2-34 and the largest contributor to spinal and head injuries. These crashes exact a major toll on community resources such as health care costs, workplace productivity and human services. However, community awareness of the extent of the problem remains limited because of fragmented and incomplete data.

Safe Communities

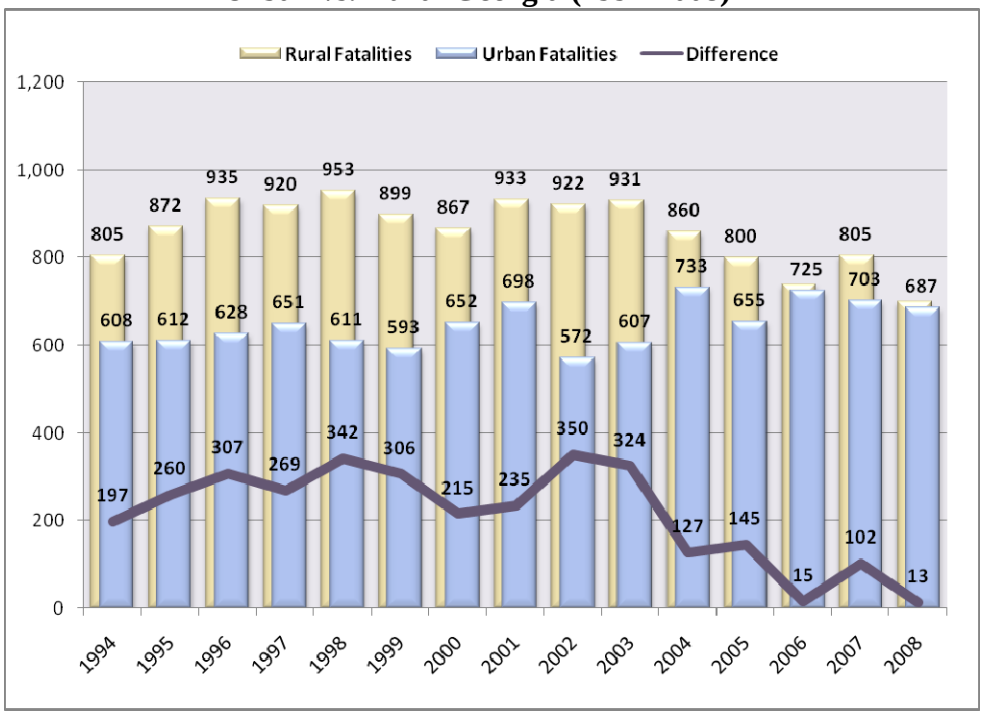
Safe Communities is an injury prevention program organized around the principle that communities are best able to identify their unique safety problems, prioritize those problems and recruit the appropriate community resources to solve their problems. An analysis of the total injury problem will put traffic crashes in the foreground as the leading contributor to major preventable health problems in the community. In order to assess the magnitude of motor vehicle crashes in a community, a Safe Community program must use data from multiple sources to identify the types and severity of injuries and fatalities, the costs of treatment, and the impact on the community. When communities look at their injury data, they discover that motor vehicle injuries are a major issue.

A Safe Community program must have the participation of local citizens and community organizations in addressing the local injury problem. This is imperative because citizens ensure that local values and attitudes are considered during the process of identifying the injury problems and formulating successful solutions. Expanded partnerships within a Safe Community program ensure that coalitions work with the community to address the roadway safety issues within a particular jurisdiction. Partnerships allow communities to develop collaborative strategies and share resources that increase opportunities for reaching target populations.

Rural Road Initiative

Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 1994 to 2008 the fatality rates in rural areas have decreased by 23.2%; overall fatalities rates decreased by 20.3% and urban fatality rates decreased by 21.7% within the same time period. *The figure below shows the disparity in roadway fatalities in rural and urban areas decreasing—only a 13 fatality difference in 2008.*

Urban vs. Rural Georgia (1994-2008)



Even though more crashes occur in the five Atlanta metropolitan counties, more people die in rural counties. The number of people killed in rural Georgia counties (652 fatalities, 43% of all Georgia fatalities) is 1.8 times higher than those killed in the five metropolitan Atlanta Counties (362 fatalities, 22% of all Georgia fatalities). In comparison, the number of crashes in the five Atlanta counties (130,725 crashes) is 1.9 times higher than the number of crashes in Georgia's rural counties (69,120 crashes).

This increased risk of deaths can be attributed to numerous factors, including highway design and construction, lack of enforcement and poor accordance with occupant safety laws. This proposal aims to establish regional highway safety offices that address these issues to reduce the toll of rural crashes.

In the trial portion of this project, offices will be established in the Southeast, East Central and Northwest regions of the state. Each of these regions has historically shown an increased risk in alcohol related fatalities, single car crash fatalities and low compliance with occupant safety laws.

The East Central and Northwest Regions will be funded through grants to appropriate agencies. The Southeast Region will be funded directly, will provide leadership for the other regions and will also be staffed with data entry capability. Each region will be staffed with a coordinator, and will:

(1) Work to increase enforcement and the effectiveness of enforcement in rural counties within their regions, and
(2) Coordinate non-law enforcement resources to increase highway safety programmatic support in rural counties within their region.

In particular the programs will work to:

1. Increase the number of traffic safety programs in their region
   a. maximize use of existing resources, and
   b. establish new programs;
2. Provide electronic highway safety data to local jurisdictions to use in better aiming and evaluating program efforts;
3. Establish new community action groups and support existing groups to increase enforcement and local policy development;
4. Increase exposure in rural areas to NHTSA and GOHS campaigns;
5. Conduct regional summits to gather support for highway safety initiatives;
6. Increase the number of best practice programs conducted in rural areas; and
7. Increase information flowing back and forth to the state office from rural jurisdictions.

Note that highway safety regional efforts in Colorado, Florida, New Mexico, Oregon and Virginia were reviewed to help plan this initiative. The key to the success of this program will be the ability to gather highway safety data and best practices and provide this in an accessible and ongoing format to local rural jurisdictions. Coordinators located within the regions will best be able to work locally to communicate and lead these highway safety efforts.

Minority Drivers and Highway Safety

Hispanics

Recently, the Centers for Disease Control and Prevention reported that motor vehicle crashes are the leading cause of death for Hispanic ages 1-44 in 2000. Also, a study conducted by the Johns Hopkins School of Public Health and the Insurance Institute for Highway Safety found a marked increase in traffic death risks among Hispanic children and teens compared to the general youth population. Traffic crashes are the leading cause of death for Hispanics ages 1-34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities.

