

Georgia Governor's Office of Highway Safety



2016



Annual Report

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INTRODUCTION

The Georgia Governor's Office of Highway Safety (GOHS) is pleased to present its **2016 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 \$12.8 million during the federal fiscal year (FFY) 2016 in funds provided by the federal government (National Highway Traffic Safety Administration – 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 Governor's Highway Safety Association (GHSA) Annual Report Guidance. GOHS has an ongoing evaluation of program outcomes that will be available in February 2017. 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 2016 Highway Safety Plan.

Fatality Analysis and Reporting System (FARS)
Disclaimer –The Annual FARS data for calendar year (CY) 2016 is not yet available. Complying with NHTSA's recommendation, the Georgia GHSA report will be submitted on schedule leaving blank or using incomplete internal data provided by the Georgia Department of Transportation (GDOT) for Core Traffic Safety Performance Measures. Once the Annual FARS data is finalized, Georgia will submit an addendum documenting core measures if any significant changes occur.

STATE MEASURES OF PROGRESS

FFY 2016 Georgia Core Performance Measures:

1. *To reduce traffic fatalities 5.5% from 1,199 (2011-2013 average) to 1,133 (2014-2016 average) in 2016.*

Outcome Status: Traffic fatalities totaled 1,430 in 2015, a 21.2% **increase** from the 2013 calendar base year count. The average traffic fatalities were 1,258 in 2013-2015, which represents a 4.9% **increase** from the 2011-2013 calendar year average.

2. *To decrease traffic injuries by 1% below the 2013 calendar base year average of 113,677 to 112,526 by 2016.*

Outcome Status: There were 142,831 traffic injuries reported in Georgia in calendar year 2015, which represents 20.1% **increase** from the 2013 base year.

3. *To decrease fatalities per 100M VMT 6.3% from 1.11 (2011-2013 average) to 1.04 (2014-2016 average) in 2016.*

Outcome Status: In calendar year 2015, fatalities/VMT averaged 1.21, which represents an **increase** of 16% from the 2014 calendar year base count.

4. *To decrease unrestrained passenger vehicle occupant fatalities by 7.2% from 389 (2011-2013 average) to 361 (2014-2016 average) in 2016.*

Outcome Status: Unrestrained passenger vehicle occupant fatalities totaled 410 in 2015, an 8.8% **increase** from the 2013 calendar base year count. The average unrestrained passenger vehicle occupant fatalities were 383 in 2013-2015, which represents a 1.5% **decrease** from the 2011-2013 calendar year average.

5. *To decrease alcohol impaired driving fatalities 2.8% from 288 (2011-2013 average) to 280 (2014- 2016 average) in 2016.*

Outcome Status: Alcohol impaired fatalities totaled 366 in 2015, a 23.6% **increase** from the 2013 base year count. The average alcohol impaired driving fatalities was 314 in

2013-2015 which represents a 9.4% **increase** from the 2011-2013 calendar year average.

6. *To decrease speed related fatalities 8.5% from 199 (2011-2013 average) to 182 (2014-2016 average) in 2016.*

Outcome Status: Speeding related fatalities totaled 268 in 2015; a 36.0% **increase** from the 2013 base year count. The average speed related fatalities was 226 in 2013-2015, which represents a 13.6% **increase** from the 2011-2013 calendar year average.

7. *To decrease motorcyclist fatalities 18.8% from 133 (2011-2013 average) to 108 (2014-2016 average) in 2016.*

Outcome Status: Motorcyclist fatalities totaled 152 in 2015, which represents an **increase** of 31.0% from the 2013 calendar base year average. The average motorcyclist fatalities were 135 in 2013-2015, which represents a 1.5% **increase** from the 2011-2013 calendar year average.

8. *To decrease the count of un-helmeted motorcyclist fatalities 67% from 9 (2011-2013 average) to 3 (2014-2016 average) in 2016.*

Outcome Status: Un-helmeted motorcyclist fatalities totaled 10 in 2015, which represents a 100% **increase** from the 2013 calendar base year count. The average un-helmeted motorcyclist fatalities were 8 in 2013-2015, which represents a 11.1% **decrease** from the 2011-2013 calendar year average.

9. *To decrease drivers age 20 or younger involved in fatal crashes by 8.1% from 160 (2011-2013 average) to 147 (2014-2016 average) in 2016.*

Outcome Status: Drivers age 20 or younger involved in fatal crashes totaled 168 in 2015, an **increase** of 6.3% from the 2013 calendar base year count. The average number of young drivers involved in fatal crashes was 158 in 2013-2015, which represents a 1.3% **decrease** from the 2011-2013 calendar year average.

10. *To decrease the count of pedestrian fatalities 7.4% from 176 in calendar year 2013 to 163 in calendar year 2016.*

Outcome Status: Pedestrian fatalities totaled 193 in 2015, which represents an **increase** of 9.7% from the 2013 calendar base year count.

11. *To decrease bicyclist fatalities 12.5% from 15 (2011-2013 average) to 14 (2014-2016 average) in 2016.*

Outcome Status: Bicyclist fatalities totaled 23 in 2015 which represents a **decrease** of 17.9% from the 2013 calendar base year count.

FFY 2016 Georgia Behavioral Measures: Observed Seatbelt Use:

Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3% in 2014 to 97.7% in 2016.

Outcome Status: Statewide safety belt usage in 2016 for drivers and passengers of passenger cars, trucks, and vans was 97.2%, a decrease of 0.1% from 2015. Safety belts usage was 98.5% in passenger cars, 96.3% in vans, and 94.5% in trucks. Female front seat occupants use safety belts (99.4%) more than male front seat occupants (95.2%). Non-white (97.3%) front seat occupants' use of safety belts was slightly higher than white (97.0%) occupants. Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (MSA) (97.3%), followed by non-Atlanta MSAs (96.6%), and then rural areas (96.0). Observed motorcycle helmet usage in 2016 in Georgia was 100%.

FFY 2016 Georgia Activity Performance Measures:

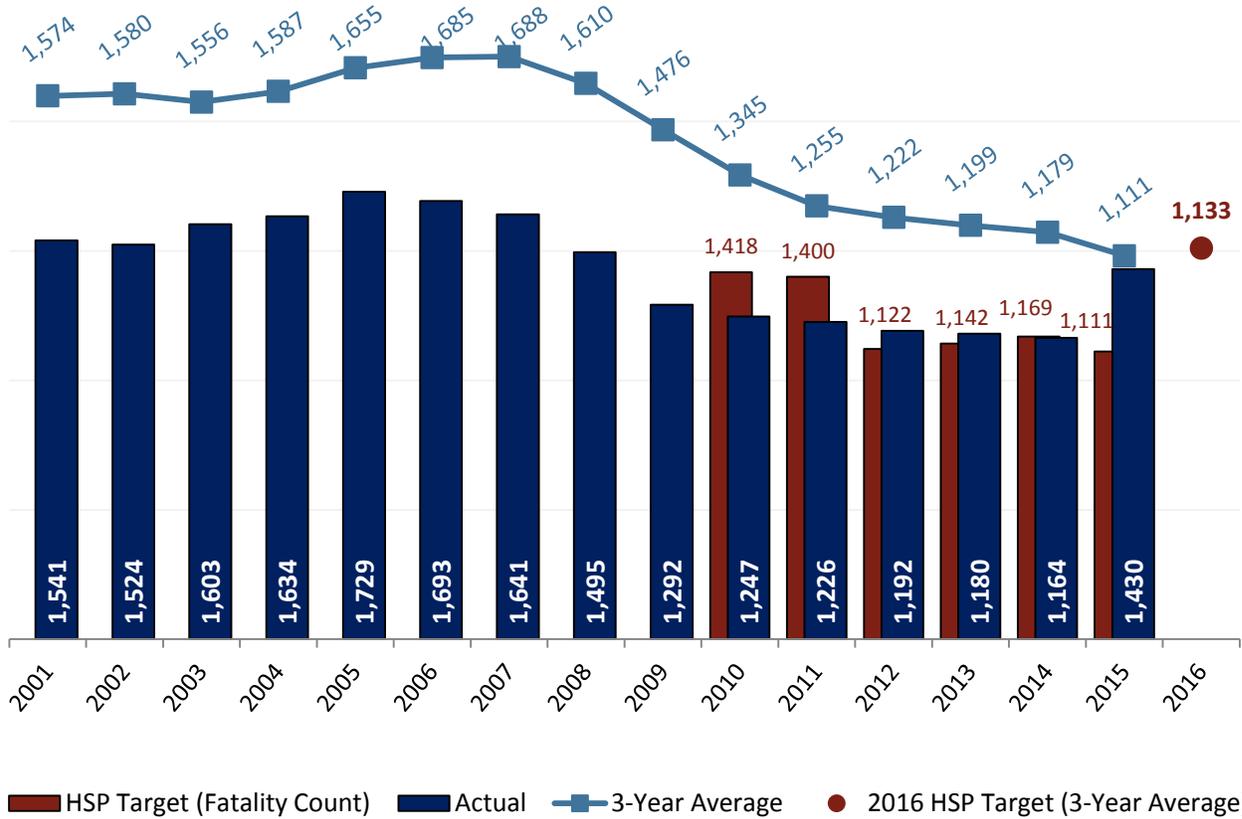
A1: Number of seatbelt citations issued during grant-funded enforcement activities: **79,179**

A2: Number of impaired driving citations issued during grant-funded enforcement activities: **28,443**

A3: Number of speeding citations issued during grant-funded enforcement activities: **366,173**

Core Measure 1: To decrease traffic fatalities 5.5% from 1,100 (2011-2013 average) to 1,133 (2014-2016 average) in 2016.

Total Traffic Fatalities: 2001-2015



Performance Measure Outcome Status 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Progress	Progress	Met	Regress	--
Baseline² (Value, Year)	1,495 (2008)	1,284 (2009)	1,244 (2010)	1,223 (2011)	1,222 (2010-2012)	1,100 (2011-2013) ³
HSP Target⁴	1,400	1,122	1,142	1,169	1,111	1,133
Actual	1,226	1,192	1,180	1,164	1,430	<i>data not available</i>

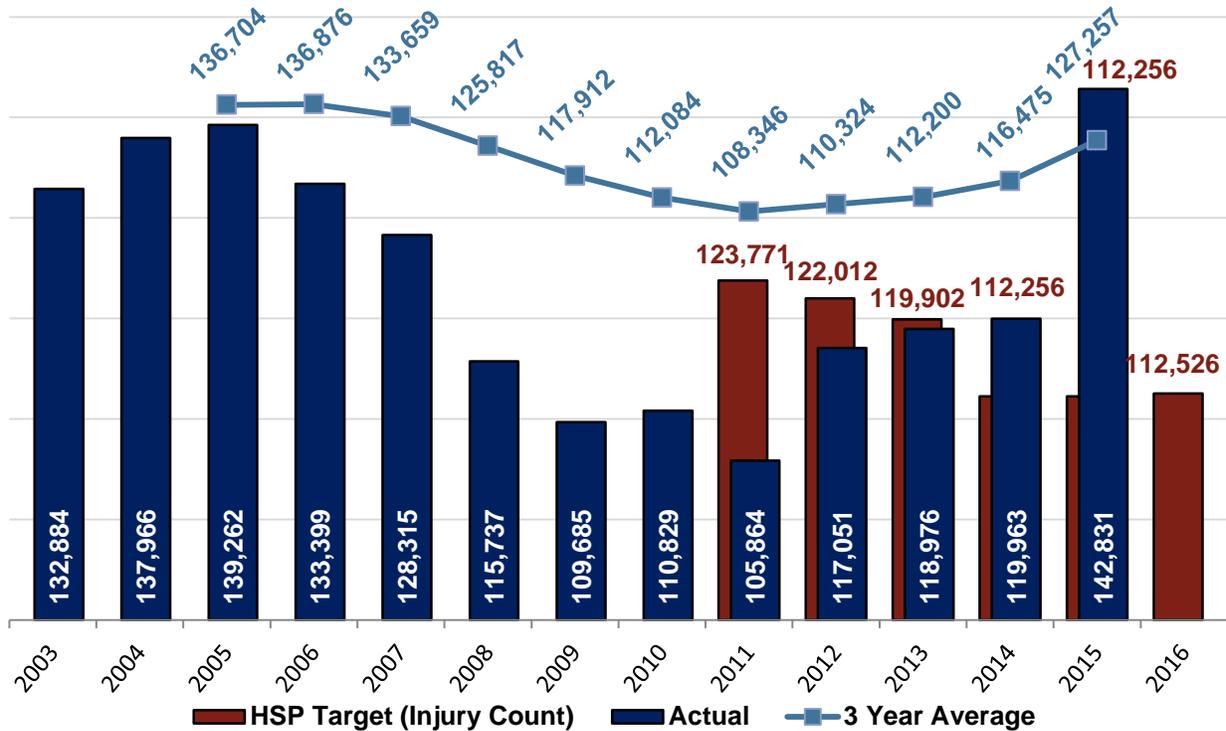
² Some numbers reported in this FFY 2016 Annual Report may differ from numbers reported in previous report due to changes in data availability and data quality improvements.

³ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

⁴ Trend data may not be available with consistent reporting procedures and/or methodologies.

Core Measure 2: To decrease traffic injuries by 1% below the 2013 calendar base year average of 113,677 to 112,526 by 2016.

