



FY 2020 Highway Safety Plan

State of Georgia

June 5, 2020 Update

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Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **No**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **No**

S. 405(h) Nonmotorized Safety: **Yes**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

Data Sources and Processes

Problem Identification Process

The mission of the Governor's Office of Highway Safety (GOHS) is to educate the public about highway safety and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways. This process begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS mission and the fourteen established "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025).

The data-driven problem identification and prioritization process includes:

1. Using the most recent crash and traffic data available to determine Georgia's progress across all Traffic Safety Performance Measures (including those that were previously identified and prioritized as a problem area);
2. Consideration of evidence-based and effective countermeasures that are supported and recognized by NHTSA; and,
3. Evaluating previously GOHS-funded grant recipients in their ability to address highway safety problems and concerns at the local and state levels.

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. Using the most recent data and information, GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, the GOHS contracted injury epidemiologist use the most recent data point to assess the progress within each performance measure – comparing the new data point to the measure baseline value, projected trajectory, and target value established in previous years. The project path of trajectory is determined using various regression models (linear, polynomial, power, exponential or logarithmic) that "best fit" the existing crash and fatal crash data. Performance measures where the new data point creates a projected path that is above the previous established target values are prioritized as highway safety problem areas. These performance measures are used a guide to further investigate the depth of the problem and answering the who, what, when, where, and the cause ('why') of each prioritized measure. This deeper investigation is used to strategically focus the resources and efforts in specific locations and areas across the state of Georgia. Other data sources that are used to identify and further investigate priority areas are described in the section below.

GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reducing serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in efforts and programs are implemented. Additionally, each year GOHS funds the

University of Georgia to conduct and outcome and process evaluation of the funded grantees. The aim of the evaluation study is to determine how grantees were able to address highway safety problems and concerns at the local/state levels and their ability to fulfill the requirements of the awarded application. Grantees that have demonstrated success implementing their programs specific to the prioritized performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other exiting and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

Processes Participants

Highway Safety Planning Process Participants

In developing the Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) collaborates and receives input from the following agencies, entities, and groups:

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety
3. Georgia State Patrol
4. Georgia Department of Public Health
5. Georgia Department of Transportation
6. Georgia Public Safety Training Center
7. Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS)
8. Prosecuting Attorneys Council
9. Traffic Records Coordinating Council
10. Injury Prevention Planning Council
11. University of Georgia (third-party evaluator)
12. Strategic Highway Safety Plan Task Teams and exports: Aggressive Driving, Impaired Driving, Occupant Protection, Serious Crash Type, Age-related Issues, Non-motorized Users, Vehicle Types, Trauma Systems, Traffic/Crash Records Data Analysis, Traffic Incident Management Enhancement
13. Previously funded GOHS grantees from community-based agencies and local groups

Description of Highway Safety Problems

In 2017, Georgia experienced 1,540 fatalities, 23,605 serious injuries, and 393,842 motor vehicle crashes on roadways. The top ten counties with the highest motor vehicle fatalities are: Fulton,

Dekalb, Gwinnett, Cobb, Bibb, Cherokee, Clayton, Richmond, Hall, and Chatham counties. While the number of roadway fatalities have decreased by 2% (net 26 count decrease) in comparison the previous year, GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities. The figure below shows the trend of each measure across the past decade (2008-2017).



Unrestrained Fatalities: Despite Georgia’s high observed seat belt use, 44% (463) of vehicle occupants who die in traffic crashes are unrestrained in 2017. While the observed seat belt use maintained above 97% since 2014, the number of unrestrained vehicle occupant fatalities continued to grow between 2014-2016.

Alcohol-Related Fatalities: In 2017 there were 366 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol impaired-driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia in 2017. Fatalities in alcohol-impaired-driving crashes decreased by 4.7 percent (384 to 366 fatalities) from 2016 to 2017. Alcohol impaired-driving fatalities in the past 10 years have declined by 9.6 percent from 405 in 2008 to 366 in 2017. Among all Georgia counties, the number of alcohol-related fatalities ranged from 1 (multiple counties) to 27 (Fulton County). Georgia counties with the highest alcohol-related fatalities in the 2017 year are: Fulton (27), Dekalb (26), Gwinnett (24), Cobb (15), and Muscogee (11).

Pedestrian Fatalities: In 2017 there were 253 pedestrians killed in the state of Georgia. Seventeen percent of all traffic fatalities were pedestrians in 2017. The 253 pedestrian fatalities in 2017 were an 8.3 percent increase from 232 pedestrian fatalities in 2016. Preliminary data suggest that pedestrian fatalities are still on the rise, with 265 confirmed pedestrian fatalities in 2018. Among all Georgia counties, the number of pedestrian fatalities ranged from 1 (multiple counties) to 36 (Fulton County). Georgia counties with the highest alcohol-related fatalities in the 2017 year are: Fulton (36), Dekalb (31), Gwinnett (20), Cobb (18), and Clayton (14).

Speed Related-Fatalities: The number of speeding-related fatalities decreased by 6.7 percent, from 266 in 2016 to 248 in 2017. The proportion of speeding-related fatalities out of the total number of Georgia roadway fatalities decreased from 17 percent in 2016 to 16 percent in 2017. Among all Georgia counties, the number of speed-related fatalities ranged from 1 (multiple counties) to 21 (Fulton County). Georgia counties with the highest speed-related fatalities in the 2017 year are: Fulton (21), Gwinnett (16), Dekalb (15), and Cobb (13).

Motorcyclist Fatalities: In 2017 there were 139 motorcyclists killed in Georgia motor vehicle traffic crashes – a decrease of 19 percent from the 172 motorcyclists killed in 2016. The number of unhelmeted motorcyclist fatalities doubled from 9 in 2016 to 18 in 2017. Despite the successful decline of motorcyclist fatalities in 2017, preliminary data suggest that motorcyclist fatalities remain an issue, with 153 confirmed motorcyclist fatalities in 2018. Georgia counties with the highest motorcyclist fatalities in the 2017 year are: Fulton (14), Dekalb (12), Cobb (9), Henry (7), and Richmond (6).

Bicyclist Fatalities: In 2017 there were 15 bicyclists killed in the state of Georgia. One percent of all traffic fatalities were bicyclists in 2017. The 15 bicyclist fatalities in 2017 were a 48.2 percent increase from 29 bicyclist fatalities in 2016. Preliminary data suggest that bicyclist fatalities remain an issue, with 30 confirmed bicyclist fatalities in 2018.

Although these crash statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support, are among the proven means of reducing crashes, injuries and fatalities. GOHS will continue to leverage the benefits initiated during the last planning cycle. The HSP provides the direction and guidance for the organization by thoroughly documenting strategic, comprehensive, and collaborative efforts that incorporates all components of the “5-Es”: Enforcement, Education, Engineering, Evaluation, and Emergency Medical Services. This "5-E" approach results in a balanced and effective strategy to save lives on Georgia's roadways.

Methods for Project Selection

In order to address the identified highway safety problem areas, GOHS solicits data-focused applications that are in alignment with the mission to educate the public about highway safety and reduce crashes, injuries, and fatalities on Georgia roadways. Grant proposals are received through responses to Request for Proposals (RFPs) and through unsolicited submissions where documented highway safety problems exist.

The following is the FFY 2020 Planning Calendar that outlines the highway safety program planning process and how that integrates with the grant application process.

FFy2020 Planning Calendar	
Dec-18	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation.
December 2018 - June 2019	Identify and involve partners in each planning process.
January - March 2019	Coordinate HSP and data collection for the state with SHSP.
January – May 2019	Data analysis to define highway safety problem and to develop program area performance targets and measures.
Jan-19	Produce an annual ranking report, identifying available funds, and develop program’s Request for Proposals (RFPs).
February - March 2019	Based on availability of federal funds, contact prospective grantees to determine interest, post Request for Proposals (RFPs), host grant application workshops, and open the Governors’ Office of Highway Safety electronic grant system.
Apr-19	Submission of grant applications.
April – June 2019	Identify, review, prioritize, select strategies, and finalize projects and grant applications.
1-Jul-19	Submit Highway Safety Plan for NHTSA review and approval. Notify grant awarded applicants.
July - August 2019	Respond to NHTSA comments/recommendations.
Oct-19	Beginning of the FFY2020 grant year.
Dec-19	Evaluate outcomes and results for use in next planning cycle.

Strategies for Project Selection

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

Request for Proposals (RFP)

As innovative programs are developed, specific requests for proposals are distributed to communities, special interest groups, governmental agencies and other stakeholders through electronic mediums (i.e. the Governor's Office of Highway Safety (GOHS) Website, GATEN,

Georgia Association of Chiefs of Police, Sheriff's Association, Atlanta Regional Commission, Georgia Municipal Association, ACCG, GAMPO and GPSTC). The request for proposals (RFP) provides an introduction to the specific problem(s), eligibility criteria, program targets and objectives, suggested activities, and methods of evaluation. Upon receipt of all applicants responding to the request for proposals (RFP), a review team of planning and finance representatives is assigned the task of assessing applications to determine if the proposed projects are viable via the Governor's Office of Highway Safety (GOHS) online reporting system, Electronic Grants of Highway Safety (eGOHS) Plus.

Ranking System

Georgia GOHS staff met with the contract epidemiologist early in the planning process and requested a county ranking profile. This county ranking was requested in overall fatalities, alcohol impaired, speed-related, motorcycle, pedestrian, and bicycle fatalities based on the most current data. From this data, Georgia GOHS had the ability to work with staff within those counties to help formulate data driven projects.

Discretionary Grants

Funds are also used to support governmental entities furthering The Governor's Office of Highway Safety's mission. In these instances, the purpose, scope, and funding requirements are subjected to Governor's Office of Highway Safety (GOHS) staff review and scoring prior to Governor's Office of Highway Safety (GOHS) Director Approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow Governor's Office of Highway Safety (GOHS) procedures in applying for highway safety funds.

Renewal Process

Projects that have been deemed vital to the Governor's Office of Highway Safety (GOHS) mission by the Director may receive funding for multiple years based on the availability of funds. All renewal applications are reviewed along with other potential funding requests.

Grant Application Process

Who Can Apply

For the FFY2020 grant year, The Governor's Office of Highway Safety created and advertised a Request for Proposal (RFP). The RFP was advertised through many resources including, but not limited to, the Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, and Georgia Regional Commissions. Applications were reviewed and selected based upon the responses to the RFP.

When to Apply

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

How to Apply

Prospective grantees must submit an application using Electronic Grants of Highway Safety (eGOHS) Plus using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The Governor's Office of Highway Safety (GOHS) Grant Application consists of three (3) major parts Programmatic, Budget, and Certifications. The need to complete all major parts varies according to Program emphasis areas.

Part I – Programmatic Section

Problem Identification

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

Program Assessment

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

Project Objectives, Activities and Evaluation

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

Milestone Chart- Part of the Activities and Evaluation Section

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

Media Plan

The applicant must describe a plan for announcing the award of the grant to the local community. Media outlets available to the project must be stated. A discussion of how the public will be informed of grant activities throughout the entire project period is also included.

Resource Requirements

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

Self Sufficiency

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

Part II – Budget Section

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

Personnel Services (Salaries, Pay Schedule and Benefits)

Regular Operating Expenses

Travel

Equipment Purchases

Contractual Services

Per Diem and Fees

Computer Charges and Equipment

Telecommunications

Motor Vehicle Purchases

Rent/Real Estate

Part III: Grant Terms and Conditions, Certification

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

Application Review Process

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

Preliminary Application Training

After extending Request for Proposals (RFPs), a grant funding procedures application training is arranged during which the Governor's Office of Highway Safety (GOHS) grant application and reporting documents are explained and the grant application submission date is established.

The Preliminary application training is required and facilitated for potential agencies that have never received Governor’s Office of Highway Safety (GOHS) grant funding, do not have a grant with GOHS for the previous fiscal year, or does have a current grant with GOHS but are seeking funds for a new project. Requests for proposals (RFP) are only extended to new agencies based on the availability of federal funds. If sufficient funding is not available to consider the addition of new grants, the Preliminary training will not be held. If a potential grant project is established after the preliminary conference is held, GOHS can set up an individual meeting with the potential grantee.

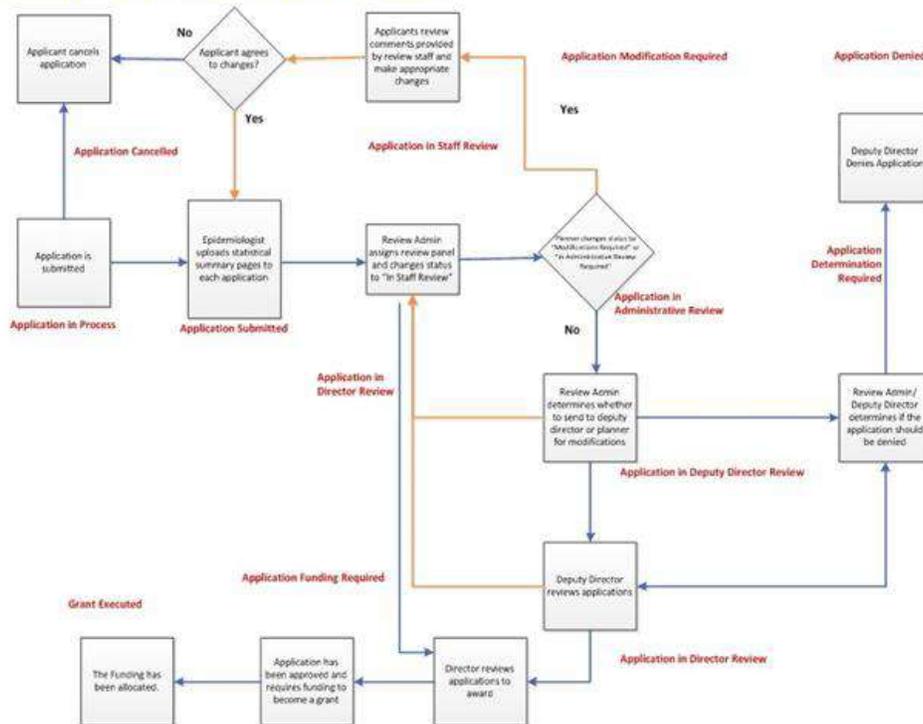
Review Panel

Once submitted, applications are assigned to a review panel which includes one GOHS Grant Manager and a staff member from the finance division. For new applications, there is also an external reviewer assigned to review and score the application. During the review phase local, county, and state data are included in the review of applications. The Electronic Grants of Highway Safety (eGOHS) Plus system maintains the information and issues the notifications regarding each step.

Each member of the review panel completes scoring based on established guidelines and eGOHS Plus calculates each score. Once the review panel, along with the Division Director of Planning and Programs, Deputy Director and the GOHS Director complete their review, accepted applications are executed and then receive a grant number.

As new applications are reviewed, they are placed in “Application Funding Required” or “Application Determination Required” status until the availability of federal funding is verified, as well as the need for special programs, based on ‘data’ for new projects. Once amounts are verified, the applications are executed and a grant award notification is sent to the grantee.

eGOHS Plus Application Review Process Flow



Grant Selection Notification

The Authorizing Official and the Agency Administrator of the awarded grants receives written notification of grant award which includes the Governor’s Office of Highway Safety (GOHS) Grant Terms and Conditions, and Certifications. The applicant is notified electronically via eGOHS Plus and hard copy via U.S. Mail of the approval or denial of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities October 1st through September 30th of the designated federal fiscal year.

Agency Training

Following grant award notification, grantees are invited to attend training to learn about GOHS procedures. This training is intended to inform grantees, especially new grantees of GOHS’ expectations for the grant year. This training may be conducted via webinar, in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the proper reporting procedures and the use of eGOHS Plus for the submission of claims, progress reports, travel requests, amendments, and final reports. GOHS’ Grant Terms and Conditions are also highlighted.

Funding Formula

The Section 402 formula is:

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

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

Project Funding Period

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

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS Director. The diminishing levels of funding are designed to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. At the discretion of the Governor's Office of Highway Safety (GOHS) Director and a Governor's Office of Highway Safety (GOHS) application review committee, a project may be funded beyond 3 years and at different rates. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

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

DOT LEP Guidance

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

Grant Monitoring/Evaluations

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety (GOHS) utilizes an evaluation team to complete data sheets for each application as they are submitted as well as throughout the course of the grant. The evaluation team reviews applications to make certain that stated objectives and activities are reasonable and attainable. Grants can then be revised if updates are necessary. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from Governor's Office of Highway Safety (GOHS) grantees.

The Governor's Office of Highway Safety (GOHS) conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claims documenting the previous month's activities. Beginning in Federal Fiscal Year (FFY)

2008, Governor's Office of Highway Safety (GOHS) accepted electronic signatures to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim and programmatic reports. Effective January 1, 2012, grantees are encouraged to receive their claim for reimbursement payment electronically via Automatic Clearing House (ACH).

Governor's Office of Highway Safety (GOHS) grant managers complete a Grant Status Report on all awarded grants to document the progress of the project. Grant Managers then make a recommendation for continued and future funding based on the overall performance and reach of the grant. Governor's Office of Highway Safety (GOHS) Grant Managers must also conduct a minimum of one onsite visit per year with each grantee receiving more than \$25,000 in grant funds. Additionally, 50% of grants up to \$24,999.99 must have one onsite visit. During the onsite visit, Grant Managers discuss problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verifying that funds obligated were spent in accordance with the grant agreement.

