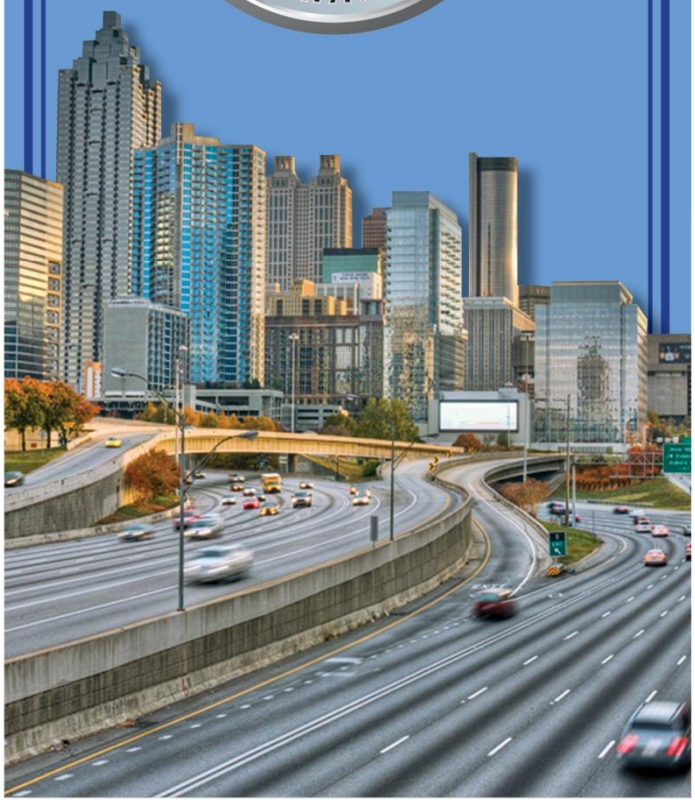
# 2013 ANNUAL REPORT



GEORGIA
GOVERNOR'S OFFICE
OF HIGHWAY SAFETY

**Georgia Governor's Office of Highway Safety**
**2013 Annual Report**

**Georgia Governor's Office of Highway Safety**

**TABLE OF CONTENTS**

**Contact Information**é é é

**Contact Information**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**Introduction**

**Overview** ï The Georgia Governorôs Office of Highway Safety (GOHS) is pleased to present its **2013 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. GOHS seeks to accomplish its mission by using federal monies to fund state and local programs that address highway safety issues. The highway safety programs funded by GOHS are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. GOHS expended approximately $13.1 million during the federal fiscal year (FFY) 2013 in funds provided by the federal government (National Highway Traffic Safety Administration ï NHTSA).

In this document, the key areas of Impaired Driving/ Speed Enforcement, Occupant Protection, Pedestrian and Bicycle Safety, Traffic Records, and Paid Media will be addressed as suggested by the Governorôs Highway Safety Association (GHSA) Annual Report Template. GOHS has an ongoing evaluation of program outcomes that will be available in February 2014. The evaluation will be added to this document as a supplement containing a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2013 Highway Safety Plan.

**FFY 2013 Georgia Core Traffic Safety Performance Measures**:

1. *To maintain the steady decrease of traffic fatalities below the 2010 calendar base year of 1,244 fatalities by December 31, 2013 to 1142.*
   **Outcome Status:** Traffic fatalities totaled 1,192 in 2012, a 3.8% ***decrease*** from the 2010 calendar base year count.
2. *To maintain the steady decrease of serious traffic injuries below the 2010 calendar base year count of 115,737 to 114,580 by December 31, 2013.*
   **Outcome Status:** The outcome of this performance measure cannot be determined at this time due to insufficient data.
3. *To decrease overall fatalities in rural and urban areas.*
   a. *To decrease fatalities/VMT by eight percent (8%) from the 2010 calendar year of 1.11 to 1.05 by December 31, 2013*
   b. *To decrease rural fatalities/VMT by nine percent (9%) from the 2010 calendar base year average of 1.78 to 1.53 by December 31, 2013.*
   c. *To decrease urban fatalities/VMT by six percent (6%) from the 2010 calendar base year average of 0.79 to 0.78 by December 31, 2013*

   **Outcome Status:**
   a. In calendar year 2012, fatalities/VMT averaged 1.12, which represents **no change** from the 2010 calendar year base count.
   b. Rural fatalities/VMT totaled 1.71 in calendar year 2012, a 4.1% **decrease** from the calendar base year of 2010.
   c. Urban fatalities/VMT averaged 0.84 in calendar year 2012, a 6% **increase** from the 2010 calendar base year.
4. *To decrease unrestrained passenger vehicle occupant fatalities in all seating positions nine percent (9%) from the 2010 calendar base year count of 427 to 389 by December 31, 2013.*

**Outcome Status:** Unrestrained passenger vehicle occupant fatalities totaled 368 in 2012, a 14.2% ***decrease*** from the 2010 calendar base year count.

5. *To decrease alcohol-related driving fatalities ten percent (10%) from the 2010 calendar base year average of 298 to 268 by December 31, 2013.*
   **Outcome Status:** Alcohol impaired driving fatalities totaled 301 in 2012, which represents ***no change*** from the 2010 calendar base year average.
6. *To decrease speeding related fatalities by sixteen percent (16%) from the 2010 base year of 217 to 183 fatalities by December 31, 2013.*
   **Outcome Status:** Speed related fatalities totaled 180 in 2012, a 17% ***decrease*** from the 2010 calendar base year count.
7. *To maintain the steady decrease of motorcyclist fatalities from the 2010 calendar base year of 127 by December 31, 2013.*
   **Outcome Status:** Motorcyclist fatalities totaled 134 in 2012, which represents ***an increase of 5.5%*** from the 2010 calendar base year average.
8. *To maintain the steady decrease of un-helmeted motorcyclist fatalities below the 2010 calendar base year count of 14 by December 31, 2013.*
   **Outcome Status:** Un-helmeted motorcyclist fatalities totaled 8 in 2012, which represents a ***42.9% decrease*** from the 2010 calendar base year count.
9. *To decrease drivers age 20 or younger involved in fatal crashes from the 2010 calendar base year of 175 to 143 by December 31, 2013.*
   **Outcome Status:** Drivers age 20 or younger involved in fatal crashes totaled 158 in 2012, a ***decrease*** of 10% from the 2010 calendar base year count.
10. *To maintain the steady decrease of pedestrian fatalities below the 2010 calendar base year of 168 by December 31, 2013.*
    **Outcome Status:** Pedestrian fatalities totaled 167 in 2012, which represents ***no change*** from the 2010 calendar base year average.

**Crash Summary** ï While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, GOHS uses the timeliest sources available to evaluate its effectiveness. For this report, a combination of GOHS Fatality Reporting data, the Fatality Analysis Reporting System (FARS), and data from the NHTSA website (non-FARS) was used to complete all fatality statistics, and injury data, and total vehicle miles traveled (VMT) were derived from the Georgia Department of Transportation (GDOT). As reported by NHTSA, there were 1,192 traffic fatalities in Georgia in CY 2012, a 2.8% decrease from 1,226 in CY 2011 and a 21.3% drop over the last five years. The reduction in 2012 total deaths marks the seventh straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to GDOT, injuries on Georgia roads rose 1.4% in 2012 from 2011; however, total injuries fell 16.6% over the last five years.

According to NHTSA, 2012 unrestrained fatalities on Georgia roads decreased to 368, a 12.8% reduction from 2011 when 422 such fatalities occurred, and a 36% drop over the last five years. Alcohol-impaired driving fatalities remained unchanged from the base year of 2010 to 2012 but have fallen 25.7% over the last five years. In Georgia, 25% of all fatalities were alcohol-impaired in 2012, which is below the US percentage of 31.1%. In 2012, speed-related fatalities reduced 18.2% to 180 in 2012 from 220 in 2011, and 41.8% over the last five years. Motorcyclist fatalities fell 10.7% between 2011 and 2012 and 24.8% over the last five years. Un-helmeted motorcyclist fatalities decreased to 8 in 2012 from 15 in 2011. Of fatalities among motorcyclists with known helmet use, 6.4% were un-helmeted in 2012.

The number of Georgia drivers under the age of 21 involved in fatal crashes fell slightly in 2012 to 158 from 165 in 2011; however, over the last five years, the number of young drivers involved in fatal crashes decreased 28.6%, the result of new licensing laws and GOHSô programmatic efforts. Pedestrian fatalities rose in Georgia in 2012 to 167, a 28% increase over 2011, and a

13.6% increase over the last five years. In addition, bicyclist fatalities remained unchanged over the last five years.

**Accomplishments –** In FFY 2013, GOHS made tremendous strides in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, the Georgia Department of Public Safety, the Georgia State Patrol, the Georgia Department of Public Health, the Georgia Department of Transportation, the Georgia Sheriffôs Association, the Administrative Office of the Courts, the Prosecuting Attorneyôs Council, and the University of Georgia. With this committed partnership, GOHS has embraced Strategic Highway Safety Planning by facilitating the ***5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation***.

**In FFY 2013, Georgia:**

1. Maintained a safety belt usage rate of over 90% for the second year in a row at 93.8%. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect on July 1, 2010. The law requires both drivers and passengers of pickup trucks to buckle-up in their vehicles. Since this law was passed observed safety belt use rates for pickup truck occupants continue to rise from 73.2% to 85.8%, a 12.6% increase.
2. Conducted two **County Occupant Safety Caravans**: During June and September, 2013, traffic safety partners from across the state combined efforts to create two occupant safety initiatives in Toombs County and Bibb County/ Peach County. These events combined certified child safety seat technicians with rollover and impaired vision specialists and experts on supporting elderly drivers. This partnership included members of the Car Fit program, Safe Kids program, the Rural Roads Initiative and Georgia Traffic Injury Prevention Institute (GTIPI) as well as school, city and county officials. In Toombs County, personal contacts and training totaled 1,720 people, the distribution of 131 child seats and reached over 350,000 citizens via paid media segments promoting proper use of child seats and safety equipment. Additionally, the efforts in Bibb County/Peach County resulted in personal contact and training of 2,173 people, distributed 122 child seats and reached over 605,961 citizens via paid media segments promoting proper use of child seats and safety equipment.
3. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Seventeen (17) H.E.A.T. grants were allocated in FFY 2013. The expansion over the past eleven years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHSômission of education and enforcement. In FFY 2013, HEAT officers arrested 6,303 impaired drivers, gave out 37,043 citations for speeding and cited 12,239 drivers for occupant protection violations.
4. Served as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional **Traffic Enforcement Networks (TENs)**, which are the cornerstone of motivating, mobilizing, training and communicating with Georgiaôs traffic enforcement officers. FFY 2013 was the fifteenth year of success for the TENs, and all 16 regional networks continue to be strong and active. The GATEN listserv has over 1,100 subscribers. GATEN has proven to be an effective communication and education tool among Georgiaôs traffic enforcement officers and prosecutors. This was due to GOHS staffôs diligent efforts in implementing innovative programs that address vehicle crashes.
5. Coordinated the **"100 Days of Summer HEAT"**, a multi-jurisdictional campaign designed to reduce speeding, impaired driving and occupant protection violations in counties with major traffic safety problems. Georgia was the impetus for this program being adopted by the NHTSA Southeast Region. The campaign began with May Click It or Ticket, continued with the 4th of July Operation Zero Tolerance campaign, and concluded with the Labor Day Impaired Driving mobilization. During the ñ100 Days of Summer HEATò program, law enforcement conducted 7,564 road checks, 748 media events, and 1,800 educational events. Activities included 802,727 traffic citations of which 63,852 safety belt violations, 17,598

DUI arrests, 241,565 Speeding citations and 37,173 child seat citations. Approximately 74% of law enforcement jurisdictions in Georgia participated in the ñ100 Days of Summer HEATò program.

6. Promoted the **Drive Sober Georgia app** for smartphones. Available on both the Android and iPhone markets, this app provides a listing of free sober ride programs across the state.
7. Mobilized **Operation Rolling Thunder** by the GOHS Thunder Task Force in two areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law enforcement presence in high crash corridors. In FFY 2013, Operation Rolling Thunder conducted ninety-day high-visibility mobilizations in Augusta / Richmond County. Activities included 3,455 traffic citations, 422 total arrest (17 felonies), 330 safety belt violations, 307 DUI arrests, and 488 child seat citations. Richmond saw a 62% reduction in fatal crashes during that 90 day period. Three Mini-Thunder Task Force Mobilizations were also conducted in Richmond County, Houston County, and Chatham County (Port Wentworth) resulting in 1,042 traffic citations, 169 total arrest (8 felonies), 84 safety belt violations, 68 DUI arrests, and 100 child seat citations.
8. Created the Georgia **Impaired Driving Task Force** was created by an Executive Order of Governor Nathan Deal. The purpose of the task force was to develop an Impaired Driving Strategic Plan which was submitted to the National Highway Traffic Safety Administration on September 1, 2013. The members of the task force represented impaired driving stakeholders in Georgia and included highway safety officials, judicial liaisons, law enforcement representatives and stakeholders from the private sector.
9. GOHS continued support to the **Nighthawks DUI Task Forces**. First formed in 2004, the Nighthawks were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. Currently, there are Nighthawks in metropolitan Atlanta, Savannah, Columbus, Macon.
10. Integrated major efforts with the **Georgia State Patrol** including the Highway Enforcement of Aggressive Traffic, (H.E.A.T.) Thunder Task Force, Nighthawks and Occupant Safety programs. The Georgia State Patrol has been consistently ranked as one of the top state police/highway patrol agencies in the country in the category of 501 to 1,000 sworn officers by the International Association of Chiefs of Police. The National Law Enforcement Challenge (NLEC) focuses on agencies efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.
11. Conducted the Law Enforcement Services Divisionôs annual **Governor's Challenge Awards Program** at the Macon Centreplex on November 9, 2012. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 74 original applications received, twenty-eight different law enforcement agencies were recognized with a total of 37 awards. Cobb County Police Department was the grand prize winner of the 2012 Governorôs Challenge and a fully equipped Dodge Charger.
12. Expanded implementation of the **NHTSA Gold Standards** with the DUI Court program to a total of six funded DUI Court programs. The evaluation of the pilot DUI Court program (Fell & Tippets, 2011), which included three courts, showed a decrease in recidivism of 63.5%.
13. Responded to Federal Highway Administrationôs (FHWA) designation of Georgia as a pedestrian focus state with the continuation of the **Georgia Bicycle and Pedestrian Safety Action Plan**, which identified current conditions, safety problems and needs, and determined future funding and programs. The plan worked to both encourage walking and biking, and promote safety. The goals are to reduce pedestrian fatalities by 33% by 2013, and to reduce pedestrian and bicycle crashes and injuries by 20% by 2013, while increasing biking and walking by 20%. Plans are underway to increase funding for pedestrian and bicycle programs, improve infrastructure, and to streamline data collection.