Motor Vehicle Traffic Injuries 2003-2015



Performance Measure⁵ Outcome Status: 2011-2016

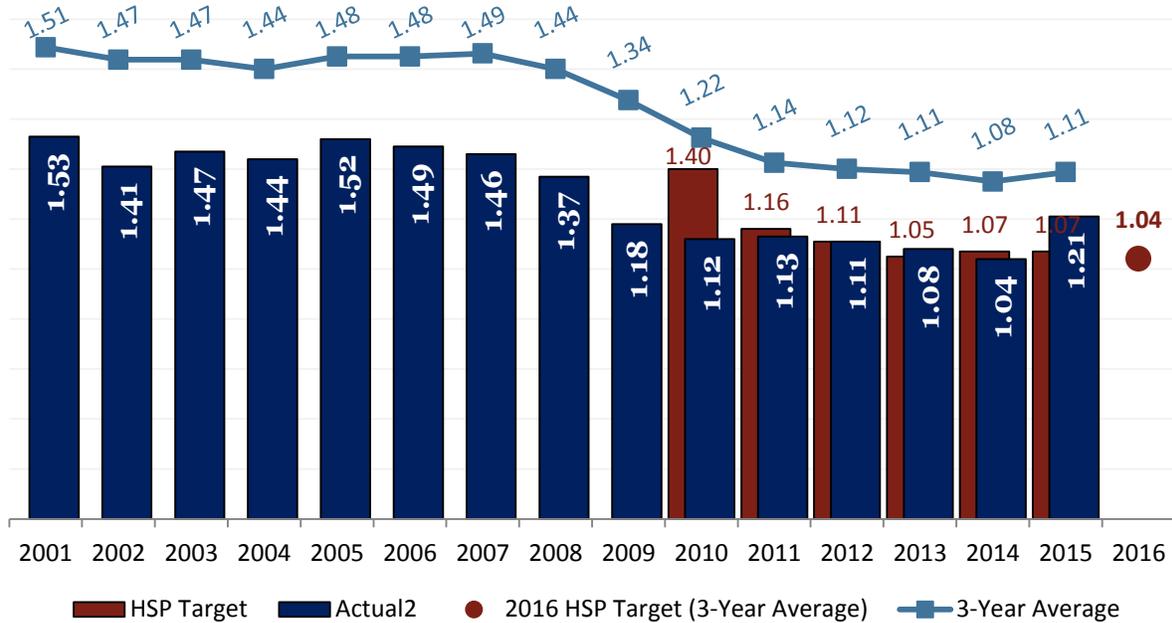
	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Regress	Regress	Regress	Regress	--
Baseline⁶ (Value, Year)	115,737 (2008)	109,685 (2009)	115,737 (2010)	115,116 (2011)	115,116 (2012)	112,526 (2013)
HSP Target	107,000	105,326	114,580	112,256	112,256	112,256
Actual	105,864	117,051	118,976	119,963	142,831	<i>data not available</i>

⁵ In FFY2016, State of Georgia does not describe the severity of the injury to motor vehicle crash occupants using the KABCO scale (K=fatal injury; A=incapacitating injury; B=non-capacitating evident injury; C= possible injury; O= no injury). Therefore, the performance measures reported are all motor vehicle injuries.

⁶ Some numbers reported in this FFY 2016 Annual Report may differ from numbers reported in previous reports due to changes in data availability and electronic traffic record reporting.

Core Measure 3: To decrease fatalities per 100M VMT 6.3% from 1.11 (2011-2013 average) to 1.04 (2014-2016 average) in 2016.

Fatalities Per 100 Million Vehicle Miles Driven: 2001-2015



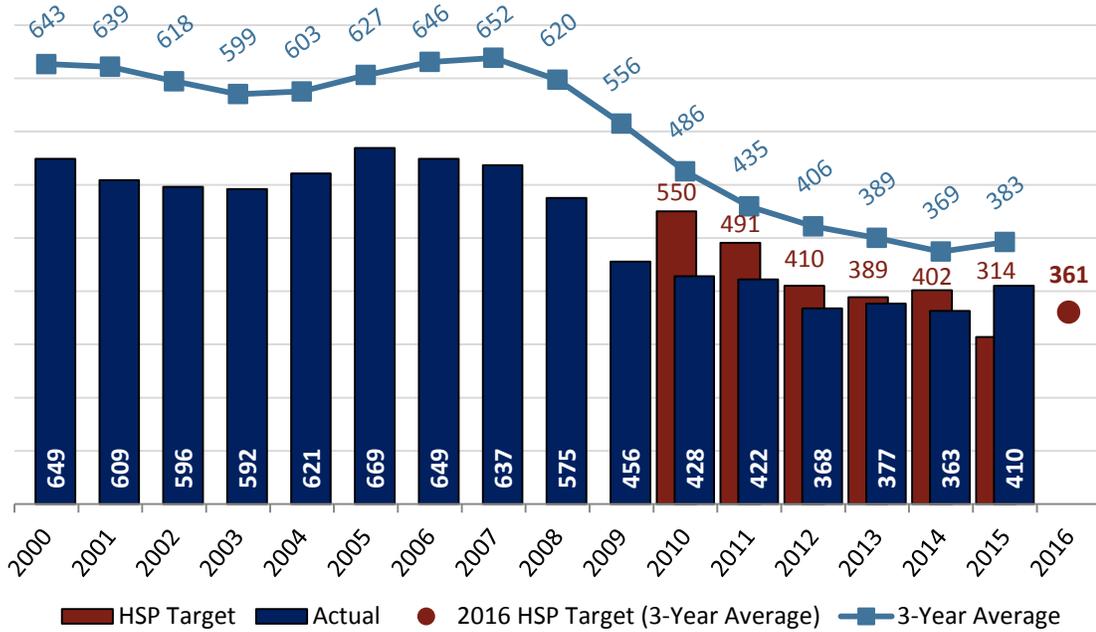
Performance Measure Outcome Status 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Met	Progress	Met	Regress	--
Baseline (Value, Year)	1.37 (2008)	1.18 (2009)	1.11 (2010)	1.09 (2011)	1.11 (2010-2012)	1.11 (2011-2013) ⁷
HSP Target	1.16	1.11	1.05	1.07	1.07	1.04
Actual	1.13	1.11	1.08	1.04	1.21	<i>data not available</i>

⁷ In FFY 2015, Georgia Governor's Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 4: To decrease unrestrained passengers vehicle occupant fatalities 7.2% from 389 (2011-2013 average) to 361 (2014-2016 average) in 2016.

Unrestrained Fatalities 2001-2015



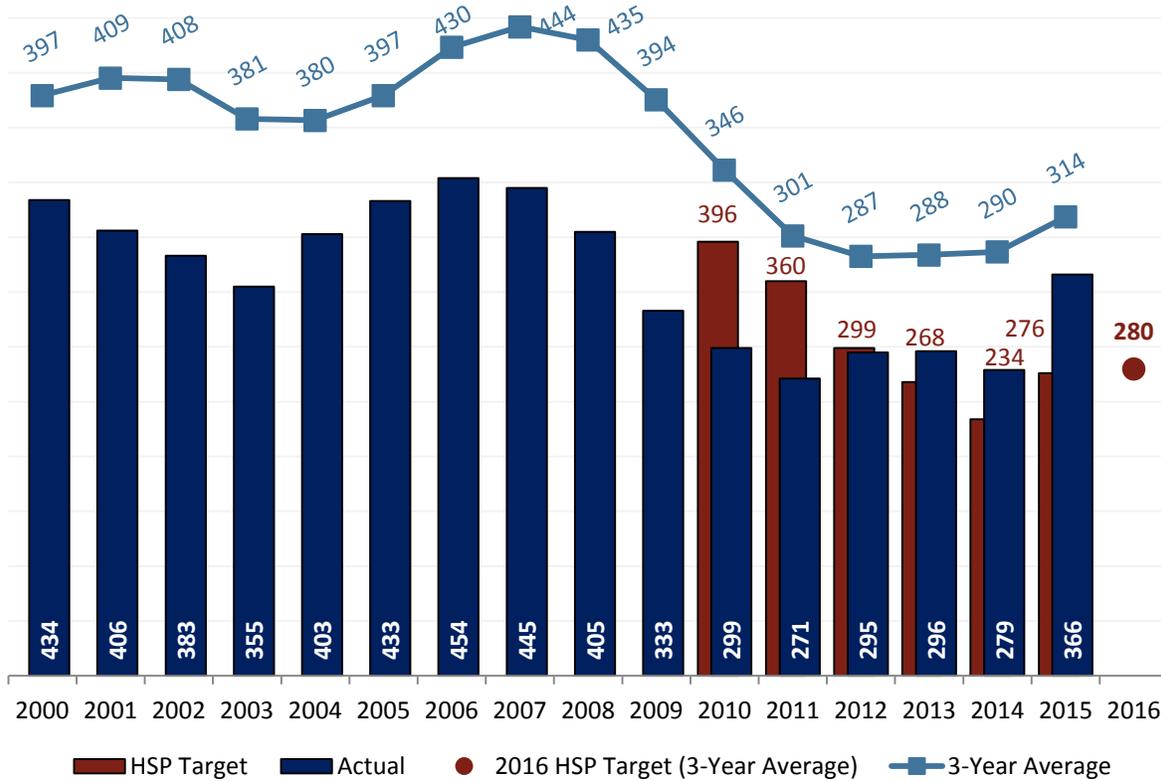
Performance Measure Outcome Status: 2010-2015

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Met	Met	Met	Regress	--
Baseline (Value, Year)	578 (2008)	454 (2009)	427 (2010)	421 (2011)	406 (2010-2012)	389 (2011-2013) ⁸
HSP Target	491	410	389	402	314	361
Actual	422	368	377	363	410	<i>data not available</i>

⁸In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 5: To decrease alcohol impaired driving fatalities 2.8% from 288 (2011-2013 average) to 280 (2014-2016 average) in 2016.

Alcohol-Related Fatalities: 2000-2015

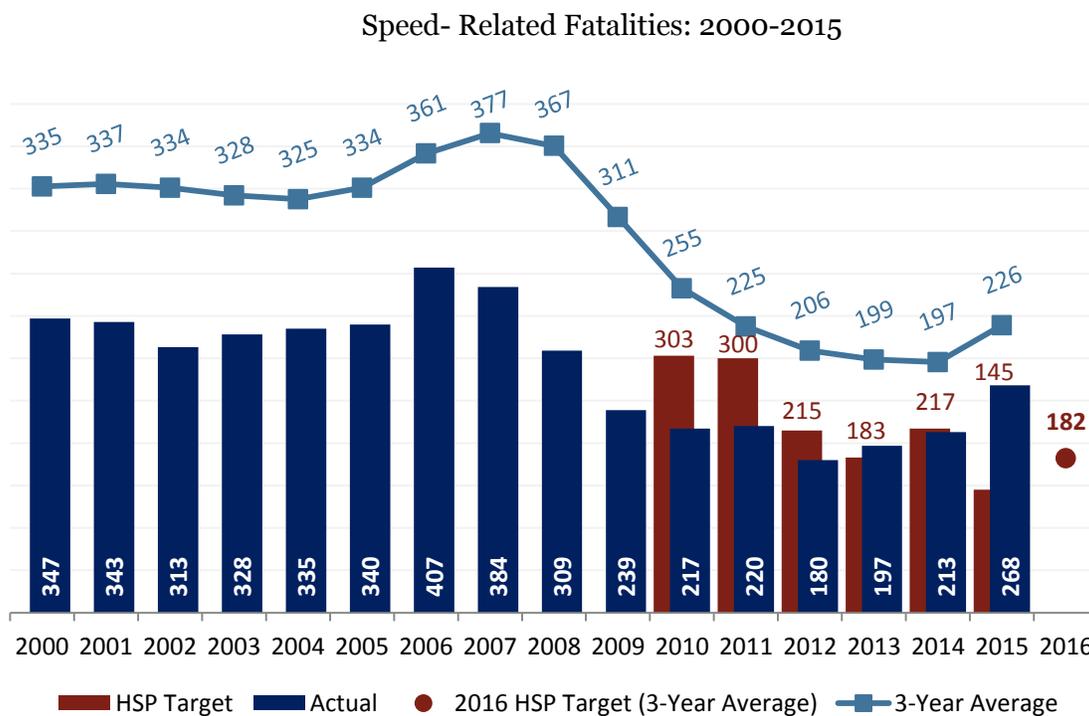


Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Met	Regress	Regress	Regress	--
Baseline (Value, Year)	416 (2008)	331 (2009)	298 (2010)	277 (2011)	290 (2010-2012)	288 (2011-2013) ⁹
HSP Target	360	299	268	234	279	280
Actual	271	295	296	279	366	<i>data not available</i>

⁹ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 6: To decrease speeding-related fatalities 8.5% from 199 (2011-2013 average) to 182 (2014-2016 average) in 2016.



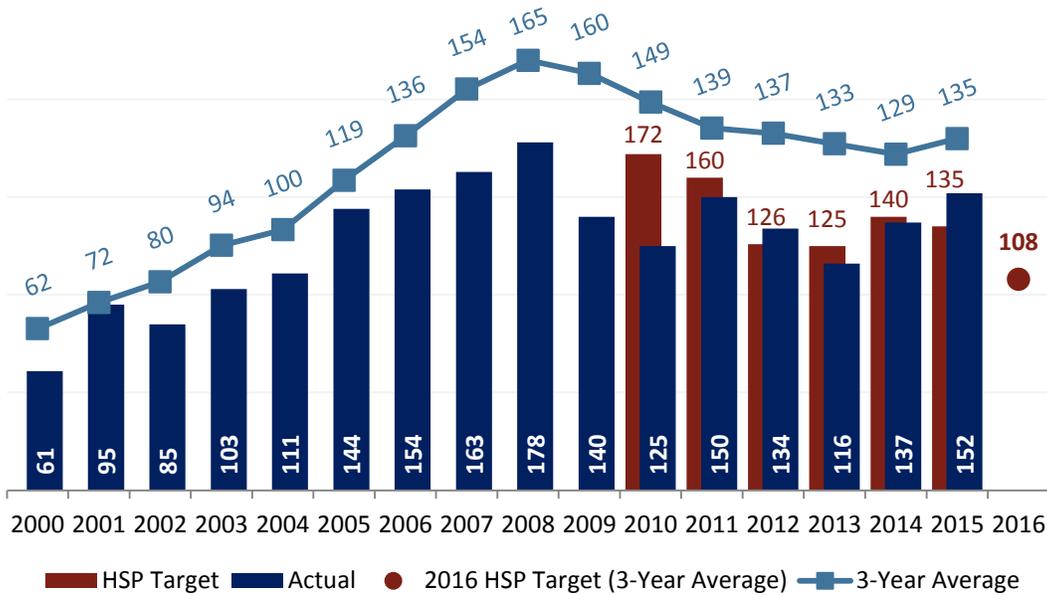
Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Met	Progress	Met	Regress	--
Baseline (Value, Year)	309 (2008)	238 (2009)	217 (2010)	220 (2011)	206 (2010-2012)	199 (2011-2013) ¹⁰
HSP Target	300	215	183	217	145	182
Actual	220	180	197	213	268	<i>data not available</i>

¹⁰ In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 7: To decrease motorcyclist fatalities 18.8% from 133 (2011-2013 average) to 108 (2014-2016 average) in 2016.