List of Information and Data Sources

Highway Safety Plan Data Sources

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

Data Type	Description	Citation
Roadway Fatalities	Fatality Analysis Reporting System (FARS) is a nationwide census providing National Highway Traffic Safety Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 19 Jun. 2019. < http://www-nrd.nhtsa.dot.gov >.
Roadway Crashes and Injuries	The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. Governor's Office of Highway Safety (GOHS) uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Georgia Crash Reporting System (GEARS). Web. 19 Jun. 2019.
Occupant Protection	Dr. James Bason, on behalf of the Governor's Office of Highway Safety (GOHS) and the University of Georgia Department of Health Promotion and Behavior, conducted an observational survey of safety belt use and child safety seat use between March and September 2018. Governor's Office of Highway Safety (GOHS) uses the survey findings to identify usage rates (includes motorcycle helmets) by geographic region, gender, race/ethnicity, age group (children under 5 years) and overall statewide population.	Bason, James. J. "Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia" 2018. Survey Research Center, University of Georgia: Athens, Georgia
Roadway Crashes and Other Injuries	CODES utilizes linked electronic data to track persons involved in motor vehicle crashes from the scene through the health care system to determine crash outcome in terms of mortality, injury, severity, and health care costs. CODES uses probabilistic techniques to link crash and other injury data. The Georgia Crash Outcomes Data Evaluation System (CODES) project is funded by the Governor's Office of Highway Safety, and brings together multiple agencies and highway safety data owners to identify opportunities for crash prevention by linking and analyzing crash, vehicle, and behavioral characteristics to medical and financial data. This improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.	Georgia Crash Outcomes Data Evaluation System (CODES)
Georgia Office of EMS and Trauma - EMS and trauma registry data	GEMSIS, Georgia's statewide Emergency Medical Services data system, is an electronic system that provides timely, accurate and efficient data from the EMS patient care reports. The goal of GEMSIS is to develop an effective and efficient statewide infrastructure, data collection and reporting, evaluation and quality improvement initiative that focuses on Emergency Medical Services as an integrated component of the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.	Georgia Emergency Medical Services Information System (GEMSIS)
EMS	The National Emergency Medical Services Information System (NEMSIS) is the national database that provides the framework for collecting, storing, and sharing standardized EMS data from States nationwide. NEMSIS is a universal standard for how patient care information resulting from an emergency 911 call for assistance is collected. NEMSIS is a collaborative system to improve patient care through the standardization, aggregation, and utilization of point of care EMS data at a local, state and national level. The NEMSIS uniform dataset and database help local, State and national EMS stakeholders more accurately assess EMS needs and performance, as well as support better strategic planning for the EMS systems of tomorrow. Data from NEMSIS is also used to help benchmark performance, determine effectiveness of clinical interventions, and facilitate cost-benefit analyses.	National Emergency Medical Services Information System (NEMSIS)
Georgia Department of Driver Services (DDS) -Citation	GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical, as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten (10) days of the date of the conviction.	Georgia Electronic Conviction Processing System (GECEPS)
Georgia Department of Public Health - Hospitalization and Emergency Room Data	Hospitalization/Emergency Room data is discharge data that is constructed from data supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals in the state of Georgia, through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient. Emergency Room data includes everyone seen and discharged from the Emergency Room. For hospital data, the admission source can be the ER and may be concluded that Hospitalization data includes injuries that are generally more serious than those in ER data. Motor vehicle crash data is a subset of hospitalization/Emergency Room data. A record is classified as MV Crash-related if the principal (first) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. This is based on the ICD10-CM system of disease classification. Classified records are analyzed in the Online Analytical Statistical Information System (OASIS) by age, race, place, time, and sex. Measures such as discharge counts, population-based rates (crude and age-adjusted) and percentages of total discharges are calculated.	Online Analytical Statistical Information System (OASIS)

As more current data becomes available, Governor's Office of Highway Safety (GOHS) will use such in refining its Highway Safety Plan (HSP).

Description of Outcomes

Coordination with the Strategic Highway Safety Plan

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan.

Housed within the Governor's Office of Highway Safety (GOHS), the Operations Manager for the SHSP work closely with a variety of internal and external partners at the federal, state and local levels as well as the private sector. The SHSP has been updated and in place during FY 2019. The task teams are comprised of a combination of the 4 safety E's; Engineering, Enforcement, Education, and Emergency medical services (EMS). Each task team is assigned a "Champion" and work to establish measurable target(s) that are designed to reduce serious injuries and fatalities in an established emphasis area. Throughout the year, teams track their progress against their target(s) and report their findings to participating groups and to GOHS.

SHSP meeting schedule:

1. The SHSP Executive Board meetings are biannually
2. Task Team Leaders meetings are held quarterly
3. The SHSP summit is held annually
4. Emphasis area task team meetings are held at least quarterly

The SHSP emphasis areas that have been identified in the 2019-2021 plan included:

1. Impaired Driving
2. Occupant Protection
3. Distracted Driving
4. Serious Crash Type
 1. Intersection Safety
 2. Roadway Departure
5. Age-related Issues
 1. Young Adult Drivers
 2. Older Drivers
6. Non-Motorized Users
 1. Pedestrian
 2. Bicycle
7. Vehicle Type

1. CMV/Heavy Trucks
2. Motorcycle

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and task teams.

The 2019 Governor’s Strategic Highway Safety Plan (SHSP) Summit was held on May 15, 2019 at the Central Georgia Technical College in Macon, GA. This annual event brings over 100 highway safety advocates & partners together in one location to promote, work together and improve traffic safety to reduce crashes, injuries, and fatalities on Georgia roadways.

The performance measures listed in the 2020 Highway Safety Plan have been coordinated through the Georgia SHSP’s core data group which includes representation from both the GOHS and GDOT. The three core performance measures (number of fatalities, rate of fatalities and number of serious injuries), targets are identical in both the Georgia HSP and HSIP. Performance management connects the HSIP and HSP to the SHSP to promote a coordinated relationship for common performance measures, resulting in comprehensive transportation and safety planning.

The HSP and HSIP core performance measure target values are updated annually using the most recent FARS and crash data available. The FY20 HSP and HSIP target values were determined using 2017 FARS and crash data as baseline. The SHSP target values were determined using 2016 FARS and crash data as baseline and projected estimated fatalities for years 2019-2021. All reports (HSP, SHSP, and HSIP) that used 2016 FARS data as baseline have the same FY19 target values. Using the most recent data available, 4 out of the 13 FY20 HSP core performance measure target values increased in comparison to the FY20 targets established using the 2016 FARS data (unideal direction).

Core Performance Measures		Highway Safety Plan (HSP)		Highway Safety Improvement Program (HSIP)	
		2017	2020	2017	2020
C-1	5-year moving average traffic fatalities	1,376	1,698	1,376	1,698
C-2	5-year moving average serious traffic injuries	22,918	24,094	22,918	24,094
C-3	5-year moving average traffic fatalities per 100M VMT	1.16	1.28	1.16	1.28

Performance report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon the 2017 FARS data and 2018 GEARS preliminary data, Georgia is on track "To maintain the 5-year moving average traffic fatalities under the projected 1,652 (2015-2019) 5-

year average by December 2019." Because of this, Georgia will actually show a reduction for this core measure.



Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

While the definition of serious injury remained the same, the count of serious injuries from 2006-2015 has increased from the 19,643 as reported in the FFY2019 HSP because more records from the GSP were added to the dataset and fits the criteria of 50% visible injury, required transport, and with serious vehicle damage. Georgia will consistently be monitoring the crash data, revising the serious injury definition, and update the target as needed.

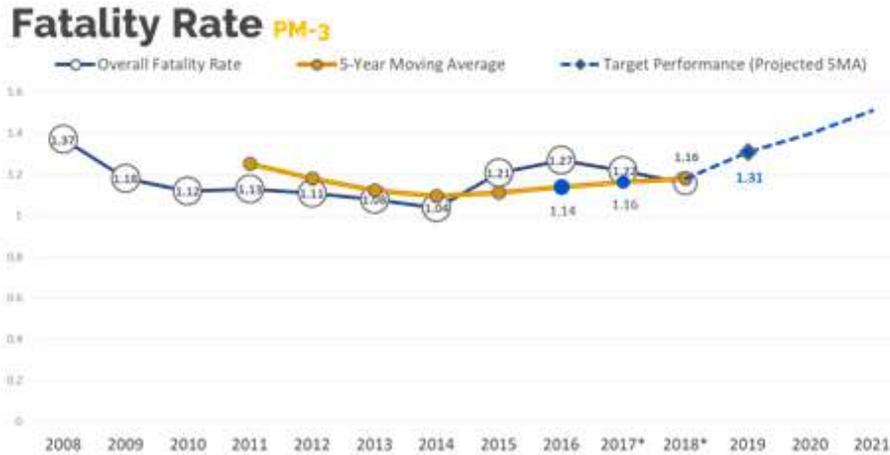


Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

Based upon the 2017 FARS and Preliminary 2018 data, Georgia has been able to "Maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.31 (2015-2019) 5-year average by December 2019." This is still in progress but if the numbers continue to trend downward, Georgia will meet this core measure.



Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS data and preliminary trends, Georgia is on track to "Maintain the 5-year moving average unrestrained traffic fatalities under the projected 507 (2015-2019) 5-year average by December 2019." If the data continues to trend as it has based on current data, Georgia will meet this core measure.

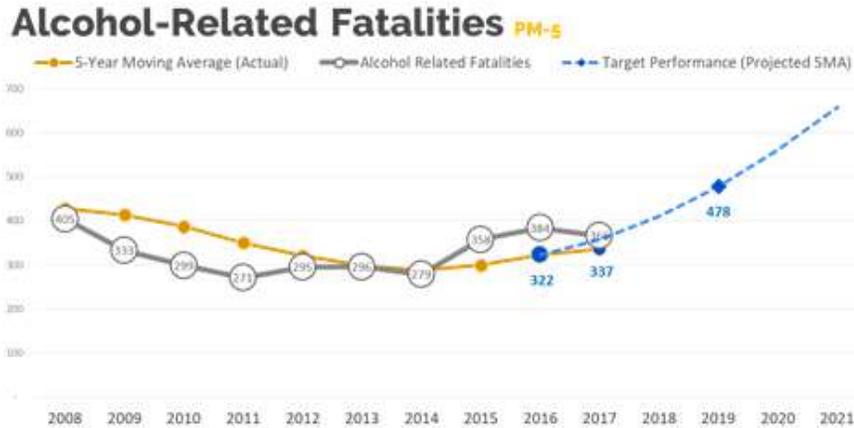


Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

Current trends and data show that Georgia will fall just short of the core measure of "Maintaining the 5-year moving average of alcohol related fatalities under the projected 478 (2015-2019) 5-year average by December 2019." Georgia has approximately 24% to 25% of overall traffic related fatalities related to alcohol. We will continue to put projects into place to help reduce this overall number.

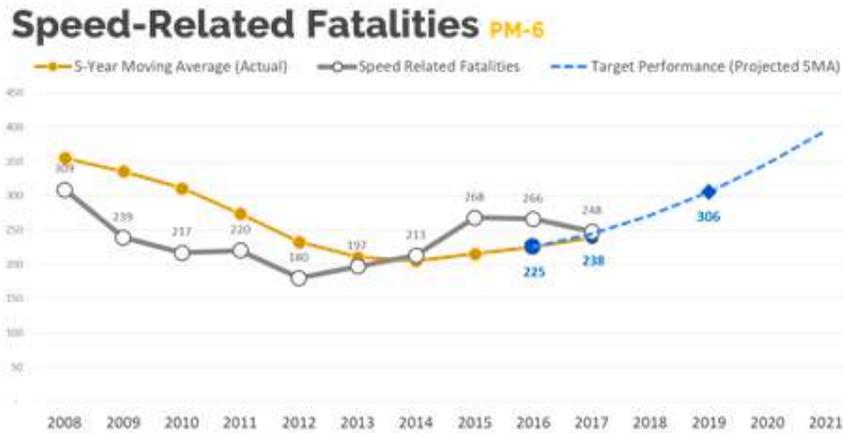


Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS data and current trends, Georgia will meet the target of "Maintaining the 5-year moving average speed related fatalities under the projected 306 (2015-2019) 5-year average by December 2019." If the data and trends continue, Georgia will meet this core measure.

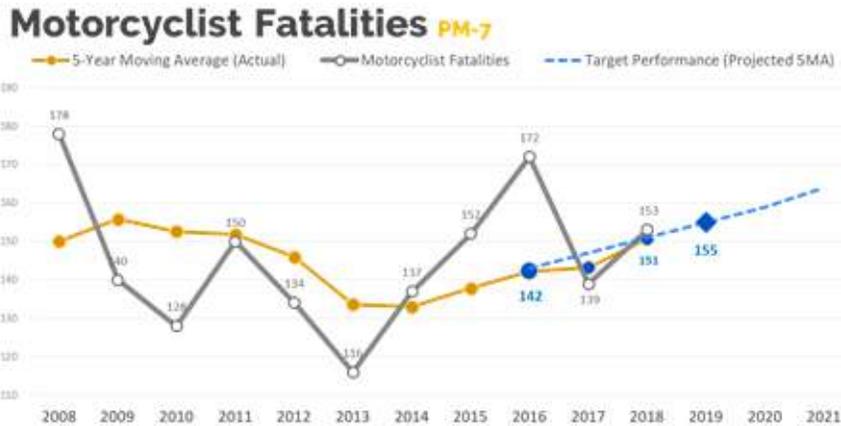


Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and 2018 preliminary data, Georgia will "Maintain the 5-year moving average motorcyclist fatalities under the projected 155 (2015-2019) 5-year average by December 2019." Georgia motorcycle fatalities are trending downward and if this continues, we will meet this core measure.

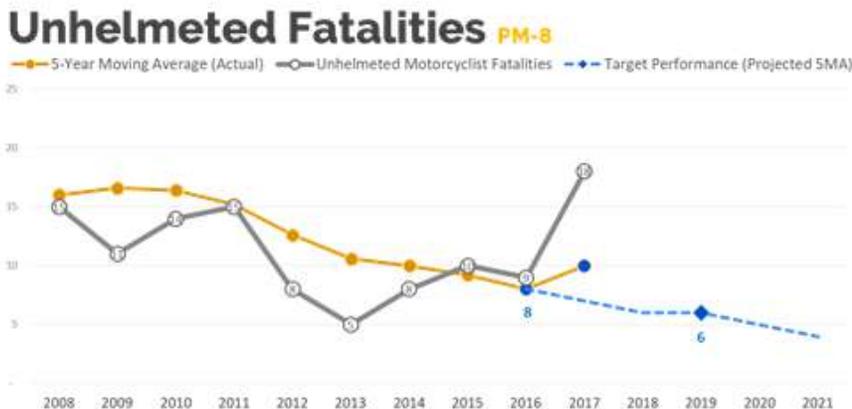


Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Georgia is one of the few states that still requires motorcyclists to wear proper headgear. Based upon current trends and data, Georgia will be able to "Reduce the 5-year moving average unhelmeted motorcyclist fatalities by 25% from baseline 8 (2012-2016) 5-year average to 6 (2015-2019) 5-year average by December 2019.



Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon current data and trends, Georgia will "Maintain the 5-year moving average young drivers involved in fatal crashes under the projected 186 (2015-2019) 5-year average by December 2019."



Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and preliminary 2018 data, Georgia will "Maintain the 5-year moving average pedestrian fatalities under the projected 251 (2015-2019) 5-year average by December 2019." Georgia pedestrian fatalities continue to rise however we have put projects into place that focus on counties where pedestrian fatalities are highest.



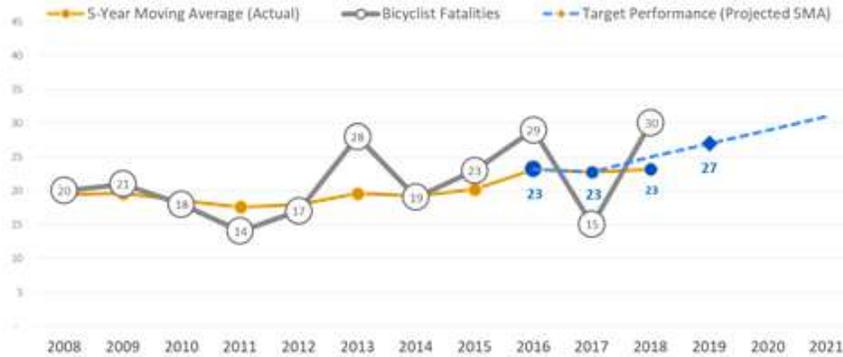
Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Based upon 2017 FARS and 2018 preliminary data, Georgia will "Maintain the 5-year moving average bicyclists fatalities under the projected 27 (2015-2019) 5-year average by December 2019."