The Hispanic/Latino population is the fastest growing ethnic group accounting for 37 million in the 2000 Census, a 106% increase from the previous Census. In addition, the actual number of Hispanic residents may be much larger, due to an undercount of illegal immigrants. As of February 2003, Hispanic/Latinos became the largest minority group in the US, replacing African Americans. The Immigration and Naturalization Service estimates that approximately 1 million legal Hispanic/Latino immigrants and 800,000 illegal immigrants enter the country each year. By 2050 it is estimated that Latinos will account for approximately one fourth of the total US population.

Hispanic/Latino population in Cherokee County Georgia experienced a 626.63% growth between 1990 and 2000 (from 1,059 to 7,695 residents in ten years). Census 2000 shows that 60% of Hispanics in Georgia are foreign-born, the percentage is much higher in Cherokee County, and possibly Cobb County. Hispanics in these two counties often have severe lack of knowledge on local laws and issues concerning highway safety. It is the intent of GOHS to continue to explore highway safety problems and solutions in other counties through-out the State because of the disproportionate involvement among Hispanic residents.

National and state studies have shown that Hispanics have a higher risk of fatal car crashes than non-Hispanic whites. Traffic crashes are the leading cause of death for Hispanics ages 1-34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities. Injuries in these crashes are increased by lack of seat belt usage, which appears to be influenced by to cultural attitudes which increase while under the influence. Young men especially may feel seatbelts challenge their masculinity and bravery. These men may also have a reluctance to admit they cannot "hold their drink", and they may refuse help from someone who offers to drive them home.

Attitudinal data on safety belt usage among Hispanics reflects their cultural biases. The Pew Hispanic Center recently published a study noting that Hispanics, especially those who are foreign born, tend to agree that fate determines their future. The 2000 Motor Vehicle Occupant Safety Study provided support for that by noting that 30% of all Hispanics (compared to 25% of other groups) agreed with the statement "If it is your time to die, you'll die, so it doesn't matter whether you wear your seat belt." Hispanics were also more likely than Non-Hispanics to indicate that wearing a safety belt made them worry more about being in a crash (30% and 13%, respectively) and that safety belts were more likely to harm you than help you in a crash (48% to 34%, respectively). Hispanics are also more than twice as likely (39% compared to 17%) to say that wearing a safety belt makes them self-conscious around their friends.

African Americans

The National Highway Traffic Safety Administration (NHTSA) conducts a telephone survey every two years to measure the status of attitudes, knowledge, and behavior of the general driving age public about drinking and driving (see *Traffic Techs* 89, 135, 192). NHTSA asked the Gallup Organization to merge data from the 1993, 1995, and 1997 surveys to get a sample large enough to permit analysis by race and ethnicity, which were not reported in the earlier surveys.

- One in four persons (24%) age 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Males are more likely to exhibit such behaviors than females (37 vs. 15 percent), and this pattern is found across all races and ethnicities. There are some differences among racial and ethnic groups in drinking and driving attitudes and behaviors.
- More than a quarter twenty-eight percent (28%) of white, non-Hispanic persons, which make up the largest sample, are more likely than any other racial group to report having driven within two (2) hours of consuming alcohol in the past month. American Indian/Eskimos report the second highest prevalence at twenty-one percent (21%). Hispanics, Blacks, and Asians report 17%, 16%, and 13%, respectively, for having driven within two hours after drinking in the past month. Whites age 21 to 29 reports the highest prevalence of this behavior thirty-seven percent (37%), which is almost twice the rate for other racial groups.
- Those who said they have driven within two hours after drinking any alcohol report an average of eleven (11) such trips in the past year (males 14.4 vs. females 5.9 trips). Whites account for eighty-four percent (84%) of all monthly trips, while this group comprises seventy-seven percent (77%) of the 16 to 64 year old population. The percentages for monthly alcohol trips and population are: Blacks (5% - 9%); Hispanics (5% - 7%); Asian Americans (1% - 2%); and Native Americans and Eskimos (2% - 3%).
- About fifty-two percent (52%) of drinking drivers have other passengers with them during these trips for an average of 0.79 passengers per trip. Blacks are least likely to travel with passengers forty-two percent (42%) with an average of 0.67 passengers, whites fifty-two percent (52%) with 0.77 passengers, and others fifty-six percent (56%) with 1.1 passengers.
- Drinking-driving trips average 16.1 miles from origin to destination. Black drinking-drivers report the farthest driving distances at twenty-one (21) miles on average, whites report 16.6 miles, and others report 8.4 miles.
- About ninety percent (90%) of whites and seventy percent (70%) of all other groups say they have heard of legal limits. Less than half of those who said they knew their state's limit were able to specify that limit correctly.
- About three percent (3%) of whites, two percent (2%) of Blacks, two percent (2%) of Asian and seven percent (7%) of American Indian/Eskimos age 16-64 reported being stopped by the police for suspicion of drinking and driving.

GOHS believes that traffic safety needs and problems differ across populations, so are the strategies required to address them. Efforts to improve traffic safety in the Black community have stalled by a lack of information on communication strategies that would be helpful in determining and shaping effective interventions. GOHS plans to promote traffic safety programs among the Black population to make a significant difference in the State's overall highway safety fatality problem.

TARGET POPULATION

Georgia Safe Communities in DeKalb, Fulton, and City of Albany, Cobb, rural Georgia, teens, Hispanic, law enforcement, emergency responders and traffic safety advocates.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To provide support information and instruction to Community programs, organizations & state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
    b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
    c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.
4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.

STRATEGIES

1. Conduct quarterly Safe Communities meetings to inform, update and educate coordinators of each program on traffic safety initiatives and an annual Georgia's Safe Communities Workshop for volunteers and other safety professional in Georgia.
2. Participate in a minimum of three (3) national traffic safety campaigns.
3. Establish a statewide highway safety programmatic database for the purpose of evaluating GOHS funded programs.
4. Continue to fund three (3) Georgia Safe Communities located in DeKalb, Cobb, and the City of Albany.