Motorcyclist Fatalities: 2000-2015



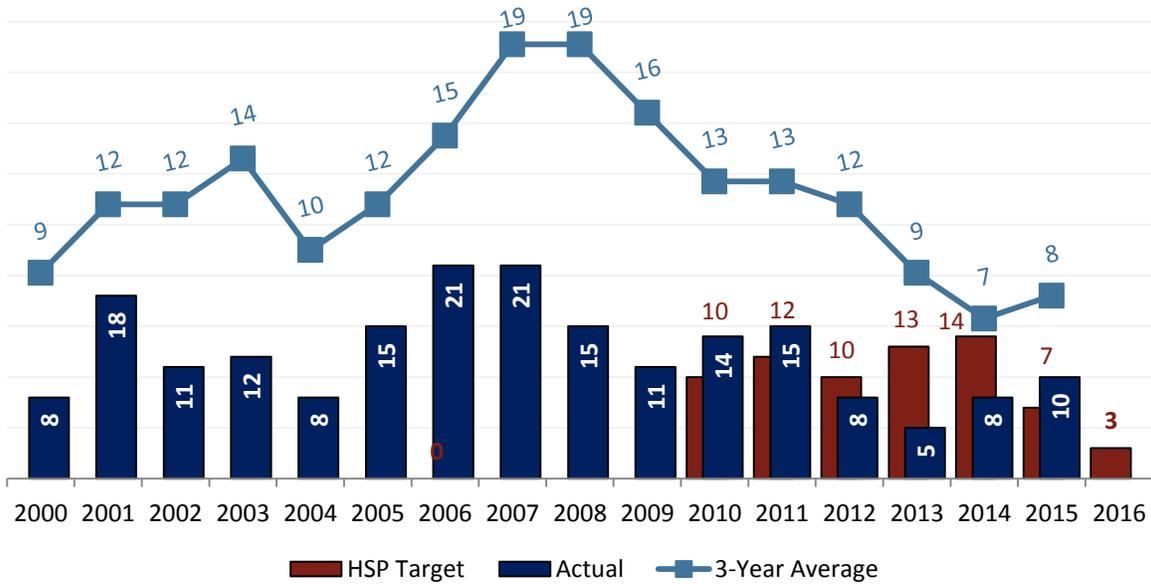
Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Progress	Met	Met	Regress	--
Baseline (Value, Year)	177 (2008)	140 (2009)	127 (2010)	149 (2011)	136 (2010-2012)	133 (2011-2013) ¹¹
HSP Target	160	1126	125	140	135	108
Actual	150	134	116	137	152	<i>data not available</i>

¹¹In FFY2015, Georgia Governor’s Office of Highway Safety revised the core performance measure to reflect a 3-year moving average measure rather than a fatality count measure.

Core Measure 8: To decrease un-helmeted motorcyclist fatalities 67% from 9 (2011-2013 average) to 3 (2014-2016 average) in 2016.

Un-Helmeted Motorcyclist Fatalities: 2000-2015

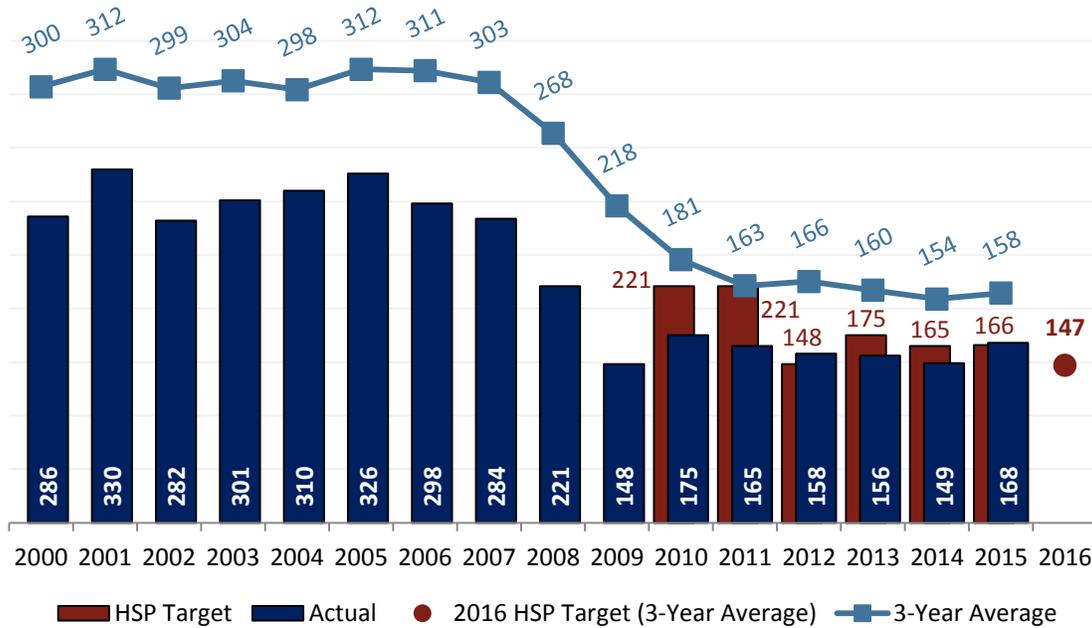


Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Regress	Met	Met	Met	Regress	--
Baseline (Value, Year)	14 (2008)	11 (2009)	14 (2010)	15 (2011)	8 (2010-2012)	9 (2011-2013)
HSP Target	12	10	13	14	7	3
Actual	15	8	5	8	10	<i>data not available</i>

Core Measure 9: To decrease drivers age 20 or younger involved in fatal crashes 8.1% from 160 (2011-2013 average) to 147 (2014-2016 average) in 2016.

Drivers Under Age 21 Involved in Fatal Crashes: 2000-2015

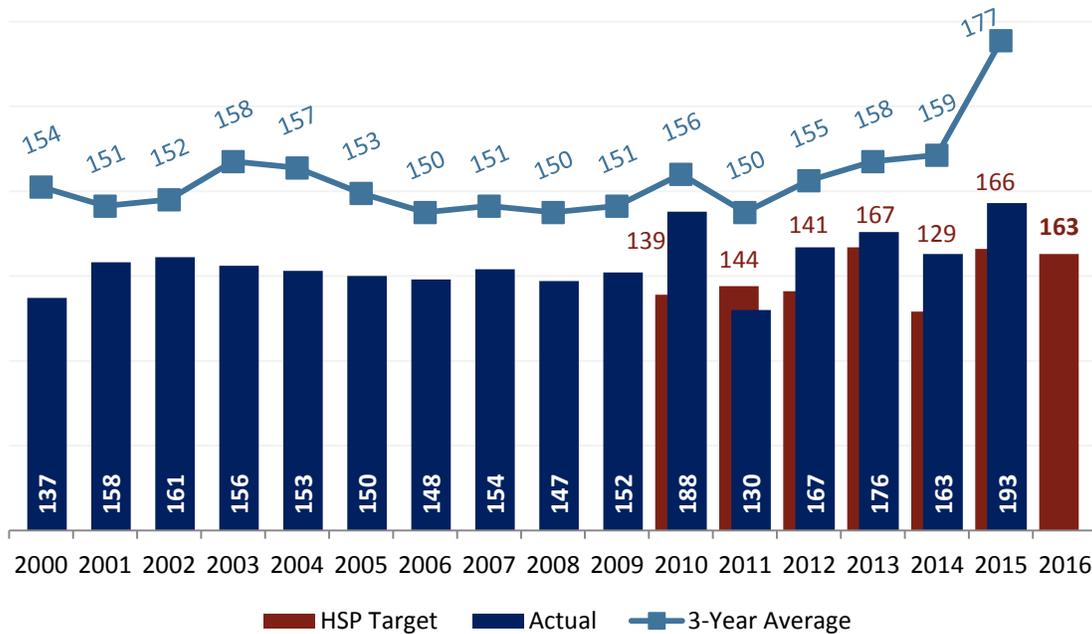


Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Regress	Met	Met	Regress	--
Baseline (Value, Year)	221 (2008)	148 (2009)	175 (2010)	165 (2011)	166 (2010-2012)	160 (2011-2013)
HSP Target	221	148	175	165	166	147
Actual	165	158	156	149	168	<i>data not available</i>

Core Measure 10: To decrease the count of pedestrian fatalities 7.4% from 176 in calendar year 2013 to 163 in calendar year 2016.

Pedestrian Fatalities: 2000-2015

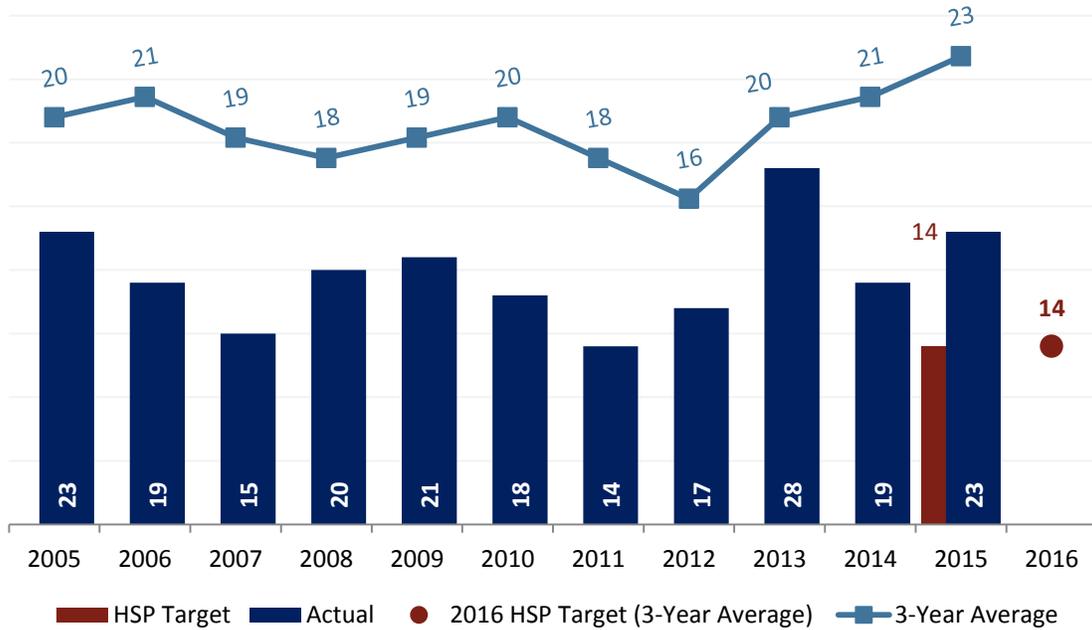


Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Regress	Regress	Regress	Regress	--
Baseline (Value, Year)	146 (2008)	150 (2009)	168 (2010)	130 (2011)	166 (2012)	176 (2013)
HSP Target	144	141	167	129	166	163
Actual	130	167	176	163	193	<i>data not available</i>

Core Measure 11: To reduce bicyclist fatalities 12.5% from 15 (2011-2013 average) to 14 (2014-2016 average) in 2016.

Bicyclist Fatalities: 2005-2015

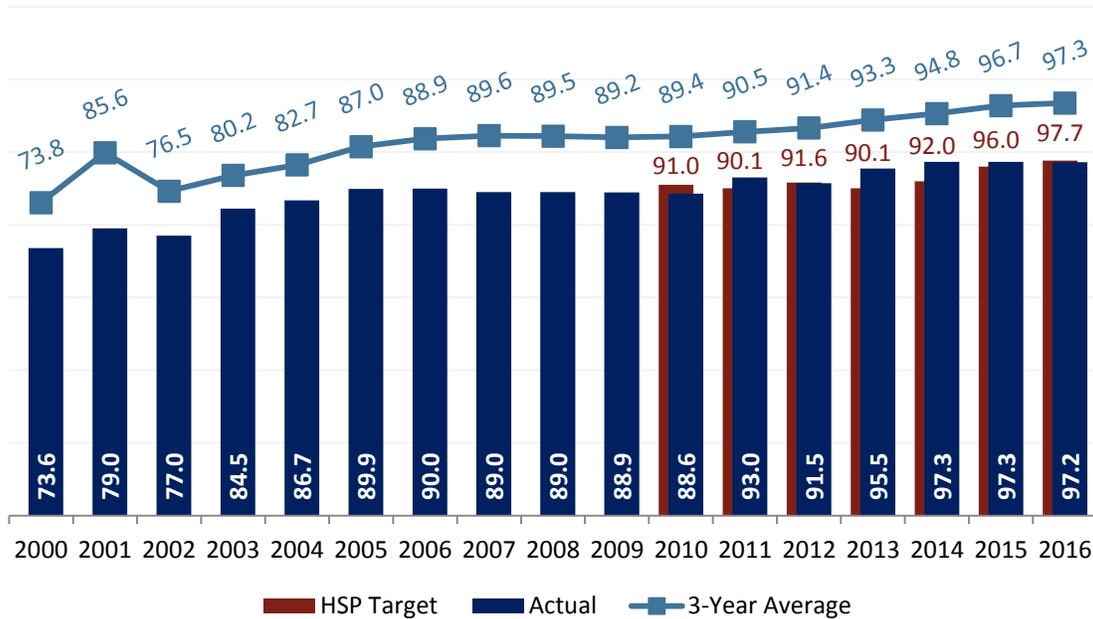


Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Measure not tracked	Measure not tracked	Measure not tracked	Measure not tracked	Regress	--
Baseline (Value, Year)	--	--	--	--	16 (2010-2012)	15 (2011-2013)
HSP Target	--	--	--	--	14	14
Actual	14	17	28	19	23	<i>data not available</i>

Behavioral Measure 1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3% in 2014 to 97.7% in 2016.

Observed Safety Belt Use: 2000-2016



Performance Measure Outcome Status: 2011-2016

	2011	2012	2013	2014	2015	2016
Outcome Status	Met	Progress	Met	Met	Met	Regress
Baseline (Value, Year)	88.9 (2008)	89.6 (2009)	89.6 (2010)	91.5 (2011)	91.5 (2012)	97.3 (2014)
HSP Target	90.1	96.6	90.1	92	96	97.7
Actual	93.0	91.5	95.5	97.3	97.3	97.2

Core Activity Measures & Trends

Baseline Data FFY 2011-FFY 2016

Activity Measure	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2009-2015 TREND
Safety Belt Citations Issued	193,727	190,042	189,535	189,032	271,860	174,440	
<i>Difference from Previous FFY</i>	-5620	-3,685	-507	-503	82,828	-97,420	
Impaired Driving Arrest	51,165	48,270	51,022	53,246	58,215	49,568	
<i>Difference from Previous FFY</i>	-1,610	-2,895	2,752	2,224	4,969	-8,647	
Speeding Citations Issued	595,387	641,849	669,845	760,180	796,062	714,088	
<i>Difference from Previous FFY</i>	-36,256	46,462	27,996	90,335	35,882	-81,974	

CRASH SUMMARY

While complete traffic safety data is 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, data from the daily fatality reports published by the Georgia Department of Transportation (GDOT) was used to complete all fatality statistics, injury data, and total vehicle miles traveled (VMT) were derived from the GDOT Mileage by Route and Road System Report. As reported by GDOT, there were 1,430 traffic fatalities in Georgia in calendar year 2015, a 21.2% increase from 1,180 in calendar year 2013 and a 16.6% increase over the last five years. The increase in 2015 breaks nine consecutive years of decreasing fatalities on Georgia roadways. According to GDOT, injuries on Georgia roads increased in 2015 which contributes to a 34.9% increase in injuries over the last five years.