14. Continued support of the **Rural and Human Services Transportation Coordination** legislation. As in a number of states, it is now required that agencies work together to deliver transportation in a coordinated, efficient manner to all Georgians. GOHS organized a workshop focused on older and disabled drivers to help enlarge the ñoutside the transportation communityò support base for this legislation and to plan for its implementation.
15. Supported **Mothers Against Drunk Driving** by hosting the 2013 MADD Golden Shield Honors Luncheon to recognize law enforcement for their efforts in in saving lives on Georgia roadways. Over 540 law enforcement officers attended the luncheon on March 28, 2013.
16. Promoted the **"Share the Road, Motorcycles are Everywhere"** message by GOHS to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths and injuries by creating a series of radio and print ads to remind people to check twice for motorcycles. These ads also discouraged riding drunk with the message: ñJust one drink and youôre five times more likely to crash.ò
17. Coordinated with the Georgia Department of Driver Services (DDS) to increase **motorcycle training and education** across the state. The demand for motorcycle training is growing based on increased motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and DDS are dedicated to opening additional training sites and training more instructors across the state.
18. Participated in the inaugural **National Bike to School Day** on May 8, 2013. Organized by the National Center for Safe Routes to School, the event was an opportunity for communities across the country to join together to bicycle to school on the same day.
19. Expanded the **Governor's Commission on Teen Driving** into a comprehensive effort to combat the negative effects of inexperienced drivers. The commission is the first in the nation to be composed exclusively of teens who will advise the Governor and the stateôs public safety officials on effective ways to communicate a safe driving message to the stateôs teen drivers. While the overarching goal of the Commission is to reduce teen crashes and the resulting injuries and fatalities occurring on Georgiaôs roadways, three subcommittees are tasked with identifying their own goals, implementation strategies, and actions for addressing teen crash risk resulting from their causal factor (texting, distraction, impairment). Each subcommittee researched their respective risk factors to better understand the impact on teen drivers and what strategies and messages can be used to educate their peers. The commission presented their recommendation on Monday, March 18, 2013 at Lake Lanier Islands Legacy Lodge Conference Center in Buford, Georgia. Each subcommittee presented their initiatives. GOHS staff is continuously identifying opportunities to move forward in promoting and implementing the recommendations set forth by the Governorôs Commission on Teen Driving. While continuing to receive input and suggestions from the Commission, the Governorôs Office of Highway Safety has utilized partnerships with the Department of Drivers Services, the Department of Transportation, the Department of Education, law enforcement agencies statewide, the Georgia legislature, as well as statewide media outlets to promote the Commissionôs recommendations and encourage implementation.
20. Participated in the **National Collegiate Alcohol Awareness Week** in October 2012. Seven universities from around the state joined this national campaign promoted by the Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) and by the Coalition of Higher Education Association for Substance Abuse Prevention. The purpose of the week was to provide an opportunity to showcase healthy lifestyles free from the abuse or illegal use of alcohol and to combat negative stereotypes of college drinking behavior.
21. Improved the stateôs **traffic data systems** to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. The Georgia Department of Transportation (GDOT) continued work to install the electronic citation and crash reporting system TraCS, train law enforcement agency (LEA) personnel, and provide essential support for those LEAs that wish to use TraCS. GOHS of Health Information and Policy made available, over the Division of Public Healthôs publicly accessible internet based system, its data system OASIS,

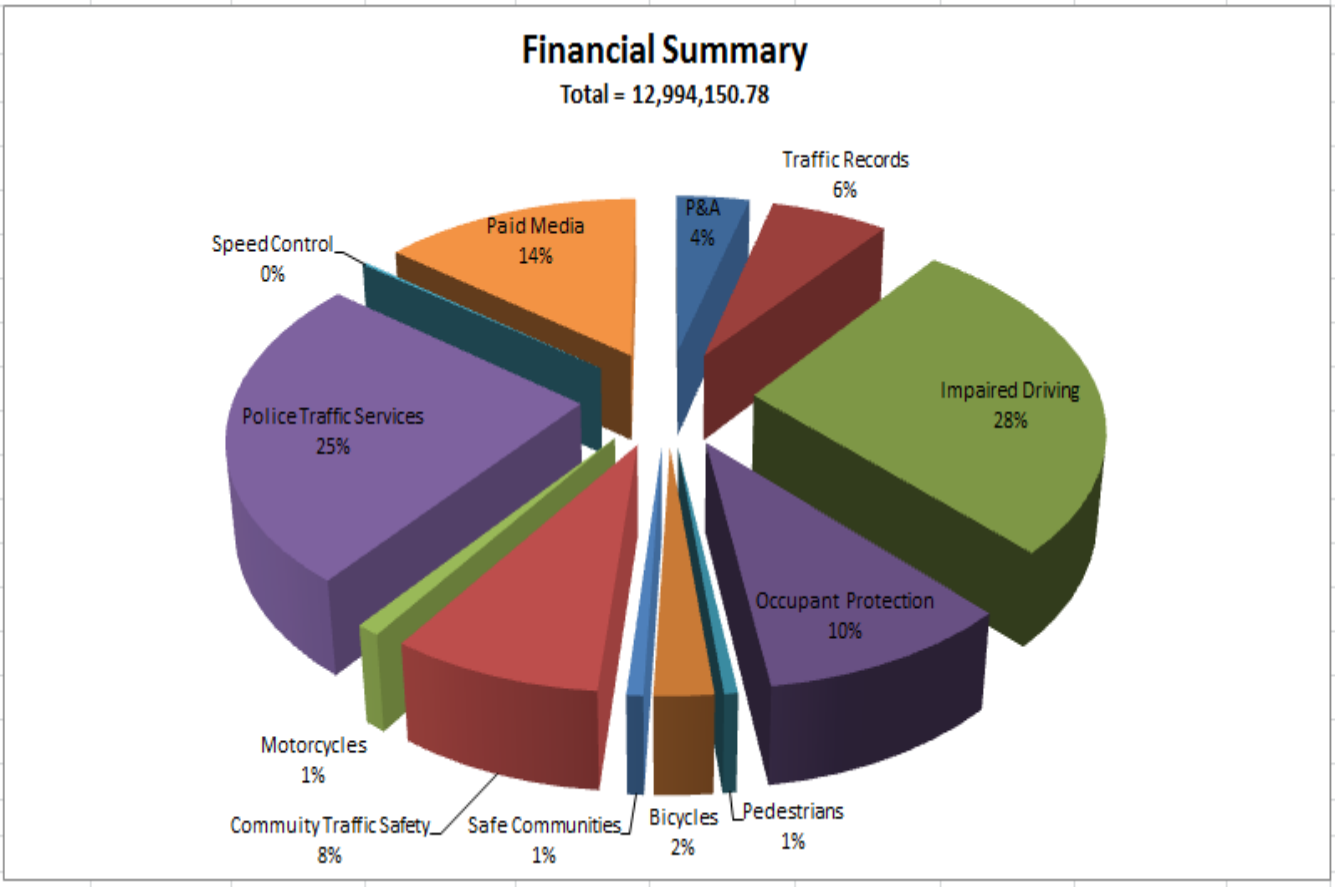
which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The Department of Driverôs Services (DDS) initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOCôs three case management systems: TIPS, PCIS, and SUSTAIN. Currently, over 85% of Georgiaôs crash reports are submitted electronically.

22. Continued a fully functional **Traffic Records Coordinating Council and Executive Steering Committee (TRCC)** with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committeeôs mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
23. Continued the process to streamline the grant process through **eGOHS (Electronic Grants for the Governor's Office of Highway Safety)** in which applications were submitted, reviewed, and approved electronically. All grants in FFY2013 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, monthly activity reports) from remote locations (at home or in the field).
24. Hosted **Highway Safety Conference**: GOHS sponsored the 2013 Georgia Highway Safety Conference in Savannah, August 19-21. The event was attended by highway safety professionals from across the state including law enforcement officials, emergency medical service providers, traffic engineers, insurance companies and public health professionals. Over the course of the conference, NHTSA Administrator David Strickland, victim advocate Carolyn Nunnalee, and television personality Sonny Dixon headlined group programs, such as the Governorôs Highway Safety Awards Luncheon. Other events included workshops covering DUI treatment courts and teen driving, panel discussions on Traffic Incident Management roles and seminars on engaging the community. The conference also provided networking events and recognition of local partners.
25. Partnered with **Huddle Inc. Ticket Program**: Huddle, Inc. provides advertising on ticket backs for high school sporting and extracurricular events. Huddle partners with 158 of Georgia's 159 counties by providing tickets at no charge to schools. Each ticket contained a highway safety message targeting youth.

## Financial Summary

| | 402 | 405 | 406 | 408 | 410 | 250STR | 2010K6 | Total | % of Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |
| | | | | | | | | | |
| P&A | $471,823.70 | | $61,915.50 | | | | | $533,739.20 | 4.0% |
| Traffic Records | | | | $854,352.78 | | | | $854,352.78 | 6.5% |
| Impaired Driving | $453,625.35 | | $321,320.76 | | $2,859,630.33 | | | $3,634,576.44 | 27.5% |
| Occupant Protection | $863,089.76 | $438,362.32 | | | | | | $1,301,452.08 | 9.8% |
| Pedestrians | $69,984.28 | | | | | | | $69,984.28 | 0.5% |
| Bicycles | $73,052.90 | | | | | $228,769.65 | | $301,822.55 | 2.3% |
| Safe Communities | $56,200.16 | | $28,637.00 | | | | | $84,837.16 | 0.6% |
| Commuity Traffic Safety | $1,076,248.76 | | | | | | | $1,076,248.76 | 8.1% |
| Motorcycles | | | | | | | $122,725.26 | $122,725.26 | 0.9% |
| Police Traffic Services | $2,960,825.45 | | $378,927.75 | | | | | $3,339,753.20 | 25.3% |
| Speed Control | $28,290.80 | | | | | | | $28,290.80 | 0.2% |
| Paid Media | $1,275,137.92 | | | | $600,000.00 | | | $1,875,137.92 | 14.2% |
| TOTAL | $7,328,279.08 | $438,362.32 | $790,801.01 | $854,352.78 | $3,459,630.33 | $228,769.65 | $122,725.26 | $13,222,920.43 | |