Bicyclist Fatalities PM-11



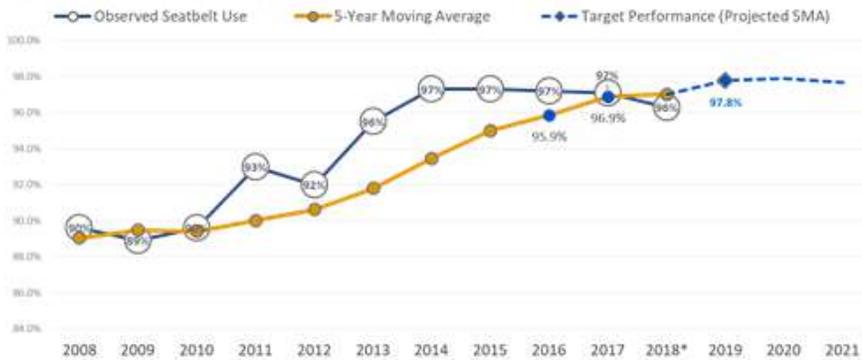
Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **In Progress**

Program-Area-Level Report

Over the past four years, Georgia has been successful in maintaining one of the highest usage rates in the country. Because of strong media presence, education, and enforcement, Georgia is on track to "Increase the 5-year moving average seatbelt usage rate from 95.9% (2012-2016) to 97.8% (2015-2019) 5-year average by December 2018.

Seat Belt Use B-1



Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
13	C-1) Number of traffic fatalities (FARS)-2020	5 Year	2016	2020	1698
14	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	5 Year	2016	2020	24,094
15	C-3) Fatalities/VMT (FARS, FHWA)-2020	5 Year	2016	2020	1.28
16	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	5 Year	2016	2020	560
17	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	5 Year	2016	2020	464
18	C-6) Number of speeding-related fatalities (FARS)-2020	5 Year	2016	2020	317
19	C-7) Number of motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	163
20	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	5 Year	2016	2020	16
21	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	5 Year	2016	2020	207
22	C-10) Number of pedestrian fatalities (FARS)-2020	5 Year	2016	2020	281
23	C-11) Number of bicyclists fatalities (FARS)-2020	5 Year	2016	2020	25
24	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	5 Year	2016	2020	97.9

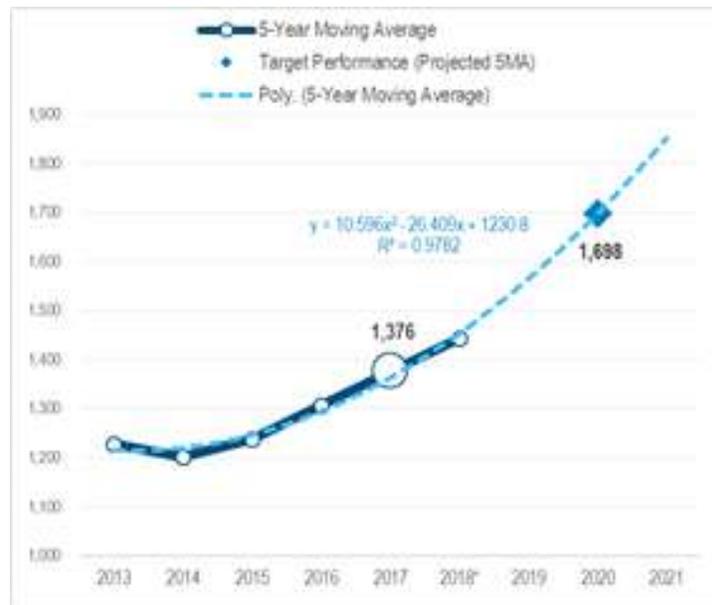
Performance Measure: C-1) Number of traffic fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	1698	5 Year	2016

Performance Target Justification

During the period of 2013-2018, there is an increase in the number of traffic fatalities and the unweighted 5-year moving average of traffic fatalities. The number of traffic fatalities decreased by 26 counts – 1.7% from 1,566 fatalities in 2016 to 1,540 fatalities in 2017. Preliminary data shows that fatalities decreased by 35 counts to 1,515 fatalities in 2018. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS has the 2020 target to maintain the 5-year moving average traffic fatalities under the project 1,698 (2016-2020) 5-year average by December 2020.



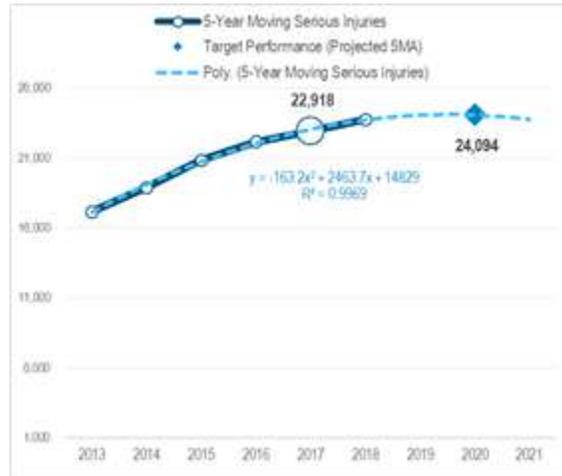
Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	24,094	5 Year	2016

Performance Target Justification

Since 2013, the number of serious injuries has unsteadily increased over time. The number of serious injuries decreased by 3% (793 less serious injuries) in 2016 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving average serious traffic injuries under the projected 24,094 (2016-2020) 5-year average by December 2020.



Note that the GDOT, GOHS, and the State Highway Safety Plan (SHSP) data teams are currently standardizing the definition of ‘serious injury’ and it is subject to change. Any changes in the ‘serious injury’ definition as a result of using the updated crash form will impact the final datasets. This will lead to changes in the final counts presented in future data reporting and calculations of annual targets.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Numeric	1.28	5 Year	2016

Performance Target Justification

Since 2013, the number of serious injuries has unsteadily increased over time. The number of serious injuries decreased by 3% (793 less serious injuries) in 2016 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving average serious traffic injuries under the projected

24,094 (2016-2020) 5-year average by December 2020.



Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020

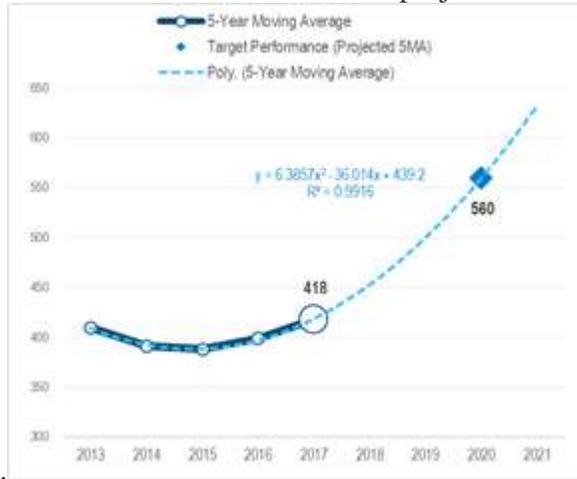
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	560	5 Year	2016

Performance Target Justification

Since 2014, the number of unrestrained traffic fatalities has steadily increased. In 2016, there were 463 unrestrained fatalities. The number of unrestrained fatalities increased by 3% (13 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS has the 2020 target to maintain the 5-year moving

average unrestrained traffic fatalities under the projected 560 (2016-2020) 5-year average by



December 2020.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020

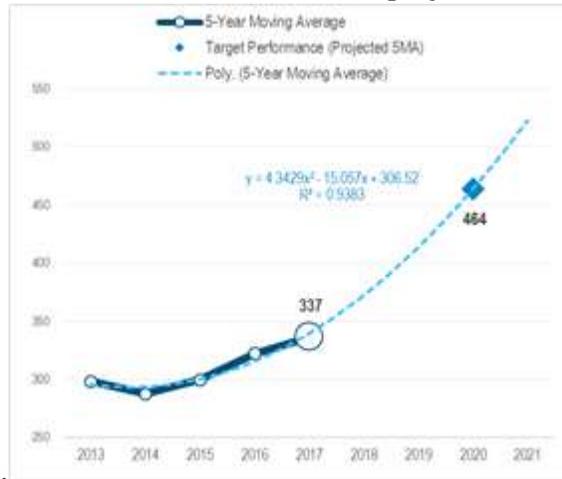
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	464	5 Year	2016

Performance Target Justification

In 2017, there were 366 alcohol related fatalities. The number of alcohol related fatalities decreased by 5% (18 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.94), GOHS has the 2020 target to

maintain the 5-year moving average alcohol related fatalities under the projected 464 (2016-



2020) 5-year average by December 2020.

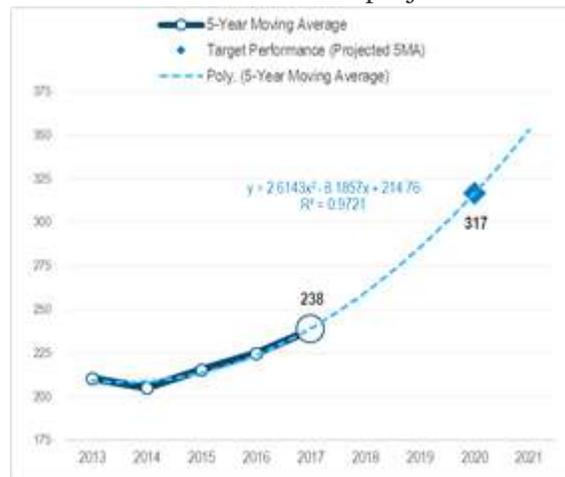
Performance Measure: C-6) Number of speeding-related fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	317	5 Year	2016

Performance Target Justification

In 2017, there were 248 speed related fatalities on Georgia roadways. The number of speed related fatalities decreased by 7% (18 less fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.97), GOHS has the 2020 target to maintain the 5-year moving average speed related fatalities under the projected 317



(2016-2020) 5-year average by December 2020.

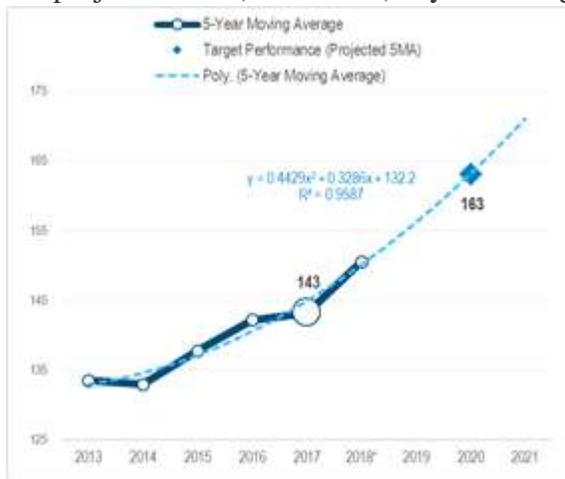
Performance Measure: C-7) Number of motorcyclist fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	163	5 Year	2016

Performance Target Justification

Since 2007, more than 10% of all traffic fatalities were motorcyclists. In 2017, there were 139 motorcyclist fatalities. The number of motorcyclist fatalities decreased by 19% (33 less fatalities) in 2017 in comparison to 2016. However, in 2018 there is an estimated 153 motorcyclist fatalities. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.95), GOHS has the 2020 target to maintain the 5-year moving average motorcyclist fatalities under the projected 163 (2016-2020) 5-year average by December 2020.



Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020

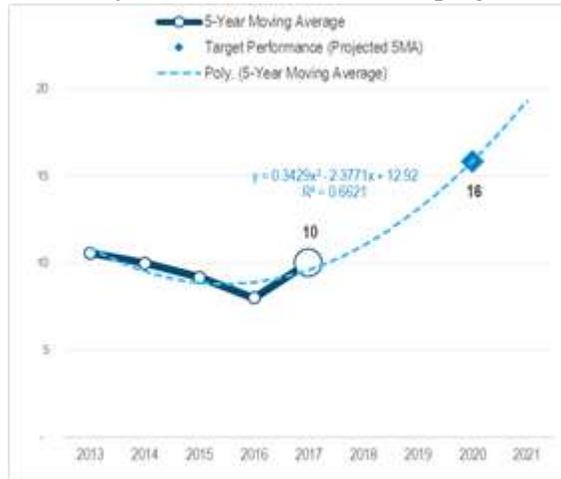
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	16	5 Year	2016

Performance Target Justification

In 2017, there were 18 un-helmeted motorcyclist fatalities. The number of motorcyclist fatalities doubled in 2017 in comparison to 2016. Using 5-year moving averaging method and using

polynomial modeling (R^2 of 0.66), GOHS has the 2020 target to maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 16 (2016-2020) 5-year average



by December 2020.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020

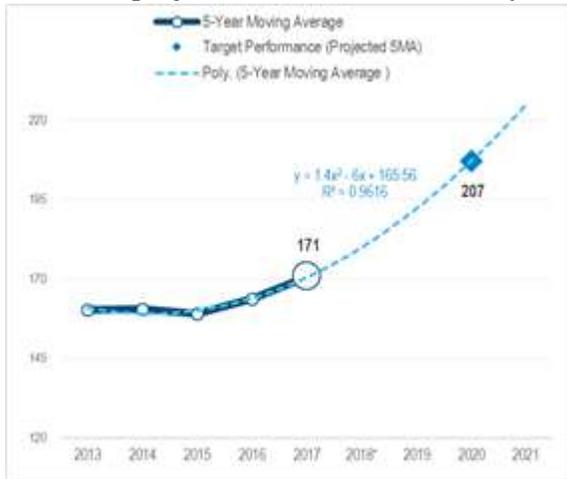
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	207	5 Year	2016

Performance Target Justification

Since 2014, the number of young drivers involved in fatal crashes has steadily increased. In 2017, there were 193 young drivers involved in fatal crashes. The number of young drivers involved in fatal crashes increased by 3% (5 more young drivers) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.96), GOHS has the 2020 target to maintain the 5-year moving average young drivers involved in fatal crashes

under the projected 207 (2016-2020) 5-year average by December 2020.



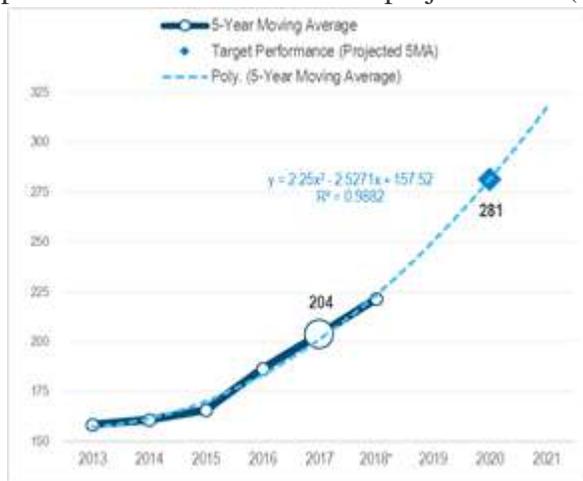
Performance Measure: C-10) Number of pedestrian fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	281	5 Year	2016

Performance Target Justification

Since 2014, the number of pedestrian fatalities has steadily increased over time. In 2017, there were 253 pedestrian fatalities in Georgia. The number of pedestrian fatalities increased by 9% (21 more fatalities) in 2017 in comparison to 2016. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS has the 2020 target to maintain the 5-year moving average pedestrian fatalities under the projected 281 (2016-2020) 5-year average by



December 2020.

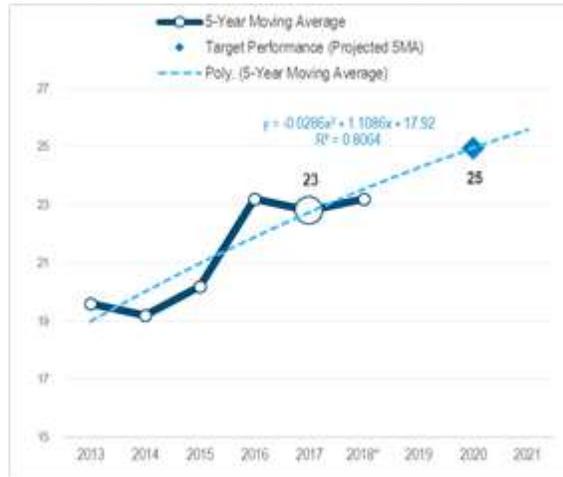
Performance Measure: C-11) Number of bicyclists fatalities (FARS)-2020

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	25	5 Year	2016

Performance Target Justification

In 2017, there were 15 bicyclist fatalities in Georgia – 14 less in comparison to 2016. Preliminary 2018 data shows that bicyclist fatalities increased to 30 fatalities. Using 5-year moving averaging method and using polynomial modeling (R² of 0.80), GOHS has the 2020 target to maintain the 5-year moving average bicyclist fatalities under the projected 25 (2016-



2020) 5-year average by December 2020.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020

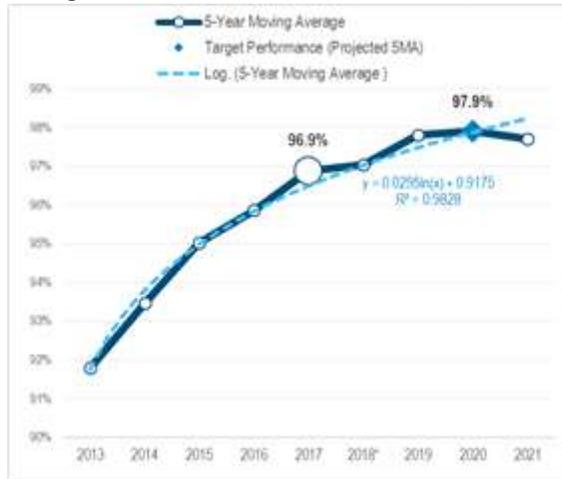
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Percentage	97.9	5 Year	2016

Performance Target Justification

Statewide safety belt usage in 2017 for drivers and passengers of passenger cars, trucks, and vans was 97.1%, a 0.1% net decrease from 2016. GOHS has the 2020 target to increase the 5-

year moving average seatbelt usage rate from 96.9% (2013-2017) to 97.9% (2016-2020) 5-year



average by December 2020.