According to local data from GDOT, 2015 unrestrained fatalities on Georgia roads have decreased by 2.8% over the last five years. Alcohol-impaired driving fatalities totaled 366 in 2015, which is a 35.0% increase since 2011. In 2015, speed-related fatalities showed an increase of 22.0% from the 2011 base year totaling 220 fatalities. According to preliminary state data, motorcyclist fatalities increased 31.0% in 2015 compared to base year 2013. There was a 100% increase in un-helmeted motorcyclist fatalities during 2015 however; un-helmeted motorcyclist fatalities have fallen 33.3% over the last five years.

The number of Georgia drivers under the age of 21 involved in fatal crashes increased in 2015 to 168 from 156 in 2013. Over the previous five years, the number of young drivers involved in fatal crashes increased 1.8%. However, this recent trend is likely attributed to emerging traffic safety hazards that impact young drivers such as distracted driving. Pedestrian fatalities rose in Georgia in 2015 to 193, an 18.4% increase from 2014, and a 48.5% increase over the last five years.

GOHS is aware that our 2015 fatality numbers, rates, and percentages are quite an increase over previous years. GOHS plans to develop strategies in 2017 and 2018 to once again reduce fatalities across Georgia.

ACCOMPLISHMENTS

In FFY 2016, GOHS made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, and Administrative Office of the Courts, Prosecuting Attorney's Council, and the University of Georgia. With these committed partnerships, 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 2016, Georgia:

1. Maintained a safety belt usage rate of over 90% for the sixth year in a row at 97.2%. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, increases in perceptions of enforcement and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect in June 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 with truck safety belt usage at 94.5% in trucks.
2. In partnership with multiple local law enforcement agencies across the state, GOHS supported participation in **National Child Passenger Safety Week**, September 18-24, 2016 including National Seat Check Saturday during the **Highway Safety Caravan**. Multiple local agencies rallied to provide child seat inspections and educate citizens about proper safety restraints. This was a state-wide event, allowing grantees and other partners to conduct seat check events in various locations throughout the week.
3. **Fear This 4 Life**: Governor's Office of Highway Safety staff attended Fear This 4 Life teen driver education course. The event was held at the Coweta County Fairgrounds on March 5th, 2016. This non-profit organization offers a two-day highway safety course geared toward newly or soon to be licensed drivers and their parents/guardians. Approximately 15 teen drivers and their parents were in attendance. Participants

were guided through several driving simulations by instructors and given the opportunity to control a skidding vehicle equipped with skid tires. This class was co-hosted with Abby's Angels, a non-profit based in the Coweta County area.

4. **Family, Career and Community Leaders of America (FCCLA) Event:** The FCCLA is an organization based in middle and high schools across the country dedicated to fostering professional skills and providing teens and young adults access to leadership training. FCCLA offers a highway safety education program in which they encourage them members to develop a highway safety education campaign or event for their school. Governor's Office of Highway Safety staff along with grantee Athens-Clarke County PD (ACCPD) H.E.A.T Team attended the annual leadership conference in Athens, GA on March 21st. GOHS distributed highway safety brochures and provided information on how to develop successful highway safety programs in schools to approximately one thousand middle school students, high school students, and school officials in attendance. The ACCPD provided fatal vision goggles and allowed students to attempt portions of the field sobriety test.
5. 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 (TEN)**, which are the cornerstone of motivating, mobilizing, training, and communicating with Georgia's traffic enforcement officers. FFY 2016 was the nineteenth year of success for the TEN program. All 16 regional networks continue to be strong and active throughout the state. The TEN Program has proven to be an effective communication and education tool among Georgia's traffic enforcement officers and prosecutors. This was due to GOHS staff's diligent efforts in implementing innovative programs that address vehicle crashes.
6. 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 campaign being adopted by the National Highway Traffic Safety Administration (NHTSA) Southeast Region. The campaign began in May with 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 “100 Days of Summer HEAT” campaign, law enforcement conducted 5,567 road checks, arrested 18,710 impaired drivers, issued 285,052 citations for speeding, cited 61,219 drivers for occupant protection violations, and conducted 1,949 media events. Approximately 78% of law enforcement jurisdictions in Georgia participated in the “100 Days of Summer HEAT” campaign.

7. On October 15th and 23rd, **Dekalb Safe Communities** partnered with **Georgia Safe Routes to School (SRTS)** to provide assistance and educational materials for 2 International Walk to School Day events. Fairington Elementary had 59 walkers for their event. Indian Creek Elementary had a total of 900 students that walked for their event. SRTS programs make bicycling and walking to school safer and more appealing transportation choices. SRTS also encourage children to pursue healthier and more active lifestyles throughout their lives.
8. 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.
9. Mobilized the **GOHS Thunder Task Force** in five areas across the state 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. In FFY 2016, The Thunder Task Force conducted several multi-day high-visibility mobilizations in Lowndes County, Hall County, Twiggs County, City of Albany and City of Port Wentworth. Activities included 2,305 traffic citations, 616 total arrest (24 felonies), 167 safety belt violations, 277 DUI arrests, 200 speeding citations and 171 child seat citations. In addition to the sobriety road checks, that in the past have been our main focus, the GOHS Law Enforcement Services (LES) staff initiated a new focus area during the Thunder Task Force operations in Gainesville and Albany. The LES staff worked with local officers and Georgia State Troopers to conduct seat belt and distracted driving enforcement during the day. These operations were found to be extremely successful with officers issuing over 100 citations for seat belts and distracted driving violations in each

location. This will now become a regular part of our Thunder Task Force deployments and will possibly expand to stand-alone enforcement events.

10. Continued support to the **Georgia State Patrol Nighthawks DUI Task Forces**. In 2004, the Nighthawks were established to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have indicated DUI-related incidents occur. Currently, there are three Nighthawks Task Forces with 27 State Troopers specifically focused on combatting impaired driving. The Northern Task force focuses on Metro Atlanta while the cities of Macon, Columbus, and Albany are patrolled by the Middle Georgia Task Force. The Southern Task Force focuses on DUI interdiction in Savannah.
11. Integrated major efforts with the **Georgia State Patrol** including the Nighthawks, Thunder Task Force, Bicycle safety, and Occupant Protection 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.
12. Coordinated the **25th Annual Hands Across the Border Campaign** in partnership with our neighboring states of Alabama, Florida, South Carolina, North Carolina, and Tennessee. This 5-day high visibility campaign focused on reducing the number of impaired drivers typically seen at the end of the summer. Conducted in concert with the national Labor Day Drive Sober or Get Pulled Over campaign, a total of 6 sobriety checkpoints and 7 media events were conducted around the state. We were especially challenged this year by the arrival of Hurricane Matthew which caused the activities of the last two days to be cancelled. However, the events that were held were widely supported by Georgia law enforcement as well as our partner states. Plans are underway now to move this campaign to the Memorial Day time frame in 2017 and expand our enforcement efforts to the entire summer.

13. Supported **Mothers Against Drunk Driving** as a grantee. MADD hosted their statewide 12th annual Golden Shield Honors on April 28, 2016 to recognize law enforcement agencies, officers, prosecutors, and community advocates for their efforts in saving lives on Georgia roadways. Approximately 550 people attended the event.
14. Promoted the “**Share the Road**” message 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 advertisements to remind motorists to look twice for motorcycles.
15. **Georgia Motorcycle Safety Program (GMSP)**- This project is funded to The Georgia Department of Driver Service and serves as public outreach for motorist awareness and education. Participation in events across Georgia increases motorists’ awareness of motorcycles and educates attendees to “Share the Road.” The GMSP continued use of traditional media through responsive as well as proactive media outreach, resulting in several local media events.
16. **NHTSA Training**: Several members of GOHS attended Managing Highway Safety Programs and Impaired Driving Program Management Trainings. These NHTSA sponsored trainings feature a series of topics related to Highway Safety grants such as an overview of the NHTSA highway safety funding process, program directives, planning process, problem identification, monitoring and oversight, and internal controls for fraud prevention and detection.
17. The **Georgia Municipalities Association** hosts an annual conference for municipal officials. GOHS attend the 2016 conference which was held in Savannah on June 24th and 25th and provided information to municipal officials regarding current highway safety programs and the grant funding process. Regional sessions were presented with information related to their specific region. There were approximately one thousand people in attendance.
18. Provided funding opportunities to high schools through the **Students Against Destructive Decisions (SADD)** program. SADD raises awareness among

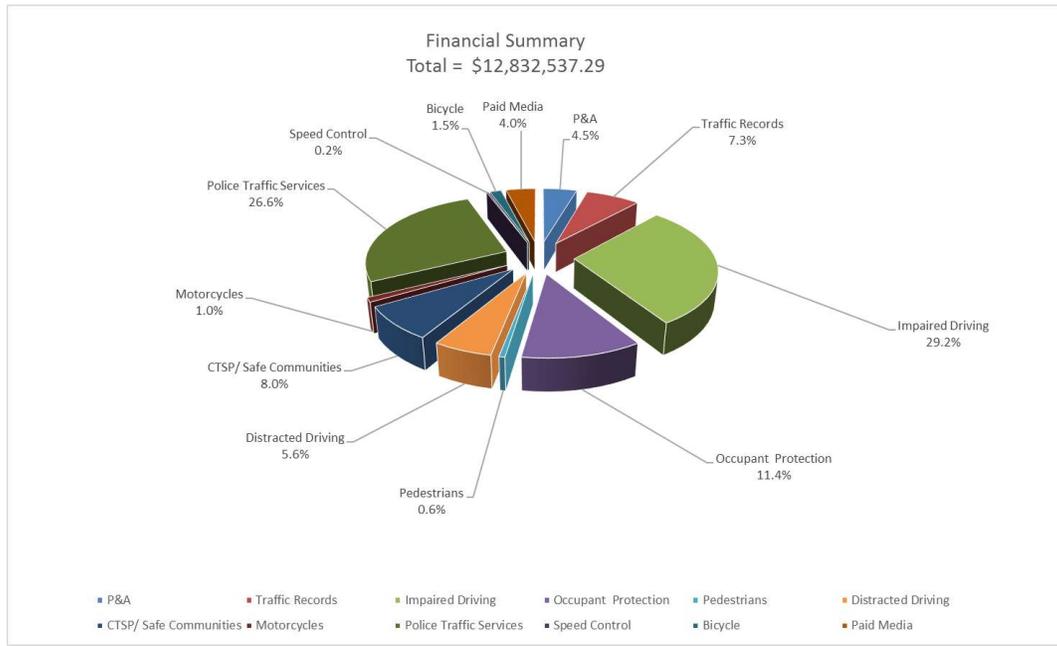
high school students of the dangers of impaired driving. In FFY 2016, GOHS grants funded 14 individual high school SADD chapters and two countywide SADD programs throughout the state.

19. Funded the **Georgia Child Occupant Safety Project** designed to involve multiple agencies serving children. This program is sponsored through the Georgia Department of Public Health (GDPH) which provides a framework to achieve a collaborative process to prevent childhood injuries focusing on public awareness, systematic planning of evidence-based interventions, statewide reduction of death and disability, and evaluating programs.
20. Improved the state's **traffic data systems** to allow for accurate, reliable, and timely information exchange between key partners based upon specific initiatives in coordination with a number of state agencies and stakeholders. The Department of Driver Services (DDS) has made measurable improvements in the Georgia Citation Electronic Processing System (GCEPS), which is used by DDS to process adjudicated citation data received from Georgia's courts. The GCEPS upgrades include the identification of court systems that are not reporting, systems with high error rates, the development and delivery of training for court clerks, and a web portal for courts without electronic case management systems to submit data directly into the system. These efforts have improved the accuracy and completeness of the driver database.
21. Continued a fully functional **Traffic Records Coordinating Council and Executive Steering Committee (TRCC)** with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
22. All grants in FFY2016 were managed entirely online through **Electronic Grants for the Office of Highway Safety (eGOHS)**. 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, 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 and Monthly Activity Reports) from remote locations. For FFY2017, GOHS will begin receiving electronic submission of applications, reports, and claims on the updated and revised electronic grants system, **eGOHS Plus**.

23. Continued the highly successful collaborative relationship with the **Traffic Safety Research and Evaluation Group (TSREG)**, College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.

FY 2016 Financial Summary



	402	405	405b MAP21	405c MAP21	405d MAP21	405e	405f	410	250STR	2010K6	Total	% of Total
P&A	\$580,991.00										\$580,991.00	4.5%
Traffic Records				\$934,379.16			\$0.00				\$934,379.16	7.3%
Impaired Driving	\$242,134.19				\$3,510,773.32			\$0.00			\$3,752,907.51	29.2%
Occupant Protection	\$862,366.36		\$600,802.32								\$1,463,168.68	11.4%
Pedestrians	\$881.05		\$71,149.93								\$72,030.98	0.6%
Distracted Driving						\$723,106.26					\$723,106.26	5.6%
CTSP/ Safe Communities	\$1,023,951.68										\$1,023,951.68	8.0%
Motorcycles							\$80,805.93			\$53,010.00	\$133,815.93	1.0%
Police Traffic Services	\$3,411,913.22										\$3,411,913.22	26.6%
Speed Control	\$31,514.96										\$31,514.96	0.2%
Bicycle									\$195,356.13		\$195,356.13	1.5%
Paid Media	\$509,401.78										\$509,401.78	4.0%
TOTAL	\$6,663,154.24	\$0.00	\$671,952.25	\$934,379.16	\$3,510,773.32	\$723,106.26	\$80,805.93	\$0.00	\$195,356.13	\$53,010.00	\$12,832,537.29	

GOHS enters data at the project level in the federal grants tracking system. The final voucher for FFY2016 has been submitted and approved by the NHTSA Region 4 Office.

Core Survey Questions

Safety Belt Question 1: If I were in a crash, I would want to have my safety belt on.

	Pre	Post
Strongly Agree	93.2%	85.4%
Somewhat Agree	3.4%	10.7%
Somewhat Disagree	2.3%	1.9%
Strongly Disagree	1.1%	1.9%

Safety Belt Question 2: It is important for police to enforce the seat belts laws.

	Pre	Post
Strongly Agree	63.3%	80.1%
Somewhat Agree	22.0%	12.1%
Somewhat Disagree	7.3%	3.9%
Strongly Disagree	7.3%	3.9%

Safety Belt Question 3: In the past 30 days, have you read, seen or heard anything about safety belt law enforcement by police?