5. Provide funds that focus on the delivery of an intervention for elderly drivers. Funds will be utilized to implement strategies that decrease the number of injuries and fatalities resulting from motor vehicle crashes involving the elderly.
6. Increase employee, high school students and community awareness of Georgia highway safety issues, safety programs and presentations.
7. Provide funds to identity and develop strategies to effectively address traffic crash related injuries and deaths on rural roads in Southeast and Northeast Georgia and eventually in other high-risk areas of the state.
8. Partnering with organizations/agencies to: 1) develop intervention programs aimed at young drivers, 21 and under, who are convicted of various driving offenses especially speeding and driving under the influence; 2) reduce fatalities and injuries among Hispanics and 3) make long-term improvements in driver's behavior and attitude.
9. Partnering with federal, state and local agencies/organizations to conduct three (3) Safety Conscious Planning Forums in an effort to integrate safety into the transportation planning process and safety improvement plan.

RESOURCE INFORMATION CENTER & CLEARINGHOUSE

PROGRAM GOAL: To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The public often goes uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way of determining who needs information and what kinds of items would be helpful. GOHS has dramatically enhanced its website, URL www.gahighwaysafety.org, to increase the general public and stakeholder's ability to acquire highway safety data and information. This site also provides and online store for the ability to order brochures and materials related to traffic safety; with the ability to download each of these media in a PDF format. GOHS also maintains a resource center for direct public access.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To make highway safety materials available and accessible to Georgia citizens.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
    b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
    c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.
4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.
5) To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
6) To maintain the steady decrease of speed related fatalities below the 2008 calendar base year count of 309 by December 31, 2011.

7) To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
8) To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year of 14 to 12 by December 31, 2011.
9) To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.
10) To reduce pedestrian fatalities one-percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

STRATEGIES

1. Maintain GOHS Resource Information Training Center, which serves as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.
2. GOHS will maintain an online resource distribution system in order to maximize efficiency of highway safety information distribution.

Community Traffic Safety Programs - Section 402

Project Title: **Georgia Operation Lifesaver**

Task Number: **CP-11-01**

Project Summary: Educate Georgians about safety around trains and railroad tracks, and the danger of trespassing on private railroad property.

Funding: **$26,000**

Project Title: **Governor's Office of Highway Safety**

Task Number: **CP-11-02**

Project Summary: GOHS provides for the management and administration of NETS Programs, Safe Community Programs, in-house grants, contracts, regular operating expenses, training among other functions necessary to ensure the proper and efficient use of federal highway safety funds. GOHS will also provide management for a Resource Information Training Center to serve as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.

Funding: **$705,100**

Project Title: **Pioneer RESA (Regional Educational Services Agencies) Rural Roads**

Task Number: **CP-11-03**

Project Summary: This pilot program aims to reduce traffic crash related injuries and deaths on rural roads in Northeast Georgia. Highway safety data will be generated in the region and reviewed to determine strategies needed to increase awareness and reduce the high number of traffic injuries and fatalities on rural roads through a selected pilot program initiative.

Funding: **$92,100**

Community Traffic Safety Programs - Section 402

Project Title: **University of Georgia (Georgia Highway Safety Programs Evaluation)**

Task Number: **CP-11-04**

Project Summary: This project will evaluate the effectiveness of all funded traffic safety projects statewide. Technical assistance will be provided to GOHS for writing technical reports and for analyzing other data.

Funding: **$310,700**

Project Title: **Department of Community Health (DHR): Evaluating Interventions for Elderly Drivers**

Task Number: **CP-11-05**

Project Summary: The program will identify, assess and evaluate approaches to reducing injuries and fatalities among older drivers, while promoting highway safety.

Funding: **$99,800**

Project Title: **Department of Community Health (DHR): Rural Road Initiative**

Task Number: **CP-11-06**

Project Summary: This pilot project aims to reduce traffic crash related injuries and deaths on rural roads in Southeast Georgia. Highway safety data will continue to be generated in the region and reviewed to determine strategies needed to increase awareness and reduce the high number of traffic injuries and fatalities on rural roads through a selected pilot program initiative.

Funding: **$110,900**

Community Traffic Safety Programs - Section 402

Project Title: **Duluth Police Department (Drive Smart)**

Task Number: **CP-11-07**

Project Summary: Multi-phase teen driver's education program set in the high school environment focusing on safety belt usage impaired driving, and teen drivers' inexperience.

Funding: **$ 38,900**

Project Title: **Georgia Motor Trucking Foundation**

Task Number: **CP-11-08**

Project Summary: Georgia Motor Trucking Foundation will increase employee and community awareness of Georgia highway safety issues, innovative safety programs and presentations. Another primary focus is the reduction in the number of crashes and the crash rate for motorists in Georgia. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Funding: **$75,900**

Project Title: **Georgia Operation Lifesavers**

Task Number: **CP-11-09**

Project Summary: First responders (law enforcement/emergency responders) receive limited training as to how to respond to a train-motor vehicle crash; these courses will provide them with effective response training.

Funding: **$18,700**

Safe Communities Countermeasures - Section 402

Project Title: **Albany Safe Communities**

Task Number: **SA-11-01**

Project Summary: Continue providing traffic safety education and awareness through enforcement and engineering focused on high crash locations, safety belt usage, inexperienced drivers and speed. Safe Communities will continue to address red light running countermeasures and road safety audits.

Funding: **$46,000**

Project Title: **DeKalb County Public Health (DeKalb Co Safe Communities)**

Task Number: **SA-11-02**

Project Summary: DeKalb County is one of the largest and most densely populated Counties in Georgia. The DeKalb County Board of Health oversees activities of the Safe Communities Project through its Injury Prevention Section. This traffic safety program will focus its efforts on safety belts, child safety seats, pedestrian safety, teens and support of the DeKalb S.A.D.D chapters.

Funding: **$68,100**

Project Title: **Safe America Foundation (Cobb Co Safe Communities)**

Task Number: **SA-11-03**

Project Summary: Cobb County is a fast-growing residential and commercial area in the Metropolitan Atlanta area that allows for high incidences of fatalities and injuries due to motor vehicle crashes. This program will address diverse driving issues to achieve a positive impact on crashes, injuries and fatalities through community programs targeting teens, businesses and the media.

Funding: **$62,200**

Community Traffic Safety Programs - Section 406

Project Title: **(SHSP) Department of Public Safety Tech Data Model Project**

Task Number: **406CP-11-01**

Project Summary: This project will implement an automated Computer Aided Dispatch (CAD) model statewide for the Department of Public Safety which includes the Georgia State Patrol (GSP), The Motor Carrier Compliance Division (MCCD), and the Capitol Police. Once implemented, the CAD will change the law enforcement response and the data obtained from it in a strategic and operational manner that is only available at this extent through the statewide implementation that the Georgia Department of Public Safety can provide.