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: **129223**

Fiscal Year A-1: **2018**

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: **34790**

Fiscal Year A-2: **2018**

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: **528461**

Fiscal Year A-3: **2018**

Program areas

Program Area: Aggressive Driving

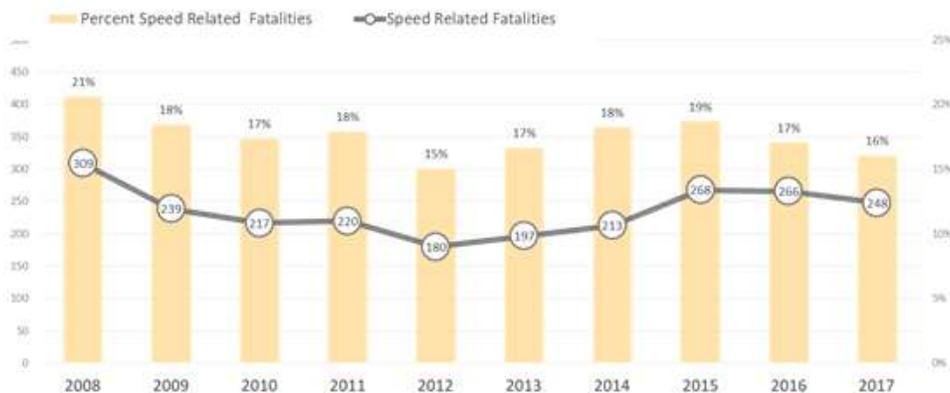
Description of Highway Safety Problems

Problem Identification and Program Justification

Aggressive and risky driving actions are perceived to be common, according to NHTSA, although they are difficult to measure accurately. NHTSA has estimated that two-thirds of traffic fatalities involve behaviors commonly associated with aggressive driving such as speeding, red-light running, and improper lane changes (NHTSA, 2001). A more recent study conducted by the AAA Foundation for Traffic Safety in 2009 estimated that 56% of all fatal crashes involved one or more driver actions typically associated with aggressive driving and the most common action being excessive speed. Aggressive driving is generally understood to mean driving actions that markedly exceed the norms of safe driving behavior and that directly affect other road users by placing them in unnecessary danger. Aggressive driving may involve driver anger, attempts to gain an advantage over other drivers, and deliberate violations and deviations from normal traffic speeds (CTW 9th, Chapter 3, page 4). According to the Official Code of Georgia Annotated, Aggressive Driving is the only traffic offense that law enforcement must show the violator had intent to commit. This causes difficulty in prosecuting the Aggressive Driving traffic violation.

Excess speed is a major contributor to aggressive driving and can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented.

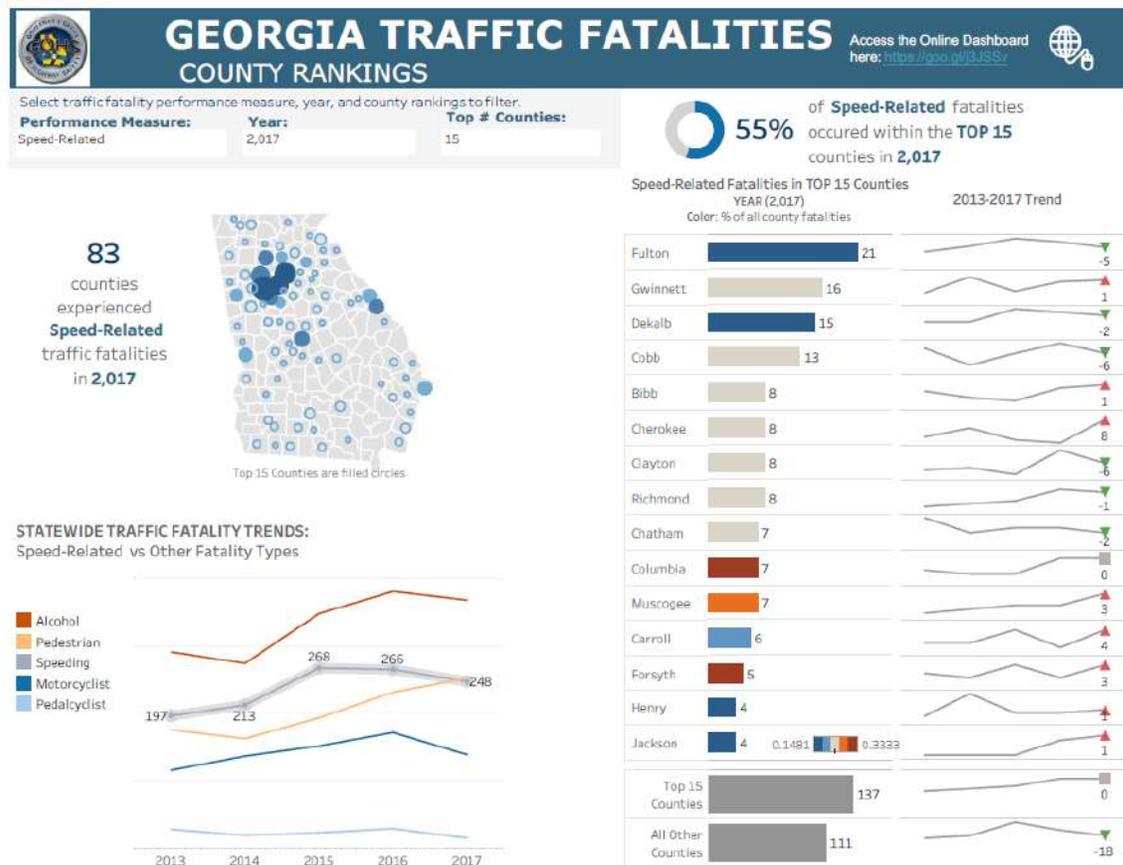
The Governor's Office of Highway Safety, along with state and local law enforcement conducts The 100 Days of Summer H.E.A.T. campaign. This campaign is a multi-jurisdictional highway safety enforcement and outreach campaign designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through Labor Day. H.E.A.T. stands for "Highway Enforcement of Aggressive Traffic." GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.



Sixteen percent (16%) of all Georgia fatalities were related to speed in 2017 – a slight decrease from the previous year. This is among the lowest percent in the country however there were still 248 lives lost at the hands of speeding vehicles. Over the past decade (2008-2017), the 2012 year had the lowest number of speed-related fatalities where 180 lives were lost representing 15% of all roadway fatalities.

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2017, of all the drivers involved in speed-related fatal crashes, 27 percent were aged 15 to 24 years old (70 out of 255 drivers). During the same year, 8 percent of all speeding young (ages 15-24 years) involved in fatal crashes were motorcycle operators, and 9 percent were light pickup truck drivers.

According to the most current data, 55% of all speed related fatalities occurred within the top 15 Georgia counties in 2017. According to the chart below, those counties include Fulton, Gwinnett, Dekalb, Cobb, Bibb, Cherokee, Chatham, Muscogee, and Forsyth. Currently, Georgia funds HEAT projects within these counties. Our focus for FFY2020 will be to cover more of these counties with HEAT projects.



Target Population

The target population is the motoring public of Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317

Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement

Countermeasure Strategy: High Visibility Enforcement

Program Area: **Aggressive Driving**

Project Safety Impacts

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers. For close to twenty years, The Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2019, the Governor’s Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2020. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. These units are also a major factor in the deployment of the Thunder Task Force to areas of the state that show unusually high incidences of traffic fatalities and crashes. This project will continue to focus on impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as "Click It or Ticket", "Operation Zero Tolerance" (Drive Sober or Get Pulled Over), Southern Shield, and the "100 Days of Summer HEAT" have proven that high-visibility enforcement of Georgia’s traffic laws is the key to saving lives and reducing injuries on Georgia’s roadways.



FFY2020 Georgia Mobilizations

Click it or Ticket
November 15 - November 24, 2019

Drive Sober or Get Pulled Over
December 13, 2019 - January 1, 2020
(National Mobilization)

Click it or Ticket Mobilization
May 18 - June 1, 2020
(National Mobilization)

One Hundred Days of Summer HEAT
May 18-September 7, 2020

CIOT Border to Border
May 18, 2020

Operation Zero Tolerance
June 22 - July 5, 2020

Operation Southern Shield
July 20 - 26, 2019

Hands Across The Border
August 24 - 28, 2020

Drive Sober or Get Pulled Over
August 17 - September 6, 2020
(National Mobilization)

[Linkage Between Program Area](#)

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program created to prevent traffic violations, crashes, and injuries in locations most at risk for such incidents. The Thunder Task Force is a data driven, high visibility sustained traffic response team designed to impact a jurisdiction where data has shown a significant increase in crashes, deaths and injuries. The concept is to partner GOHS H.E.A.T. units and Georgia State Patrol with local law enforcement jurisdictions and courts to develop and implement a high visibility enforcement strategy and earned media outreach for a period of 60-90 days. After the mobilizations begin to reduce the number of crashes, deaths and injuries in the area, the Task Force will move to another region of the state and will repeat the process.

A significant part of The Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. Local crash data such as time of day as well as location and causation (DUI, Seatbelt, Speed, Motorcycles) is also reviewed. The Thunder Task Force is deployed to areas of the state that data indicates unusually high incidences of traffic fatalities and serious injuries. The Task Force identifies the problem areas, and conducts mobilizations using the resources that are needed for these problem areas, such as the Motor Carrier Compliance Division (MCCD), Child Passenger Safety Technicians (CPST), and officers trained in Standardized Field Sobriety Testing (SFST) and Drug Recognition Experts (DRE).

Rationale

With the continued effort of putting resources where the problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize the problem with high visibility enforcement, a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia.

The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. The continued effort to allocate additional resources based on data identified problems across the state has proven to be a very effective and cost efficient method of saving lives and reducing the projected number of traffic fatalities in the state of Georgia.

The Thunder Task Force concept was piloted in Savannah-Chatham County during April, May and June of 2007. The three-month program (12 operational days) had the following results:

1. 96 Drunk Drivers were arrested.
2. 175 Suspended or Revoked License arrests. 1617 Other traffic Violations.
3. 75 Drug offenders and fugitives arrested 4732 Total Arrests or citations

During the three-month period, the Thunder Task Force reduced fatal crashes in Savannah-Chatham County by more than **58%**.

In 2018, the Thunder Task Force deployed in Burke, Douglas, Glynn, Houston, and Chatham Counties conducting seat belt, child restraint, speed, and impaired driving enforcement. These deployments had the following results:

1. 145 Impaired drivers were arrested
2. 1,280 Speeding citations were issued
3. 149 child restraint citations were issued

4. 529 seat belt citations were issued
5. 3,693 overall citations were issued

The Thunder Task Force deployments in 2018 helped contribute to a 7% reduction in fatal crashes in Georgia vs 2017.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-5	Fund nine (9) High Visibility Traffic Enforcement Projects

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement

Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,237,667.72	\$559,416.93	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,625,763.95	\$906,440.99	\$3,625,763.95

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Ford Police Interceptors - Dublin PD	2	\$48,691.00	\$97,382.00	\$48,691.00	\$97,382.00
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$50,204.00	\$150,612.00	\$50,204.00	\$150,612.00
2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00

In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00
Police In-car Radios – Henry County	3	\$5,481.25	\$16,443.75	\$5,481.25	\$16,443.75

Planned Activity: Fund nine (9) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border ,April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$206,566.07	\$51,641.52	\$206,566.07

2019	FAST Act NHTSA 402	Speed Management (FAST)	\$89,525.20	\$22,381.30	\$89,525.20
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Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Program Area: Communications (Media)

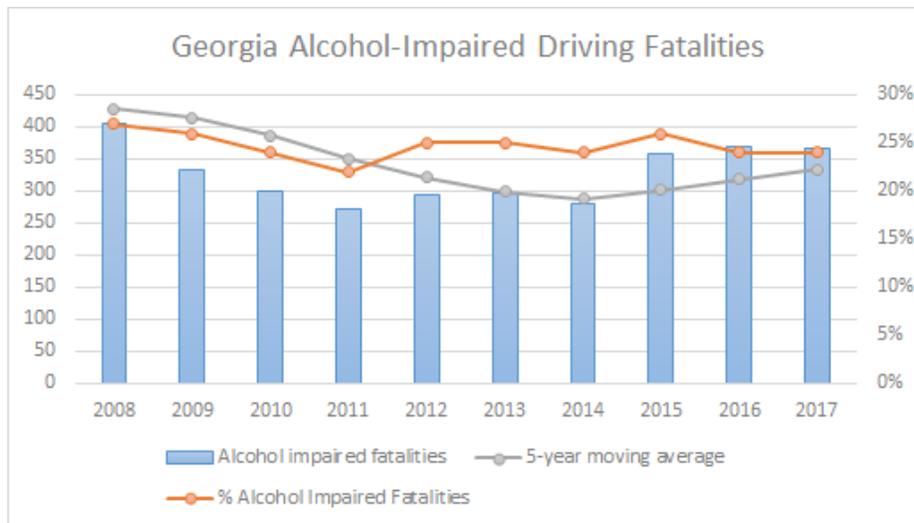
Description of Highway Safety Problems

Problem Identification and Program Justification

IMPAIRED DRIVING: Drive Sober or Get Pulled Over

In 2017, the State of Georgia suffered 1,540 fatalities in motor vehicle crashes. Impaired driving killed 366 persons in those crashes. Alcohol related fatal crashes accounted for almost 24% of all fatal crashes in Georgia in 2017. Nearly one-out-of-every-four traffic fatalities in Georgia are currently alcohol-related. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is \$7.8 billion a year. Improvement is still needed for the state in as much as alcohol-related fatalities are anticipated to continue to be a prominent factor in Georgia's 2018 and 2019 crash data.

For both paid and earned media projects, Georgia's impaired driving campaigns promote the "Operation Zero Tolerance" (OZT) and "Drive Sober Or Get Pulled Over" campaign messages in reference to GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one or a combination of these messages.

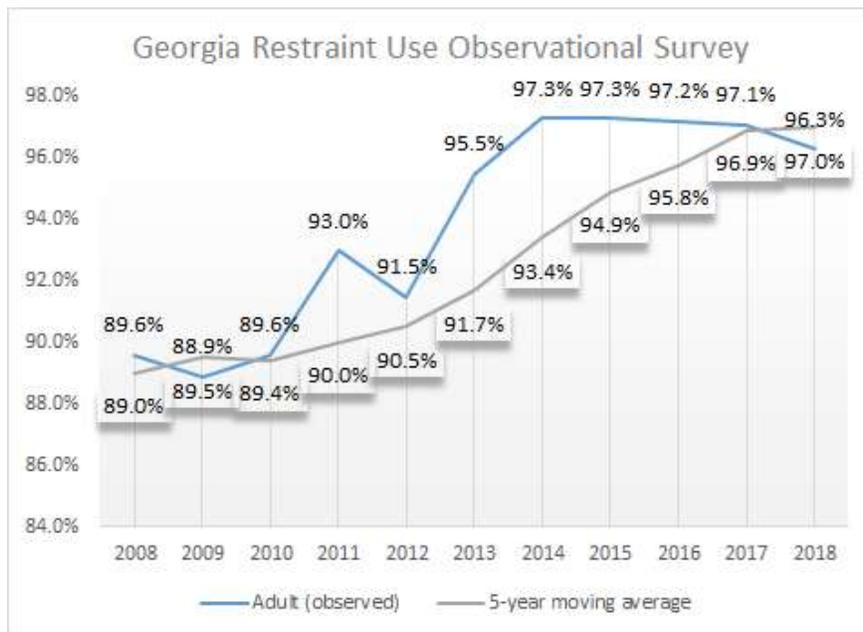


OCCUPANT PROTECTION: Click It or Ticket

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%).

NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that

combines attention-getting paid media in conjunction with concentrated earned media efforts and high profile enforcement measures.



SPEED: 100 Days of Summer H.E.A.T.

In 2017, 16% of crash deaths in Georgia involved unsafe or illegal speed. For every 10mph increase in speed, there’s a doubling of energy released when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. The majority of drivers in those speed-related crashes fall within the demographics of Georgia’s primary audience for paid media.

The **100 Days of Summer H.E.A.T.** campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through Labor Day. **H.E.A.T.** stands for “*Highway Enforcement of Aggressive Traffic.*” GOHS’ public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.

OPERATION SOUTHERN SHIELD

GOHS will plan and execute a media plan for Southern Shield using earned and unearned media. The earned media will include news releases sent out to weekly newspapers to publish the week prior to the campaign and to daily newspaper, television and radio stations the week before the campaign. GOHS will also schedule in-depth interviews for radio and television stations before the campaign. During the week of Southern Shield, GOHS will conduct joint news conferences with other Region 4 states along the respective state lines and will have 2-3 messages posting on unearned social media channels.

MOTORCYCLE SAFETY: Share The Road

Based on data from 2013 to 2016, the number of motorcyclist fatalities in Georgia steadily increased with the most fatalities occurring in 2016 with 172 deaths. The most recent year of certified data shows 139 motorcycle fatalities in 2017. As part of a speed and impaired driving countermeasure message strategy, the Governor's Office of Highway Safety uses paid media funds when available to target motorists in Georgia's secondary audience with a motorcyclist awareness message as well as a ride sober, encouraging motorcyclists to not drink and ride. When available, funds will also be allocated to out-of-home advertising such as billboards, which was done in 2018.