*updated 12.26.2013*

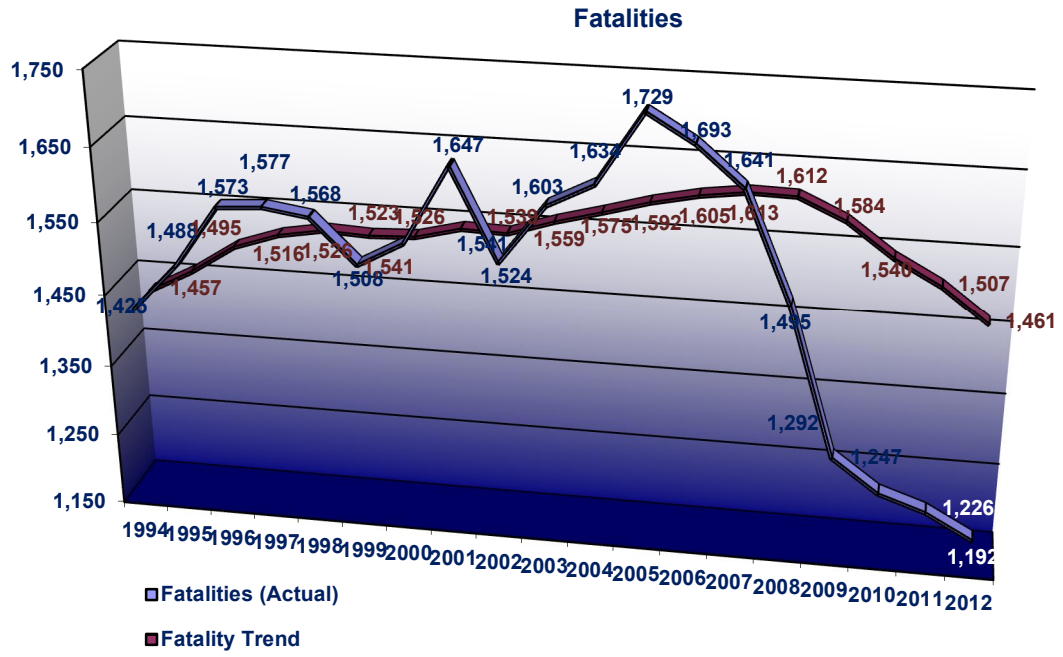


| Core Outcome Measures / Trends | Baseline Data 1994-2001 | | | | | | | | Progress Report Data 2002-2012 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Fatalities (Actual) | 1,425 | 1,488 | 1,573 | 1,577 | 1,568 | 1,508 | 1,541 | 1,647 | 1,524 | 1,603 | 1,634 | 1,729 | 1,693 | 1,641 | 1,495 | 1,292 | 1,247 | 1,226 | 1,192 |
| Fatality Trend | 1,425 | 1,457 | 1,495 | 1,516 | 1,526 | 1,523 | 1,526 | 1,541 | 1,539 | 1,559 | 1,575 | 1,592 | 1,605 | 1,613 | 1,612 | 1,584 | 1,540 | 1,507 | 1,461 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Injuries (Actual) | * | * | 142,890 | 139,400 | 134,770 | 123,588 | 130,608 | 132,305 | 132,623 | 132,894 | 137,996 | 139,262 | 133,399 | 128,318 | 115,737 | 109,685 | 111,290 | 104,515 | 115,271 |
| Injury Trend | | | 142,890 | 141,145 | 139,020 | 135,162 | 134,251 | 133,927 | 133,741 | 133,635 | 134,119 | 133,716 | 133,049 | 132,333 | 131,460 | 129,135 | 126,800 | 123,677 | 121,719 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Fatality Rate # 100 million VMT | 1.72 | 1.74 | 1.76 | 1.68 | 1.62 | 1.53 | 1.47 | 1.53 | 1.41 | 1.47 | 1.46 | 1.52 | 1.49 | 1.46 | 1.38 | 1.17 | 1.12 | 1.13 | 1.12 |
| Fatality Rate Trend | 1.72 | 1.73 | 1.74 | 1.73 | 1.70 | 1.68 | 1.65 | 1.63 | 1.61 | 1.58 | 1.55 | 1.52 | 1.50 | 1.48 | 1.47 | 1.43 | 1.39 | 1.36 | 1.32 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Unrestrained Fatalities | 706 | 767 | 767 | 740 | 622 | 659 | 649 | 609 | 596 | 592 | 621 | 669 | 649 | 637 | 575 | 456 | 428 | 422 | 368 |
| Unrestrained Fatality Trend | 706 | 737 | 747 | 745 | 720 | 710 | 701 | 690 | 679 | 667 | 651 | 640 | 630 | 631 | 622 | 600 | 580 | 561 | 536 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Alcohol Related Fatalities | 378 | 393 | 429 | 412 | 371 | 386 | 434 | 406 | 383 | 355 | 403 | 433 | 454 | 445 | 405 | 333 | 299 | 271 | 301 |
| Alcohol Related Fatality Trend | 378 | 386 | 400 | 403 | 397 | 395 | 400 | 401 | 399 | 397 | 398 | 398 | 403 | 411 | 413 | 402 | 390 | 378 | 372 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Speed-Related Fatalities | 349 | 372 | 401 | 375 | 337 | 322 | 347 | 343 | 313 | 328 | 335 | 340 | 407 | 384 | 309 | 239 | 217 | 220 | 180 |
| Speed-Related Fatality Trend | 349 | 361 | 374 | 374 | 367 | 359 | 358 | 356 | 351 | 349 | 345 | 338 | 341 | 347 | 345 | 333 | 319 | 309 | 292 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Motorcycle Fatalities | 55 | 44 | 47 | 56 | 66 | 59 | 61 | 95 | 85 | 103 | 111 | 144 | 154 | 163 | 178 | 140 | 128 | 150 | 134 |
| Motorcycle Fatality Trend | 55 | 50 | 49 | 51 | 54 | 55 | 55 | 60 | 63 | 68 | 76 | 87 | 98 | 108 | 122 | 130 | 134 | 141 | 145 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Unhelmeted Motorcycle Fatalities | 14 | 7 | 4 | 12 | 7 | 11 | 8 | 18 | 11 | 12 | 8 | 15 | 21 | 21 | 15 | 11 | 14 | 15 | 8 |
| Unhelmeted Motorcycle Fatality Trend | 14 | 11 | 8 | 9 | 9 | 9 | 9 | 10 | 10 | 10 | 10 | 11 | 12 | 14 | 14 | 15 | 14 | 15 | 14 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Drivers Under Age 21 Fatal Crashes | 272 | 320 | 344 | 297 | 293 | 320 | 286 | 330 | 282 | 301 | 310 | 326 | 298 | 284 | 221 | 148 | 175 | 165 | 158 |
| Drivers Under Age 21 Fatal Crash Trend | 272 | 296 | 312 | 308 | 305 | 308 | 305 | 308 | 305 | 308 | 307 | 305 | 305 | 304 | 293 | 278 | 261 | 248 | 232 |
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Pedestrian Fatalities | 163 | 164 | 161 | 183 | 167 | 159 | 137 | 156 | 161 | 156 | 153 | 150 | 148 | 154 | 147 | 152 | 168 | 130 | 167 |
| Pedestrian Fatality Trend | 163 | 164 | 163 | 168 | 168 | 166 | 162 | 161 | 161 | 160 | 159 | 158 | 154 | 153 | 151 | 153 | 154 | 151 | 152 |

## Core Outcome Measures

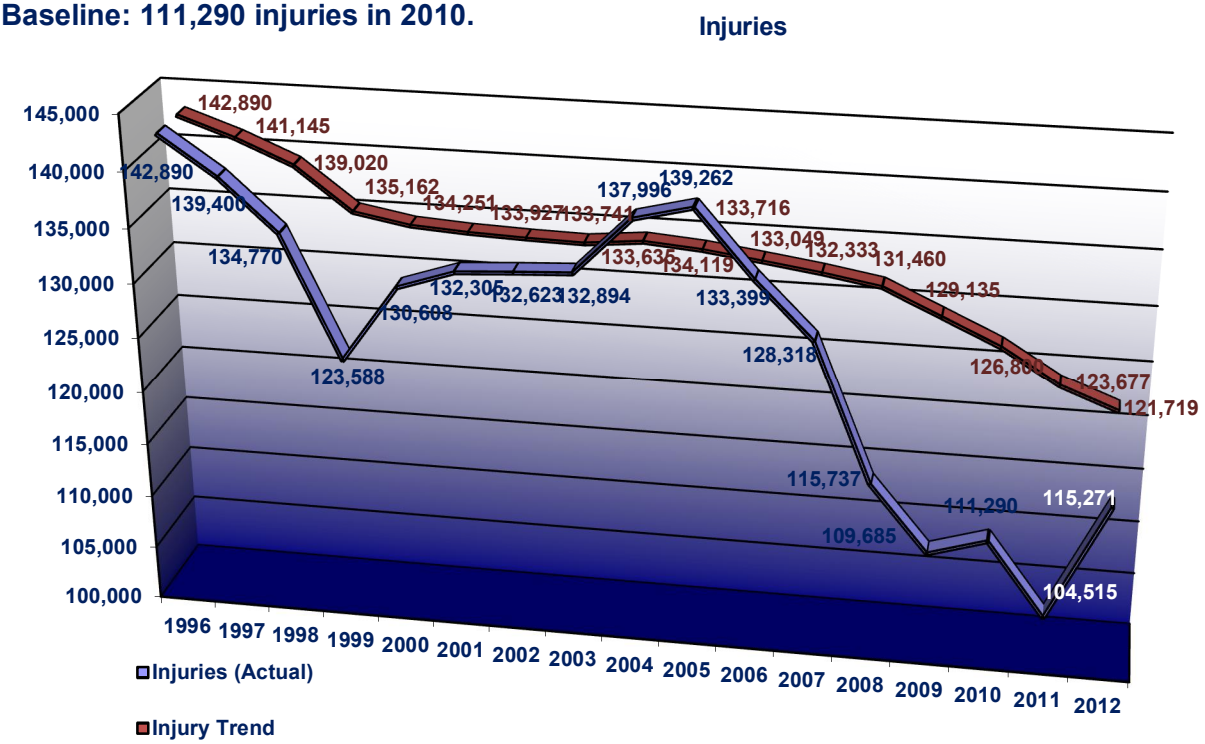
### Core Measure 1: To maintain the steady decrease of traffic fatalities below the 2010 calendar base year count of 1,244 by December 31, 2013 to 1142.

### Baseline: 1,244 fatalities in 2010.



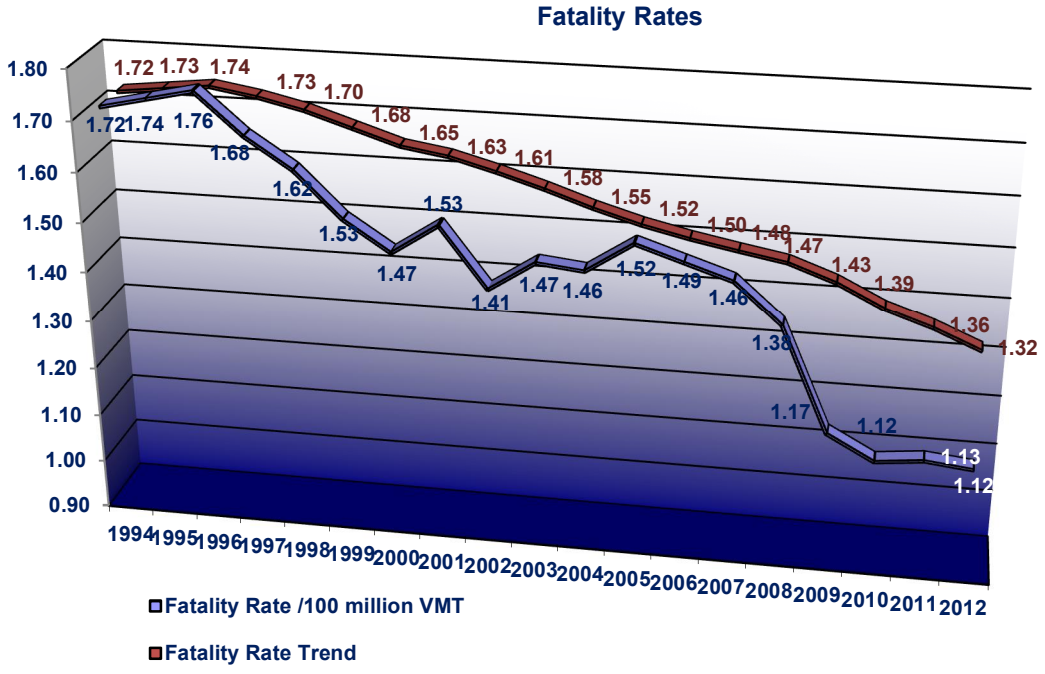

### Core Measure 2: To maintain the steady decrease of serious traffic injuries below the 2010 calendar base year count of 111,290 to 105,725 by December 31, 2013.

### Baseline: 111,290 injuries in 2010.

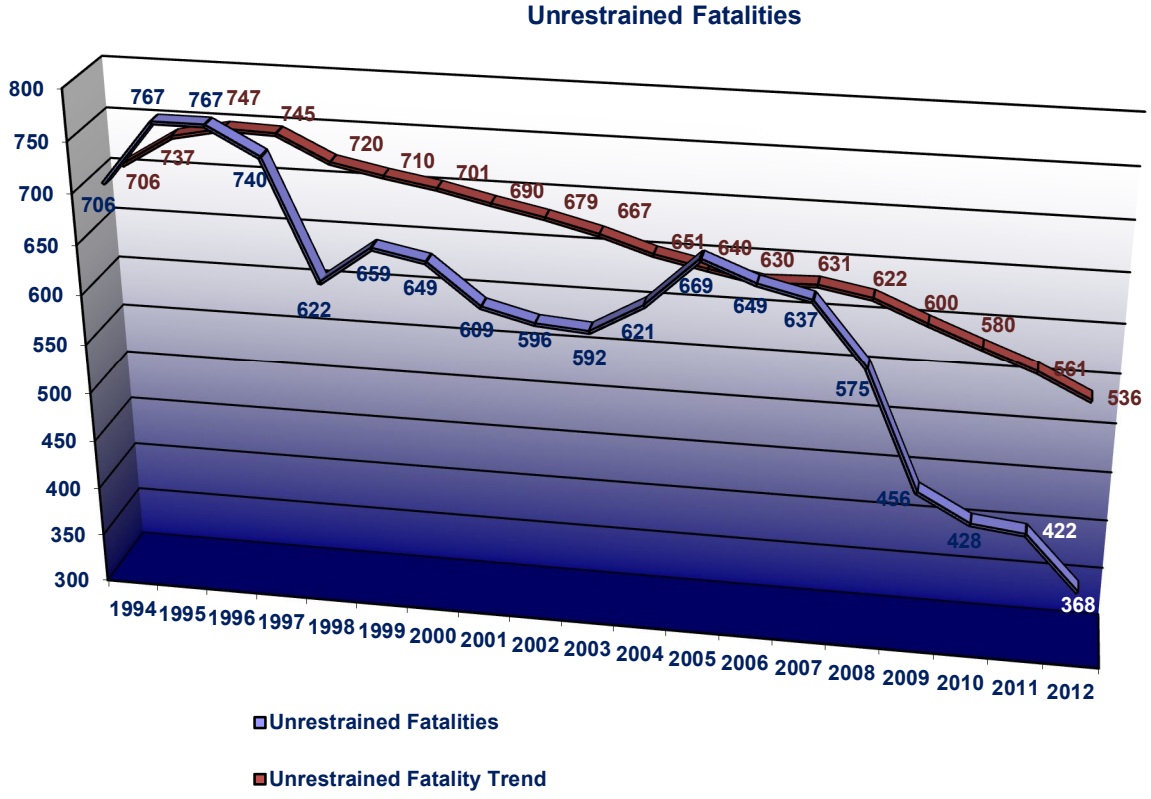


**Core Measure 3: To decrease fatalities/VMT five percent (5%) from the 2010 calendar base year rate of 1.12 to 1.05 by December 31, 2013.**

**Baseline: 1.12 fatalities/VMT in 2010.**

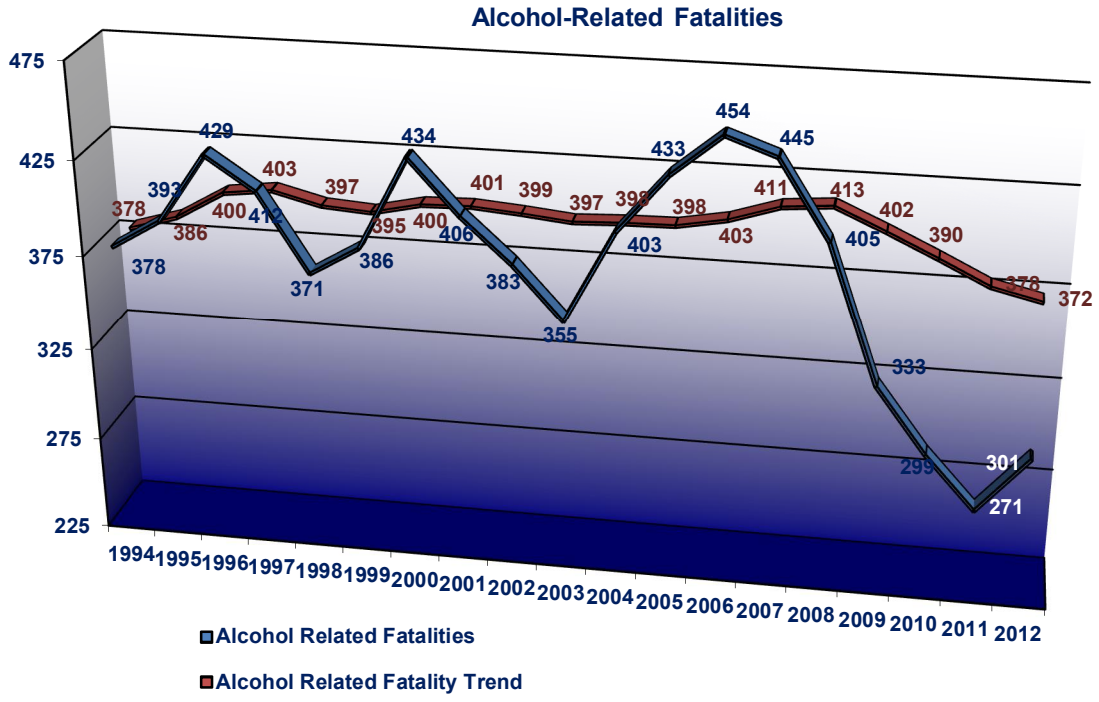



**Core Measure 4: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions nine percent (9%) from the 2010 calendar base year count of 427 to 389 by December 31, 2013.**
**Baseline: 427 unrestrained fatalities in 2010.**