Funding: **$1,223,000**

MOTORCYCLE SAFETY

PROGRAM GOAL: To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The last ten years of motorcycle fatality data paint a grim picture for Georgia riders. In 2008, 12-percent of people killed (177 fatalities) in motor vehicle crashes here were motorcycle drivers. That's the highest percentage since 1994.

Georgia motorcycle fatalities increased by 59-percent during the period from 2004 to 2008 alone. The more motorcycles on our highways, the more popular riding has become, the higher the death toll has risen. Motorcycle fatalities here increased a startling165-percent from 1998 to 2008.

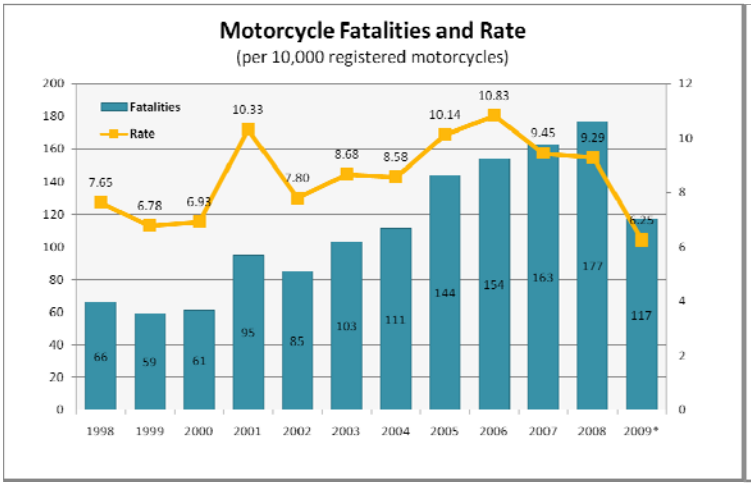
Motorcycle and scooter riders face more risk of crashing and being injured than passengers in four-wheeled vehicles do. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle.

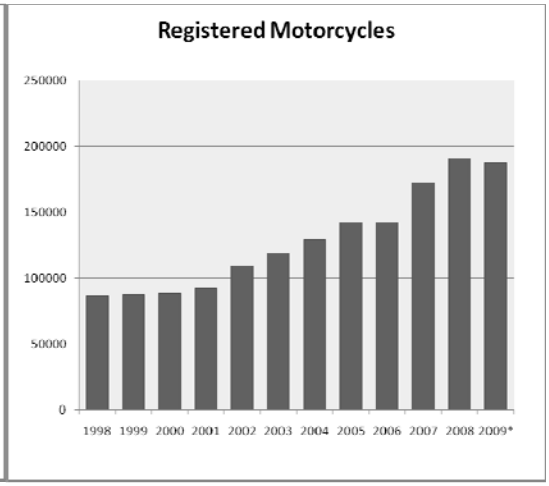
Motorcyclists may not be aware that they lack the specialized skills to operate a motorcycle safely. Unlicensed riders may continue to ride under either a 'perennial permit' or no endorsement at all. The licensing process is a time consuming process for both the Examiner and applicant, and wait times may cause some riders to opt out of the process.

Drivers' awareness of the motorcyclist's presence on the road is low. Motorists may not know the reason behind some common motorcycle maneuvers (e.g. swerve, or lane positioning) and fail to accommodate for these actions. In many driver education programs, the special handling characteristics of vehicles like motorcycles receive very little mention.

When a motorcycle is involved in a crash, excluding personal gear worn by the riders, there is almost no protection for the rider. Crash data confirms these risks. NHTSA estimates that 80% of motorcycle crashes result in injury or death, while only 20% of passenger car crashes injure or kill a driver or passenger in their vehicle.

The number of registered motorcycles increased 63.0 percent from 2004 to 2008. However, the crash rate for motorcycles decreased by 15.8 percent within the same time period. This means that change of motorcycle registrations is increasing more than the number of crashes that involve motorcyclists. Motorcycle injury crashes showed a similar decrease from 2004 to 2008. The motorcycle fatality rate (as shown in the figure above) varies between 6.25 fatalities per 10,000 registered motorcycles (minimum) in 2009* estimates to the high 10.83 fatalities per 10,000 registered motorcycles in 2006 (maximum).





Motorcycle Fatalities per 100,000 Registered Motorcycles 2004-2007

Source: FARS 2004-2006(Final) & 2007 (ARF)

Year	MC Fatalities	Registration	Fatality Rate
2004	111	129,439	8.58
2005	144	142,010	10.14
2006	154	142,239	10.83
2007	163	172,430	9.45
2008	177	190,611	9.29

*estimation

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year since 1998, alcohol related motorcycle fatalities have been increasing in Georgia. According to NHTSA, in 2007, 28 percent (28%) of all fatally injured motorcycle riders had BAC levels of .08 g/dL or higher. An additional 8 percent (8%) had lower alcohol levels (BAC .01 to .07 g/dL). The percentage with BAC .08 g/dL or above was highest for fatally injured motorcycle riders among two age groups, 45–49 (41%) and 40–44 (37%), followed by ages 35–39 (35%). In Georgia, 18 percent (18%) of motorcycle fatalities had a BAC levels of .08 or higher.

Georgia Motorcycle Riders (Operators) Killed By Year and the Riders BAC

Year	Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
	Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS	
		Number	Percent		Number	Percent		Number	Percent
2004	1,287	315	24	1,064	516	48	2,351	831	35
2005	1,345	305	23	1,161	547	47	2,506	852	34
2006	1,268	294	23	1,154	558	48	2,422	852	35
2007	1,209	248	21	1,087	595	55	2,296	843	37
2008	1,036	203	20	1,021	572	56	2,057	775	38

Source: FARS 2004-2008

According to a study conducted by the Pacific Institute for Research and Evaluation (PIRE), the percent of riders dying with low BAC levels is almost twice that of drivers of passenger vehicles.