DISTRACTED DRIVING: One Text Or Call Could Wreck It All/HandsUPGeorgia/Hands Free Georgia

In 2017, Georgia experienced 1,540 roadway fatalities per the Fatality Analysis Reporting System. Distracted driving, especially involving the use of electronic devices, is certainly one of the factors in this increase. There were 3,166 deaths across the nation and 156 deaths in Georgia in 2017 due to distracted driving according to NHTSA. There are a number of actions that can take a driver's attention away from the wheel, but electronic devices such as cell phones are one of the biggest problems when it comes to drivers keeping their focus on the road.

The Governor's Office of Highway Safety's countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest. In addition, GOHS began an aggressive public information and education campaign in 2018 regarding the Hands-Free Georgia law that went into effect on July 1, 2018 and bans handheld-phone use for all drivers while behind the wheel. This public information and education campaign will continue statewide in 2020 with paid, earned, and owned media..

Target Population - Georgia's Primary Audience

The occupant protection/impaired driving paid media message is directed at a statewide audience. NHTSA relies upon the results of a national study which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on "younger drivers in the 18-to-34 year-old demographic". Based on NHTSA audience research data, Georgia's occupant protection and impaired driving messages are directed at two target audiences during the course of regularly-scheduled and nationally-coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34.

In its secondary audience, GOHS seeks to reach all Georgia drivers with occupant protection and impaired driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary paid media target market. Hispanic radio and TV will continue to represent a portion of the GOHS targeted statewide media buy. Furthermore, because Georgia sees a growing potential for an erosion of occupant safety numbers among young African Americans, that community is also a targeted secondary demographic for GOHS paid media highway safety campaigns.

Attitudinal Awareness Surveys

GOHS will reach out to its partners at the Traffic Safety and Research Group at the University of Georgia's School of Public Health to conduct a survey to learn what campaigns and media platforms are the most effective with the driving population. We can also do a survey to determine

the number of drivers interacting with phones behind the wheel and learn what methods we can use to get them to stop.

Paid/Earned Media

Paid and earned media programs represent a major component of the Governor’s Office of Highway Safety’s efforts to reduce the prevalence of traffic crashes, injuries and fatalities. GOHS has adopted a “year round messaging” approach delivered through statewide media campaigns to reach Georgians. Lifesaving highway safety messages are utilized to increase awareness, promote safety belt and child restraint use, promote sober driving and encourage safe driving practices overall.

GOHS will continue to produce paid media in conjunction with NHTSA campaigns and according to campaign buy guidelines. Market buys will be NHTSA-approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in markets statewide to provide the best possible reach. These markets include Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville that include coverage in Georgia. Targeted buys will also occur in counties where data indicates a weakness or where we wish to reinforce existing strong numbers. Percentages of the buys will vary based on metro Atlanta, outside metro Atlanta, urban and rural counties.

Media campaigns and dates include

- Click it or Ticket: November 18, 2019 - December 1, 2019
- Drive Sober: December 11, 2019 - January 1, 2020
- Click It or Ticket: May 17, 2020- May 25, 2020
- Drive Sober: June 24, 2020 - July 5, 2020
- Drive Sober: August 18, 2020 – September 7, 2020

GOHS will maintain current strategies of using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560

2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-6) Number of speeding-related fatalities (FARS)-2020	2020	5 Year	317
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	2020	5 Year	163
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	2020	5 Year	16
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207
2020	C-10) Number of pedestrian fatalities (FARS)-2020	2020	5 Year	281
2020	C-11) Number of bicyclists fatalities (FARS)-2020	2020	5 Year	25
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	2020	5 Year	97.9

Countermeasure Strategies in Program Area

Countermeasure Strategy
Alcohol: Mass Media Campaign
Distracted: Communications and Outreach on Distracted Driving
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Countermeasure Strategy: Alcohol: Mass Media Campaign

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Alcohol: Mass Media Campaign.” These are either Georgia-specific or Region IV-specific, targeted media and public service campaign and messaging buys. The All South Highway Safety Team impaired driving messaging is a combined effort by Georgia, Tennessee, South Carolina and North Carolina. This countermeasure will compliment other 405(d) countermeasures in that they are also “Alcohol: Mass Media Campaign” activities. The “All South” media campaign will execute an impaired

driving message in June and August. These buys will compliment additional impaired driving messaging by the three ‘Drive Sober, Get Pulled Over’ national enforcement periods as designated by NHTSA; a Georgia Association of Broadcasting impaired driving buy; and a targeted impaired driving buy with WTLV for the Georgia Florida college football game. These paid media campaigns will complement high visibility enforcement campaigns at established Drive Sober or Get Pulled Over enforcement periods. This combination has been shown to be effective in increasing impaired driving awareness among the motoring public.

Linkage Between Program Area

As alcohol-related crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use 405(d) to fund the aforementioned four separate, but complimentary paid media buys. These campaigns will support alcohol-impaired driving mass media and focus on those that operate motor vehicles and motorcyclists for FFY2020. In 2017, the State of Georgia suffered 1,540 fatalities in motor vehicle crashes. Impaired driving killed 366 persons in those crashes. Alcohol-related fatal crashes accounted for 24% of all fatal crashes in Georgia in 2017. Nearly one-out-of- every-four traffic fatalities in Georgia are currently alcohol-related. Improvement is still needed for the state in as much as alcohol-related fatalities are anticipated to continue to be a prominent factor in Georgia’s 2019 stats. For both paid and earned media projects, Georgia’s impaired driving campaigns promote the “Operation Zero Tolerance” (OZT) and “Drive Sober Or Get Pulled Over” campaign messages in reference to GOHS’ statewide DUI enforcement initiatives. As an integral element of Georgia’s impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one or a combination of these messages.

Rationale

The countermeasure for 405(d) supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing "operation Zero Tolerance"(OZT)/ "Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year's and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Distracted: Communications and Outreach on Distracted Driving

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be "Distracted: Communications and Outreach on Distracted Driving." The main aspect of this performance measure will be the NHTSA designated "Distracted Driving Awareness" month in April and a second outreach and enforcement effort in the fall. The Communications and Outreach effort will include a small paid media radio and television buy through the Georgia Association of Broadcasters and earned media events to coincide with NHTSA's national enforcement week. The success of our recent spring events has led us to expand our outreach efforts to the fall. The media events will take place throughout Georgia and will include neighboring states in the region. With Georgia's new

“hands-free” law now in place, we will also continue outreach efforts to change a patterned behavior of talking, texting and interacting with phones while driving. The new “hands-free” law has allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations.

Linkage Between Program Area

As the annual number of traffic deaths in Georgia has increased 30% from 2013 (1,180) through 2017 (1,540), GOHS Communications will fund the aforementioned media buy to support high visibility distracted driving enforcement during NHTSA’s “Distracted Driving Awareness” month. While the 1,540 traffic deaths in 2017 was a 1% decrease from the 1,561 deaths in the previous year in Georgia, it is still more than 10% higher than the five-year moving average of 1,376 for 2017. With the number of traffic deaths in Georgia projected at 1,698 in 2020, it is imperative that GOHS continues efforts to reduce distracted driving and continued education on new laws aimed at helping to reduce the number of crashes, deaths and injuries on Georgia roads.

Rationale

The countermeasure supports distracted driving mobilizations throughout the year including the NHTSA designated “Distracted Driving Awareness” month. While the paid media strategies only have a 1-star effectiveness rating in Countermeasures That Work, GOHS is using the rationale that combining simultaneous paid, earned and owned media messaging will prove to be an effective strategy in bringing the number of traffic deaths under projected 5-year measures.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

GOHS will spend **\$378,000** for a television campaign in Atlanta, Augusta, Columbus, Macon, Savannah, and Albany-Valdosta-Thomasville. GOHS will use **\$24,000** on a radio campaign with Atlanta radio stations whose hip-hop, pop and country formats will reach the target audience of persons aged 16-35. GOHS will also spend **\$8,000** for a statewide radio buy on Georgia Association of Broadcasters member stations. GOHS will use **\$90,000** with Georgia Public Broadcasting for distracted driving messaging during high school football coverage for the 2020 regular season. Funds will be converted to FAST Act 405b M1*DD.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibility Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$590,800.00	\$147,700.00	\$0.00
2017	FAST Act 405b High OP	405b OP high (FAST)	\$500,000.00	\$125,000.00	\$0.00

Countermeasure Strategy: Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the spring and summer months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the high risk areas, including the metro Atlanta area, to encourage motorcyclists not to ride under the influence of drugs and/or alcohol.

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies to improve the 1-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing "operation Zero Tolerance"(OZT)/ "Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year's and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the spring and summer months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. We will work on earned media events in the metro Atlanta area and

outdoor billboards that promote motorcycle awareness on the road for all operators of motor vehicles in the “Born to Be Seen” campaign.

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies to improve the 1-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-1	2020 Motorcycle Programs

Planned Activity: 2020 Motorcycle Programs

Planned activity number: **MC-1**

Primary Countermeasure Strategy ID: **Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists**

Planned Activity Description

Motorcycle awareness program that features social media campaigns, outreach programs, distribute educational items to promote the "Share the Road with Motorcycles", Ride Coach Professional Development and training. Also internal motorcyclist awareness programs that fall within communication outreach across the state. This includes billboards, social media, press releases, and other communication events.

Intended Subrecipients

Georgia Department of Driver Services, Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405f Motorcycle Programs	405f Motorcyclist Awareness (MAP-21)	\$108,464.61	\$27,116.15	

Countermeasure Strategy: Seatbelt: Short-term, High-Visibility Seatbelt Law Enforcement

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be "Seatbelt: Short Term, High Visibility Seatbelt Law Enforcement." These are Georgia-specific, targeted media and public service campaign and messaging buys. The main aspect of this performance measure will be two Click It or Ticket media buys for the Memorial Day and Thanksgiving travel periods to coincide with NHTSA-designated, national enforcement periods. These will be complemented by an Out Of Home (OOH) billboard media buy with Hunt Advertising that will also feature Click It or Ticket messaging. These paid media campaigns will complement high visibility enforcement campaigns at established Click It or Ticket enforcement periods. This combination has been shown to be effective in increasing seat belt use among the motoring public.

Linkage Between Program Area

As unbelted crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use funds toward the aforementioned two separate, but complimentary paid media buys. These campaigns will support short-term, high-visibility seatbelt law enforcement. Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%). NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive

when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and short-term, high-visibility seatbelt law enforcement.

Rationale

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high visibility seatbelt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement

Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$590,800.00	\$147,700.00	\$0.00

Planned Activity: GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibility Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405b Occupant Protection High Belt Use	405b OP High (MAP-21)	\$584,656.00	\$146,164.00	

Countermeasure Strategy: Seatbelt: Supporting Enforcement

Program Area: **Communications (Media)**

Project Safety Impacts

The countermeasure for this performance measure will be “Seatbelt: Supporting Enforcement.” These are either Georgia-specific or Region IV-specific, targeted media and public service campaign and messaging buys. The All South Highway Safety Team occupant protection messaging is a combined effort by Georgia, Tennessee, South Carolina and North Carolina. This countermeasure will compliment our other countermeasures in that they are also “Seatbelt: Supporting Enforcement” activities. The “All South” media campaign will execute an occupant protection message in April, May, July and September. These buys will compliment additional occupant protection messaging by the GPB/Heads Up, Buckle Up campaign, the Georgia Association of Broadcasters occupant protection campaign and two local media buys with WSST-Cordele and GACA Radio for an occupant protection message that targets high school football season. These paid media campaigns will complement high visibility enforcement campaigns at established Click It or Ticket enforcement periods. This combination has been shown to be effective in increasing seat belt use among the motoring public.

Linkage Between Program Area

As unbelted crash deaths continue to be a factor in overall Georgia crash deaths, GOHS Communications will use the funds aforementioned four separate, but complimentary paid media buys. These campaigns will support seatbelt enforcement for FFY2020. Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs’, and mini-vans, properly worn seatbelts reduce fatal injury by sixty percent (60%). NHTSA research data show more than seventy-three percent (73%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rate in the southeast at 96.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high profile enforcement measures.

Rationale

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and

education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high visibility seatbelt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media
PM-5	GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$590,800.00	\$147,700.00	\$0.00

Planned Activity: GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

Planned activity number: **PM-5**

Primary Countermeasure Strategy ID: **Seatbelt: Supporting Enforcement**

Planned Activity Description

Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events with occupant protection messaging via CIOT and Buckle Up programs. To continue to expand our HeadsUpBuckleUpGeorgia public service occupant protection awareness campaign to include paid messages, safe driving tip video segments for students/parents, student seat belt use video message contest, testimonials with crash victims and family members, and live television interviews.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405b Occupant Protection High Belt Use	405b OP High (MAP-21)	\$584,656.00	\$146,164.00	

Program Area: Community Traffic Safety Program

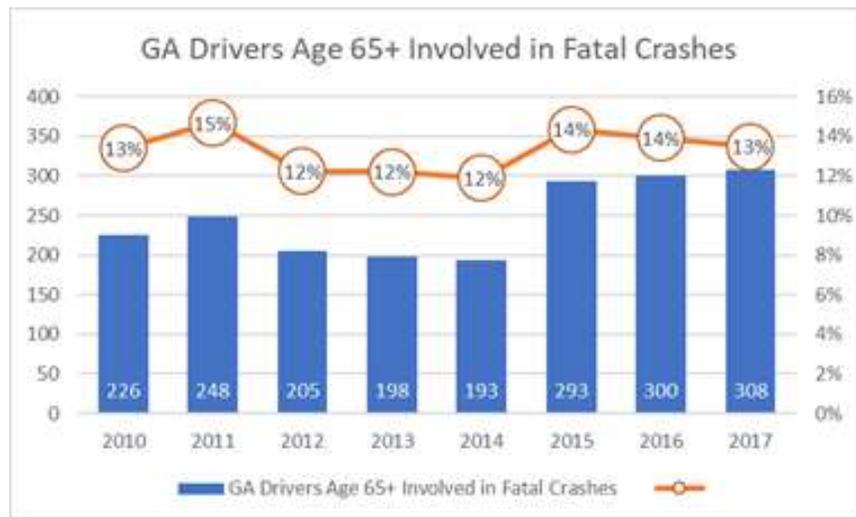
Description of Highway Safety Problems

Problem Identification and Program Justification

In 2017, Georgia experienced 1,540 roadway fatalities per FARS. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (115 fatalities in 2017). Within Georgia, 37% of roadway fatalities (571 of 1,540 fatalities) occurred between 6:00pm and 10:59pm. In 2017, most fatal crashes (463 out of 1440 fatal crashes) occurred during Fridays and Saturdays.

Year	2013	2014	2015	2016	2017	2018
Traffic Fatalities	1,180	1,164	1,432	1,566	1,540	1,515
Traffic Fatality Rate	1.08	1.04	1.21	1.28	1.22	**

Citizens 65 years of age and older have been the focus of the Older Driver Program, however the project is now moving toward those age 55 plus (Road Safety for Drivers 55+ Project). Older drivers experience one or several contributing factors due to the aging process such as the loss of mobility, impaired vision and cognition. Nationally eighteen percent (18.3%) of all traffic fatalities of people age 65 and older were killed in motor vehicle crashes out of 6,754 people in 2017. The 2017 fatalities show an increase of 20 additional deaths when compared to the previous year. Georgia motor vehicle fatalities totaled 1,540 of those 273 or 17.7% were older drivers age 65 and older. Thirteen (13%) percent of all Georgia roadway drivers were age 65 years or older in 2017. The determining factors via the data to assist in defining the still unknowns to best address this problem on a state level NHTSA has made available national findings to help support the need for outreach and awareness among Older Drivers across the country. The challenge is to balance mobility for older drivers with safety for all road user.



CarFit Program: Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed; however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. As people age, they're more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them.

Yellow Dot Program: First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders ability to obtain information on medical conditions, medications, or medical allergies along with other medical and contact information in which the medical professionals can use in making the best decision regarding emergency medical treatment.

Railroad Safety: In Georgia, nine (9) out of 33 railroad crossing collisions involving a train and motor vehicle occurred resulting in eleven (11) deaths in 2017. The contributing factors for these fatalities were cited as pedestrians walking on privately owned railroad tracks, failure to stop at railroad crossings, insufficient police reporting for railroad collisions and lack of state statutes. These incidents occurred in the following counties: Fulton, Madison, Taliaferro, Brantley, Butts, Coweta, Lowndes and Tift. Georgia as a whole, is still limited to the data received in the identified problem, but with the details provided, this has helped in reaching the community through education, awareness and first responders training.

Georgia provides a program via statewide that is geared towards educating the general public and training First Responders on the importance of railroad safety. Exhibiting events of the OL Mobile Exhibit Truck/ desktop presentation and training being provided in partnership with The Georgia Public Safety Training Center for First Responders statewide covers trespassing, state statutes, and corrective reporting for the first responders.