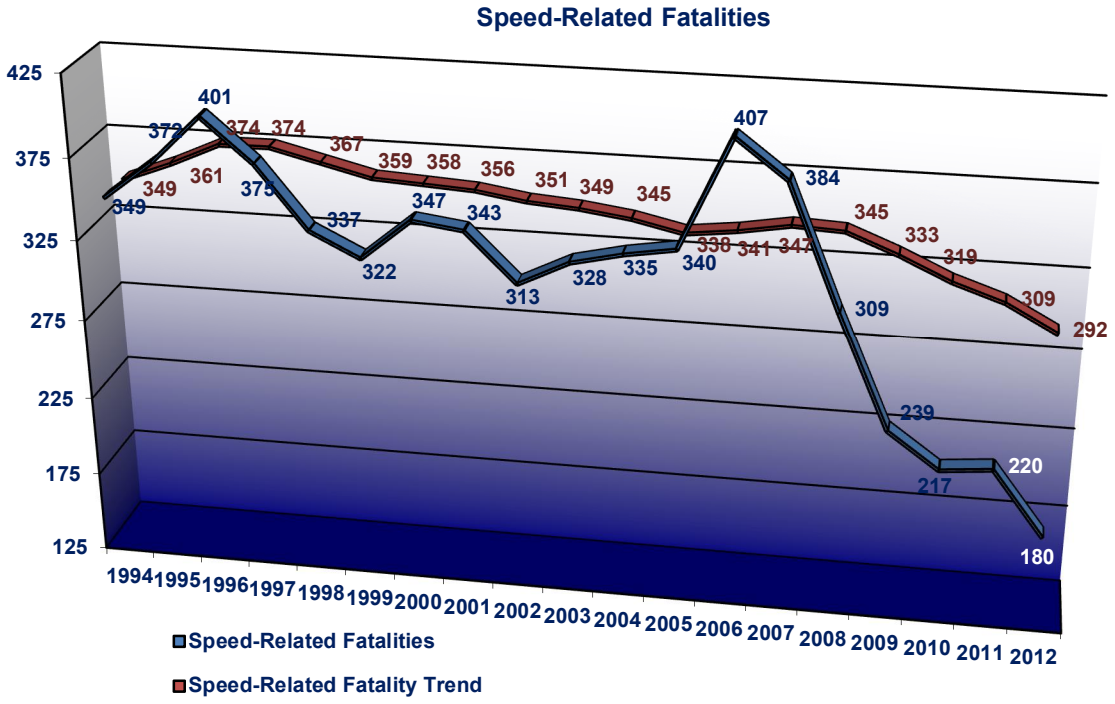
**Core Measure 5: To decrease alcohol impaired driving fatalities ten-percent (10%) from the 2010 calendar base year average of 298 to 268 by December 31, 2013.**

**Baseline: 298 alcohol-related fatalities in 2010.**



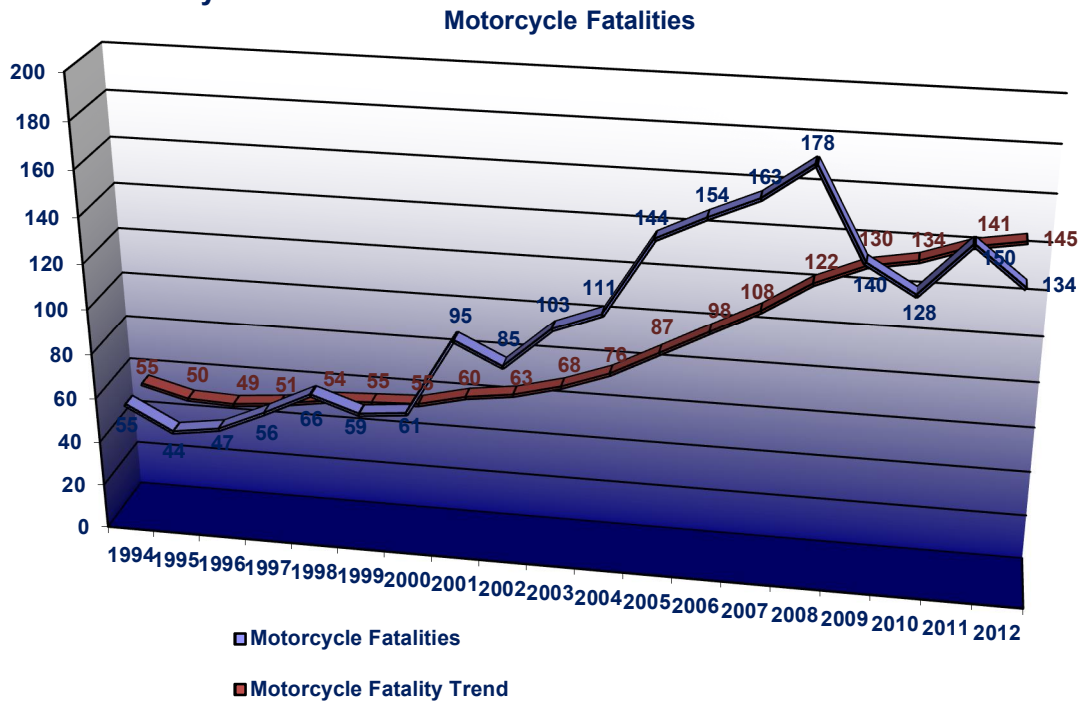

**Core Measure 6: To decrease speeding related fatalities by sixteen percent (16%) from the 2010 base year count of 217 to 183 fatalities by December 31, 2013.**

**Baseline: 217 speed-related fatalities in 2010.**



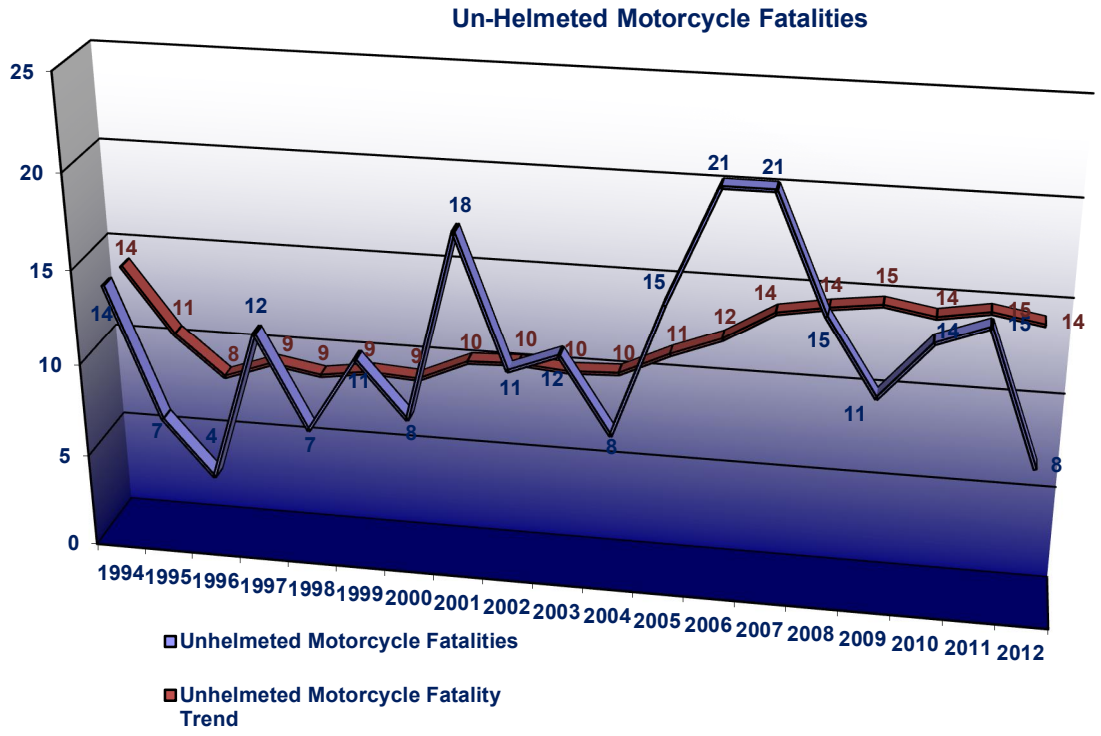
**Core Measure 7: To maintain the steady decrease of motorcyclist fatalities from the 2010 calendar base year count of 127 by December 31, 2013.**

**Baseline: 127 motorcycle deaths in 2010.**



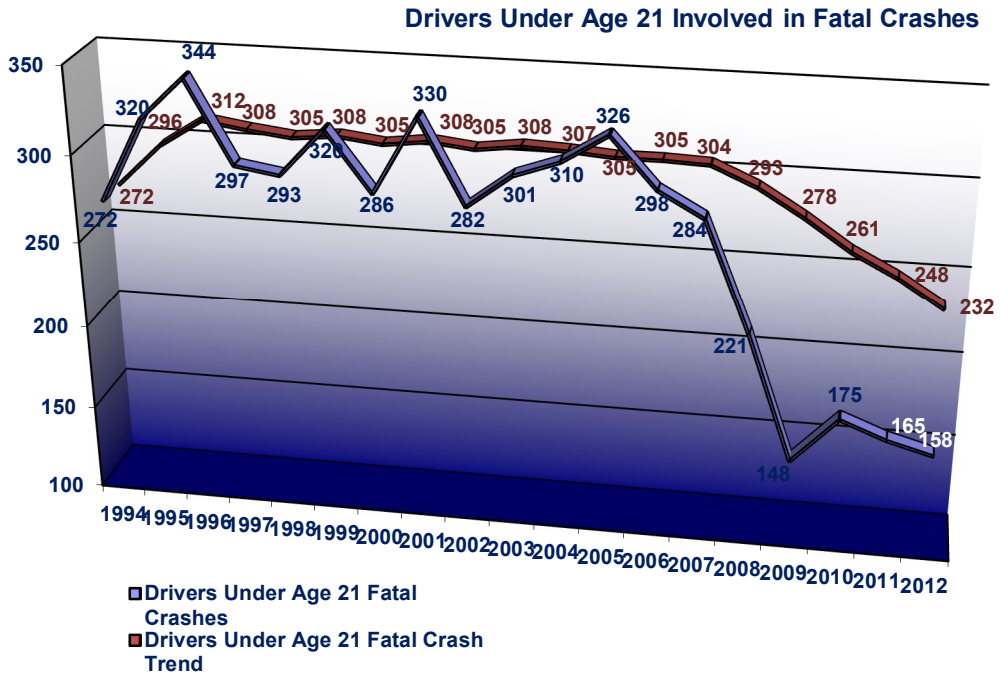

**Core Measure 8: To maintain the steady decrease of un-helmeted motorcyclist fatalities below the 2010 calendar base year count of 14 by December 31, 2013.**

**Baseline: 14 un-helmeted motorcyclist fatalities in 2010.**



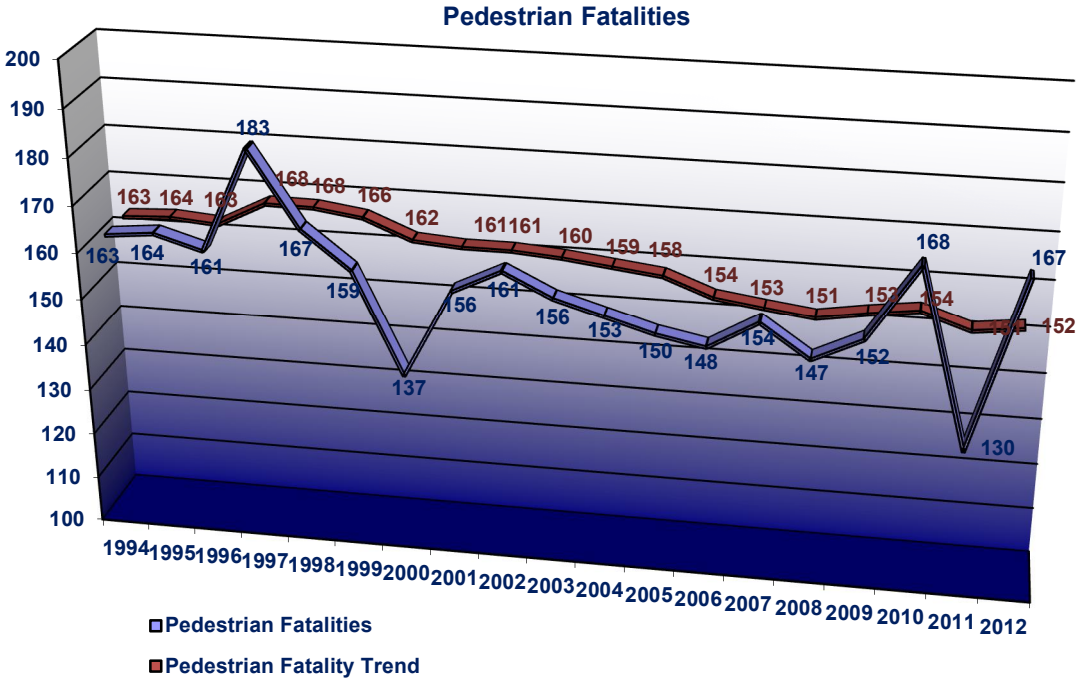
**Core Measure 9: To decrease drivers age 20 or younger involved in fatal crashes from the 2010 calendar base year count of 175 to 143 by December 31, 2013.**

**Baseline: 175 drivers under age 20 involved in fatal crashes in 2010.**




**Core Measure 10: To maintain the steady decrease of pedestrian fatalities below the 2010 calendar base year of 168 by December 31, 2013.**