Georgia has utilized the *Riders Helping Riders* program and a mix of communication mechanisms to draw attention to the dangers of impaired riding (e.g. newspapers, community meetings, e-mail, posters, fliers, mini-planners and law enforcement mobilizations). *Riders Helping Riders* is a rider-training program based on findings that riders tend to look out for each other, but for various reasons, are hesitant to intervene in the drinking and riding behavior of their peers. The program communicates the drinking and riding problem, the need for rider intervention as it relates to drinking and riding behavior of their peers, and tools that riders can use to help prevent the drinking and riding of their peers.

TARGET POPULATION

Motorcycle and scooter riders in Georgia as well as all drivers of passenger vehicles who may endanger these users

FFY 2011 PERFORMANCE OBJECTIVES

Objective 1: *To decrease the total number of motorcycle crashes from 5,051 in 2008 to 4,990 by December 31, 2011.*

Objective 2: *To decrease the total number of motorcycle fatalities from 177 in 2008 to 169 by December 31, 2011.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
4) To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
5) To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year of 14 to 12 by December 31, 2011.

STRATEGIES

To help achieve these goals, the communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia. The Counties of Fulton, Cobb, Gwinnett, DeKalb, Chatham and Richmond accounted for more than half of all motorcycle fatalities in Georgia in 2007.

In addition to the objectives of the HSP and SHSP, other process goals have been set by previous planning efforts. The 2006 Motorcycle Safety Strategic Work Group, which also established the Motorcycle Safety Task Force, outlined 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. Utilize all 32 DDS Driver Service Centers for disseminating literature to target audiences.

In addition to the HSP strategies, the Motorcycle Safety Task Team is partnering and developing the following programs:

- Create and disseminate effective communication and outreach campaigns to increase motorist's awareness**.**
- Provide more instructors and training facilities to meet demand and geographical accessibility.
- Encourage proper licensed Riders. (RST)
- Develop and promulgate a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
- Create and disseminate effective educational and awareness communications to riders on how alcohol and other drugs affect motorcycle operator skills.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Georgia Motor Safety Program (GMSP) throughout the state. The DDS and GOHS web site will also be used to promote the program.
- Conduct motorcycle forums in communities with high motorcycle crash rates.
- Promote the Share the Road campaign
- DPS motorcycle fatalities reduction plan

Motorcycle Safety - Section 2010

Project Title: **GOHS (Motorcycle Safety)**

Task Number: **K6-11-01**

Project Summary: To develop and improve the delivery of motorcycle training to both urban and rural areas (including procurement or repair of practice motorcycles, instructional materials, mobile training units and leasing of facilities for closed-course motorcycle skill training).

Funding: **$100,000**

Project Title: **Department of Driver Services**

Task Number: **K6-11-02**

Project Summary: To develop and improve the delivery of motorcycle training to both urban and rural areas (including procurement or repair of practice motorcycles, instructional materials, mobile training units and leasing of facilities for closed-course motorcycle skill training).

Funding: **$104,700**

PAID MEDIA

PROGRAM GOAL: To implement a Paid Media Plan for GOHS Impaired Driving and Occupant Protection campaigns for FFY 2011 which includes a year-round message for Georgia driver safety.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

IMPAIRED DRIVING: ***Over The Limit, Under Arrest (OTLUA)***
In 2008, the State of Georgia suffered 1,493 fatalities in motor vehicle crashes. Impaired driving killed 416 persons in those crashes. Alcohol related fatal crashes accounted for 27.8% of all fatal crashes in Georgia in 2008. Nationally, the chance of a crash being fatal was almost six times higher for crashes related to alcohol or drugs than crashes not related to driver impairment. **One-out-of-five traffic fatalities in Georgia are now alcohol-related**. The overall cost of crashes, injuries, and deaths related to crashes in Georgia is $7.8 billion a year. Much improvement is needed for the state in as much as alcohol related fatalities are anticipated to continue to be a prominent factor in Georgia's 2011 stats.

For both paid media and earned media projects, Georgia's Impaired Driving campaigns promote the ***"Operation Zero Tolerance"*** (OZT) campaign slogan in reference to GOHS statewide DUI enforcement initiatives. As an integral element of Georgia's OZT message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads also use the supporting tagline, ***"Over The Limit, Under Arrest." (OTLUA).***

OCCUPANT PROTECTION: ***Click It or Ticket***
Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five-percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by an amazing sixty-percent (60%)! More than fifty-percent (53%) of Georgia's fatally injured vehicle occupants in 2008 were unrestrained during their crash. 578 Georgians died here in 2008 because they didn't click-it.

OCCUPANT PROTECTION: ***Region 4 Rural Road Seat Belt Demonstration Project***
Beginning in 2008, Georgia began supplementing its regular November CIOT campaign with a one-week launch of NHTSA's Region 4 Rural Road Seat Belt Demonstration Project.
The GOHS Rural Road campaign emphasized safety belt countermeasures tailored to rural populations and known to increase seat belt use on a scale large enough to produce significant improvement in belt use for this population.

The campaign included high visibility enforcement in five Georgia Traffic Enforcement Networks known as PATEN, SETEN, CATEN, SRTEN and SWTEN. For follow-up Rural Roads Georgia campaigns in May and November of 2008 and May 2010, GOHS Public Affairs

and Special Projects created a new campaign promotion package with a Georgia-specific slogan, logo, and artwork. **"Georgia is Buckle-Up Country"** was designed to create campaign appeal for specific target audiences in rural Georgia areas where drivers have previously been disinclined to wear safety belts.

The number of Georgians dying from crashes on rural county roads is nearly double the number of motor vehicle fatalities occurring in the metropolitan areas of Georgia. Non-interstate roads here are statistically shown to be more dangerous than our interstates: In 2008, 22-percent of all fatalities occurred in the five metropolitan Atlanta counties and Georgia urban areas. Compare that with 43-percent of all fatal crashes in Georgia that occur in rural counties.

The Georgia "**Buckle-Up Country"** Rural Roads Demonstration Project concluded with the May 2010 enforcement wave. Now GOHS is awaiting statistical evaluation from NHTSA for a final measurement of the life saving success of this initiative and recommendations for applying lessons learned to annual Click It Or Ticket enforcement campaigns in 2011.

SPEED: ***100 Days of Summer H.E.A.T.***
One-out-of-five crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there's a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. The majority of drivers in those speed related crashes fall within the demographics of Georgia's Primary Audience for Paid Media.

The **100 Days of Summer H.E.A.T**. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through the Fourth of July and Labor Day holidays. **H.E.A.T.** stands for *"Highway Enforcement of Aggressive Traffic."* GOHS Public Affairs promotes this initiative with summer-long earned media through news conferences and cross-promotion paid media PSA's run in rotation with occupant safety and alcohol counter measure campaign ads.