	Pre	Post
Yes	32.8%	37.4%
No	67.2%	62.6%

Safety Belt Question 4: How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up?

	Pre	Post
All of the time	93.2%	87.4%
Most of the time	4.5%	10.2%
Half of the time	1.1%	0.5%
Rarely	1.1%	1.5%
Never	0.0%	0.5%

Safety Belt Question 5: Police in my community are writing more safety belt tickets not than they were a few months ago.

	Pre	Post
Strongly Agree	10.7%	1.5%
Somewhat Agree	39.0%	53.9%
Somewhat Disagree	41.2%	35.4%
Strongly Disagree	9.0%	9.2%

Safety Belt Question 6: What do you think the chances are of getting a ticket if you don't wear your safety belt?

	Pre	Post
Almost Certain	12.4 %	15.0%
Most of the Time	9.6%	18.4%
Half of the Time	27.1%	28.6%
Rarely	29.4%	22.8%
Never	21.5%	15.0%

In accordance with GHSA's guidelines, programs which have similar scope and focus have been grouped into five major categories:

- 1) Impaired Driving, Speed Enforcement, and Education
- 2) Occupant Protection
- 3) Bicycle and Pedestrian Safety
- 4) Traffic Records
- 5) Paid Media.

Please note that many programs have content which spans multiple categories. Therefore, the decision as to category placement for a single program is made based on the category that aligns most directly with the majority of the program content. Paid media events supported all of the GOHS programs across the state during the fiscal year.

PROGRAM AREAS

IMPAIRED DRIVING, SPEED, AND EDUCATION

Program Overview

Despite reductions in impaired or speed related crashes through a continuous upgrading of Georgia's 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 2016, GOHS sought to reduce alcohol impaired driving fatalities by 2.8% from 288 (2011-2013 average) to 280 (2014-2016 average) in 2017. GOHS utilized NHTSA Sections 402, 405, and 2010 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 fifteen (15) 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 three (3) jurisdictions in Georgia (Liberty, Richmond, and Troup counties).
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.

Funded Programs

In FFY 2016, GOHS provided funding to a number of programs that included the enforcement of impaired driving and speeding laws as part of their efforts:

Highway Enforcement of Aggressive Traffic (H.E.A.T.)

GOHS and local law enforcement agencies have come together to create Highway Enforcement of Aggressive Traffic (HEAT) units to combat impaired and aggressive drivers. These units are formed by providing grant funds to law enforcement agencies, based upon local data, which use these funds to dedicate personnel and equipment to enforcing and educating the public on highway safety laws and initiatives. Each grantee focuses on speeding, occupant protection, and impaired driving. Each officer is armed with materials to educate Georgia residents about state laws that regulate aggressive and impaired driving.

GA-2016-000-00405	Bartow County Sheriff's Office HEAT Unit
GA-2016-000-00350	HEAT Athens-Clarke County Police Department
GA-2016-44-00348	HEAT DeKalb County Police Department
GA-2016-000-00339	HEAT Douglas County Sheriff's Office
GA-2016-000-00344	HEAT Douglas PD/Coffee County SO
GA-2016-395-00341	HEAT Dublin Police Department
GA-2016-58-003346	HEAT Forsyth County Sheriff's Office
GA-2016-000-00345	HEAT Glynn County Sheriff's Office
GA-2016-000-00343	HEAT Habersham County Sheriff's Office
GA-2016-75-00340	HEAT Henry County Police Department
GA-2016-000-00354	HEAT Houston County Sherriff's Office
GA-2016-000-00390	HEAT Lowndes County Sheriff's Office
GA-2016-000-00349	HEAT Macon-Bibb County Sheriff's Office
GA-2016-000-00347	HEAT Marietta Police Dept.
GA-2016-000-00352	HEAT Pickens County Sheriff's Office
GA-2016-000-00351	HEAT Richmond County Sheriff's Office

Georgia DUI Court Program

GOHS provided funding to a total of three funded County level DUI Court programs. The DUI Court's goal is to confront the substance abuse issue underlying the repetitive pattern of offenders of driving under the influence of alcohol and drugs. The treatment portion of DUI Court lasts a minimum of one year and includes a treatment program tailored to the individual needs of the participants. The courts boast a DUI recidivism rate for its graduates of less than 5% compared to the national average of over 19%.

GA-2016-000-00378	Liberty County DUI Court
GA-2016-000-00363	Richmond County DUI Court
GA-2016-000-00362	Troup County DUI/Drug Court Program

ADAP

This program is a statewide effort to educate Georgia teens under the age of 18 years by providing alcohol and drug awareness and prevention (ADAP) workbooks to Georgia public schools. The program was designed to distribute 110,000 ADAP workbooks to ADAP programs by facilitating orders via an online ordering store and local dissemination networks.

GA-2016-000-00365	Alcohol and Drug Awareness (ADAP)
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Motorcycle Safety

The Georgia Motorcycle Safety Program was funded by GOHS and facilitated through the Georgia Department of Driver Services to provide outreach focused on motorist awareness of motorcycles. This grant was used to fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.

GA-2016-000-00371	Motorcycle Safety
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Life Changing Experiences- Cinema Drive Project

Cinema Drive is an exciting, interactive 3D safe-driving experience for teens educating them on how to drive safely, eliminate distractions and impaired driving followed by an online web-experience.

GA-2016-000-00404	Life Changing Experiences- Cinema Drive Project
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Adjudication Program

The traffic safety adjudication program was funded by GOHS to provide training on effective DUI/Vehicular Homicide/Serious Injury by Motor Vehicle detection and prosecution through DUI/accident investigation and trial advocacy courses for judges and prosecutors alike. This program also provides training to law enforcement officers on effective courtroom testimony methodologies in DUI and other traffic enforcement cases. These efforts are designed to increase convictions of offenders of serious traffic violations and thus enhance the deterrent to committing these crimes.

GA-2016-210-00366	Traffic Safety Adjudication Program
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Georgia Operation Lifesaver

Georgia's chapter of Operation Lifesaver is dedicated to ending collisions, deaths and injuries at highway-rail grade crossings and on railroad property through partnership with the nationwide network of volunteers who work to educate people about rail safety. The mobile exhibit is housed in a 40-foot trailer-trailer housing various educational videos, interactive quizzes, posters and other safety information to educate the public about railroad safety.

GA-2016-940-00357 Operation Lifesaver Mobile Education Exhibit

First responders receive basic training about responding to vehicle-to-vehicle crashes but do not receive training about responding and investigating train-motor vehicle crashes. With funding supplied by GOHS, Operation Lifesaver is able to provide this specialized training through certified classes offered free-of-charge to all law enforcement agencies and emergency responders. This specialized training enhances response to a train-vehicle collision by empowering investigations to properly document the incident and recognize the unique aspects of these collisions.

GA-2016-940-00356 Railroad Collision Management Courses (Operation Lifesaver)

Evaluation

GOHS evaluation team consists of a working group of scholars and practitioners at the University of Georgia dedicated to reducing the morbidity and mortality caused by highway traffic crashes. This is completed through interdisciplinary efforts to identify effective program strategies and best practices for highway safety planning. This team is involved in every stage of the process of awarding funding to GOHS grantees from reviewing applications for funding to writing an annual evaluation report on all grantee's performance. The evaluation team also conducts and examines traffic safety trends in the State of Georgia and keeps GOHS closely informed of emerging patterns.

GA-2016-163-00380 Georgia Highway Safety Programs Evaluation

MADD

Mothers Against Drunk Driving (MADD) is a non-profit organization whose mission is to "To aid the victims of crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving." Georgia's MADD chapter was funded by GOHS to sponsor statewide community awareness events, support traffic enforcement network meetings, disseminate literature at high schools and train students at college campuses to conduct volunteer events. This program also delivered impaired driving and traffic safety presentations at Georgia military bases to educate personnel on the dangers of impaired driving during the grant period.

GA-2016-542-00414 MADD - GA Eliminate Drunk Driving

Speed Enforcement Training

Georgia Public Safety Training Center (GPSTC) also provides the speed enforcement training program, which certifies law enforcement officers to properly use modern speed detection equipment, record incidents and citations, and present information in court. These programs greatly enhance the capacity for the State of Georgia to provide necessary training to law enforcement officers and increase both real and perceived traffic safety enforcement.

GA-2016-930-00368 Speed Enforcement Training Programs (RADAR & LIDAR)

Impaired Driving Training

Provided through the Georgia Public Safety Training Center (GPSTC), this training program provides officers with specialized training in the areas of detecting, identifying, and removing the alcohol/drug impaired driver from the state's highways. In addition, these specialized training programs provide the officers with the ability to successfully document the elements of an impaired driving arrest and to provide clear, articulate testimony in order to successfully prosecute these cases in a court of law.

GA-2016-930-00373 Impaired Driving (SFST&DRE) Training Programs

Nighthawks

The Georgia State Patrol Nighthawks DUI Task Forces 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. These law enforcement officers are dedicated to full time traffic safety concerns and are highly trained in speed and impairment detection.

GA-2016-166-00342 Nighthawk DUI Task Force- Middle GA

GA-2016-166-00364 Nighthawk DUI Task Force- North/ South

Students Against Drunk Driving (SADD)

GOHS supports these programs at local high schools which educate teens about alcohol and traffic safety issues. SADD's mission is to empower young people to successfully confront the risks and pressures that challenge them in their daily lives. This is accomplished by creating, equipping, and sustaining a network of student-led chapters in schools and communities focused on peer-to-peer education. Required activities for funded programs include holding monthly meetings, completing safety belt checks, attending training on alcohol and the law, and to participate in activities including a mock car crash and impaired driving demonstrations.

SADD-2016-000-00304	A.I.M. SADD
SADD-2016-000-00306	Bainbridge High School SADD
SADD-2016-000-00312	Baldwin High School SADD
SADD-2016-000-00308	Early College SADD
SADD-2016-000-00315	Evans High School SADD
SADD-2016-444-00310	George Washington Carver High School
SADD-2016-488-00313	Hardaway High School SADD

SADD-2016-457-00309	Kendrick High School SADD
SADD-2016-000-00403	Parkview SAVE/SADD
SADD-2016-468-00305	Pepperell High School SADD
SADD-2016-000-00316	SADD Lamar County School System
SADD-2016-000-00304	South Effingham High School SADD
SADD-2016-424-00311	Grayson High School SADD
SADD-2016-586-00314	Woodstock High School SADD

SADD Countywide Grants

Funding was provided for some of the largest school systems in Georgia to administer mini grants to the schools in their jurisdictions. This program was designed to provide funding to the largest concentrations to inner-city youth. The focus and required activities were the same for the recipients of these mini grants as for all SADD grantees.

GA-2016-000-00358	SADD Clayton County Public Schools' (CCPS)
GA-2016-000-00359	SADD Fulton County School System

Traffic Enforcement Networks (TEN)

Funds are provided to local law enforcement agencies which will coordinate regional traffic safety enforcement campaigns. The Coordinator is responsible for scheduling 10 monthly Network meetings during the grant period and will stay in constant contact with law enforcement executives, judges and prosecutors, promoting the Traffic Enforcement Network throughout the Network region. In addition, this coordinating agency will work with the agencies within the Network to schedule a minimum of 5 road checks (preferably multi-jurisdictional/multi-agency road checks) during the grant period. At least one road check will be conducted in December during the “Drive Sober or Get Pulled Over” campaign and one in May during the “Click It or Ticket” campaign. Finally, the Coordinator will attend NHTSA sponsored Law Enforcement Liaison meetings, as well as GOHS sponsored Coordinator meetings, for the purpose of the development of strategies for future highway safety campaigns.

TEN-2016-000-00295	Appalachian Trail Traffic Enforcement Network
TEN-2016-000-00300	Coastal Area Traffic Enforcement Network
TEN-2016-000-00301	Central Region Traffic Enforcement Network
TEN-2016-000-00292	CGTEN
TEN-2016-000-00294	ECTEN
TEN-2016-000-00289	MGTEN Network Grant
TEN-2016-000-00290	Mountain Area Traffic Enforcement Grant
TEN-2016-000-00302	PATEN (Piedmont Area Traffic Enforcement Network) Grant
TEN-2016-0-00293	Peachtree City Metro Atlanta Traffic Enforcement Grant
TEN-2016-395-00297	South Central Traffic Enforcement Network
TEN-2016-000-00288	Southeast Traffic Enforcement Network Grant (Effingham County)
TEN-2016-000-00298	SRTEN Network
TEN-2016-000-00299	SWTEN Network
TEN-2016-174-00303	Traffic Enforcement Network Grant (NETEN)
TEN-2016-000-00412	West Central Traffic Enforcement Network (City of Butler)
TEN-2016-000-00291	Western Regional Traffic Enforcement Network (WRTEN)

Young Adult (YA) Programs- Peer Health Educators/ Student Organizations

Programs at Georgia's colleges and universities to conduct school year activities focused on educating students and faculty about alcohol and highway safety issues. These YA chapters collect highway safety statistics on campus, distribute GOHS brochures and educational materials in conjunction with the impaired driving campaigns and conduct alcohol specific peer health education training.

YA-2016-919-00283	ABAC Advancement Foundation, Inc.
YA-2016-0-00274	Clayton State University
YA-2016-0-00286	East Georgia College
YA-2016-911-00287	Fort Valley State University
YA-2016-490-00284	Georgia College & State University
YA-2016-000-00281	Georgia Regents University
YA-2016-354-00280	Georgia Southwestern State University
YA-2016-0-00273	Georgia Tech Research Corp.
YA-2016-0-00282	GSU Research & Service Foundation, Inc.
YA-2016-000-00285	Kennesaw State University Research and Service Foundation
YA-2016-000-00279	North Georgia, University of
YA-2016-0-00277	Oglethorpe University
YA-2016-719-00275	South Georgia State College
YA-2016-583-00276	University of West Georgia
YA-2016-495-00278	Valdosta State University
YA-2016-915-00272	Young Harris College

Intoxilyzer 9000

These grants were awarded to law enforcement agencies in order to purchase upgraded alcohol breath testers which would replace antiquated equipment. The previous approved instrument for measuring breath alcohol levels in Georgia was the "Intoxilyzer 5000" produced by CMI, Inc. However, this instrument did not possess all of the attributes necessary to meet evolving legal requests and quality assurance recommendations. The state developed a plan to transition to the updated Intoxilyzer 9000, which included training, and instrument replacement.