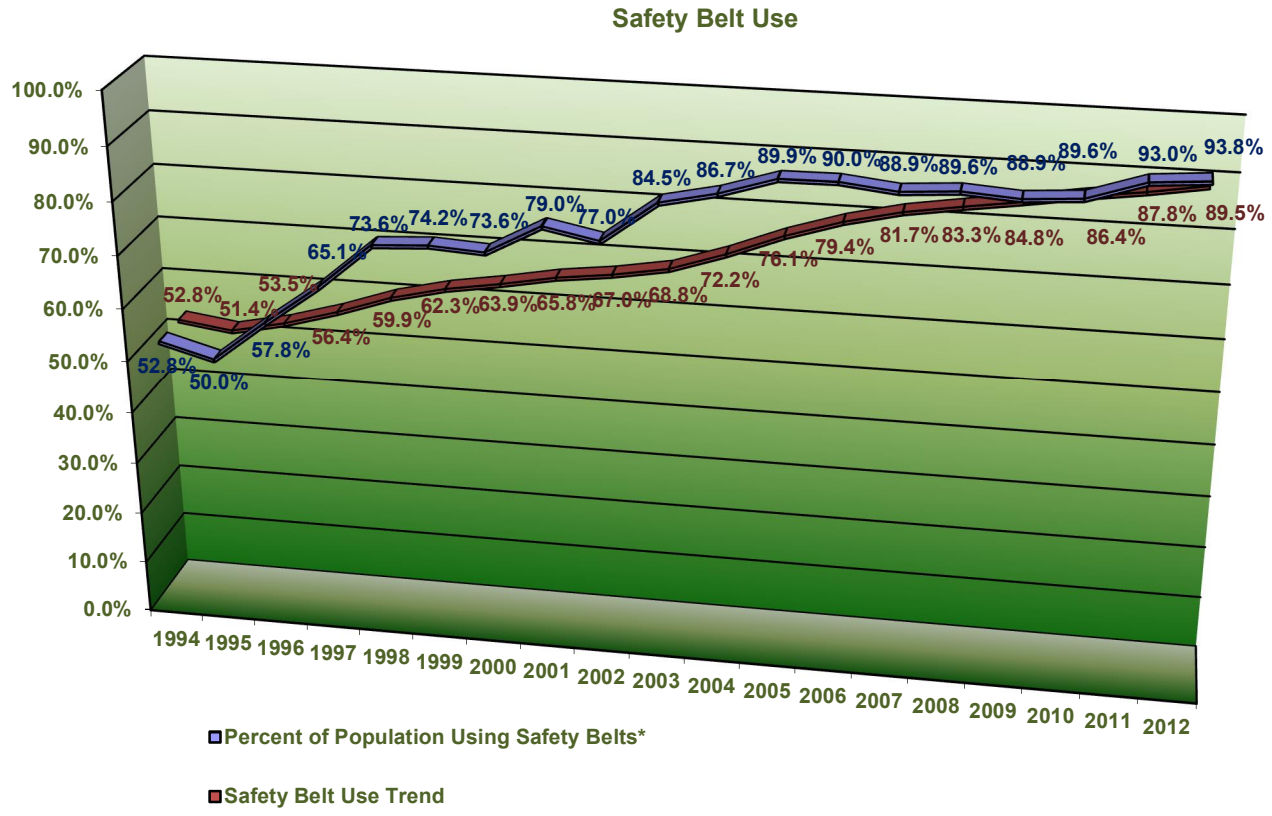
**Baseline: 167 pedestrian fatalities in 2008.**



| Core Behavior Measure / Trends | Baseline Data 1994-2002 | | | | | | | | | Progress Report Data 2003-2012 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| Percent of Population Using Safety Belts* | 52.8% | 50.0% | 57.8% | 65.1% | 73.6% | 74.2% | 73.6% | 79.0% | 77.0% | 84.5% | 86.7% | 89.9% | 90.0% | 88.9% | 89.6% | 88.9% | 89.6% | 93.0% | 93.8% |
| Safety Belt Use Trend | 52.8% | 51.4% | 53.5% | 56.4% | 59.9% | 62.3% | 63.9% | 65.8% | 67.0% | 68.8% | 72.2% | 76.1% | 79.4% | 81.7% | 83.3% | 84.8% | 86.4% | 87.8% | 89.5% |

## Core Behavior Measure

**Measure: Increase the rate of observed safety belt use from baseline 89.6% in 2010 to 90.1% by the end of FFY 2013 for drivers and front seat outboard passengers.**
**Baseline: 89.6% observed safety belt usage in 2010.**




| Core Activity Measures / Trends | Baseline Data FFY 2009-FFY 2012 | | | |
|---|---|---|---|---|
| Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS Online Reporting System. | | | | |
| | FFY 2009 | FFY 2010 | FFY 2011 | FFY2012 |
| Safety Belt Citations | 186416 | 199347 | 193727 | 190042 |
| Safety Belt Citations Trend | 186416 | 192882 | 196537 | 191885 |
| Impaired Driving Arrests | 52270 | 52775 | 51165 | 48270 |
| Impaired Driving Arrests Trend | 52270 | 52523 | 51970 | 49718 |
| Speeding Citations | 661908 | 631643 | 595387 | 641849 |
| Speeding Citations Trend | 661908 | 646776 | 613515 | 618618 |

## Core Survey Questions

**Impaired Driving Question 1:** In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? (Pre: Dec 11, 2012; Post Jan 8, 2013)

| | Pre | Post |
|---|---|---|
| 0 Time | 92.4% | 93.0% |
| 1 - 2 Times | 5.0% | 6.0% |
| 3 or more Times | 2.5% | 1.0% |

**Impaired Driving Question 2:** Have you Heard of Drive Sober or Get Pulled Over? (Pre: Dec 11, 2012; Post Jan 8, 2013)

| | Pre | Post |
|---|---|---|
| Yes | 58.7% | 60.8% |
| No | 41.3% | 36.1% |

**Impaired Driving Question 3:** What do you think the chances are of someone getting arrested if they drive after drinking? (Pre: Dec 11, 2012; Post Jan 8, 2013)

| | Pre | Post |
|---|---|---|
| Almost Certain | 15.4% | 17.0% |
| Very Likely | 25.1% | 20.6% |
| Somewhat Likely | 42.1% | 46.4% |
| Somewhat Unlikely | 11.3% | 10.3% |
| Very Unlikely | 6.2% | 5.7% |

**Safety Belt Question 1:** How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up? (Pre: May 1, 2013; Post June 11, 2013)

| | Pre | Post |
|---|---|---|
| All of the time | 93.9% | 93.8% |
| Most of the time | 5.0% | 3.6% |
| Some of the time | 1.0% | 0.0% |
| Rarely | 0.0% | 0.6% |
| Never | 0.0% | 0.0% |

**Safety Belt Question 2:** In the past 30 days, have you read, seen or heard anything about safety belt law enforcement by police? (Pre: May 1, 2013; Post June 11, 2013)

| | Pre | Post |
|---|---|---|
| Yes | 27.6% | 30.7% |
| No | 72.4% | 69.3% |

**Safety Belt Question 3:** What do you think the chances are of getting a ticket if you don't wear your safety belt? (Pre: May 1, 2013; Post June 11, 2013)

| | Pre | Post |
|---|---|---|
| Always | 23.0% | 21.2% |
| Most of the Time | 19.3% | 22.8% |
| Half of the Time | 15.5% | 14.5% |
| Rarely | 14.4% | 15.5% |
| Never | 27.8% | 25.9% |

**Speeding Question 1:** On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (Pre: Jul 29, 2013; Post: Sept 15, 2013)

| | Pre | Post |
|---|---|---|
| Always | 8.9% | 3.1% |
| Most of the Time | 8.3% | 14.4% |
| Half of the Time | 11.7% | 10.8% |
| Rarely | 46.1% | 32.0% |
| Never | 25.0% | 39.7% |

**Speeding Question 2:** In the past 30 days, have you read, seen or heard anything about speed enforcement by police? (Pre: Apr 8, 2012; Post: Sept 14, 2012)

| | Pre | Post |
|---|---|---|
| Yes | 35.8% | 31.2% |
| No | 64.2% | 68.8% |

**Speeding Question 3:** What do you think the chances are of getting a ticket if you drive over the speed limit? (Pre: Apr 8, 2012; Post: Sept 14, 2012)

| | Pre | Post |
|---|---|---|
| Always | 10.0% | 8.7% |
| Most of the Time | 24.0% | 31.4% |
| Half of the Time | 27.6% | 28.5% |
| Rarely | 31.8% | 27.3% |
| Never | 6.5% | 4.1% |

| Impaired Driving and Speed Enforcement | Program Overview for Georgia Impaired Driving and Speed Programs |
|---|---|

Despite reductions in impaired or speed related crashes through a continuous upgrading of Georgiaõs laws, high visibility law enforcement and increased public information and education (PI&E) programs, any number of impaired driving and speed-related crashes, injuries and fatalities is unacceptable. Fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In FFY 2013, GOHS sought to reduce impaired driving and speed-related deaths by establishing clear, measurable objectives in this area. GOHS utilized NHTSA Sections 402, 406 and 410 funding to accomplish these objectives.

**Objectives**

1. To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To maintain H.E.A.T programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
4. To provide funding to 15% of Georgia public high schools.
5. To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
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.
7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To continue funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup).
10. To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.
11. To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T (Highway Enforcement of Aggressive Traffic) units.
12. To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.

**Noteworthy Programs**

In FFY 2013, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. **The Georgia Impaired Driving Task Force** was created by an Executive Order signed by Governor Nathan Deal. The purpose of the task force was to develop an Impaired Driving Strategic Plan which was submitted to the National Highway Traffic Safety Administration (NHTSA) on September 1st, 2013. The members of the task force represented impaired driving stakeholders in Georgia and included highway safety officials, judicial liaisons, law enforcement representatives and stakeholders from the private sector.
2. **DUI Courts Program** ï A continuation of the DUI adjudication pilot program, six (6) DUI Courts were continued with GOHS funding in FFY 2013.

3. **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** ï A law enforcement program within 21 county and local agencies that aims at reducing aggressive traffic violations and DUIôs. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.
4. **Operation Zero Tolerance** ï A model statewide initiative program which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHSô Regional Traffic Enforcement Networks and required of all the FFY 2013 law enforcement grants targeting impaired drivers and all of the educational grantees as well.
5. **Students Against Destructive Decisions (SADD)** grant program ï GOHS funded 15% of Georgia High Schools across the state. SADD chapters utilized grant funding to address the issues of impaired driving. SADD chapters participated in national campaigns such as: SADD & the law: 21 or Bust and SADD & the law: SADD mobilizes. 21 or Bust is a campaign created as a partnership between SADD and the National Highway Traffic Safety Administration (NHTSA). This campaign teams SADD chapters with Licensed Beverage Outlets (LBOs), law enforcement officials (including liquor law enforcement), and other community leaders to prevent the sale of alcohol to those under the age of 21. The SADD Mobilizes campaign will mobilize SADD chapters to prevent impaired driving by bringing messages about enforcement to new and expanded audiences in the community. By focusing the attention of citizens, businesses, and the media on current enforcement initiatives, SADD chapters can be a part of a successful prevention strategy. This campaign supports the National Highway Traffic and Safety Administration's nationwide *You Drink & Drive, You Lose* initiative.
6. **Training for law enforcement officers** ï Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving and speeding countermeasures including the administration of Standardized Field Sobriety Tests, certification as **Drug Recognition Experts**, and use of RADAR and LIDAR.
7. **Mothers Against Drunk Driving** ï In FFY 2013, funds were provided to MADD for the successful recruitment of new volunteers. MADD undertook the development of volunteers and community action sites, as well as implementing MADD core programs and relaying MADD/GOHS messages.
8. **2013 National Teen Driver Safety Week**:-To help combat teen driver crashes, injuries and fatalities, the Governorôs Office of Highway Safety conducted a two day media tour for National Teen Driver Safety Week. Columbus, Albany, Macon, Statesboro and Augusta were cities where press events were held. Members of the Governorôs Commission on Teen Driving, GOHS Director Harris Blackwood, and local law enforcement were speakers for these press events and individual interviews for media outlets were conducted. Students Against Destructive Decisions (SADD) Chapters all over Georgia held events to bring awareness on teen driver safety issues.
9. **Ford Driving Skills for Life**-GOHS was awarded a $20,000 Ford Driving Skills for Life grant from GHSA. These funds will encourage members in implementing safe teen driving strategies both locally and throughout Georgia. The Driving Skills for Life Event will serve as an opportunity for Commission members to implement some of their strategies in reaching teen drivers. The Driving Skills for Life event will take place in Macon, GA and kick off the 2014 Youth and Young Adult Leadership Conference.
10. **Georgia Young Adult Program**- GOHS provided educational highway safety information, program ideas, statistics, and the opportunity for funding to 100% of Georgia colleges and universities in order to decrease crashes, injuries, and fatalities. In FFY 2013, GOHS funded 17 peer-education programs through the Georgia Young Adult Program. This program focused primarily on reducing impaired driving among young adult drivers. Schools coordinated impaired driving prevention programs including DUI simulators and professional speakers. Programming often surrounded event such as National Collegiate Alcohol Awareness Week, Safe Spring Break, graduation, summer orientation, and football tailgates.

11. **Beyond The Bell**- GOHS has partnered with Beyond the Bell, a non-profit organization which provides prevention programs, effective intervention and/or treatment when appropriate to reduce substance abuse among youth. Beyond the Bell is comprised of representatives from local organizations, faith-based communities, non-profits, businesses, and community members who have united to create change within local communities in regards to the prevention of substance abuse among youth.

**Funding Sources**

1. NHTSA Section 402AL Funding: A total of $453,625.35 was expended to fund alcohol and drug programs across the state.
2. NHTSA Section 402PT Funding: A total of $2,960,825.45 was expended to fund H.E.A.T. programs, Traffic Enforcement Networks (TENs), and Small Agency Incentive Grants.
3. NHTSA Section 402SC Funding: A total of $28,290.80 was expended to train officers in the use of RADAR and LIDAR for speed enforcement at the Georgia Public Safety Training Center.
4. NHTSA Section 406PT Funding: A total of $378,927.75 was expended to fund the Thunder Task Force and the Camden County Sheriffôs Office rural roads grant.
5. NHTSA Section 410K8 Funding: A total of $2,859,630.33 was expended to fund law enforcement programs, including the Georgia State Patrol Operation Nighthawks and the Georgia Public Safety Training Center for impaired driving enforcement training. Education programs were funded, including Students Against Destructive Decisions (SADD) chapters in Georgia high schools, Young Adult (YA) programs in Georgia colleges and universities, and the Alcohol and Drug Awareness Program (ADAP). Awareness programs were funded, such as Mothers Against Drunk Driving (MADD) of Georgia. Adjudication programs were funded, including the Prosecuting Attorney Councilôs Traffic Safety Adjudication Program to aid in the prosecution of impaired drivers, and six (6) DUI Courts.