MOTORCYCLE SAFETY: ***Share The Road***
As escalated and unstable gas prices fuel the growing popularity of this southern motor sport and drive more riders to motorcycles, both younger and older riders are now over-represented in Georgia's motorcycle fatality stats. More than 177 people were killed here in motorcycle crashes in 2008. Fifty (28%) of those fatalities were under age thirty, while 48 of those killed were fifty years or older (27%). In a five year period from 2004 through 2008, Georgia motorcycle crashes increased 37-percent while the corresponding number of motorcycle fatalities here increased 59-percent. During 2008, motorcycle crashes in Georgia accounted for 12-percent of this state's crash fatalities.

As part of the GOHS speed and impaired driving countermeasure message strategy, the Governor's Office of Highway Safety uses Paid Media to target motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message. Simultaneously GOHS is targeting motorists with a Share The Road, Motorcycle Safety Awareness campaign in those jurisdictions where the incidences of impaired motorcycle crashes are the highest.

TARGET POPULATION

GEORGIA'S PRIMARY AUDIENCE: The GOHS Occupant Protection/Impaired Driving Paid Media message is directed at a statewide audience: NHTSA relies upon the results of a national study conducted for them which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on "younger drivers in the 18-to-34 year-old demographic".

Based on current NHTSA audience research data, Georgia's Occupant Safety and Impaired Driving messages are directed at two target audiences during the course of regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18-to-34. As described in the NHTSA 2007 National Communications Plan, this target audience profile includes "Blue Collars" and "Risk Takers" as the primary segments used for this paid media campaign. This NHTSA plan remains in effect.

GEORGIA'S SECONDARY AUDIENCE: In its secondary audience, GOHS seeks to reach all Georgia drivers with Occupant Safety and Impaired Driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary Paid Media market target. Hispanic radio and TV will continue to represent a portion of the GOHS targeted statewide media buy. Further, because Georgia sees a growing potential for an erosion of occupant safety numbers among young Blacks, the African American Community is also a targeted secondary demographic for GOHS Paid Media highway safety campaigns.

FFY 2011 PERFORMANCE OBJECTIVES

Objective : *To provide funds for the procurement of a "year round message" delivered through a statewide Paid Media campaign to reach Georgia's Primary and Secondary Audience to foster lifesaving highway safety awareness, promote safety belt use and safe and sober driving . The Combined GOHS safe driving campaign messages condense to this six-word warning: "Slow Down. Buckle-Up. Drive Sober."*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
    b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
    c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.

4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.
5) To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
6) To maintain the steady decrease of speed related fatalities below the 2008 calendar base year count of 309 by December 31, 2011.
7) To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
8) To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.

GOHS PAID MEDIA WEIGHT GOALS

The measure of advertising outreach for Georgia's Occupant Protection and Impaired Driving paid media campaign will be within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each Georgia media market purchased for Broadcast TV and Cable TV will be 200-300 (GRP's) Gross Rating Points per week.

- The measure for each Georgia media market purchased for Radio will be 150-200 (GRP's) Gross Ratings Points per week.

- These Gross Rating Point (GRP) levels will deliver sufficient Reach (the number of male viewers and listeners age 18-34), and..

- "Frequency" (the number of times the target audience actually sees the message) to achieve the GOHS driver safety communications goals.

- In accordance with the NHTSA Grant Funding Policy Part II E Public Communications and 402 Advertising Space Guidance (dated December 1, 2006); GOHS will conduct Department of Motor Vehicle Services (DMV) and telephone surveys through the University of Georgia for the purpose of assessing message recognition for paid media campaigns.

GOHS PUBLIC AFFAIRS

The Governor's Office of Highway Safety employs a full time professional Public Affairs Director with deep background experience in broadcast media and a full-time Assistant Public Information Officer with background experience in print media to coordinate paid and earned media highway safety campaigns for the State of Georgia. GOHS has renewed its original contract with the InterConnect Group of Atlanta as its media buyer of record for the 2008-2010 Occupant Safety and Impaired driving campaigns.

A series of EMMY-Award winning, NHTSA-approved Public Service Ads depicting actual Georgia traffic officers delivering enforcement warnings have been created by GOHS Public Affairs under contract with ImageMaster Productions of Atlanta to promote Georgia's CIOT, OZT, and HEAT paid media campaigns and are regularly broadcast in rotation with current national ads during Georgia enforcement campaigns.

MAJOR CHANGES IN LOCAL NEWS COVERAGE

The long term economic downturn has now created demonstrable negative effects on major news outlets in Georgia's largest major media market. Diminished broadcast and print advertising incomes have affected not only the way news is covered and how much, but what stories make it into newscasts. Reductions in both reporter and photographer staffs have begun limiting coverage to focus on top tier stories. Producers no longer have flexibility to cover assignments that aren't reporter enterprise packages or potential lead stories that will help beat down the competition in the daily ratings. And news conferences -- the Earned Media vehicle of highway safety agencies everywhere -- have become taboo on six o'clock show rundowns, regardless of quality of content.

As a result, local Public Safety and Public Service organizations are losing their previous access to deliver their life-saving messages on local TV news and newspapers (where they're still in print.) Highway Safety offices across the country have been complaining about this steady disenfranchisement from mainstream media over the past several years and it's become the topic of many LifeSavers and GHSA PIO media conferences.

When Georgia's public affairs office observed the first signs of these coming phenomena more than two years ago, the GOHS public affairs director redoubled personal efforts to make closer ties with assignment editors, producers, and beat reporters at local stations. Media kits containing media advisories, data sheets, and news releases were hand-delivered to each local TV news assignment desk the day before each news conference so the PIO could personally pitch the story in advance. Media advisories were e-mailed to TV stations the day-before and the morning-of each event. Follow-up phone calls were also made the morning of each news conference as a reminder for producers to pitch the story at their morning assignment meetings.

Only three years ago in Atlanta, coverage of GOHS news conferences included attendance by all local news media and reporter packages or noon live-shots from three out-of-four stations. Now, TV stations no longer assign reporters, and three stations having been sending a pool photographer assigned to cover news conferences the same way court video is shared.