GA-2016-000-00353	Banks County Sheriff's Office
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Small Agency Incentive Grants, General

Funding has been provided to local law enforcement agencies in order to encourage participation in Traffic Enforcement Network (TEN) Program and to participate in the high visibility traffic safety campaigns. Grantees were required to attend TEN meetings and events, participate in high visibility campaigns including CIOT, OZT and 100 Days of Summer Heat and to enter enforcement data in GOHS online reporting system. Thus, this program also strongly contributes to the Traffic Records portion of this report.

GA-2016-000-00320	Ashburn Police Department
GA-2016-254-00334	Barnesville Police Department

GA-2016-000-00322	Byron Police Department
GA-2006-000-00318	Cairo Police Department
GA-2016-000-00325	Cornelia Police Department
GA-2016-000-00327	Danielsville Police Department
GA-2016-000-00394	Fitzgerald Police Department
GA-2016-216-00317	Fort Oglethorpe Police Department
GA-2016-000-00338	Georgia Southern University Department of Public Safety
GA-2016-000-00319	Hiram Police Department
GA-2016-000-00328	Lavonia Police Department
GA-2016-000-00393	Lenox Police Department
GA-2016-000-00335	Metter Police Department
GA-2016-114-00329	Pike County Sheriff's Office
GA-2016-000-00330	Ringgold Police Department
GA-2016-000-00323	Roberta Police Department
GA-2016-000-00406	Snellville Police Department
GA-2016-000-00332	Royston Police Department
GA-2016-000-00326	Sandersville Police Department
GA-2016-000-00324	Suwanee Police Department
GA-2016-142-00331	Turner County Sheriff's Office
GA-2016-000-00336	Tybee Police Department
GA-2016-000-00321	Union Point Police Department
GA-2016-000-00337	Whigham Police Department
GA-2016-000-00333	Zebulon Police Department

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 2016 with three (3) DUI Courts funded in three (3) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2016 a total of 170 new participants joined the program and 38 successfully completed the course of training. Also, 24 participants were terminated for non-compliance.
2. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Eighteen (18) H.E.A.T. projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2016. The expansion over the past ten years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS’ mission of education and enforcement. In FFY 2016, HEAT officers arrested 5,797 impaired drivers, issued 34,423 citations for speeding and cited 9,700 drivers for occupant protection violations.

3. **“Operation Zero Tolerance”** – In FFY 2016, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by Dr. James Bason under contract through the University of Georgia collected between January 9 and February 28, 2016, 71.9% of respondents had heard of Operation Zero Tolerance, and 79.9% of respondents indicated that it was at least somewhat likely that they would be “arrested” by police when drinking and driving.
4. The **Georgia Young Adult Program (GYAP)** is implemented in colleges and universities statewide, targeting ages 18-24 years. The mission of the GYAP is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.
5. In FFY 2016 funding was offered to 14 individual high schools as well as to the school systems of two of Georgia’s most densely populated counties in order to discourage drinking while driving. Local **Students Against Destructive Decisions (SADD)** chapters were formed by teachers and students to focus on peer to peer education. Activities include disseminating GOHS educational brochures and other literature.
6. Pepperell High School hosted its **8th Annual “Just Drive” Safe Driving Expo** in conjunction with the Floyd County Police, Rome Police, Floyd County Sheriff’s Office, Rome Fire and Rescue, Floyd Medical, Redmond Medical, Blood Assurance, and more. They had driving courses, fatal vision goggles, blood drive, golf cart course, and other teen safety driving stations.
7. **DRIVEN**, the 2016 Ford Driving Skills 4 Life Event/ Youth and Young Adult Leadership Conference was held in February. The 120 high school and college students in attendance are driven to be champions of teen highway safety within their communities. They are either a part of their high school SADD chapters or as peer health educators in the YA program on their college campus. Also in attendance were close to 50 adults and 16 exhibitors and/or workshop speakers.
8. 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 campaign being adopted by the National Highway Traffic Safety Administration (NHTSA) Southeast Region. The campaign began in May with 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 “100 Days of Summer HEAT” campaign, law enforcement conducted 5,567 road checks, arrested 18,710 impaired drivers, issued 285,052 citations for speeding, cited 61,219 drivers for occupant protection violations, and conducted 1,949 media events. Approximately 78% of law enforcement jurisdictions in Georgia participated in the “100 Days of Summer HEAT” campaign.
9. **The Georgia Public Safety Training Center (GPSTC)**: During FFY 2016, 1,611 officers were trained in speed detection and enforcement. The law enforcement officers which were trained by these programs represented over 400 agencies from across the state.

10. On April 28, 2016 **Mothers Against Drunk Driving (MADD)** held their 12th Annual Golden Shield Honors Banquet at the Cobb Galleria Center. State Executive Director, Debbie Day, provided the welcome speech followed by Harris Blackwood, Director of the Governor's Office of Highway Safety. Awards were given to 478 law enforcement agencies, officers, prosecutors, and other community activists. Those awarded were recognized as having made a significant impact in preventing impaired driving crashes. Among the winners were the Henry County Police Department, Glynn County Police Department, Rome Police Department and Bibb County Sheriff's Office, all of whom are grantees of the Governor's Office of Highway Safety. There was an attendance of 550 people at this event.
11. The **Traffic Safety Adjudication Program**, implemented by the Prosecuting Attorney's Council of Georgia trained 306 law enforcement officers and prosecutors throughout the grant period. Instructors presented many of these courses to prosecutors and law enforcement officers by traveling to their local offices and through a traffic safety tract at the 2015 Prosecuting Attorney's Summer Conference.
12. During FFY16, forty-one (41) law enforcement officers were certified as **Drug Recognition Experts (DRE)** through the Georgia Public Safety Training Center. This certification is obtained in three separate parts, first with 160 hours of classroom training with education on proper drug evaluation techniques, drug physiology, drug classifications, symptoms of drug use and abuse, and legal considerations. Successful completion of the classroom training is then followed by a six-day field training in Phoenix, Arizona, which has proven to be the most efficient method of obtaining the IACP requirements for DRE certification. A final knowledge examination is then given to the candidates upon their return to Georgia. Georgia now has a total of 255 certified DRE's.
13. **Georgia Operation Lifesavers:** During the course of the year, Operation Lifesavers reached out to over 22,663 citizens of Georgia to teach best practices around trains. Operation Lifesavers also conducted 30 mobile truck exhibits and presented 8 Grade Crossing Collision Incident (GCCCI) Management trainings to law enforcement. Georgia Operation Lifesavers worked with the Colonel of the Georgia State Patrol to mandate that a specific form be filled out for every train related crash to ensure our reporting in Georgia is as accurate as possible.
14. **Georgia Motorcycle Safety Program (GMSP)** - This project is funded to The Georgia Department of Driver Service and serves as public outreach for motorists' awareness and education. Participation in 36 events across Georgia increased the motorists' awareness of motorcycles and educated them to "Share the Road." The GMSP continued use of traditional media through responsive as well as proactive media outreach, resulting in several local media events.

2017 Strategies

Georgia looks to employ the following strategies in FFY 2017:

- Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
- Conduct three (3) waves of statewide enforcement with the “Driver Sober or Get Pulled Over” campaign.
- Conduct concentrated patrols in areas of identified for high impaired driving violations.
- To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
- Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
- Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center.
- Assist with the funding of Young Adult programs at colleges and universities for the training of peer educators and educating the students on highway safety issues.
- Strengthen partnerships with Students Against Destructive Driving (SADD), local organizations, high school groups and faith-based organization to create community-based coalitions and to address teen driving issues.
- Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
- Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
- Continue “100 Days of Summer H.E.A.T (Highway Enforcement of Aggressive Traffic),” a sustained impaired driving enforcement campaign.
- Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
- Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of National Highway Traffic Safety Administration (NHTSA) assessment recommendations relating to all elements of impaired driving.

- Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and National Highway Safety campaigns and report numbers for each campaign to the Governor's Office of Highway Safety online.
- Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
- Identify and implement strategies to address the Hispanic population in developing Countermeasures dealing with impaired and aggressive driving based on data supported needs.
- Provide funding to local law enforcement agencies that are located in jurisdiction that represents high numbers of speed-related deaths.
- Provide funds to increase public information and education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
- In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.
- Advanced level law enforcement training course focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

OCCUPANT PROTECTION PROGRAMS

Program Overview

Approximately 29% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2016. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

Objectives

1. To increase the statewide safety belt usage rate to 97.7% by the end of FFY 2016.
2. To maintain the use of child safety restraint systems for children age seven and under of 99.6% in 2016.
3. To increase safety belt use rate by 1% for rural drivers and passengers in the FFY 2016.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.
5. Provide support, information, and instruction to community programs, organizations, and state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems.

Funded Programs

In FFY 2016, GOHS provided funding to a number of programs that included the promotion of occupant protection as part of their efforts:

UGA Traffic Injury Prevention Institute (GTIPI)

The Georgia Traffic Injury Prevention Institute (GTIPI) is an educational outreach unit of The University of Georgia, with primary funding support from GOHS. The mission of GTIPI is to reduce and prevent traffic crashes, injuries, and fatalities through education, training, resources, and collaboration for all sectors of the public throughout the state of Georgia. Funded activities include training child seat technicians, providing occupant protection checks and organizing large scale educational courses for the public supported by practical applications which include a rollover simulator and child safety seat demonstrations.

GA-2016-163-00377

UGA Traffic Injury Prevention Institute (GTIPI)

City of Atlanta Fire Rescue Fitting Station

The City of Atlanta's Fire Department has served as the central node of child safety seat education and expertise in the largest metropolitan area in the state. Funds were provided by GOHS to enhance the department's occupant protection outreach to the community by increasing activities at its 36 child passenger safety inspection stations. This enabled the department to purchase and distribute child safety seats, conduct increased safety checks and provide more educational materials to members of the community. This department also was provided with funds to train new child safety seat technicians and re-certify firefighters which were already serving as technicians.

GA-2016-732-00370

City of Atlanta Fire Rescue Fitting Station

Child Occupant Safety Project

GOHS provided funding to Georgia's Department of Public Health (GDPH) to provide child protective seat mini-grants to local coalitions and occupant protection technical expertise. This GDPH initiative helps to build local coalitions focused on occupant and child passenger safety, providing them with materials and equipment and offering technical expertise and best practice education. Their goal this year was to provide occupant protection funding and support to all counties in Georgia.

GA-2016-000-00375

Child Occupant Safety Project

DeKalb Safe Communities

DeKalb Safe Communities is an occupant safety education, assessment and assistance program for the third most populous county in Georgia. Safe Communities and partners coordinate and conduct car seat checks for DeKalb County residents at the DeKalb County Board of Health. Child passenger safety technicians are available to check car seats, provide education and distribute literature. The program conducted walkability assessments and travel plans with local schools which address infrastructure improvement recommendations.

GA-2016-229-00376

DeKalb Safe Communities

Georgia Older Driver Safety Program

GDPH was also sponsored by GOHS to continue their Older Driver Safety Program which implements evidence-based educational and engineering interventions and makes ongoing efforts to influence environmental and policy changes that facilitate GOHS' goal of making Georgia's roads and road users as safe as possible. This program focuses on the unique needs of older drivers and provides education to both the public at large and senior citizens. It also provides education and training for professionals who deliver programs and services to Georgia's older adults.

GA-2016-000-00374 Older Driver Safety Program

Safe Kids Toombs

Educate Toombs, Tattnall, Montgomery, Wheeler and Evans Counties on child passenger safety issues such as: correct use of child safety seats, leaving children alone in vehicles, safety in and around vehicles as well as laws pertaining to passenger safety including adults and children. Local law enforcement, fire department and EMS will also be educated on these issues in order to better serve the community.

GA-2016-000-00355 Safe Kids Toombs

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. **“Click-It or Ticket”** is a hi-visibility enforcement campaign designed to increase safety belt usage by Georgia motorists. Every year during the Memorial Day and Thanksgiving holiday periods; law enforcement agencies across Georgia mobilize to enforce the safety belt laws in place for occupants of all vehicles. 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. During FFY 2016 The **Atlanta Fire Rescue Department** was able to train 92 new personnel as Child Passenger Safety Technicians (CPST); this included 38 Georgia State Troopers and 54 Fire Department Recruits. They were also able to re-certify 147 CPSTS during the grant year as well. Atlanta Fire provided the public with over 2400 seats during the grant period and participated in 35 community events. Atlanta Fire also conducted 35 car seat checkup events around the metro area. Finally, educational information was distributed during FFY 16 to parents and children across the city of Atlanta and other counties as well as during several community-partnered events reaching approximately 100,000 individuals.
3. Indicators of satisfactory seat belt usage: The results are based off an observational study of safety belts conducted between March and September 2016; independently conducted by Dr. James Bason under contract with the University of Georgia. Safety belt usage data are based on 25,651 observations. Safety belt usage in 2016 for drivers and passengers of passenger cars, trucks, and vans was 97.2%.

4. On July 9, 2016, the Governor's Office of Highway Safety hosted the **National Highway Traffic Safety Administration (NHTSA) Safety Saturday** event at the Forest Park Farmer's Market. GOHS Director Harris Blackwood and NHTSA Administrator Rosekind, along with their staff, were on site to conduct manufacturer recalls on vehicles that arrived at the farmer's market. There were several vendors who also participated and passed along helpful and informative information on the importance of being safe when it comes to highway safety. Safe Kids of Georgia participated and conducted car seat checks for those parents who arrived with child restraint aged children. There was a consistent and constant flow of customers at the farmer's market that day, which made for a successful Safety Saturday event
5. The Governor's Office of Highway Safety worked with the University of Georgia Traffic Injury Prevention Institute to hold the **Buckle Up, America! Awards** for Georgia. The ceremony that was held on Wednesday, July 13, 2016 in Macon, Georgia. This awards ceremony recognizes those individuals, agencies, and community groups who work to reduce injuries and prevent fatalities in Georgia through involvement with seat belt and child safety seat awareness projects. Individuals and agencies were honored for the following categories: Law Enforcement Agency, Law Enforcement Individual, Fire/EMS/Medical, Health Department, Community Partner, Education, Media, and Volunteer. A few of the award recipients included Governor Nathan Deal and First Lady Sandra Deal, H.E.A.T Unit Douglas County Sheriff's Office, Byron Police Department, William Hutchinson, and Atlanta Fire and Rescue. There were approximately 75 people in attendance at the Buckle Up, America! Awards this year.
6. During FFY 2016, **University of Georgia Traffic Injury Prevention Institute (GTIPI)** scheduled rollover demonstrations upon request. A total of 4,045 people were reached through 80 rollover demonstrations. GTIPI delivered two Event Coordinator and Technician trainings, resulting in a total of 24 Technician and Event Coordinators being trained. GTIPI also conducted 58 occupant protection awareness presentations, delivering them to a variety of audiences reaching 2,362 people. GTIPI hosted two Instructor Development courses where six CPST Instructors and CPST Instructor candidates attended and completed the course. GTIPI's CPSTs assisted 49 parents/caregivers, inspected 31 car seats, and distributed 4 car seats at its inspection station in Conyers during FFY 2016. GTIPI conducted 18 CPST certification courses during FFY 2016 and certified 171 new CPSTs. GTIPI certified eight bi-lingual (Spanish-speaking) CPSTs during FFY 2016 and conducted 25 CPST CEU workshops A total of 84 CPSTs completed the CEU training either "in person" or a webcast. GTIPI Seat belt usage rate was 97% and distributed fifty-eight car seats during FFY 2016 grant period.
7. In support of statewide traffic safety education and training, GTIPI disseminated and distributed 823,048 pieces of PI&E occupant safety educational publications and training to the public and traffic safety partners.
8. GTIPI facilitated 50 courses for **Parents Reducing Incidents of Driver Error (P.R.I.D.E.)** instructors and certified/re-certified a total of 126 volunteer instructors. A total of 138 parent/teen classes were held in Georgia reaching 2,445 persons.
9. In partnership with multiple local law enforcement agencies across the state, GOHS supported participation in **National Child Passenger Safety Week**, September 18-24, 2016 including National Seat Check Saturday with the Highway Safety Caravan. Agencies

across Georgia rallied to provide 612 child safety seat inspections during 44 events. This state-wide event allowed grantees and other partners to conduct seat check events in various locations throughout the week.