Minority Drivers and Highway Safety: The state of Georgia has increased minority population outreach opportunities utilizing other program areas to connect with the Hispanic and African American communities. Alcohol and seatbelt related crashes have been concerns in Georgia regarding these two minority groups. The National Survey of Drinking and Driving Attitudes and Behaviors published in 2008 states that one in 4 people (24%) between the ages of 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Statistically 28% of white non-Hispanics make up the largest sample of those persons more likely than any other ethnic group to report having driven within 2 hours of consuming alcohol in the past month. American Indians/Eskimos are reported as the second highest minority group to drive within 2 hours of consuming alcohol at 21% followed by Hispanics 17%, African American 16% and Asians 13%. The behavior of whites age 21 to 29 is reported at 37% which is almost twice the rate of any other ethnic group. This type of exhibited behavior is more likely displayed in

males (37%) than females (15%) and this pattern is found across all racial and ethnic groups. Men may also have a reluctance to admit they cannot “hold their drink” and may refuse assistance from someone who offers to drive them home.

The number of vehicle crash injuries is increased due to the lack of seatbelt usage often times influenced by cultural attitudes and are even higher while driving under the influence. Also, younger males as drivers or passengers may feel using seatbelts challenge their masculinity and bravery. Studies done on national and state levels have shown that Hispanics are at greater risk of fatal car crashes than non-Hispanic whites. Among Hispanics in the United States traffic crashes are leading cause of death for those between the ages of 1 – 34. Attitudinal data on safety belt usage among Hispanics reflect their cultural biases. The Pew Hispanic Center recently published a study denoting that Hispanics (particularly those that are foreign born) tend to agree that fate determines their future. The 2000 Motor Vehicle Occupant Safety Study provided support by citing that 30% of all Hispanics (compared to 25% of other ethnic groups) agreed with the statement “If it is your time to die, you’ll die, so it doesn’t matter whether you wear your seatbelt.” Thirty percent (30%) of Hispanics were also more likely than 13% non-Hispanics to indicate that wearing a seatbelt caused them to worry more about being in a crash and that safety belts were more likely to harm you than help you in a crash (48% to 34%).

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

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	2020	5 Year	560

Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Education and Outreach
Community Traffic Safety
Older Driver: General Communications and Education
Railroad Safety

Countermeasure Strategy: Community Education and Outreach

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

One of the leading causes of traffic accidents is risky driving behavior. There are six areas of risky driving behavior; distracted driving, impaired driving, speeding, drowsy driving, and failure to wear seat belts. Distracted driving claimed 3,166 lives in 2017 according to NHTSA. Impaired driving, on average, claims between 10,000-11,000 people each year across the country. About 27% of those fatalities are caused by drivers between the ages of 21 to 24. The next age group with the highest fatalities is the age of 25-34 with 26%. While those numbers are national averages, Georgia had 1,540 traffic fatalities for 2017. These fatalities can be eliminated by education and enforcement. The National Highway Traffic Safety Administration (NHTSA) data that shows nationally safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%).

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that education play an extremely important role in highway safety in the State of Georgia. In order to combat crashes, fatalities, and injuries on the roadways, the Governor's Office of Highway Safety plans to develop activities to help educate Georgia's public, and help fund these educational experiences for communities around the state. This will allow communities to focus on providing the public with safety and educational materials and events for those on Georgia roadways.

Rationale

The Governor's Office of Highway Safety recognizes the value added by demonstrating such a powerful message with the use of hands on events. Aspects of these events can include the use of pedal cars and impaired goggles and would commit to aiding programs that build education around the use of these hands on educational tools. The pedal cars and impaired goggles would be utilized at events and support other law enforcement agencies and community partners such as the Community Schools, Fire and Health Department and many others, upon request. The funds simply are not available to purchase these potentially life-saving educational tools for small agencies. These programs would greatly enhance our current education program for communities across the State of Georgia.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-5	Law Enforcement Community Education

Planned Activity: Law Enforcement Community Education

Planned activity number: **CP-5**

Primary Countermeasure Strategy ID:

Planned Activity Description

Centerville PD will use funds to purchase an enclosed trailer to transport our STEP program, making it more accessible to larger groups of participants. Will use pedal cars and impaired driving goggles to simulate drunk, drugged, and distracted driving in a controlled environment.

Intended Subrecipients

Centerville Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$13,193.00	\$3,298.25	\$13,193.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Enclosed Trailer 8'x12'-Centerville	1	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00

Countermeasure Strategy: Community Traffic Safety

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

According to FARS data in 2017, Georgia suffered 1,540 fatalities from motor vehicle crashes. This is a slight decrease from calendar year 2016. Preliminary data, from Georgia Department of Transportation, for 2018 shows another decrease of approximately two percent (2%) in overall traffic fatalities. 2017 data shows impaired driving was responsible for the deaths of 366 persons and speed was responsible for 248. Although Georgia has one of the highest seatbelt usage rates at 96.3%, unrestrained fatalities equaled 44%, or 463 deaths out of 1,057 vehicle occupant fatalities. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the State of Georgia. In order to educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge.

Rationale

By funding staff, activities, and brochures, the Governor's office of Highway Safety is able to provide the most current safety information to the citizens and visitors in Georgia. GOHS has established a Resource Information Center and Clearinghouse for community partners, advocates, professionals, and other agencies to obtain educational outreach materials related to highway safety.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-3	Georgia Governor's Office of Highway Safety - 402CP

Planned Activity: Georgia Governor's Office of Highway Safety - 402CP

Planned activity number: **CP-3**

Primary Countermeasure Strategy ID: **Community Traffic Safety**

Planned Activity Description

Fund GOHS personnel and outreach focused on public information, education and outreach, statewide to reduce the number of crashes, injuries and fatalities attributed to unsafe driving.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$697,412.00	\$174,353.00	\$0.00

Countermeasure Strategy: Older Driver: General Communications and Education

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

The Road Safety for Drivers 55+ Project (RSD55+) will educate drivers, first responders (law enforcement, EMS/Fire) & medical professionals about the challenges that maturing road users face. It will continue to identify and evaluate methods to reduce crashes, injuries and fatalities, and maintain mobility for Georgia drivers 55+. This Project has amended the name and scope of the grant because of feedback received during previous grant cycles. The target audience does not identify with the term “older driver”. Assessments also indicate that to reach the frailest population and to address physical risks of crashes (e.g., reduced reaction time), we need to start education efforts sooner.

Since 2006, the RSD55+ program has engaged in leading and building sustainability for the Older Driver Task Force (ODTF), a collaboration of more than 80 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2020), the project will convene ODTF meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (MVCs) are the second leading cause of unintentional injury deaths among Georgia’s older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. One way to reach this audience is to target older adults at high risk for a fall, as falls intersect with the risk of a MVC. A 2013 article published in the Journal of the American Geriatrics Society (JAGS) discussed the relationship between falls and risk for MVC. The study found that frequent falling was significantly associated with at-fault MVC involvement of older drivers. This audience is reached by collaborating with Georgia’s aging network and other organizations. This supports the Program’s goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

Linkage Between Program Area

The RSD55+ program partners express the need for policy that addresses the changing functional and cognitive abilities of aging drivers and was identified as a top priority in a needs assessment previously conducted. Previous success in this area includes the collaboration between ODTF and Georgia Department of Driver Services (DDS). Together they created the Request for Driver Review Form (available on the DDS website). The Program will review data and other program across the state that focus on legislative and policy recommendations. The goal is to institute system-wide change by that balance the mobility of older adults with safety initiatives addressing their changing functional and cognitive abilities. The older driver program will work on a new initiative to educate physicians on liability policies in Georgia. This education will help physicians provide resources to discuss older driver safety, recommend appropriate assessment services (e.g., certified driving rehabilitation specialists), and when necessary, report at-risk drivers. The program will create at least two opportunities for feedback from physicians and related health-care professionals to help us better understand the perceived barriers, how to best to promote appropriate reporting of at-risk drivers, and improve awareness of available resources.

EMS: The Yellow Dot program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The older driver safety program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program is currently active in 15 Yellow Dot sites & 10 other groups are working toward launching the program. Participants in the program have positive remarks about Yellow Dot and other communities around the state have expressed interest in implementing the program.

EDUCATION: The 12 Area Agencies on Aging (AAAs) serve adults & their families in Northwest Georgia, Georgia Mountains, Atlanta Region, Northeast Georgia, Southern Crescent, Middle Georgia, Central Savannah River Area, River Valley, Heart of Georgia, Coastal Georgia, SOWEGA, & Southern Georgia. RSD55+ will reach out to them to increase their representation on the ODTF, provide educational presentations & technical support, & collaborate on 55+ driver safety & mobility events. The Program Consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support the 11th annual Older Driver Safety Awareness Week. This nationally recognized event is guided by the American Occupational Therapy Association (AOTA) and promotes understanding of the importance of mobility and transportation. As one of the co-creators of CarFit, the AOTA plays a critical role in national efforts to address older driver safety.

The RDS55+ program will work to stabilize and expand the reach of the CarFit program with the assistance of a part-time program associate, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. Georgia currently has 423 trained technicians/coordinators, but had very few events in 2019.

The RSD55+ program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues, the Georgia Older Driver Safety Program, the SHSP, the importance of transportation options, mobility beyond driving, and GOHS' support of older driver safety. We will collaborate with community partners

in health care related industries. Partnerships with organizations such as the National Aging in Place Council (NAIPC) have afforded the program the opportunity to share resources and learn about innovations in transportation.

Rationale

Funding for the RDS55+ program will go to the Department of Public Health and they will handle communication and outreach across Georgia.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-2	Department of Public Health-Road Safety for Drivers 55+ Project-1

Planned Activity: Department of Public Health-Road Safety for Drivers 55+ Project-1

Planned activity number: **CP-2**

Primary Countermeasure Strategy ID: **Older Driver- General Communication and Education**

Planned Activity Description

The Road Safety for Drivers 55+ Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.

Intended Subrecipients

Georgia Department of Public Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Older Driver: General Communications and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$121,058.14	\$30,264.54	\$0.00

Countermeasure Strategy: Railroad Safety

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

Operation Lifesaver (OLS) is a nationwide nonprofit rail safety education program. Each state has their own program to address the specific needs of that state, headed by a State Coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequalled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL Truck for the larger outdoor events.

Linkage Between Program Area

The OL Mobile Exhibit Truck activities include scheduling the Truck for community events where large audiences can be reached of both adults and children, as well as special audiences including schools, first responders, school bus drivers, etc. Over the years, OLS has worked very well and when the Exhibit Truck is unable to attend an event, the requestor is offered use of a tabletop display and handout safety materials. Having the unique OL Truck to augment regular safety presentations is extremely beneficial as it allows OLS to visit outlying communities where citizens of all ages and demographic backgrounds are educated accordingly. Requests for exhibiting with the Truck come in from all over Georgia including referrals from our long list of affiliate members mentioned above, many of whom also are authorized volunteers who then assist. Their participation at no cost to us provides an enormous in-kind service. Our volunteers come from the Georgia Railroads, other businesses, civic groups and government agencies including the Federal Railroad Administration, Georgia DOT, Georgia Department of Public Safety and many others.

Rationale

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, we manage to include all the major counties where rail traffic is the highest and since Georgia OL exhibits at many annual conferences of law enforcement, we encourage them to include railroad specific free training on their websites, newsletters, etc.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-4	Georgia Operation Lifesavers

Planned Activity: Georgia Operation Lifesavers

Planned activity number: **CP-4**

Primary Countermeasure Strategy ID: **Railroad Safety**

Planned Activity Description

Georgia Operation Lifesaver will provide training and education to both the "First Responders" and "general public" about safety around trains, railroad tracks

Intended Subrecipients

Georgia Operation Lifesaver

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Railroad Safety

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$28,884.00	\$7,221.00	\$0.00

Program Area: Distracted Driving

Description of Highway Safety Problems

Problem Identification and Program Justification

In 2017, there were a total of 34,247 fatal crashes in the United States involving 52,274 drivers. As a result of those fatal crashes, 37,133 people were killed. Of those fatal crashes, NHTSA reports there were 3,166 fatalities related to distracted drivers. Nine percent of fatal crashes in 2017 were reported as distraction-affected crashes. Based on the data presented, a decrease of 8.2 percent from 2016 is shown. In 2017, 599 nonoccupants were (pedestrians, bicyclists, and others) killed in distraction-affected crashes. In 2017, 156 distracted drivers were involved in fatal crashes in Georgia.

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony, and evidence indicating distraction. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue, particularly among young drivers.

Among the areas of greatest concern with respect to cell phone use is texting while driving, which became illegal in Georgia as of July 1, 2010. Additionally, the increase in the number of wireless subscriptions (estimated at more than 300 million) - and a growing number of devices and services designed to keep people connected- has greatly increased the number of people using cell phones while driving.

In 2018, Georgia's then Governor, Nathan Deal, signed new legislation that amended the existing distracted driving law. With this amendment, Georgia became a "hands-free" state as of July 1, 2018. Drivers cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone or if their phone is connected to their vehicle system or an electronic watch. One-touch is allowed to initiate or disconnect a call.

In developing strong countermeasures to address this problem(s), Georgia will look to national research in developing distracted driving prevention strategies. Controlling this epidemic will require an educational effort similar to the one Georgia implemented in recent years to improve safety belt use rate and controlling impaired driving. This effort included the development of public service announcements, enforcement and increased public awareness.

GOHS is using radio messages that air in October and April to promote the state's hands-free law and to use messaging with the goal to show drivers why driving and their lives are more important than any text, email or other internet posting on their phone. These messages will correspond with enforcement campaigns. GOHS will also reach out to broadcast partners who are interested in running distracted driving public service campaigns. These broadcast partners are mainly radio stations that air popular music formats that attract teen and young adult audiences who are heavy phone users.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-3) Fatalities/VMT (FARS, FHWA)-2020	2020	5 Year	1.28
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207

Countermeasure Strategies in Program Area

Countermeasure Strategy
Distracted Driving Communications and Outreach

Countermeasure Strategy: Distracted Driving Communications and Outreach

Program Area: **Distracted Driving**

Project Safety Impacts

In 2017, there was a total of 34,247 fatal crashes in the United States involving 52,274 drivers. As a result of those fatal crashes, 37,133 people were killed. Of those fatal crashes, NHTSA reports that there were 3,166 fatalities related to distracted drivers. Nine percent of fatal crashes in 2017 were reported as distraction-affected crashes. Based on the data presented it shows a decrease by 8.2 percent from 2016. In 2017 there were 599 non-occupants (pedestrians, bicyclists, and others) killed in distraction-affected crashes. In 2017, 156 distracted drivers were involved in fatal crashes in Georgia.

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony, and evidence indicating distraction. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue particularly among young drivers.

Among the areas of greatest concern with respect to cell phone use is texting while driving, which was banned in Georgia on July 1, 2010. Additionally, the increase in the number of wireless subscriptions (estimated at more than 300 million) - and a growing number of devices and services designed to keep people connected- has greatly increased the number of people using cell phones while driving.

In developing strong countermeasures to address this problem(s), Georgia will look to national research in developing distracted driving prevention strategies. Controlling this epidemic will require an educational effort similar to the one Georgia implemented aimed in recent years at improving the safety belt use rate and controlling impaired driving. This effort included the development of a public service announcement, enforcement and increased public awareness.

Linkage Between Program Area

In 2017, Georgia experienced 1,540 roadway fatalities per Fatality Analysis Reporting System. Distracted driving, especially the use of electronic devices, is certainly one of the factors in this increase. There were 3,166 deaths across the nation and 156 deaths in Georgia in 2017 due to distracted driving according to NHTSA. There are a number of actions that can take a driver’s attention away from the wheel, but electronic devices such as cell phones are one of the biggest problems when it comes to drivers keeping their focus on the road.

The Governor’s Office of Highway Safety’s countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest with a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of “One Text Could Wreck It All” and our state developed campaign “HeadsUPGeorgia!” with Georgia Public Broadcasting. The “HeadsUPGeorgia” public service campaign allows us to reach our target audience with repeated messaging on-air and online during the high school football season and throughout the calendar year.

In addition, GOHS began an aggressive public information and education campaign in 2018 regarding the Hands-Free Georgia law that went into effect on July 1, 2018 and bans handheld-phone use for all drivers while behind the wheel. This PI&E campaign will continue statewide in 2020 with both paid and earned media.

Rationale

GOHS chose this countermeasure strategy because of: Distracted and Drowsy Driving: Communication and outreach on Distracted Driving (CTW, Chapter 4: Page 18). Educating the public through outreach campaigns continues to have a positive impact on the public.