NEW MEDIA STRATEGIES

In an effort to cope with reduced coverage when local news media fails to provide public service messaging for highway safety campaigns, GOHS has been adapting new strategies to reach our target audience, with and without budget support:

NEW EARNED MEDIA STRATEGIES

1. In 2008 GOHS began using on-line social media sources to post highway safety messaging to teen drivers using Twitter and Face Book to recruit potential new members for Georgia SADD chapters.
2. GOHS now posts its own professionally shot-and-edited three-minute videos of highway safety campaign kick-off news conferences on You-Tube and on the GOHS website at www.gahighwaysafety.org for free distribution and broadcast to all news operations. The edited videos contain selected sound bites from the news conferences along with natural-sound from the police DUI and safety belt road checks that follow.

3. After studying local Atlanta market news line-ups, GOHS has shifted schedules for its news conferences to adapt to the day parts when TV news operations are more likely to cover and place our stories in a newscast. GOHS has moved its news conferences from 10AM, where we tried to make slot for local noon news programs, to 8:00PM to make the 10PM & 11PM shows. A local police DUI or seatbelt road check always follows the news conference to provide action video to enhance the coverage and provide background for potential live-shots. Most local DUI task forces are in operation at this time.
4. Discussions with local Atlanta news producers reveal that highway safety campaign kick-off news conferences scheduled two weeks or more in advance of the actual holiday travel periods are considered much too far in advance of the holidays to grab the attention of the average audience or assignment editor. Producers say they just aren't interested in talking about the Labor Day holiday in August. But they might want to cover cops and crash predictions when the holiday travel period begins in September. GOHS will now issue news releases when the official campaign date begins and schedule our news conferences on dates and times when local news is most likely to cover them.

NEW PAID MEDIA STRATEGIES

1. GOHS has experimented with placing safety belt ads in On-Line Gaming as part of the Rural Roads campaign Paid Media Buys. This experiment has produced exceptional numbers of impressions and will likely be repeated as part of other campaigns.
2. GOHS experimented with Billboard ads as part of the Rural Roads campaign Paid Media Buys. This buy, aimed at increasing message penetration in rural counties underserved by cable television, will also be repeated as part of the Rural Roads campaigns.
3. In 2008 GOHS also made experimental buys using internet Leader boards, internet Impact Tile ads, and Interactive internet ads. A decision to repeat internet buys as part of future Paid Media campaigns will depend on successful impressions reports.

PAID MEDIA PROGRAM SUPPORT STRATEGIES

1. To use Paid Media to support ongoing CIOT enforcement efforts to increase public awareness for occupant safety and to increase the use of safety belts and child safety restraint systems statewide.
2. a) To use Paid Media to support the new NHTSA Region 4 Rural Roads Seat Belt Project in a data driven CIOT initiative to help decrease unbelted injury and fatality stats on Georgia's rural highways. b) To increase overall public awareness for occupant safety and specifically to increase the use of safety belts and child safety restraint systems in Georgia's rural areas.
3. To use Paid Media to support ongoing OZT/OTLUA enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality and injury rate.
4. a) To use Paid Media to support the new GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message. b) To target motorcyclists

with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.

5. a) To base Georgia's year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to correlate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level. b) To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.
6. GOHS will conduct a minimum of six Paid Media initiatives during 2010-2011, to include:
    a. the CIOT Thanksgiving 2010 Campaign;
    b. the OZT Christmas-New Year 2010/2011 Campaign OTLUA;
    c. the 2010/2011 Share The Road/Motorcycle Awareness campaign, date TBA;
    d. the CIOT Memorial Day 2011 Campaign;
    e. the OZT Independence Day 2011 Campaign OTLUA and
    f. the OZT Labor Day 2011 Campaign OTLUA *(which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns.*

Paid Media - Section 402

Project Title: **GOHS (CIOT Campaigns & Region 4 Rural Roads Seat Belt Project**

Task Number: **402PM-11-01**

Project Summary: In an effort to ensure target audiences are reached, GOHS will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. GOHS will utilize the services of a paid media buyer contracted through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

Nov 2010 CIOT	$300,000
May 2011 CIOT	$300,000

Funding: **$600,000**

Paid Media - Section 410

Project Title: **GOHS (OZT Paid Media)**

Task Number: **K8PM-11-01**

Project Summary: In an effort to ensure target audiences are reached, GOHS will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. GOHS will utilize the services of a paid media buyer contracted through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

Christmas/New Years 2010-2011	$300,000
Independence Day 2010	$400,000
Labor Day 2010	$300,000

Funding: **$1,000,000**

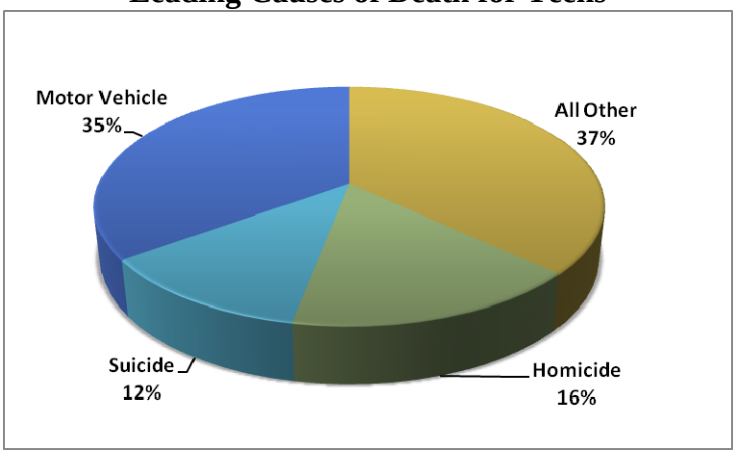
DRIVER EDUCATION

PROGRAM GOAL: To promote, aid and encourage the successful completion of quality, accessible and affordable Georgia Department of Driver Services (DDS) approved driver training courses 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.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The focus of the Governor's Office of Highway Safety and the National Highway Traffic Safety Administration (NHTSA) is keeping families safe on the roadways. Young drivers, ages 15- to 20-years old, are especially vulnerable to death and injury on our roadways – traffic crashes are the leading cause of death for teenagers in America. Mile for mile, teenagers are involved in three times as many fatal crashes as all other drivers.

Leading Causes of Death for Teens



Research shows which behaviors contribute to teen-related crashes. Inexperience and immaturity combined with speed, drinking and driving, not wearing seat belts, distracted driving (cell phone use, loud music, other teen passengers, etc.), drowsy driving, nighttime driving, and other drug use aggravate this problem.