10. **Driving Across the Lifespan: A Joint Summit.** GOHS joined the Georgia Department of Public Health, Shepherd Center, and Safe Kids for a one-day event to educate professionals on the common factors and issues facing the Older Driver and Young Adult drivers. The goal of the summit was to provide a space for professionals from disparate sectors to network and come together to influence work on driving and transportation.
11. **Georgia Department of Public Health (GDPH):** During the FFY 2016 grant year, there was a total of 2,584 mini grant classes, inspection stations, and/or events held. During the CPS monthly classes, inspections, and events, a reported total of 7,529 caregivers were trained. The servicing mini-grantee counties distributed 4,608 child safety seats in the classes. GDPH received 28 Teddy Bear Sticker Program forms during the grant year. This documented lives saved due to child restraints distributed through the mini-grant program.
12. On Wednesday, April 6, 2016 **Safe Kids DeKalb** County hosted Safe Kids Day at Northlake Mall; 4800 Briarcliff Road, Atlanta, GA 30345. The event provided information to the public on how to prevent injuries at home, at play, and on the way! Vendors provided displays that covered such topics and information on the following: child passenger safety, fire safety, bike safety, water safety, pedestrian safety, home safety and sports safety. Car seat checks were provided to parents with children who arrived with car seats. DeKalb Police Department's Bike Squad provided kids the opportunity to participate in Bike Rodeo. There was also live music, games and prizes for all in attendance to enjoy.
13. 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.

2017 Strategies

Georgia looks to employ the following strategies in FFY 2017:

- Sponsor a minimum of four (4) attendees to highway safety conferences such as LifeSavers.
- Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
- Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
- Develop an Occupant Protection initiative within each law enforcement and educational grant funded by the Governor's Office of Highway Safety (GOHS).

- Facilitate an annual meeting for Georgia’s certified Child Passenger Safety Technician (CPST) Instructors to provide program updates and improve Child Passenger Safety (CPS) class instructions.
- Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor’s Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).
- Host one Child Passenger Safety Caravan with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk to be held during National Child Passenger Safety Week.
- Provide funds to the University of Georgia to implement public information and education strategies to increase the public’s awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 Public Information and Education (PI&E) materials and (b) the development of materials targeting at-risk populations.
- Provide funds to the University of Georgia to conduct twelve (12) Child Passenger Safety Technician (CPST) Certification Courses, certifying 150 new technicians and to offer 24 Continuing Education Unit (CEU) credit workshops as well as one Instructor Development course in FFY 2017 to encourage recertification and enhance the quality of instruction.
- Provide funds to the University of Georgia to provide training during scheduled Child Passenger Safety Technician (CPST) courses to a minimum of six bilingual) students Spanish/English).
- Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
- Provide funds to the University of Georgia to coordinate and conduct two Child Passenger Safety (CPS) awareness presentations for Spanish-speaking communities with high Hispanic/Latino populations and to give 2 “Safe Transportation of Children in Child Care” presentations to child care providers.
- Provide funds to the University of Georgia to coordinate and host a minimum of two combined CarFit Event Coordinator/Technician trainings, certifying 20 individuals to conduct events at local senior centers, churches and other locations where older drivers frequently visit in an effort to help older drivers become safer drivers for a longer time.
- Provide funds for a research contractor to conduct the Governor’s Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration’s criteria.
- Participate in a minimum of three (3) national traffic safety campaigns in the established communities.

- Provide funds to highway safety partners throughout rural Georgia to implement programs that will assist in reaching the Governor's Office of Highway Safety (GOHS) performance objectives.
- Will host one GOHS Highway Safety Conference and encourage all grantees to attend.

PEDESTRIAN AND BICYCLE SAFETY

Program Overview

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, 405, and state funding to accomplish these objectives.

Objectives

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

Funded Programs

In FFY 2016, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

Atlanta Bicycle Safety

Atlanta Bicycle Coalition is focused on the Atlanta metropolitan area where the majority of pedestrian and bicycle crashes occur. The objectives for their funded activities included providing bicycle and driver trainings reinforcing the Share the Road message targeting commuters, college students, low income riders, and avid group riders. They were enabled to expand their class curriculum to reach cyclists that don't participate in bicycle classes, including neighborhood riders, large group (or training) ride participants, utilitarian/low income riders, and college students. The campaign provided helmets, lights, and vests upon completion of bike safety class to any low income participants. In conjunction with these safety campaigns, the campaign submitted press releases to local newspapers, radio stations, and television stations throughout the grant cycle.

GA-2016-941-00381

Atlanta Bicycle Safety

Bike Athens

The mission of Bike Athens is to make walking, cycling, and public transit an everyday solution to transportation needs in Athens through education, advocacy, and community service. Funding was awarded to this organization in order to educate and provide equipment to youth, university students and staff, adults dependent on bicycle transportation, and those enrolled in a Ticket Diversion program on bicycle safety. Along with providing education, Bike Athens aims to distribute reconditioned bikes to individuals in the Athens community who are underserved by private and public transportation, sponsor group bicycle rides, conduct bicycle safety education and disseminate maps which show safe, bicycle friendly routes through the city.

GA-2016-000-00360

Bike Athens

Georgia Bikes!

Georgia Bikes' mission is to improve bicycling conditions and promote bicycling throughout the state of Georgia. This multifaceted organization raises local support for legislation to protect cyclists, educate both cyclists and vehicle drivers and organize community events to raise awareness of traffic safety. This program also hosts the "Georgia Bike Summit" which brings traffic safety professionals, bicyclists and drivers together to learn how to share the road.

GA-2016-000-00407

Georgia Bikes!

Georgia State Patrol (GSP) Jekyll Island Bicycle

The GSP Jekyll Island was awarded a grant in order to more effectively address the problem related to bicycle crashes. The GSP officers will provide education on Georgia bicycle laws, safe riding practice and proper use of safety equipment.

GA-2016-166-00391

Georgia State Patrol (GSP) Jekyll Island Bicycle

Public Safety Pedestrian and Bicycle Safety

The Fulton County Sheriff's Office is partnering with Fulton County Schools and Safe Routes to school to initiate a Public Safety Pedestrian and Bicycle program. The Fulton County Sheriff's Office has formed a partnership with Safe Routes to School and with the Georgia Department of Transportation. The program has contacts with all 58 elementary schools and has agreed to assist the Fulton County Sheriff's Office in gaining access to teach the pedestrian bicycle program to hold safety assemblies to educate students about pedestrian safety, helmet use and bicycle readiness to at least 15 elementary schools.

GA-2016-000-00408 Public Safety Pedestrian and Bicycle Safety

Savannah Bicycle Campaign

The Savannah Bicycle Campaign's mission is to build public awareness of road and safety issues while educating bicyclist and drivers on best practices for safe vehicle operation. The campaign provided education on bicycling and traffic safety issues through publishing articles in local newspapers and conducting presentations at civic organizations, religious congregations, businesses, schools or other organizations. On top of providing education materials, Savannah Bicycle Coalition planned, publicized and conducted twenty-four group bicycle rides to demonstrate safe cycling techniques and instruct participants on applicable traffic regulations.

GA-2016-000-00361 Savannah Bicycle Campaign

Share the Road, GOHS

Share the road is a program through the Governor's Office of Highway Safety whose purpose is to promoting cyclist and motorist to share the road through road signs and printing.

GA-2016-160-00386 Share the Road, GOHS

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. In FFY16, the **Fulton County Sheriff's Office** presented the pedestrian and bicycle safety presentation to (7) elementary schools and (1) Boys and Girls club location. During the grant year, 1,690 children under the age of 15 were educated on bike and pedestrian safety. On April 9th, 2016, the Fulton County Sheriff's Office hosted a "Bike Rodeo" reaching approximately 200 children under the age of 15. The "Bike Rodeo" provided children with helmet fittings, bike inspections (brakes, tires, cranks and chains, frame and fit), and a safety lecture. The Safety lecture educated the children on the importance of watching for blind corners, stopping at stop signs, staying off the sidewalks, yielding to all pedestrians, and the rules of the road.
2. The **Atlanta Bicycle Coalition (ABC)** provided 23 Confident Cycling classes that trained cyclists on bike safety, Georgia bike laws and crash avoidance techniques. ABC reached a total number of 893,500 people throughout FY16. The Coalition partnered with numerous student groups at the area's colleges and universities which include The Georgia Institute of Technology, Emory University, and Georgia State University to provide trainings, talks, and support for their initiatives.

3. During FFY 2016, **Georgia Bikes!** hosted the Georgia Bike Summit in Milledgeville as well as coordinating major bike safety workshops in Athens, Atlanta, Augusta, Columbus, and Savannah, GA. Training events included webinars, on-site presentations, workshops, and seminars focused on engineering countermeasures, driver education, and safe cycling behaviors. In hosting the annual Bike summit, Georgia Bikes partnered with local advocacy organizations and law enforcement agencies in metro Atlanta. This statewide conference brings together law enforcement, transit officials, bicycle safety advocates, planners and engineers to implement strategies for improving bicycle safety in Georgia. The weekend long Summit shared best practices in encouraging safe bicycling on Georgia's roadways and featured a number of informational workshops and nationally recognized speakers. Georgia Bikes also delivered five POST-certified "Traffic Enforcement for Bicycle Safety" presentations for local traffic enforcement officers in Georgia. All of these activities directly supported accomplishing GOHS' goals of increasing pedestrian education, enforcement, and engineering considerations.
4. FFY16 was a busy year for **Savannah Bicycle Campaign**. During the months of October – September, SBC was able to conduct a total number of 26 group bicycle rides to demonstrate all safe cycling techniques as well as instruct the participating groups on applicable traffic regulations. For the Thanksgiving holidays, SBC hosted their annual “Cranksgiving Food Drive” donating can goods and other edible items to families in need as well as conducting a group bicycle ride. Although there were many other objectives and activities planned during the year, a total number of 435,000 people were reached from adults to children.
5. Under the **Department of Public Safety, the Georgia State Patrol in Jekyll Island** provided education on Georgia bicycle laws, safe riding practices and proper use of safety equipment. During FY 2016, Post 35 Jekyll Island Troopers contacted 3,500 bicyclists educating them on Georgia Laws pertaining to the safe operation of bicycles and encounters with cyclist on Georgia Roadways. Troopers also logged over 500 miles on the Polaris patrolling the bicycle paths and roadways. They visited bicycle rental facilities like The Quality Inn, The Hampton Inn, Beachview Club Hotel, and Villas by the Sea, Jekyll Island Club Hotel, Jekyll Island Campground and the Mini Golf bike rentals enforcing Georgia's bicycle laws regarding the requirement of prohibition of bicycle rentals without a bicycle helmet. Post 35 distributed 20 bicycle helmets that were hosted by GSP at the convention center along with pledge documents for each bicyclist.
6. During FFY 2016, **Bike Athens** succeeded in providing education and equipment to youth, university students & staff, other adults, and those enrolled in a Ticket Diversion program on bicycle safety. The program's Ticket Diversion/ alternative transportation education for DUI offenders continues to be their most stable bike education class. They were able to complete a total number of 12 Ticket Diversion courses to both English and Spanish speaking individuals in FY16. The project director worked closely with local partners to hold four kids bike safety rodeos providing kids with more on-bike training while being able to access the parents and guardians more effectively on the bicycle safety and proper helmet fit information.

2017 Strategies

Georgia will look to employ the following strategies in FFY 2017:

- Increase awareness of motorist and cyclist safe and legal road use through enforcement and education.
- Provide funding for pedestrian and bicycle safety educational materials and equipment as requested.
- Provide funding for pedestrian safety through enforcement and training.
- Provide funding to the Atlanta Bicycle Campaign to improve bicycle safety through education/ outreach to drivers and bicyclist on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
- Collaborate with the Georgia Department of Transportation statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
- Utilize state funds to implement pedestrian and bicyclist safety programs to include: Atlanta Bikes, Georgia Bikes!, and other “Share the Road” projects.
- Based upon the qualifying criteria for the non-motorized safety grant, Georgia will be applying under the Fast Act (405h).

TRAFFIC RECORDS

Program Overview

In FFY 2016, 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 405 funding to support traffic records.

Objectives

1. To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.
2. To co-sponsor the Georgia Traffic Records Coordinating Committee 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.

Funded Programs

In FFY 2016, GOHS provided funding for programs to improve traffic records:

GECPS Outreach

Outreach, training and support for Georgia courts for electronic citations processing (GECPS) to ensure improved accessibility, accuracy, timeliness and uniformity of the driver records system.

GA-2016-000-00416 GECPS Outreach

Support for CODES Crash Data Linkage

GOHS has partnered with the Georgia Department of Public Health to improve the completeness and integration of traffic records data by using advanced software to match standardized crash, EMS, and hospital data. This effort will link traffic crash, injury and fatality data in order to increase the state's traffic safety professional's ability to conduct analysis of patterns of incidents and make relevant changes in response.

GA-2016-000-00379 Support for CODES Crash Data Linkage

Governor's Office of Highway Safety (GA Traffic Records Program)

These funds were used to provide management responsibility of the Traffic Records Coordinating Committee (TRCC) program within the Governor's Office of Highway Safety (GOHS) organization. Additionally, funds were used to create and implement an Internal Grants Management System in order to assist Governor's Office of Highway Safety (GOHS) in the tracking and management of programmatic and fiscal functions within the organization.