**Results**

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

1. The **DUI Court** program was continued in FFY 2013 with six (6) DUI Courts funded in six (6) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2013, the DUI Courts served 2,558 participants. A total of 178 new participants joined the program, 131 participants graduated, 59 interlock devices were installed, 99 became eligible for re-licensure, and 140 completed DUI School. Also, 39 participants were terminated for non-compliance, giving the program a retention rate of 98.5%.
2. **Operation Zero Tolerance** ï In FFY 2013, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by the Survey Research Center at the University of Georgia during between December11th, 2012 and January 8th, 2013, 63.9% of respondents had heard of Operation Zero Tolerance, and 84% of respondents indicated that it was at least somewhat likely that they would be stopped by police when drinking and driving.
3. In FFY 2013 funding was awarded to 71 of Georgia high schools to discourage drinking while driving. Out of the completed **Students Against Destructive Decisions (SADD)** grantees, 92.5% achieved at least 50% of the stated objectives. Overall, SADD grantees achieved 95.0% of the stated objectives.
4. During the **100 Days of Summer Heat** campaign from May to September 2012, law enforcement conducted 7,564 road checks, 748 media events, and 1,800 educational events. Activities included 802,727 traffic citations of which 63,852 safety belt violations, 17,598 DUI arrests, 241,565 speeding citations and 37,173 child seat citations.
5. Through the **Georgia Public Safety Training Center**, a total of 1,129 officers were trained on impaired driving countermeasures in FFY 2013. These officers represented 400 different state law enforcement agencies.

They were also responsibly for training an additional 1,218 law enforcement officers in impaired driving detection and 2,044 law enforcement officers in speed detection for a total of 3,262.

6. In FFY 2013, the Governorôs Office of Highway Safety awarded 21**Highway Enforcement of Aggressive Traffic (H.E.A.T.)** in grant funds and 95.2% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. In total, H.E.A.T. grantees achieved 82.8% of the stated objectives and 72.7% of the stated milestones. H.E.A.T. officers arrested 6,249 DUI offenders, an average of 74 DUIs per officer over the grant year, and 37,148 speeding citations were distributed by H.E.A.T. officers, an average of 442 per officer. In addition, H.E.A.T. officers made 447 drug arrests.
7. In FFY 2013, the **Mothers Against Drunk Driving (MADD)** Volunteer Initiative succeeded in recruiting 17 volunteers. Volunteers conducted 15 Responsible Drinking programs at Atlanta schools, including Safe Prom and Alcohol Awareness Month.
8. The **Prosecuting Attorney's Council of Georgia** trained 970 law enforcement officers and prosecutors through one-day joint law enforcement/prosecutor trainings, a three day course entitled Lethal Weapon, Vehicular Homicide, and a traffic safety tract at the 2013 Prosecuting Attorneyôs Summer Conference.
9. **State Judicial Outreach Liaison** Judge Kent Lawrence continues to be a national expert on the adjudication of DUI cases. Judge Lawrence has assisted numerous judges, prosecutors, and law enforcement officers with judicial issues. Additionally, Judge Lawrence trained over 500 highway safety stakeholders on the proper adjudication of DUI cases.
10. **Beyond the Bell** and its associated partners organized 23 community events promoting prevention of substance abuse among youth which reached a total of 4,104 citizens. In addition, Beyond the Bell conducted 12 media events and disseminated 1,019 pieces of literature not only combatting alcohol abuse but also supporting GOHS seatbelt and impaired driving initiatives.

**2014 Strategies**

Georgia looks to employ the following strategies in FFY 2014:

1. DUI Countermeasures ï To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. Impaired Driving Mobilizations ï To implement three (3) impaired driving enforcement mobilizations in which 75% of law enforcement agencies participate.
3. Highway Enforcement of Aggressive Traffic (H.E.A.T.) Programs ï To maintain H.E.A.T. programs in areas in Georgia that demonstrate high risk for aggressive and impaired driving.
4. Students Against Destructive Decisions (SADD) Programs ï To provide funding to 15% of Georgia public high schools.
5. Young Adult Programs ï To continue to provide funding to accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
6. Prosecutor Training ï To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
7. DUI Adjudication ï To provide funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup).

Approximately 44% of Georgiaôs fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2013. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

**Objectives**

1. To maintain the statewide safety belt usage rate of 93% in FFY 2013.
2. To maintain the increase in the use of child safety restraint systems for children age seven and under of 98.2% in the calendar year 2013.
3. To increase the use of child safety restraint systems for children age six to eight by 10% in the FFY 2013.
4. To increase safety belt use rate by 2% for rural drivers and passengers in the FFY 2013.
5. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

**Noteworthy Programs**

GOHS made a statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the ñClick-It or Ticketò Campaigns. The following are some of the most noteworthy programs:

1. **Click-It or Ticket** ï The ñClick It or Ticketò campaign is a highly visible program designed to increase safety belt usage by Georgia motorists. Every year during the Memorial Day and Thanksgiving holiday periods, law enforcement agencies in Georgia join forces for an enforcement blitz that delivers that message. The mobilization is supported by paid advertising campaigns on the national and local levels, as well as earned media campaigns aimed at raising awareness of the importance of seat belt use and law enforcement's commitment to enforcing Georgia's seat belt laws.
2. **Car Safety Seat Fitting Station Program** ï A program through the Atlanta Fire Department designed to provide technician training, recertification, and free car safety seat inspection and installation services to the general public in the Atlanta metro area
3. **Department of Public Health Occupant Safety Program** ï Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Public Health in more than 80 Georgia counties. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, Emergency Medical Services, fire departments, law enforcement, hospitals, and SAFE KIDS organizations. This program provides education and technical assistance as well as mini grants to hospitals with regards to the consistency of policies and procedures when discharging a newborn in an appropriate child restraint. This effort is the only statewide program that addresses safely transporting children with special medical needs and collaborates with local school systems, Head Start educators, and child care providers for school buses and Multi-Function School Activity Bus transport safety.
4. Local organizations across the state provide support to **CarFit**: CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community. Georgia Mountains Regional Commission Georgia Mountains Regional Commission through its CarFit program provides occupant protection services to senior citizens. CarFit is a program developed by the American Association of Retired Persons, American Automobile Association, and the American Occupational Therapy Association designed to assist older drivers in making sure their vehicles assist them. Georgia Mountains Regional Commission also provides child safety seat inspections through its certified Child

Passenger Safety Technician.

5. **DeKalb County Public Health Safe Communities**- GOHS funded one Safe Communities project. DeKalb County is one of the largest and most densely populated counties in Georgia. The DeKalb County Board of Health oversees activities of the State Communities Project through its Injury Prevention section. Safe Communities collaborates with local municipalities, schools, statewide agencies and other community stakeholders to promote all areas of highway safety. They work with these organizations to provide child passenger safety classes to parents, grandparents and caregivers as well as conduct all areas of occupant safety awareness programs to low-income families, both English and Spanish-speaking. Safe Communities promotes multiple vehicle safety campaigns, including the Drive Safely to Work Campaign, Walk to School Campaign, Walk/Bike Safety for Adult Immigrants Campaign and Hispanic Pedestrian Safety Education Campaign.
6. In partnership with GOHS and the **Georgia Traffic Injury Prevention Institute (GTIPI),** the Atlanta Fire Rescue Department safety seat checkpoints and occupant protection events across the Metro-Atlanta area during the grant period focused on providing expertise in child safety restraints to parents and stakeholders. During the grant period, GOHS partnered with multiple local organizations to increase child safety restraint usage and empower parents with knowledge about the proper use of safety equipment. Partners included the DeKalb County Board of Health and the Georgia Department of Public Health.
7. **Child Passenger Safety Week**: In partnership with multiple local law enforcement agencies across the state, GOHS supported participation in National Child Passenger Safety Week September 15ï 21, 2013 including National Seat Check Saturday. Multiple local agencies rallied to provide child seat inspections and educate citizens about proper safety restraints.
8. **Georgia Traffic Injury Prevention Institute (GTIPI)** ï A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, and elderly driving. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education. During FFY2013, GTIPI provided specialized occupant protection training including 155 rollover demonstrations to 6,411 people, offered 67 occupant safety awareness events reaching 1,930 people and trained 227 new child passenger safety technicians.

**Funding Sources**

1. NHTSA Section 402OP Funding: A total of $863,089.76 was expended to fund the Georgia Traffic Injury Prevention Institute (GTIPI) and other occupant protection programs.
2. NHTSA Section 402SA Funding: A total of $84, 837.16 was expended to fund one (1) Safe Communities programs in DeKalb County.
3. NHTSA Section 405K2 Funding: A total of $438,362.32 was expended to fund the Department of Public Health Child Occupant Safety Program, the Atlanta Fire Rescue Fitting Station, and the Georgia Traffic Injury Prevention Institute (GTIPI).

**Results**

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

1. The Georgia Mountains Regional Commission CarFit program conducted 30 CarFit events for senior adults and trained 60 Georgia State Troopers as CarFit Technicians.
2. Atlanta Fire Rescue Department (AFRD) distributed 2,653 safety seats and conducted 28 safety seat checkpoints during FFY 2013. In addition, the AFRD conducted five occupant protection events open to the public across the Metro-Atlanta area during which, they properly installed over 210 child safety seats and checked at least 255 existing child seats.

3. GOHS partnership with local child safety partners resulted in personal contact and training of 7,692 people, distributed 3,795 child seats and reached over 855, 000 citizens via paid media segments promoting proper use of child seats and safety equipment.
4. Indicators of satisfactory seat belt usage: An independent study conducted by the Survey Research Center at the University of Georgia contacted a random sample of 400 citizens which reported regular seat belt usage of 93.8%. This survey also revealed that 87% of Georgia citizens are aware of the stateôs Click-it-or-Ticket campaign and that 86% support these efforts.

**2014 Strategies**

Georgia looks to employ the following strategies in FFY 2014:

1. Highway Safety Conferences ï To sponsor a minimum of four (4) attendees to Highway Safety conferences such as LifeSavers.
2. Enforcement Campaigns ï To conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up American Month, Child Passenger Safety Month and Click It or Ticket).
3. Child Passenger Safety Technician (CPST) Annual Meeting ï To facilitate an annual meeting for Georgiaôs certified CPST instructors to provide program updates and improve CPS class instruction.
4. Young Adults ï To address occupant safety use among young adults through funds to Safe Community grants, and numerous Students Against Destructive Decisions (SADD) grants to conduct activities such as safety belt surveys and school assemblies encouraging safety belt usage.
5. Georgia Traffic Injury Prevention Institute ï To 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. GOHS will also provide continued resources for GTIPI Child Passenger Safety Technician (CPST) training CarFit initiative.
6. Older Driver Task Force ï To provide funds to the Department of Public Health to continue researching and implementing a program for occupant protection among elderly drivers.
7. Special Needs Children ï To provide funds to the Department of Public Healthôs Child Occupant Safety Project to teach two ñTransporting Georgiaôs Special Children Safelyò special needs Child Passenger Safety training courses.
8. Child Safety Seat Fitting Station ï To continue funding the Atlanta Fire Department child safety seat inspection stations.

| Pedestrian and Bicycle Safety | Program Overview for Georgia Pedestrian and Bicycle Safety Programs |
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Pedestrians and bicyclists are among the most vulnerable of all citizens who use Georgia roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of motor vehicles. To combat this, GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

**Objective**

1. To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.
2. To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely ñshare the roadò.

**Noteworthy Programs**

In FFY 2013, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. The **Atlanta Bicycle Coalition** has continued their efforts of bicycle safety education throughout metro Atlanta. Additionally, Executive Director Rebecca Serna has proven herself as a leader in the bicycling community and was recognized nationally by the Alliance for Biking and Walking as the 2013 Advocate of the Year and as a Highway Safety Champion by the Governorôs Office of Highway Safety.
2. **Georgia Bikes!** ï A multi-faceted, statewide, bicycle safety project using remedies found in the Georgia Bicycle and Pedestrian Action Plan and the ñShare the Roadò Specialty tag program. Georgia Bikes hosted the 2012 ñGeorgia-Line Bike Summitò in Augusta, Georgia on October 20, 2012 and the Georgia Bikes Ride to the Capitol on March 26, 2013. Each event had in excess of 200 attendees.
3. **Georgia Pedestrians Educating Drivers on Safety (PEDS)** program consisted of professional traffic safety entities which worked together with GOHS to continue to improve the stateôs pedestrian thoroughfares.
4. **Bikes Athens** provided bicycle safety education to elementary schools, collegiate Greek-life organizations, and traffic court offenders and worked with community leaders to target bicycle danger zones on city streets and around the University of Georgia.
5. **The Alpharetta Police Department** provided bicycle safety education and enforcement of bicycle laws and city ordinances including a 10 mph bicycle speed limit. The bicycle unit focused on a high crash corridor near a park and Greenway.
6. **The Fulton County Sheriff's Office** provided bicycle safety education to elementary school students including safe cycling practices in school zones. Deputies also provided bicycle helmets and other safe cycling apparel to underserved populations within the schools.

**Funding Sources**

1. Share the Road Specialty Tag Program: A total of $134,523.93 was expended to fund ñGeorgia Bikes!ò, $59,004.72 for Bike Athens, $23,029.25 for Alpharetta Police Department, and $12,211.75 for the Fulton County Sheriffôs Department.
2. During FFY 2013, $73,052.90 was expended from 402 PS to support the Atlanta Bicycle Coalition, a local advocacy group whose stated goal is to ñcreate a healthier, more sustainable Atlanta by making it safer, easier, and more attractive to bicycle for fun, fitness, and transportation.ò

3. Georgia Pedestrians Educating Drivers on Safety through GOHS spent $67,392.06 to continue improving the stateôs pedestrian thoroughfares.