During the past decade, significant progress has been made in reducing crashes among the youngest drivers. Nationally, between 1996 and 2005 both fatal and police-reported crashes per population declined about 40% for 16 year-old drivers, compared with about 25% for 17 year-old drivers and 15-19% for 18 year-old drivers. The greatest reductions for 16 year-olds occurred in nighttime crashes, alcohol-related crashes, and fatal crashes involving multiple teenagers. These results are consistent with the increased presence of graduated licensing laws, many of which restrict nighttime driving, and driving with teenage passengers.

Despite this recent down trend, too many teen drivers continue to die on the roads. Each year, more than 5,000 teens (ages 16-20) are killed in passenger vehicle crashes NHTSA and other health experts believe that quality driver education programs when coupled with good graduated licensing laws have a greater likelihood of producing lower death rates. Inexperience and immaturity of younger drivers are thought to be major contributing factors in the higher fatality rate. Experts agree that little to nothing presently offered in education or training programs can impact the maturity problem, however quality driver education courses when integrated into a graduated licensing program are believed to have the best chance of making an impact into the inexperience problem. In addition to and related to inexperience, Georgia's beginning drivers seem to have problems with risky behavior, peer pressure, limited use or no use of occupant safety devices, and the minimum driving information and education for the serious safety driving task.

On May 10, 2005, as a result of the passage of a law which became known as Joshua's Law (O.C.G.A.§ 40-5-22), the Georgia Driver Education Commission (GDEC) was created. The GDEC was established to recommend to the Governor and the General Assembly changes in state programs, statutes, policies, budgets and standards relating to the provision of driver education and training. Since its inception, the GDEC has worked to identify options for teen drivers to satisfy the driver education requirements mandated under state law. Under Joshua's law, the GDEC is allowed to collect a small monetary percentage of the State's traffic fines for establishing a grant to fund state approved driver education programs. GOHS was requested to facilitate the allocation and application of the GDEC Grant funds. This Grant Program was authorized on April 11, 2007. The goal of this allocation process is to generate the highest return on the GDEC investment and thereby improve the performance of beginning high school licensed drivers while making driver training accessible and affordable. On July 24, 2008, the GDEC Grant Program announced its second year of funding towards this mission. Beginning with State fiscal year 2010 (the third year of funding) only carry-forward grants were permitted because of budget issues in the State. Also during State fiscal year 2011, it is anticipated that program funding will continue to be suspended.

PROGRAM AREAS: The Georgia Public School Driver Training Program

Georgia Public School Driver Training Program: Georgia Public high schools are eligible to receive up to $200,000 per award to enhance or aid a driver training start-up or expansion opportunity. However during State FY 2010, grantees were allowed to reapply for funding remaining from the prior year. Grant applications must demonstrate effective ways to meet high school students' needs and motivation to learn and subsequently drive safely through the offering and managing of DDS approved driver training methods. Schools, school districts, or multiple schools are allowed to submit a joint or single grant application. Public schools are also allowed to propose partnerships with each other, as well as to propose partnerships with for-profit and not-for-profit driver training schools to offer and manage DDS approved driver training methods.

TARGET POPULATION

Through public schools, the target population for this program is high school students.

FFY 2011 PERFORMANCE OBJECTIVES

Objective 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.*

Objective 2: *To promote the advancement and further the missions of the Georgia Driver Education Commission (GDEC) with a grant program which is administered by the Georgia Governor's Office of Highway Safety (GOHS) in cooperation with the DDS designed to facilitate knowledge and application of traffic safety rules, regulations, and procedures necessary for the safety of young licensed beginning drivers.*

2011 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2) To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 to 114,580 by December 31, 2011.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
    b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
    c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.
4) To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.

STRATEGIES

1. Offer jurisdictions a grant notice of the request for proposals (RFP) for providing driver education/training that meets DDS standards.
2. Provide technical assistance for the application process and the technical delivery of the treatment programs.

STATE CERTIFICATION AND ASSURANCES

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments.
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs.
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs.
- Highway Safety Grant Funding Policy for Field-Administered Grants.

Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in

carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
- (23 USC 402 (b)(1)(E)).

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l));

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21.

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

  (i) the entity in the preceding fiscal year received—

  (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) $25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.;* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the

sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

b. Establishing a drug-free awareness program to inform employees about:

   1. The dangers of drug abuse in the workplace.

   2. The grantee's policy of maintaining a drug-free workplace.

   3. Any available drug counseling, rehabilitation, and employee assistance programs.

   4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --

   1. Abide by the terms of the statement.

   2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

1. Taking appropriate personnel action against such an employee, up to and including termination.

2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a

Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and*

voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

(1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—

a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

(2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –

a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Governor's Representative for Highway Safety

Georgia

State or Commonwealth

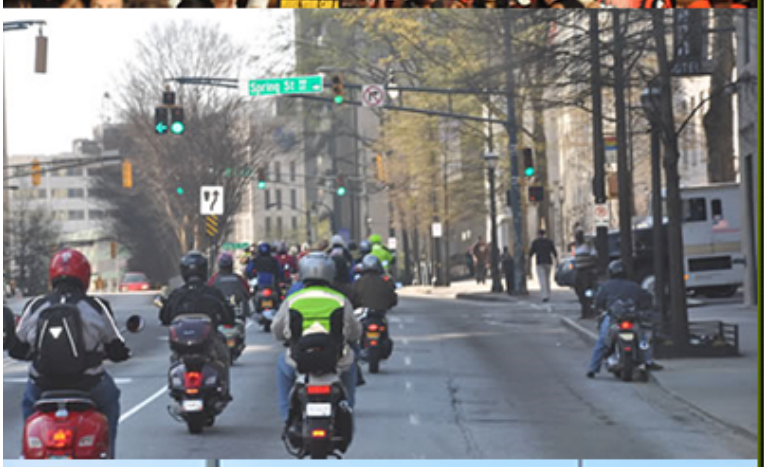
2011

For Fiscal Year

August 31, 2010

Date

2011 Georgia Highway Safety Plan



Governor's Office of Highway Safety

34 Peachtree Street, NE
One Park Tower
Suite 800
Atlanta, Georgia 30303

404-656-6996 Atlanta Area
1-888-420-0767 Toll Free Georgia
404-651-9107 FAX

WWW.GAHIGHWAYSAFETY.ORG