GA-2016-160-00382 Traffic Records Program

OASIS Web Query

The Georgia Department of Public Health was also funded by GOHS to improve public access to data in crash and emergency room visit data sources via OASIS web query. This online portal allows traffic safety professionals to query and locate traffic crash data from across the state.

GA-2016-000-00369 OASIS web query

GEMSIS Upgrades

The Georgia Emergency Medical Services Information System (GEMSIS) system is maintained and updated by the Emergency Medical Services element of the Georgia Department of Public Health. The GEMSIS system serves as the state's unique pre-hospital care reporting system. To provide accurate, uniform, timely and complete data the GEMSIS system requires continuous improvement that occur through specific problem or issue identification, then solutions are made through system wide correction by an upgrade. These continuous upgrades ensure data accuracy, completeness and uniformity and greatly increase patient care outcomes.

GA-2016-000-00367 GEMSIS Upgrades

LEA Technology Grant GACP

Law Enforcement Agency Technology Grant: 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.

GA-2016-000-00372

LEA Technology Grant GACP

Results

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

1. Online Reporting – As of December 2016, the percentage of Georgia crash reports being submitted electronically is 92%. Electronic submissions are being made by over 300 law enforcement agencies.
2. GOHS worked closely with GDOT to identify the state’s requirements for a statewide travel improvement program. GOHS recommendations were included in the comprehensive program announced by GDOT which will be implemented over the next four years, from 2015 to 2018. Projects include highway, bridge, public transit, bike, pedestrian, railroad, and other improvements.
3. During FFY 2016, the average number of days between the occurrence of a crash and the entry of the crash report into the state crash database has decreased from twenty (20) days to nine (9) days.

2017 Strategies

Georgia will look to employ the following strategies in FFY 2017:

- Georgia Crash Data- 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.
- Uniform Traffic Citation Electronic Communication Program- To provide funding to promote the continued installation and operation for courts throughout Georgia.
- Records Management System- To support utilization of the Records Management System (RMS) provided by Appriss for interested Law Enforcement Agencies that do not have an electronic RMS.
- Support the vendors of electronic Records Management Systems (RMSs) in developing electronic crash reporting capacity for their clients by working with Appriss to implement data transfer interfaces for crash reports

PAID MEDIA

Program Overview

Paid media programs represent a major component of GOHS' efforts to reduce the incidence and prevalence of motor vehicle crashes, injuries and fatalities on Georgia's 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 the summer and winter holiday months when large numbers of motorists fill Georgia's roadways, many GOHS campaigns target those holiday travel periods. By coordinating both paid and earned media with enforcement campaigns, Georgia frequently experiences reductions in traffic crash morbidity and mortality during those periods. In 2016, GOHS utilized NHTSA section 402 to support Paid Media.

Objective

To implement a Paid Media Plan for GOHS' impaired driving and occupant protection campaigns for FFY2016.

Funded Programs

1. “Click It or Ticket (CIOT)” - A two-week national and statewide safety belt enforcement campaign that occurs twice a year. 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 high-risk 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 “Over the Limit, Under Arrest” messaging in both earned and paid media during campaigns at Independence Day, Labor Day and the Christmas/New Year’s holiday season. The primary target during this campaign is males ages 18-34, with secondary focus spread across other high-risk 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 and OZT mobilizations, which launch simultaneously around the Memorial Day and July 4th holidays. Earned media focuses mainly on warning drivers about the dangers of impaired driving, aggressive driving, speeding, and overall irresponsible driving.

Results

1. To accomplish its broad PI&E goals, GOHS allocates funding for television, radio and out-of-home advertising, which can include billboards, online advertising and packages with local sports teams/arenas. In FFY2016, GOHS spent a total of \$1,207,849 to purchase paid media. The total included \$524,796 on television, both broadcast and cable, and \$683,053 on radio.
2. In addition to the expenditures mentioned above in #1, GOHS also entered new paid media campaigns with the following results: \$205,000 total with Georgia Public Broadcasting for 2 separate distracted driving campaigns (TV and online); \$24,000 with Georgia Association of Broadcasters for TV and radio distracted driving campaign; \$12,500 with WSST in Cordele for televised distracted driving messages during high school football games in southeast Georgia; \$6,000 with Georgia-Carolina Radiocasting for distracted driving radio messages during high school football games in northeast Georgia; \$1,750 with South Georgia Sports Media for televised distracted driving messages during high school football games in south Georgia.
3. In December 2015, GOHS kicked off its holiday impaired driving campaign with a news conference in Atlanta with TEAM Georgia. News conference included Atlanta media, but earned media reached statewide, as did paid.
4. Later in December 2015, GOHS held OZT/Operation Safe Holidays news conferences in Macon, Columbus and Augusta to bring the impaired driving message to outer media markets.

5. In February 2016, GOHS hosted a safe driving news conference with NHTSA and the heads of the state patrols in GA, FL, TN, AL, NC and SC.
6. In February, March and May 2016, GOHS had statewide earned media campaigns for impaired driving awareness for the Super Bowl, St. Patrick's Day and Cinco de Mayo.
7. In April 2016, GOHS held press avails in Stone Mountain in conjunction with its Driving Skills 4 Life Event (teen driving safety).
8. In May 2016, GOHS partnered with the Department of Natural Resources for a Summer of Safety media campaign to highlight the Memorial Day Click It or Ticket message and emphasizing to buckle up on land and water. News conferences were held at West Point Lake, Lake Blackshear, Lake Hartwell and Lake Allatoona.
9. To help combat high rates of traffic crashes, injuries and fatalities, GOHS and local law enforcement agencies launched a high visibility enforcement campaign in Gainesville, GA with the deployment of the Thunder Task Force. It began in June with a news conference that involved multiple state and local agencies.
10. Paid media campaigns were developed for Fourth of July impaired driving and Labor Day impaired driving in July and August respectively. Fourth of July news conferences were held at the end of June in Augusta, Savannah, Valdosta and Macon.
11. In July 2016, GOHS held a safety Saturday event with NHTSA and involved multiple partners and state agencies for the general highway safety events. Awareness topics included VIN recall checks, kids in hot cars, boating safety and car seat safety. Paid media funds were utilized to advertise the event.
12. In August 2016, GOHS conducted a school bus safety earned media campaign with Georgia's First Lady Sandra Deal and held news conferences and visitation with school in Statesboro and Warner Robins.
13. In August, GOHS embarked on the 25th annual Hands Across the Border campaign, which is launched simultaneously with the statewide Labor Day OZT impaired driving campaign. A total of nine news conferences were held in various locations along the state lines with Florida, Alabama, Tennessee, North Carolina and South Carolina. A paid media campaign also ran for a 2-week period for Labor Day OZT.

2017 Strategies

Georgia will look to employ the following strategies in FFY 2017:

1. **Drugged Driving:** With the passage of marijuana laws in several other states, GOHS will examine ways to work drugged driving messaging into impaired driving efforts.
2. **To use Paid Media to support ongoing distracted driving campaigns and messaging in all available mediums.**
3. **Click-it-or-Ticket (CIOT) – To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgia’s highways while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.**
4. **Operation Zero Tolerance (OZT)– 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 Georgia’s alcohol-related crash, fatality and injury rate.**
5. **Share the Road/Motorcycle Safety – To use available motorcycle safety funds to continue to support a motorcycle safety awareness campaign by targeting motorists and motorcyclists in Georgia’s secondary audience with a motorcycle safety and awareness message.**
6. **NHTSA – To base Georgia’s 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. **Governor's Office of Highway Safety (GOHS) continues to use social media, including Facebook and Twitter, to post highway safety messaging to target teens, highway safety stakeholders, local/statewide media, and Georgia’s motoring public.**
8. **GOHS will conduct a minimum of five Paid Media initiatives during 2016-2017, to include:**
 - a. **The Click-it-or-Ticket (CIOT) Thanksgiving 2016 Campaign**
 - b. **The Operation Zero Tolerance (OZT) Christmas-New Year 2016/2017 Campaign “Drive Sober or Get Pulled Over”**
 - c. **The Click-it-or-Ticket (CIOT) Memorial Day 2017 Campaign**
 - d. **The “Operation Zero Tolerance (OZT) Independence Day 2017 Campaign**
 - e. **The Operation Zero Tolerance (OZT) Labor Day 2017 Campaign “Drive Sober or Get Pulled Over” (which includes overlapping Hands Across the Border and The 100 Days of Summer HEAT campaigns).**

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 2017 Highway Safety Plan:

1. The agency will continue to work with our law enforcement partners to address the problem of distracted driving, primarily texting while driving. An increasing number of crashes can be attributed to this growing problem.
2. **Respond to the increase in speeding related fatalities.**
3. **Respond to the impact of ongoing increase in distracted driving.** Utilize NHTSA monies to design state wide distracted driving programs.
4. **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.
5. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
6. **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.
7. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
8. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
9. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
10. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.

FFY 2017 Core Performance Measures and Goals

C-1: To decrease traffic fatalities 2.5% from 1,179 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.

C-2: To decrease serious traffic injuries below the 2015 calendar base year of 114,643 to 107,868 by 2017.

C-3: To decrease fatalities per 100M VMT 3.7% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.

C-3a: To decrease rural fatalities per 100M VMT 1.1% from 1.88% (2012-2014 average) to 1.86% (2015-2017 average) in 2017.

C-3b: To decrease urban fatalities per 100M VMT 5% from 0.80 (2012-2014 average) to 0.76 (2015-2017 average) in 2017.

C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.

C-5: To decrease alcohol impaired driving fatalities 9.6% from 291 (2012-2014 average) to 263 (2015-2017 average) in 2017.

C-6: To decrease speed related fatalities 0.5% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

C-7: To decrease motorcyclist's fatalities 3.1% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.

C-8[†]: To decrease un-helmeted motorcyclist's fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.

C-9: To decrease drivers under the age of 21 years involved in fatal crashes 5.8% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.

C-10: To decrease pedestrian fatalities 1.8% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.

C-11: To decrease bicyclist fatalities 14.3% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.

B-1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

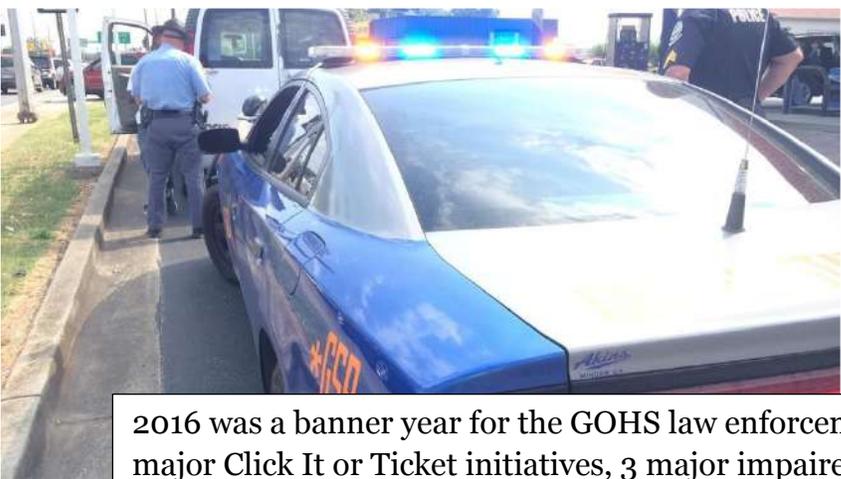
2016 Year in Review





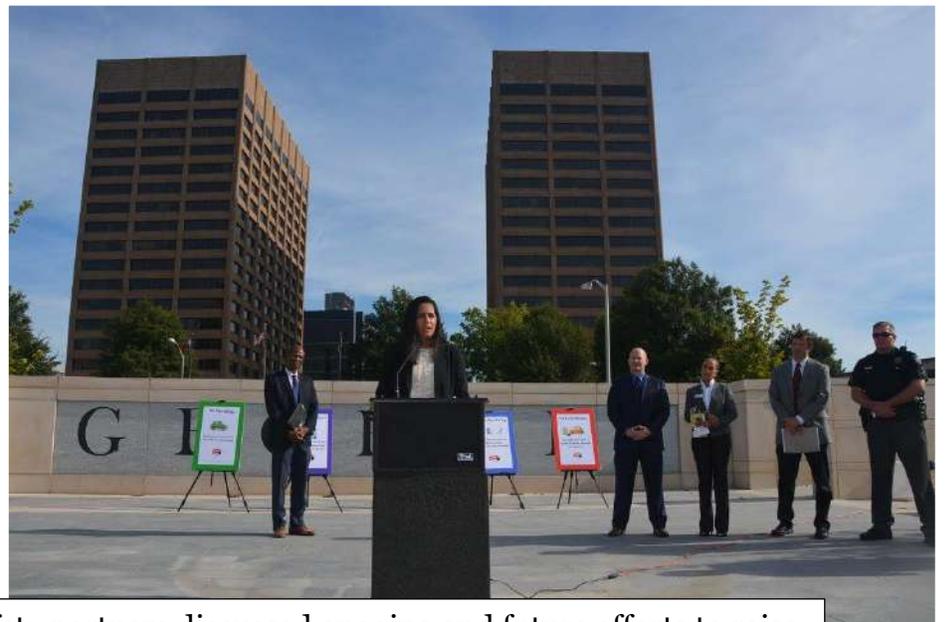
On April 9th, 2016, the Fulton County Sheriff's Office hosted a "Bike Rodeo" reaching approximately 200 children under age 15. The "Bike Rodeo" provided children with helmet fittings, bike inspections (brakes, tires, cranks and chains, frame and fit), and a safety lecture. The Safety lecture educated the children on the importance of watching for blind corners, stopping at stop signs, staying off the sidewalks, yielding to all pedestrians and the rules of the road.

Law Enforcement



2016 was a banner year for the GOHS law enforcement services team. The year saw 2 major Click It or Ticket initiatives, 3 major impaired driving campaigns, and multiple deployments of the Thunder Task Force throughout the state.

Distracted Driving



GOHS staff and highway safety partners discussed ongoing and future efforts to raise awareness on the dangers of distracted driving our “Heads Up Georgia” public service campaign with Georgia Public Broadcasting. The campaign also included video segments with teens trying to text and drive on a closed course and victim testimonials.

Occupant Protection



GOHS was able to remind Georgians of all ages to buckle up every trip, ever time in 2016. Efforts included multiple child passenger safety caravans, including, during the National Child Passenger Safety Week and Seatcheck Saturday, as well as 2 major Click It or Ticket campaigns.

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GOVERNOR'S OFFICE OF HIGHWAY SAFETY