**Results**

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

1. During FFY 2013, the Pedestrians Educating Drivers on Safety (PEDS) program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through advocacy and education. PEDS increased driversôperception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PED radio PSAs were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors.
2. During FFY 2013, the Atlanta Bicycle Coalition (ABC) reached an estimated 661,000 individuals, most of whom were drivers, with the ñShare the Roadò message. The ABC educated over 110 adult cyclists in 17 trainings through Confident City Cycling and True Beginners classes, as well as 35 kids through 3 Youth Cycling classes. ABC distributed over 9,000 pieces of bicycle safety materials, including hundreds of free lights during the annual bicycle lights and visibility campaign.
3. During FFY 2013, Georgia Bikes! distributed 10 ñseed grantsò of $1,500 each to new bicycle advocacy organizations throughout the state. ñGeorgia Bikesò created 18 motorist-targeted PSAs on the following topics: watch for cyclists at intersections and yield right of way to cyclists when turning; leave 3 feet of space between car and cyclist when passing; and increase awareness of cyclists on the road. An additional 16 cyclist-targeted PSAs were created with the following topics: be properly equipped and obey ñrules of the road.ò ñGeorgia Bikesò commissioned the first statewide bicycle safety survey to gather baseline data on Georgia citizensôawareness of safety cycling practices and safety driving practices with bicycles.

**2014 Strategies**

Georgia will look to employ the following strategies in FFY 2014:

1. **Cyclist Awareness** ï To increase awareness of motorists and cyclists safe and legal use through enforcement and education.
2. **Pedestrian Safety** ï To provide funding for pedestrian safety through enforcement, training and educational materials.
3. **Atlanta Bicycle Coalition** ï To continue funding ABC to improve bicycle safety through outreach/education to drivers and cyclists on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
4. **Georgia Department of Transportation (GDOT)** ï To collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

| Traffic Records | Program Overview for Georgia Traffic Records |
|---|---|

In FFY 2013, GOHS continued to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interface that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA section 406 and 408 funding to support traffic records.

**Objective**

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

**Noteworthy Programs**

In FFY 2013, GOHS provided funding for programs to improve traffic records:

1. ñThe Traffic Records Coordinating Committee (TRCC)ò ï Responsible for coordinating and facilitating the stateôs traffic records activities, funded through the Administrative Office of the Courts. The State Traffic Records Coordinator operates from a strategic plan that guides the Committeeôs mission. The plan includes a long-range plan, support of the Traffic Records Coordinator, improvements in the process of crash location, and better communication to reporting agencies.
2. ñCrash Report Redesignò ï GDOT determines needed changes in field and attributed values to crash reports and crash data, considering both Georgiaôs needs and Model Minimum Uniform Crash Criteria Guideline (MMUCC) compliance.
3. ñPublic Access to OASIS Web Query Systemò ï The Department of Public Health provides continuous, direct access to Hospital Emergency Room visit data, Motor Vehicle crash data, death certificate data and analysis through an online query system (OASIS), increasing the accessibility of data for traffic safety stakeholders and the public.
4. ñLaw Enforcement Agency Technology Grantsò ï The Georgia Association of Chiefs of Police provides selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically. Agencies must commit to use the equipment for electronic crash reporting for at least three years, and must inform local media of the program implementation.
5. ñEmergency Medical Services Information Systemò - The Georgia Office of Emergency Medical Services operates and maintains the Georgia Emergency Medical Services Information System (GEMSIS) as the stateôs repository for Patient Care Report (PCR) completed for each ambulance run. GEMSIS is the state level counterpart to the National Emergency Medical Services Information System (NEMSIS), is compliant with its data standards, and transmits all state level data into the NEMSIS system.

**Funding Sources**

1. NHTSA Section 408K9 Funding: A total of $854,352.78 was expended to fund the Traffic Records Coordinating Committee, GDOTôs ñCrash Report Redesignò, and the Department of Community Healthôs ñCrash Outcome Data Evaluation System (CODES)ò.
2. NHTSA Section 406CP Funding: A total of $28,637.00 was expended to fund the implementation of the CAD model for the Department of Public Safety.

**Results**

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

1. Online Reporting ï As of December 2013, the percentage of Georgia crash reports being submitted electronically is over 85%, the first time that GDOTôs vendor Appriss has documented that over half of all reports enter the crash database. Electronic submissions are being made by 241 law enforcement agencies.
2. During FFY 2013, GDOT drafted and issued the Crash Report Redesign report and began implementing changes to crash reports to better fit Georgiaôs needs.
3. During FFY 2013, the Department of Public Health enhanced the public access crash reporting interface with updated and additional data, and promoted the interface at various forums and conferences.
4. During FFY 2013, the Georgia Association of Chiefs of Police awarded technology to 32 small and medium sized law enforcement agencies across the state. More than 130 law enforcement agencies have been provided with computer technology through this program.
5. During FFY 2013, the Office of Emergency Medical Services was able to document two measurable improvements in the GEMSIS system. The completeness of the system was improved by the number of EMS providers submitting data, and the timeliness was improved by reducing the average number of days between the date of an ambulance run and the entry of the PCR into the GEMSIS system.

**2014 Strategies**

Georgia will look to employ the following strategies in FFY 2014:

1. Georgia Crash Data ï To 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. Uniform Traffic Citation Electronic Communication Program ï To promote the continued installation and operation for courts throughout Georgia.
3. Electronic Crash Reporting ï To expand implementation of electronic crash reporting capacity now available through Appriss via contract with GDOT.
4. Records Management System (RMS) ï To promote utilization of the RMS provided by Appriss for interested LEAs that do not have an electronic RMS, and support vendors of electronic RMS systems in developing electronic interfaces to the crash repository for their clients.
5. Emergency Medical Services ï To achieve further increases in the completeness and timeliness of the GEMSIS system.

Paid media programs represent a major component of GOHSô efforts to reduce the incidence and prevalence of motor vehicle crashes, injuries and fatalities on Georgiaôs roadways. GOHS employs a variety of innovative paid media programs with memorable names designed to remind motorists of their need to obey traffic safety laws and of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during vacation periods when large numbers of motorists fill Georgiaôs roadways, many GOHS campaigns target those holiday periods. By coordinating media and enforcement campaigns, Georgia frequently enjoys reductions in traffic crash morbidity and mortality during those periods. GOHS utilized NHTSA section 402 and 410 funding to support Paid Media.

**Objective**

To implement a Paid Media Plan for GOHSô impaired driving and occupant protection campaigns for FFY2013. Those campaigns include year-round messaging for Georgia driver safety.

**Noteworthy Programs**

1. **Click It or Ticket (CIOT) -** A two-week national and statewide safety belt enforcement campaign. In Georgia, we have two major mobilizations in May and November. GOHS utilizes paid and earned media to reach both major markets and smaller communities in Georgia. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
2. **Drive Sober or Get Pulled Over** and **Operation Zero Tolerance (OZT) -** OZT is a two week statewide impaired driving enforcement campaign that is coupled with the national Drive Sober or Get Pulled Over campaign. OZT uses the ñOver the Limit, Under Arrestò messaging in both earned and paid media during campaigns at Memorial Day, Independence Day, Labor Day and the Christmas/New Yearôs holiday season. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
3. **100 Days of Summer H.E.A.T**. - The campaign is launched in late May and runs throughout the summer to focus on Highway Enforcement of Aggressive Traffic (H.E.A.T). While news conferences for this campaign are not usually dedicated solely to this campaign, its messaging of increased targeted enforcement is integrated into the CIOT mobilization, which often launches simultaneously around the Memorial Day holiday. H.E.A.T. earned media focuses mainly on warning drivers about the dangers of impaired driving, aggressive speeding, and overall irresponsible motoring behavior.
4. **Survey Research Center Surveys (SRC)**: The SRC at the University of Georgia conducted pre and post surveys of Gerogia citizens attitudes and perceptions of traffic safety issues and events for three major GOHS initiatives; 100 Days of Summer HEAT, Click-it-or-Ticket, and Operation Zero Tolerance. A total of 5,045 citizens were contacted and 1,153 completed surveys, greatly enhancing GOHS ability to quantify the impact of its initiatives.

**Funding**

1. NHTSA Section 402PM Funding: A total of $1,275,137.92 was expended to fund Safety Belts Paid Media.
2. NHTSA Section 410K8PM Funding: A total of $600,000.00 was expended to fund Impaired Driving Paid Media.

**Results**

1. Television advertisements during the two campaigns reached 56.9% of the statewide target population 4 times each, for a total of over 3.1 million impressions. Radio advertisements reached 73.8% of the statewide target population 5.7 times each, for a total of over 3.5 million impressions.

2. In November, 2012, GOHS conducted 5 Operation Safe Holidays media events in the Columbus, Albany, Macon, Savannah and Augusta media markets. The focus of these advertisements was occupant protection with a secondary focus of alcohol abuse messaging.
3. In December 2012, GOHS conducted 3 Operation Zero Tolerance impaired driving media events in Columbus, Albany and Macon. The focus of these messages was to educate the public about the dangers of impaired driving as well as increase
4. In February, GOHS conducted an Operation Thunder media event in Augusta, GA in order to educate the public about increased enforcement and to focus attention on to excessive speed.
5. In March 2013, GOHS conducted 5 St. Patrickôs Day impaired driving media events in Atlanta, Columbus, Albany, Macon and Savannah. Additional partnerships included TEAM Georgia and Meehanôs restaurant in Atlanta; and the Savannah Trade and Convention Center in Savannah.
6. In May 2013, GOHS combined the traditional May Click It or Ticket (CIOT) message with an additional Boating Under the Influence (BUI) message to highlight the new BUI limit going into effect that summer. GOHS partnered with the Georgia Department of Natural Resources to conduct 7 media events in major lake communities that were also in one of Georgia media markets. The media events were in Columbus, Fort Gaines (parts of Columbus, Albany and Dothan, AL markets), Cordele (Albany market), Milledgeville (Macon market), Savannah, Augusta, and Gainesville (Atlanta market and local media).
7. In May 2013, GOHS conducted a bicycle safety media event to mark National Bicycle Safety month. Additional partnerships included Atlanta Bicycle Coalition, City of Atlanta and Georgia Techôs School of Civil and Environmental Engineering.
8. In July 2013, GOHS again partnered with the stateôs Department of Natural Resources (DNR)for a statewide impaired driving campaign, with an additional message regarding Boating Under the Influence. Five media events were conducted in Columbus, Albany, Macon, Savannah and Augusta. Additional partnerships included the local airports in each community. GOHS was able to land DNRôs helicopter at each airport and conduct the media events at each facility.
9. In August, 2013, GOHS conducted 9 Hands Across the Border media events in Augusta, Bainbridge, Columbus, Kingsland, Lake Park, Rabun, Rossville, Savannah and West Point. In the smaller communities where major broadcast media outlets were not available, coverage was received via local newspapers and radio stations. Alcohol abuse was the focus of this initiative; occupant protection and excessive speed were the secondary messages.
10. Also in August, GOHS conducted a heatstroke media event in Savannah in conjunction with the National Highway Traffic Safety Administration and SafeKids. An additional partnership was formed with the Lady Bamford childcare facility to host the event. Occupant protection was the focus of this message.
11. In September, 2013, GOHS partnered with several other agencies and organizations to conduct a series of media events in both Macon and Byron, GA, which are both served by the Macon media market. Partnerships included local schools and hospitals as well as the Department of Public Health, Department of Human Services and the Georgia Traffic Injury Prevention Institute. Child passenger safety was the focus of these messages.
12. To accomplish its broad Public Information and Education goals, GOHS allocates funding for television, radio, and out-of-home advertising, which can include billboards, online advertising and pumptop advertising. In FFY 2013, GOHS expended $1.875 million to purchase paid media. GOHS expended $1,032,913.00 on television advertising, with $808,280.00 on local broadcast television and $224,632.00 on cable television. GOHS spent $587,380.00 on radio advertising, and a total of $254,844.92 on out-of-home advertising.

**Strategies for FFY 2014**

Georgia will look to employ the following strategies in FFY 2014:

1. Distracted Driving Signs: GOHS is currently preparing logistics for posting road signs publically posting information on Georgiaôs texting while driving ban. Signs are to be placed on public roadways between FFY 2014-FFY 2015.
2. Click-it-or-Ticket (CIOT) ï To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgiaôs highways while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.
3. Operation Zero Tolerance (OZT)ï To use Paid Media to support ongoing OZT enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgiaôs alcohol-related crash, fatality and injury rate.
4. Share the Road/Motorcycle Safety ï To use Paid Media to support the new GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgiaôs secondary audience with a motorcycle safety and awareness message.
5. Safe and Sober Cycling ï To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.
6. NHTSA ï To base Georgiaôs year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to coordinate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
7. GOHS will conduct a minimum of six Paid Media initiatives during FFY 2014, to include:
    a. The Operation Zero Tolerance (OZT) Labor Day 2014 Campaign *(which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns)*
    b. The Click-it-or-Ticket (CIOT) Thanksgiving 2013 Campaign
    c. The Operation Zero Tolerance (OZT) Christmas-New Year 2013/2014 Campaign OTLUA
    d. The 2013 Share The Road/Motorcycle Awareness campaign
    e. The Click-it-or-Ticket (CIOT) Memorial Day 2014 Campaign
    f. The Operation Zero Tolerance (OZT) Independence Day 2014 Campaign OTLUA.

**Noteworthy Practices**

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| **Project Title:** Georgia Governorôs Commission on Teen Driving |
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| **Target:** The Governorôs Commission on Teen Driving will develop a statewide strategy, using non-traditional methods, to educate teen drivers on the risks and consequences of texting & driving, distracted driving, and alcohol impaired driving, with the ultimate goal of reducing teen crashes, injuries and fatalities on Georgia highways. |
| **Program Area:** Impaired and Distracted Driving |

**Problem Statement**

Car crashes are the number one killer of teens in Georgia and nationwide.
In an effort to reduce crashes among the stateôs youngest drivers, Georgia Governor Nathan Deal announced on September 10, 2012 the formation of a Commission on Teen Driving. Composed solely of teens between 15 and 18 years of age, the 22-member Commission is tasked with identifying strategies to educate their peers about the dangers of impaired driving, texting and driving, and driving distracted. The Commission is overseen by the Governorôs Office of Highway Safety and facilitated by Pam Fischer, a nationally recognized teen safe driving advocate.