On July 1, 2018 Georgia’s Governor, Nathan Deal amended the original bill. With this amendment, Georgia is now considered a” Hands-Free” state. Drivers cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-1	GOHS Communications – Paid Media

Planned Activity: GOHS Communications – Paid Media

Planned activity number: **PM-1**

Primary Countermeasure Strategy ID:

Planned Activity Description

To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving (\$16,000) and unbelted drivers (\$564,000) on Georgia’s highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving, and National Distracted Driving Awareness Month.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign
Distracted Driving Communications and Outreach
Distracted: Communications and Outreach on Distracted Driving
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Seatbelt: Short-term, High-Visibillity Seatbelt Law Enforcement
Seatbelt: Supporting Enforcement

Funding sources

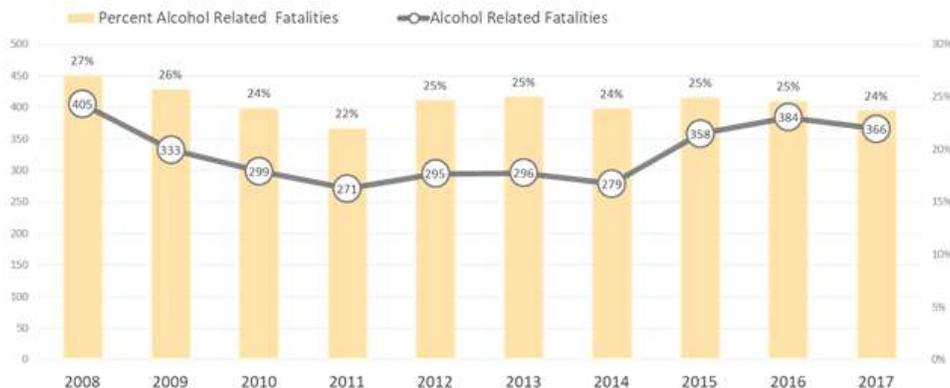
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$590,800.00	\$147,700.00	\$0.00

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

The National Highway Traffic Safety Administration (NHTSA) reports that in 2017, 10,874 people were killed in alcohol-impaired driving crashes which averages to one alcohol impaired driving fatality every fifty minutes. These fatalities account for twenty-nine (29%) percent of all motor vehicle traffic fatalities in the United States. Nationally, roadway fatalities due to alcohol-impaired-driving have decreased by 1.1 percent from 2016. Nationally, roadway fatal crashes cause more than \$44 billion in economic costs each year. A few examples of economic costs include: medical costs, legal/court expenses, and insurance administration.

As indicated in the graph below, impairment was associated with 366 traffic fatalities in Georgia during 2017. Twenty-four percent (24%) of traffic fatalities in Georgia were caused by an impaired driver with a BAC level of .08 or higher. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show high trends of impaired driving problems as well. NHTSA's findings show that 25 - to - 34-year old drivers had the highest percentage (27%) of all drivers with BACs of .08 or higher in fatal crashes followed by 21 - to - 24-year old drivers (26%).



Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. Of those drivers involved in fatal crashes and who were tested during the period between 2013-2017, 36% had a positive drug test result and 57% had a negative drug test result. The most commonly reported drugs among drivers who tested positive and were involved in fatal crashes in 2017 are: Cannabinoids, CNS Stimulants, Narcotic Analgesics, and CNS Depressants. (FARS). The number of law enforcement officers properly trained to identify drug impairment, Drug Recognition Expert (DRE), has been limited because of manpower shortages and lack of understanding for the need of this training by the law enforcement community. With this growing trend, training for prosecutors and judges are necessary to educate them on the DRE program.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the defense bar. In assessing the effectiveness of Georgia's Administrative License Suspension procedures for impaired drivers, the initial analysis of ALS hearings and data revealed that a large percentage of ALS hearings were lost by the state because of the officer's failure to attend

hearings. Training proves to be an effective tool to combat ALS issues and Georgia will increase its efforts to train law enforcement and ALS judges.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	2020	5 Year	207

Countermeasure Strategies in Program Area

Countermeasure Strategy
Impaired Driving Enforcement
Impaired Driving: Education and Outreach

Countermeasure Strategy: Impaired Driving Enforcement

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

In 2017 in Georgia there were 1,540 fatalities. Of those fatalities, 366 (24%) were caused by alcohol/drugs. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes and fatalities. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. NHTSA’s findings show that 25 - to - 34-year old had the highest percentage (27%) of drivers with BACs of .08 or higher in fatal crashes followed by 21 - to 24 - year-old drivers (26%).

Linkage Between Program Area

The Governor’s Office of Highway Safety’s (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the

highest within the State of Georgia. Georgia experienced 366 fatalities related to this countermeasure which is why this fits the overall problem ID.

Alcohol and Other Drug Countermeasures

Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. This includes but is not limited to: overseeing in-house grants and contracts, seeking and managing grants that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to providing training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2019 and FY 2020. The plan includes the following:

1. Strategic impaired driving enforcement which is designed to reach motorcyclist and motorist in geographic subdivisions that account for a majority of the state's population and half of the state's alcohol-related fatalities.
2. Three statewide impaired driving mobilizations that occur during the holidays of July 4th, Labor Day (September), and December holidays.
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies will participate in four impaired driving mobilizations by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2020.

The four (4) impaired driving mobilizations are as follows:

1. December 2019/January 2020
2. Thunder Task Force (Three Dates TBD)
3. July Fourth 2020
4. Labor Day 2020

Statewide Impaired Driving Mobilization

Georgia participates in three annual statewide mobilizations to combat impaired driving. These campaigns occur during the Fourth of July, Labor Day, and December holidays. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators and others. The 16 regional networks are instrumental in carrying out this

statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia State Patrol.

Strategic Thunder Mobilizations

The Governor’s Office of Highway Safety has established a task force consisting of state wide officers (H.E.A.T.), troopers and sheriff’s deputies. The “Thunder” Task Force is a specialized traffic enforcement unit designed to help Georgia communities combat unusually high amount of traffic crashes, injuries and fatalities. Their mission is to reduce highway deaths and serious injuries by changing the illegal driving behaviors of motorcyclist and motorists in the region through an increased law enforcement presence in those high crash corridors. The task force was established in 2007 and continues to be very effective in reducing highway crashes, injuries and deaths.

Rationale

The countermeasure impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2019, the Governor’s Office of Highway Safety (GOHS) funded eighteen (18) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state in communities where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2020. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on impaired driving and speeding. This will be accomplished through enforcement and education.

Georgia plans to fund projects like HEAT again in 2020.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
AL-3	Governor’s Office of Highway Safety 402AL
PT-2	Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.
PT-3	Georgia Governor's Office of Highway Safety - 402PTS
PT-4	Fund Sixteen (16) Traffic Enforcement Networks
PT-5	Fund nine (9) High Visibility Traffic Enforcement Projects

Planned Activity: Governor’s Office of Highway Safety 402AL

Planned activity number: **AL-3**

Primary Countermeasure Strategy ID: **Impaired Driving Enforcement**

Planned Activity Description

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

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Enforcement
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Alcohol (FAST)	\$75,000.00	\$18,750.00	\$0.00

Planned Activity: Fund 19 H.E.A.T. (Highway Enforcement of Aggressive Traffic) projects.

Planned activity number: **PT-2**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

HEAT enforcement hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month and St. Patrick's Day mobilizations.

Intended Subrecipients

Bartow County Sheriff's Office, Burke County Sheriff's Office, Cherokee Co Sheriff's Office, Cobb County Police Department, DeKalb Co Police Department, Dublin Police Department, Forsyth Co. Sheriff's Office, Habersham Co Sheriff's Office, Hall County Sheriff's Office, Houston County Sheriff's Office, Newton County Sheriff's Office, Savannah Police Department, Dept. of Public Safety N/S, Dept. of Public Safety Mid, Atlanta Police Department, Rockdale Co

Sheriff's Office, Glynn Co Police Department, Bibb County Government, Henry County Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$2,237,667.72	\$559,416.93	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$3,625,763.95	\$906,440.99	\$3,625,763.95

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
2020 Ford Police Interceptors - Dublin PD	2	\$48,691.00	\$97,382.00	\$48,691.00	\$97,382.00
2020 Fully Equipped Patrol Vehicle-Bibb	3	\$50,204.00	\$150,612.00	\$50,204.00	\$150,612.00

2020 Pursuit Utility Vehicle patrol-Henry	3	\$47,140.25	\$141,420.75	\$47,140.25	\$141,420.75
2020 Pursuit Utility Vehicle-Rockdale	3	\$44,280.00	\$132,840.00	\$44,280.00	\$132,840.00
Flashback HD Camera System-Rockdale	3	\$5,896.00	\$17,688.00	\$5,896.00	\$17,688.00
Ford SUV-Atlanta	3	\$46,513.16	\$139,539.48	\$46,513.16	\$139,539.48
Fully equipped police vehicle-Glynn	3	\$46,800.00	\$140,400.00	\$46,800.00	\$140,400.00
In Car Camera System-Bibb	1	\$5,782.00	\$5,782.00	\$5,782.00	\$5,782.00
Police In-car Radios – Henry County	3	\$5,481.25	\$16,443.75	\$5,481.25	\$16,443.75

Planned Activity: Georgia Governor's Office of Highway Safety - 402PTS

Planned activity number: **PT-3**

Primary Countermeasure Strategy ID: **Alcohol: Integrated Enforcement**

Planned Activity Description

Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$947,150.00	\$236,787.50	\$0.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Ford F-250 Truck-GOHS	1	\$32,000.00	\$32,000.00	\$32,000.00	\$32,000.00
Rollover Simulator-GOHS	1	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00

Planned Activity: Fund Sixteen (16) Traffic Enforcement Networks

Planned activity number: **PT-4**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in CIOT, 100 days of summer heat, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Burke Co Sheriff, Byron Police, Calhoun Police, Camden Co Sheriff, Barrow Co Sheriff, DeKalb Co Police, Demorest Police, Douglas Co Sheriff, Effingham Co Sheriff, Holly Springs Police, Donalsonville Police Department, Lyons Police Department, Valdosta Police, Zebulon Police, Monroe Police Department, and City of Butler Police Department.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$322,505.00	\$80,626.25	\$322,505.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Watchguard 4RE In-Car Video Camera-Camden County	1	\$5,750.00	\$5,750.00	\$5,750.00	\$5,750.00
In Car Camera- Lyons PD	1	\$5,300.00	\$5,300.00	\$5,300.00	\$5,300.00

Planned Activity: Fund nine (9) High Visibility Traffic Enforcement Projects

Planned activity number: **PT-5**

Primary Countermeasure Strategy ID: **Speed: High Visibility Enforcement and Education**

Planned Activity Description

Officers will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturated patrol in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in CIOT, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month and St Patrick's Day mobilizations.

Intended Subrecipients

Ben Hill Co Sheriff, Claxton Police, Coffee Co Sheriff, Cordele Police, Irwin Co Sheriff, Peach Co Sheriff, Turner Co Sheriff, Warner Robins Police, Worth Co Sheriff

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Integrated Enforcement

High Visibility Enforcement
Impaired Driving Enforcement
Seatbelt: Short-Term High-Visibility Seatbelt Law Enforcement
Speed: High-Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$206,566.07	\$51,641.52	\$206,566.07
2019	FAST Act NHTSA 402	Speed Management (FAST)	\$89,525.20	\$22,381.30	\$89,525.20

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SAM-R Radar Trailer-Peach Co	1	\$9,250.00	\$9,250.00	\$9,250.00	\$9,250.00
Speed Trailer-Worth Co	1	\$8,000.00	\$8,000.00	\$8,000.00	\$8,000.00

Countermeasure Strategy: Impaired Driving: Education and Outreach

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Education and Outreach will be used throughout FFY 2020 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engaging in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

Linkage Between Program Area

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways concerned impaired driving. Georgia is considered a “low-range” state however, it is incumbent upon GOHS’s law enforcement partners to remain innovative in education efforts and to communicate both successes and failures.

Education and outreach contribute to heightened public awareness, which when combined with enforcement, have been beneficial in addressing impaired-driving issues faced by the state, as determined through its problem identification process.

Mother’s Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff focus will engage volunteers at colleges and universities and with community organizations in drunk driving prevention advocacy and attending local health fairs, community events and school rallies advocating for seat belt usage, the only protection against a drunk driver.

GOHS and The Prosecuting Attorney’s Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and community awareness. To meet these needs, Georgia’s Senior Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

GOHS coordinates with The GA Department of Driver Services to run the Alcohol and Drug Awareness Program (ADAP) program. It is an educational component that focuses on educating young drivers on the dangers of combining driving with the use of alcohol or drugs is an important part of the prevention equation. The ADAP is an effective tool in the multi-pronged approach to protecting Georgia’s drivers and passengers. Obtaining an ADAP certificate is mandatory before GA teens can receive their driver’s license. There is still much to be done to increase awareness among Georgia’s teen drivers and their parents of the dangers of alcohol and drugs, particularly behind the wheel.

The Georgia Public Safety Training Center provides law enforcement training such as Standardized Field Sobriety (SFST), Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and other impaired driving courses that officers can receive. These trainings build on each other and give officers the necessary information to increase their enforcement of the impaired driving laws.

Rationale

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, Georgia will continue to offer education and outreach.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
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AL-1	Mothers Against Drunk Driving - Community Outreach
AL-2	Law Enforcement Training - DUI
AL-3	Governor's Office of Highway Safety 402AL
AL-4	Prosecuting Attorney Council
AL-5	GA Department of Driver Services-ADAPT-1

Planned Activity: Mothers Against Drunk Driving - Community Outreach

Planned activity number: **AL-1**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

MADD will conduct press events for MADD's "Tie One On For Safety Designated Driver Campaign" during the FY 2019-2020 grant period. MADD Program Specialists will coordinate Pre-Prom presentations or informational tables during the grant year to educate students on the dangers of driving under the influence of alcohol or drugs and underage drinking during prom season. The presentations will be based on MADD's Power of You(th) curriculum. MADD Program Specialists will coordinate with event agencies to secure participation in community events to the public on the dangers of driving under the influence of alcohol or drugs and underage drinking during the FY 2019-2020 grant year. MADD will also present the Annual Golden Shield Law Enforcement Recognition Banquet

Intended Subrecipients

Mothers Against Drunk Driving Georgia

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$138,000.00	\$34,500.00	

Planned Activity: Law Enforcement Training - DUI

Planned activity number: **AL-2**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

Conduct trainings in Drug Recognition Expert to certify officers as DRE's by the end of the grant year. The course consists of several phases of classroom training, followed by field training, and a comprehensive final knowledge examination. Conduct DUI/ SFST, DUI/SFST Instructor, Advanced Traffic Law, Drug Recognition Expert Recertification, DUI Case Preparation & Courtroom Presentation, Advanced Roadside Impaired Driving Enforcement (ARIDE) to students during the grant year.

Intended Subrecipients

Georgia Public Safety Training Center

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$561,133.62	\$140,283.41	

Planned Activity: Governor’s Office of Highway Safety 402AL

Planned activity number: **AL-3**

Primary Countermeasure Strategy ID: **Impaired Driving Enforcement**

Planned Activity Description

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

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Enforcement
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Alcohol (FAST)	\$75,000.00	\$18,750.00	\$0.00

Planned Activity: Prosecuting Attorney Council

Planned activity number: **AL-4**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.

Intended Subrecipients

Prosecuting Attorney Council

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$479,489.00	\$119,872.25	

Planned Activity: GA Department of Driver Services-ADAPT-1

Planned activity number: **AL-5**

Primary Countermeasure Strategy ID: **Impaired Driving: Education and Outreach**

Planned Activity Description

The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.

Intended Subrecipients

GA Department of Driver Services

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving: Education and Outreach
Youth Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$50,182.86	\$12,545.72	

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Problem Identification and Program Justification

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

Between 2013 and 2016, the number of motorcyclist fatalities increased by 48% (56 additional fatalities). In 2017, nine percent (9%) of all Georgia roadway fatalities were motorcyclists (139 persons) – compared to 14% of all traffic fatalities nationwide and 11% of all NHTSA Region 4 traffic fatalities. Per FARS data, motorcycle fatalities were prone to occur between noon – 8:59 pm on weekdays and weekends (Mondays and Fridays) during 2017. Contributing factors of fatal crashes among motorcycle operators include alcohol, speed, distraction, and rider inexperience. In 2017, 61 Georgia counties experienced at least one motorcyclist fatality. Forty-four percent (44%) of motorcyclist fatalities occurred in Fulton (14), DeKalb (12), Cobb (9), Henry (7), Richmond (6), Lumpkin (5), Gwinnett (4), and Hall (4) counties.



In 2017, a majority (119 out of 139, 86%) of fatality injured motorcyclists were helmeted, 13% were unhelmeted, and 1% were unknown helmet use. The proportions of un-helmeted fatalities have fluctuated greatly over the past few years. According to FARS data, the number of unhelmeted motorcyclist fatalities in Georgia doubled from 9 unhelmeted motorcyclist fatalities in 2016 to 18 unhelmeted motorcyclist fatalities in 2017. Un-helmeted rider deaths are on the increase and implementers of the counter measures strategies are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. In 2017, 19% of Georgia's motorcycle riders killed in fatal crashes reported 0.08+ BAC. In 2017, 35% of all (surviving and fatally injured) drivers and motorcycle riders involved in fatal crashes were tested for alcohol consumption with recorded BAC (796 vehicle operators were tested for alcohol out

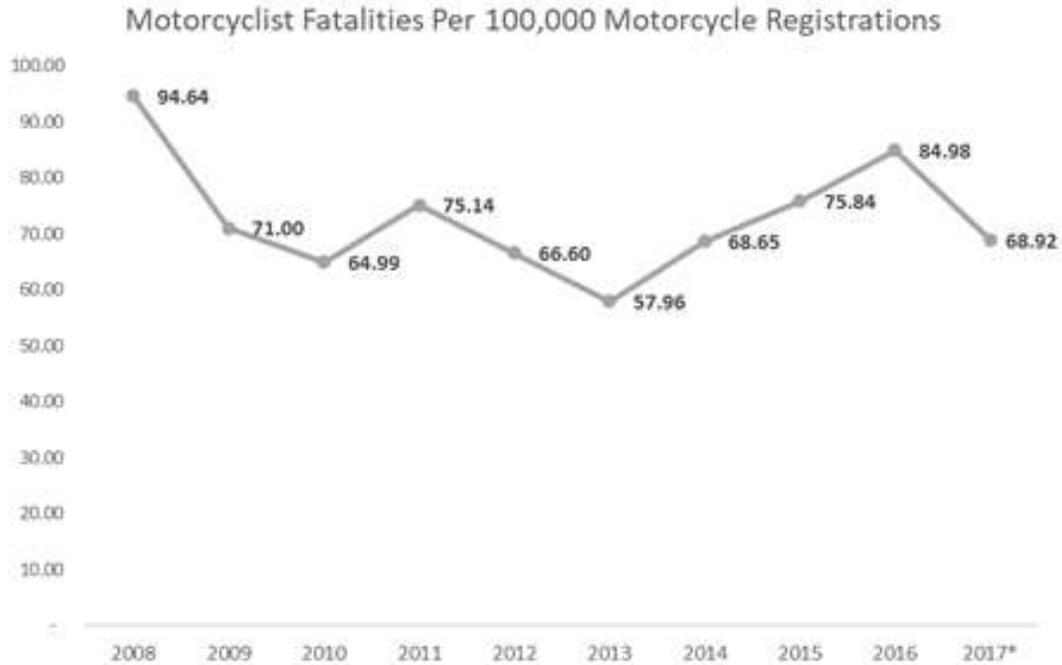
of the 2,283 vehicle operators that were involved in fatal crashes). This is a 7% net decrease from the 2016 alcohol reporting rate of 42% in 2016. In 2017, more than half (54%) of drivers fatally injured and 19% of surviving drivers involved in fatal crashes had BAC results reported.