**Objectives**

1. To develop a Final Report of strategies and to be presented to Governor Nathan Deal and the Transportation Committee.
2. To serve as a representative of the Commission at conferences and task force meetings as assigned by GOHS.
3. To speak publically about safe teen driving behaviors.
4. To provide the Governorôs Office of Highway Safety with insight and perspective as it relates to safe teen driving.
5. To attend meetings via conference calls or webinars.
6. Travel to attend onsite meetings and trainings.
7. Utilize non-traditional methods to identify and establish countermeasures to address distracted driving, alcohol impaired driving, and texting and driving.
8. To speak with members of press addressing safe teen driving behaviors (when assigned by GOHS).
9. To provide prompt assistance via phone or email to the commission.

**Strategies/Results**

All the above sample objectives were met; the following results are some examples of recommendations from each subcommittee:

1. Distracted Driving Subcommittee:

a) List Restrictions on Physical Class D License ï make teens more aware of pre-existing laws related to driving. Marking the restrictions would alert both teen drivers and police officer to the limits placed on their driving initiatives. A similar initiative has been implemented for drivers under 21 for alcohol consumption (horizontal vs. vertical license).

b) Increase Police Enforcement ï make teenagers more accountable for their actions. Officers are hesitant with fines and license removal because it punishes the parents

instead ð they pay the fines and have to transport the teen. Use community service punishment to replace fines. This would create a constructive alternative for officers to punish the teen without punishing the parent.

c) Parental Notification System ï make parents more informed of teen driving activities. When a teen applies for a Class C Instructional Permit, the parent or guardian puts down contact information (name, number, email, and mailing address) so that if the teen were pulled over, a parent or guardian would be notified. From this, a decal would be placed on the front windshield so the officer would be able to identify the driver and alert the parents. This system has had success in states such as New York and Michigan, where it has been implemented.

2. Texting While Driving Subcommittee:

a) School Pledge ï increase awareness of existing laws on texting and driving among teenagers in Georgia. Encourage chool systems to implement a pledge system that promotes awareness of teen driving laws and possible repercussions of texting while driving. Encourage school systems to implement this pledge system in accordance with their high school parking system for students to receive parking permits ï they must sign the pledge.

b) Texting Road Signs ï we seek to remind teenagers while operating motor vehicles not to engage in texting while driving. Just as the successful ñClick-it or Ticketò and ñBuckle-up Itôs The Lawò campaigns did, we would like to establish signs on roadways that remind teens not to engage in texting while driving. We think that constant reminders would be an effective measure towards eliminating the practice throughout Georgia.

c) Strengthen Texting Penalties ï we seek to punish teenagers who violate the law and risk othersô lives. Although there are texting while driving laws in place, we seek to reform and strengthen them. There is currently no graduated punishment program (like the DUI system has established), so repeat offenders do not feel the influence of heightened penalties. We believe that repeat-offenders should be subjected to more strict penalties, and that all drivers should be required to use hands free devices to talk on the phone while driving.

3. Impaired Driving Subcommittee:

a) Enhance Consequences of DUI ï reduce DUI by suggesting new, stronger enforcement for violators.

b) Traveling Expo ï promote education among teen drivers through use of a statewide traveling impaired driving display.

c) Empower Local Authorities - local authorities should be further empowered to enforce teen driving laws with little tolerance for violators. All legislation changes should be immediately provided to local authorities, and enforcement should begin as soon as legislation is enacted. Provide more coherent resources for local authorities.

The Governorôs Office of Highway Safety staff is continuously identifying opportunities to move forward in promoting and implementing the recommendations set forth by the Governorôs Commission on Teen Driving. While continuing to receive input and suggestions from the Commission, the Governorôs Office of Highway Safety will utilize partnerships with the Department of Drivers Services, the Department of Transportation, the Department of Education, law enforcement agencies statewide, the Georgia legislature, as well as statewide media outlets to promote the Commissionôs recommendations and encourage implementation.

*The detailed Governorôs Commission on Teen Driving Proposal is available upon request.

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| **Project Title:** Governorôs Office of Highway Safety, Child Passenger Safety Caravan |
| **Target:** To increase the awareness of the importance, correct usage of child safety restraints and overall occupant protection. |
| **Program Area:** Occupant Protection |

**Problem Statement:**

Children living in Bibb and Peach counties are at an increased risk to injury or death if involved in a crash, due to low child safety restraint usage. In the last 10 years, these counties have fluctuated in the number of vehicle injuries and fatalities; however the number is not decreasing. There is a lack of awareness and education in these counties, especially in the low-income areas. The Governorôs Office of Highway Safety, along with other statewide partners, indicated that the average child restraint use in these areas of concern is approximately 49.2 percent. The Child Passenger Safety Caravan is meant to combat this problem by increasing awareness and education with all areas of child passenger safety.

**Objectives:**

1. Increase child passenger safety awareness by hosting a child passenger safety caravan in Bibb and Peach counties.
2. Increase child passenger safety awareness by presenting 17 presentations at different elementary schools and daycares in Bibb and Peach counties.
3. Increase child passenger safety awareness by hosting a child safety seat event in Bibb County, allowing parents to learn how to properly install child safety seats.
4. Decrease child vehicle injuries and fatalities by conducting a total of 3 road checks in Bibb and Peach counties.
5. Increase child passenger safety awareness by reaching as many citizens as possible through local media broadcasters, billboards and newspapers.
6. Expand our statewide partnerships by working with state agencies, law enforcement agencies and other organizations, both local and statewide.

**Strategies/Results:**

1. The Governorôs Office of Highway Safety partnered with other statewide agencies including the Georgia Department of Public Health, Safe Kids Toombs County, The Medical Center of Central Georgia, Kohlôs Kids Safety Zone, City of Macon, City of Byron, City of Ft. Valley, Bibb County Health Department, Bibb County Sheriffôs Office, Peach County Sheriffôs Office, Byron Police Department, Georgia State Patrol, Pioneer RESA, Peach County Fire/EMS, DeKalb County Board of Health, Georgia Traffic Injury Prevention Institute, Atlanta Fire and Rescue to host a child passenger safety caravan in Bibb and Peach counties.
2. The Department of Public Health, Pioneer RESA and the DeKalb County Board of Health, GOHS along with other statewide partners, educated and trained 2,173 citizens of Bibb and Peach counties. This includes parents, students, educators and daycare providers.

3. A total of 122 brand new child safety seats were distributed during the caravan. The recipients of these seats included parents, caregivers and daycare centers.
4. The Bibb County Sheriffôs Office, Peach County Sheriffôs Office, Byron Police Department, GOHS and Georgia State Patrol, along with other statewide partners successfully conducted 3 road checks during the caravan, one in Bibb County and 2 in Peach County.
5. The Medical Center of Central Georgia and the Governorôs Office of Highway Safety (GOHS) coordinated with the local media to spread highway safety messages and caravan information. Media efforts reached over 600,000 citizens in Bibb and Peach counties.
6. Pioneer RESA, DeKalb County Board of Health, Department of Public Health and Georgia Traffic Injury Prevention Institute, along with other statewide partners and the Governorôs Office of Highway Safety (GOHS), visited 17 different schools and daycare centers to educate students and educators on the importance of child safety restraint use.
7. The Department of Public Health, as part of their Mini-Grant program funded by the Governorôs Office of Highway Safety (GOHS), held a child passenger safety education class for parents and caregivers at the Bibb County Health Department. The 10 class attendees learned how to properly install their child safety seats and received a free safety seat upon completion of the class.
8. The Governorôs Office of Highway Safety (GOHS) held conferences with the Mayors of Macon, Byron and Ft. Valley, creating partnerships to continue education and enforcement moving forward.

**Cost:** Approximately $10,000

**Funding Source:** Section 402OP

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**Noteworthy Practices** ***(continued)***

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| **Project Title:** Highway Enforcement of Aggressive Traffic (H.E.A.T.) |
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| **Target:** To reduce aggressive traffic violations and DUIôs in 21 jurisdictions. |
| **Program Area:** Impaired, Speed and Aggressive Driving countermeasures. |

**Problem Statement**

Twenty-one (21) H.E.A.T. units provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding and aggressive driving, driving under the influence of alcohol or drugs, and driving unrestrained.

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

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

**Strategies/Results**

All the above sample objectives were met; the following results are programmatic achievements:

1. During FFY 2013, H.E.A.T. units across the state arrested 6,739 DUI offenders, handed out 93,578 speed citations, and cited 9,725 vehicle occupants for safety belt violations. H.E.A.T. units participated in 606 road checkpoints in collaboration with other jurisdictions, and held 1,055 educational events at local schools and other organizations.
2. During FFY 2013, H.E.A.T. units reported a reduction in total deaths and injuries by 22.4% and 9.9%, respectively. In addition, impaired fatalities dropped 12.8%, and speed-related fatalities decreased 56.4%. Pedestrian fatalities dropped 49.1%, and teen deaths fell 18.8%.
3. During FFY 2013, the Metro Atlanta Multi-jurisdictional DUI Task Force targeted areas utilizing traffic analysis. A total of 67,280 speeding tickets, 5,348 DUI arrests, and 3,574 safety belt citations were made in the core Atlanta counties (Fulton, DeKalb, Gwinnett, and Cobb).
4. During FFY 2013, Metro Atlanta area H.E.A.T. units reported reductions fatalities and injuries by 20.2% and 5.6%, respectively. Impaired deaths decreased 38.9%, speed fatalities fell 61.5%, pedestrian fatalities dropped 51.2%, and teen deaths decreased 18.8%.
5. During FFY 2013, H.E.A.T. jurisdictions outside the Metro Atlanta area reported a 44.4% drop in total fatalities, and a 49.4% drop in total injuries. Speed deaths in these jurisdictions were down 10.0% and pedestrian fatalities decreased 41.7%.

**Cost:** $1,439,400.00
**Funding Source:** NHTSA Sections 402PT (Police Traffic Services) and 410K8 (DUI Programs)

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## Looking to the Future

**Significant challenges to be addressed**:
The following are potential challenges to be addressed in order to reach the goals from the FFY 2014 Highway Safety Plan:

1. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
2. **Increase education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing education of current and proposed traffic safety legislation.
3. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
4. **Respond to the rise of motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and research inherent causes behind motorcycle deaths are imperative to enhance the safety of Georgia roadways.
5. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities and be "Below 1,000".** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.
6. **Respond to the impact of ongoing increase in distracted driving.** Utilize NHTSA funds to design state wide distracted driving programs.
7. **Updating electronic grants system.** Entertain the possibility of gaining modern tools available from current software provider. Changes have not occurred since 2006.
8. **Distracted driving-** Develop a program to address distracted driving issues with newly allocated federal funding.

**FFY 2014 Core Performance Measures and Goals**

1. To maintain the steady decrease of traffic fatalities below the 2011 calendar base year of 1,223 fatalities to 1,169 fatalities by December 31, 2014.
2. To maintain the steady decrease of serious traffic injuries below the 2012 calendar base year of 115,116 to 112,256 by December 31, 2014.
3. To decrease fatalities/VMT by two-percent (2%) from the 2011 calendar base year of 1.09 to 1.07 by December 31, 2014.
4. To decrease unrestrained passenger vehicle fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.
5. To decrease alcohol impaired driving fatalities by 16-percent (16%) from the 2011 calendar base year of 277 to 234 by December 31, 2014.
6. To maintain the steady decrease of speeding related fatalities below the 2011 calendar base year of 217 by December 31, 2014.
7. To decrease motorcyclist fatalities from the 2011 calendar base year of 149 to 140 by December 31, 2014.
8. To decrease un-helmeted motorcyclist fatalities from the 2011 calendar base year of 15 to 14 by December 31, 2014.
9. To decrease drivers age 20 year or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.
10. To reduce pedestrian fatalities from the 2011 calendar base year of 130 to 129 by December 31, 2014.

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

1. Electronic citation and crash reporting.
2. Evaluation consultation expertise.
3. Train grantees/GOHS personnel on programmatic planning, including writing measurable goals and objectives.
4. Training GOHS personnel on available data resources for program planning.
5. Law enforcement training.
6. Teen driver training.
7. Motorcyclist training.
8. Occupant safety observational survey implementation.
9. Salary levels and job descriptions that will attract and retain qualified agency personnel.
10. Cooperative access to other agenciesô data.

# 2013 GOHS YEAR IN REVIEW

PICTORAL REVIEW

## HIGH-VISIBILITY CAMPAIGNS

In response to a 131 percent increase in vehicle crashes in Richmond County, GOHS initiated an Operation Thunder campaign in this Eastern region along Georgia's border with South Carolina. The Thunder mission is to detect Georgia's high-crash corridors and reduce mounting highway deaths and serious injuries by introducing a high visibility law enforcement presence to help stabilize the extreme and illegal driving behaviors of careless motorists who cause those crashes. The agency also participated in the annual Hands Across the Border campaign to enforce seat belt use and combat drunk driving by partnering with law enforcement in Alabama, South Carolina, North Carolina, Tennessee and Florida.

## IMPAIRED DRIVING

GOHS amped up sober driving efforts this year with statewide participation in holiday Operation Zero Tolerance campaigns. With high-visibility law enforcement programs and press events, GOHS addressed the growing issue of alcohol-related crashes in Georgia. The agency also promoted its Drive Sober, Georgia mobile application through media events and by distributing drink coasters with sober driving messages during St. Patrick's Day and New Year's holidays.

## OCCUPANT PROTECTION

Seat belt use and child passenger safety were topics of great focus for GOHS in 2013. Law enforcement participated in Click it or Ticket campaigns with several high-visibility events across the state. GOHS planned a caravan through Peach and Bibb counties, an area struggling with proper child passenger safety awareness. The agency also promoted awareness about hyperthermia and other issues Georgia drivers must remember while transporting Georgia's youth.

## HIGHWAY SAFETY CONFERENCE

Highway safety education for grantees, law enforcement and first responders is one of the Governor's Office of Highway Safety's largest efforts. The agency hosted its bi-annual Highway Safety Conference in Savannah in the summer of 2013 to share new and relevant information for all of those who aid in highway safety in Georgia. Nearly 400 attendees participated in the three-day conference, including NHTSA Administrator David Strickland.

## AWARDS

In its 13th year, GOHS' Governor's Challenge Awards ceremony was held in November, honoring law enforcement agencies across Georgia for their efforts in promoting and enforcing highway safety initiatives. GOHS also hosted a breakfast for the long list of Georgia winners at the International Association of Chiefs of Police conference awards ceremony in Philadelphia, PA. Fourteen agencies from Georgia were awarded at the national banquet.