Georgia will continue to fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired motorcycle crashes occurred in 2017. The chart below describes the proposed FFY2020 grantees, counties represented, and the total fatalities, impaired driving fatalities, and motorcycle fatalities.

2020 Proposed Highway Enforcement of Aggressive Traffic Grantees										
County	Grantee	Total Fatalities			Alcohol-Related Fatalities			Motorcyclist Fatalities		
		2015	2016	2017	2015	2016	2017	2015	2016	2017
Bartow	Bartow County SO	29	26	17	6	5	2	4	10	1
Bibb	DPS-NightHawks	21	28	34	6	4	8	4	1	1
	Bibb County SO									
Bulloch	DPS-NightHawks	15	18	14	4	2	5	0	0	3
Burke	Burke County SO	3	8	12	0	4	5	0	0	1
Chatham	DPS-NightHawks	54	44	29	14	14	6	7	2	3
	Savannah PD									
Cherokee	Cherokee County SO	12	7	32	3	0	3	1	0	2
Cobb	Cobb County PD	49	59	53	12	20	15	4	13	9
Dekalb	DeKalb County PD	83	80	95	25	21	26	8	11	12
Forsyth	Forsyth County SO	13	11	15	4	1	3	1	1	3
Fulton	DPS-NightHawks	104	130	115	31	36	27	13	15	14
	Atlanta PD									
Glynn	Glynn County PD	9	7	16	1	1	5	0	2	0
Gwinnett	DPS-NightHawks	67	61	66	20	24	24	12	12	4
Habersham	Habersham County SO	9	12	7	4	4	1	1	1	0
Hall	Hall County SO	33	31	31	9	9	8	4	4	4
Henry	Henry County PD	29	26	27	5	7	6	3	1	7
Houston	Houston Co SO	11	17	12	3	5	3	2	3	2
Laurens	Dublin PD	11	9	13	3	3	2	1	0	1
Muscogee	DPS-NightHawks	14	27	26	5	7	11	1	6	3
Newton	Newton County SO	18	21	17	7	2	7	1	1	0
Rockdale	Rockdale County SO	7	13	14	2	1	6	1	4	1

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb
 Fulton/Gwinnett-North Team, Chatham/Bulloch-South Team
 Muscogee/Bibb-Middle GA Team

While motorcycles are an increasingly popular means of transportation, there was a slight decrease in the number of registered motorcycles in the state of Georgia. In 2017, there were an estimated 201,689 motorcycle registrations in Georgia – a 0.3% decline from 2016. This equates to nearly 68.92 motorcyclist fatalities out of every 100,000 registered motorcycle on Georgia roadways.



The chart below was provided by the GA Department of Driver Services and represents the total number of registered motorcycles in Georgia, by county.

County	Registered Motorcycles	County	Registered Motorcycles
Gwinnett	13,112	Jasper	543
Cobb	13,010	Putnam	531
Fulton	10,371	Burke	527
Cherokee	7,067	Worth	515
DeKalb	6,988	Towns	498
Henry	5,247	McDuffie	488
Forsyth	5,017	Grady	481
Chatham	4,857	Toombs	467
Hall	4,813	Berrien	455
Paulding	4,471	Elbert	439
Coweta	4,302	Long	438
Houston	3,826	Crawford	429

Columbia	3,543	Emanuel	425
Bartow	3,255	Sumter	418
Douglas	3,205	Decatur	405
Richmond	3,094	Dade	398
Carroll	3,087	Heard	376
Clayton	3,030	Oglethorpe	369
Fayette	2,955	Tattnall	363
Muscogee	2,835	Brantley	350
Newton	2,738	Pierce	344
Walton	2,592	Bleckley	325
Barrow	2,478	Washington	320
Lowndes	2,416	Dodge	319
Floyd	2,269	Greene	311
Whitfield	2,198	Crisp	301
Effingham	2,162	Cook	278
Jackson	2,127	McIntosh	277
Walker	1,939	Appling	272
Bibb	1,883	Brooks	271
Camden	1,867	Mitchell	270
Rockdale	1,808	Ben Hill	250
Glynn	1,736	Lanier	229
Liberty	1,688	Screven	217
Gordon	1,656	Chattahoochee	215
Catoosa	1,623	Jefferson	214
Spalding	1,587	Dooly	213
Troup	1,418	Twiggs	208
Bryan	1,359	Candler	206
Pickens	1,344	Wilkinson	201

Clarke	1,324	Evans	194
Union	1,271	Pulaski	192
Lumpkin	1,218	Wilkes	192
Gilmer	1,210	Charlton	180
Bulloch	1,194	Seminole	179
Habersham	1,192	Jeff Davis	176
Harris	1,157	Bacon	174
Fannin	1,124	Terrell	173
Murray	1,123	Lincoln	170
Polk	1,115	Marion	170
Dawson	1,048	Early	166
Dougherty	1,003	Macon	165
White	997	Talbot	164
Haralson	894	Irwin	160
Laurens	847	Treutlen	160
Monroe	819	Montgomery	157
Oconee	818	Telfair	153
Thomas	781	Taylor	149
Butts	780	Turner	130
Jones	777	Johnson	128
Lee	777	Hancock	112
Madison	774	Wilcox	111
Stephens	751	Atkinson	99
Pike	750	Clinch	97
Banks	699	Schley	88
Baldwin	697	Jenkins	85
Hart	689	Miller	84
Tift	676	Echols	78

Franklin	670	Warren	75
Colquitt	659	Wheeler	70
Peach	651	Randolph	61
Upson	643	Stewart	60
Coffee	639	Calhoun	59
Lamar	596	Glascock	49
Morgan	595	Webster	45
Rabun	591	Clay	40
Meriwether	577	Baker	38
Ware	554	Quitman	38
Chattooga	551	Taliaferro	24
Wayne	545		

The chart below is based on the most recent finalized state data and represents the total number (2,264) of Motorcycle crashes with another vehicle for calendar year 2017.

Georgia 2017 Motorcycle Crashes Involving Another Vehicle							
County	Crashes with another vehicle	County	Crashes with another vehicle	County	Crashes with another vehicle	County	Crashes with another vehicle
*Fulton	376	Catoosa	12	Crawford	3	Taylor	1
*DeKalb	242	Effingham	12	Decatur	3	Washington	1
*Cobb	231	Gilmer	12	Grady	3	Wilkinson	1
*Gwinnett	170	Habersham	11	Madison	3	Worth	1
*Chatham	142	Thomas	11	Polk	3	Appling	0
*Richmond	91	Dawson	10	Sumter	3	Bacon	0
*Henry	70	Haralson	10	Tift	3	Baker	0
*Clayton	69	Spalding	10	Twiggs	3	Brooks	0
*Bibb	65	Ware	10	Wayne	3	Calhoun	0
*Hall	56	Laurens	9	Berrien	2	Charlton	0
Muscogee	50	Rabun	9	Brantley	2	Chattahoochee	0
Cherokee	48	White	9	Burke	2	Clay	0
Douglas	40	Baldwin	8	Crisp	2	Dodge	0
Coweta	39	Bryan	8	Echols	2	Elbert	0
Forsyth	36	Dade	8	Irwin	2	Glascok	0
Houston	36	Monroe	8	Jenkins	2	Greene	0
Clarke	35	Hart	7	Long	2	Hancock	0
Columbia	35	Murray	7	Marion	2	Lincoln	0
Lowndes	33	Walker	7	McIntosh	2	Macon	0
Newton	29	Butts	6	Meriwether	2	Miller	0
Liberty	28	Colquitt	6	Morgan	2	Montgomery	0
Paulding	28	Lamar	6	Towns	2	Oglethorpe	0
Rockdale	27	Mitchell	6	Treutlen	2	Pierce	0
Bartow	26	Oconee	6	Upson	2	Pike	0
Glynn	25	Peach	6	Wilkes	2	Pulaski	0
Floyd	24	Stephens	6	Atkinson	1	Quitman	0
Bulloch	22	Camden	5	Ben Hill	1	Randolph	0
Carroll	22	Chattooga	5	Candler	1	Schley	0
Dougherty	21	Coffee	5	Clinch	1	Screven	0
Lumpkin	21	Fannin	5	Cook	1	Seminole	0
Unknown	21	Jefferson	5	Dooly	1	Stewart	0
Gordon	19	Union	5	Early	1	Taliaferro	0
Fayette	18	Evans	4	Emanuel	1	Tattnall	0
Troup	18	Harris	4	Heard	1	Telfair	0
Whitfield	18	Lee	4	Jasper	1	Terrell	0
Walton	17	McDuffie	4	Jeff Davis	1	Tumer	0
Jackson	16	Putnam	4	Johnson	1	Warren	0
Barrow	15	Toombs	4	Jones	1	Webster	0
Franklin	14	Banks	3	Lanier	1	Wheeler	0
Pickens	13	Bleckley	3	Talbot	1	Wilcox	0

Data retrieved from GEARS (Georgia Electronic Accident Reporting System)- June 2019

GOHS' planned awareness activities will target the top 10 counties identified above with an *, which represents 67% of counties with the highest number of motorcycle crashes with another vehicle.

The chart below is based on the most finalized state data and represents the total number (159) of Motorcycle Crashes in 2017 which involved an impaired operator:

Georgia 2017 Motorcycle Crashes involving an Impaired Operator

County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*	County	2017 Crashes Involving Impaired Operator*
*Note: Alcohol and drug test results are greatly underreported for a variety of reasons, therefore, the 'Driver Condition' variable was used to determine if the motorcycle operator was impaired (as reported by the officer). Source: 2017 GA Crash Data							
*Cobb	11	Bulloch	1	Atkinson	0	McIntosh	0
*Richmond	10	Burke	1	Bacon	0	Meriwether	0
*Gwinnett	7	Butts	1	Baker	0	Miller	0
*Paulding	6	Charlton	1	Baldwin	0	Mitchell	0
*Fulton	5	Chatham	1	Ben Hill	0	Montgomery	0
*Clarke	4	Chattahoochee	1	Berrien	0	Morgan	0
*Franklin	4	Chattooga	1	Brantley	0	Oconee	0
*Camden	3	Clinch	1	Bryan	0	Oglethorpe	0
*Catoosa	3	Coffee	1	Calhoun	0	Pickens	0
*Cherokee	3	Cook	1	Candler	0	Pike	0
*Coweta	3	Dawson	1	Clay	0	Polk	0
*Forsyth	3	Decatur	1	Colquitt	0	Pulaski	0
*Gordon	3	Dekalb	1	Crawford	0	Putnam	0
*Houston	3	Douglas	1	Crisp	0	Quitman	0
*Jackson	3	Echols	1	Dade	0	Randolph	0
*Laurens	3	Emanuel	1	Dodge	0	Schley	0
*Lumpkin	3	Evans	1	Dooly	0	Screven	0
*Spalding	3	Fannin	1	Dougherty	0	Seminole	0
Banks	2	Gilmer	1	Early	0	Stewart	0
Barrow	2	Glynn	1	Effingham	0	Taliaferro	0
Carroll	2	Haralson	1	Elbert	0	Tattnall	0
Clayton	2	Harris	1	Fayette	0	Taylor	0
Columbia	2	Heard	1	Glascock	0	Telfair	0
Floyd	2	Henry	1	Greene	0	Terrell	0
Grady	2	Lee	1	Hancock	0	Thomas	0
*Habersham	2	Marion	1	Irwin	0	Towns	0
*Hall	2	Murray	1	Jasper	0	Treutlen	0
Hart	2	Newton	1	Jeff Davis	0	Upson	0
Lowndes	2	Pierce	1	Jefferson	0	Ware	0
Monroe	2	Rabun	1	Jenkins	0	Warren	0
Muscogee	2	Rockdale	1	Johnson	0	Washington	0
Peach	2	Sumter	1	Jones	0	Wayne	0
Stephens	2	Talbot	1	Lamar	0	Webster	0
Tift	2	Toombs	1	Lanier	0	Wheeler	0
Walker	2	Troup	1	Liberty	0	White	0
Walton	2	Turner	1	Lincoln	0	Wilcox	0
Bartow	1	Twiggs	1	Long	0	Wilkes	0
Bibb	1	Union	1	Macon	0	Wilkinson	0
Bleckley	1	Whitfield	1	Madison	0	Worth	0
Brooks	1	Appling	0	McDuffie	0		

Data retrieved from GEARS (Georgia Electronic Accident Reporting System)- June 2019

GOHS planned awareness activities will target the 20 counties above identified with an *, which represents 53% of counties with the highest number of impaired operator motorcycle crashes. The majority of those highlighted and marked with an * include metropolitan areas as well as the Northeast Georgia mountain corridor.

Target Population

All drivers of passenger vehicles and other motorists who may endanger motorcycle and scooter riders in Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	2020	5 Year	464
2020	C-7) Number of motorcyclist fatalities (FARS)-2020	2020	5 Year	163
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	2020	5 Year	16

Countermeasure Strategies in Program Area

Countermeasure Strategy
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Countermeasure Strategy: Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Program Area: **Motorcycle Safety**

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. We will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle

operators in the state. We will conduct earned media events and paid media (outdoor billboards) in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur.

Georgia will also continue to fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in counties where impaired motorcycle crashes occurred in 2017. Of the 139 motorcycle fatalities, 71 (51%) occurred in the counties represented with HEAT projects. Of those 71 fatalities, 51 (72%) involved an impaired rider. The chart below describes the FFY2020 proposed grantees, counties represented, and the total fatalities, impaired driving fatalities, and motorcycle fatalities.

2020 Proposed Highway Enforcement of Aggressive Traffic Grantees										
County	Grantee	Total Fatalities			Alcohol-Related Fatalities			Motorcyclist Fatalities		
		2015	2016	2017	2015	2016	2017	2015	2016	2017
Bartow	Bartow County SO	29	26	17	6	5	2	4	10	1
Bibb	DPS-NightHawks	21	28	34	6	4	8	4	1	1
	Bibb County SO									
Bulloch	DPS-NightHawks	15	18	14	4	2	5	0	0	3
Burke	Burke County SO	3	8	12	0	4	5	0	0	1
Chatham	DPS-NightHawks	54	44	29	14	14	6	7	2	3
	Savannah PD									
Cherokee	Cherokee County SO	12	7	32	3	0	3	1	0	2
Cobb	Cobb County PD	49	59	53	12	20	15	4	13	9
Dekalb	DeKalb County PD	83	80	95	25	21	26	8	11	12
Forsyth	Forsyth County SO	13	11	15	4	1	3	1	1	3
Fulton	DPS-NightHawks	104	130	115	31	36	27	13	15	14
	Atlanta PD									
Glynn	Glynn County PD	9	7	16	1	1	5	0	2	0
Gwinnett	DPS-NightHawks	67	61	66	20	24	24	12	12	4
Habersham	Habersham County SO	9	12	7	4	4	1	1	1	0
Hall	Hall County SO	33	31	31	9	9	8	4	4	4
Henry	Henry County PD	29	26	27	5	7	6	3	1	7
Houston	Houston Co SO	11	17	12	3	5	3	2	3	2
Laurens	Dublin PD	11	9	13	3	3	2	1	0	1
Muscogee	DPS-NightHawks	14	27	26	5	7	11	1	6	3
Newton	Newton County SO	18	21	17	7	2	7	1	1	0
Rockdale	Rockdale County SO	7	13	14	2	1	6	1	4	1

Note: DPS Night Hawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb
 Fulton/Gwinnett-North Team, Chatham/Bulloch-South Team
 Muscogee/Bibb-Middle GA Team

Linkage Between Program Area

While the 139 motorcycle fatalities in Georgia in 2017 was under 10% of all traffic fatalities in the state for the year, the number of un-helmeted motorcycle fatalities doubled from 2016 to 2017. 35% of the motorcycle fatalities take place in five counties (Fulton, DeKalb, Cobb, Henry and Richmond) with four of those five counties being in the metro Atlanta area. The total

number of motorcycle fatalities for the year was below the five-year moving average which was 143 for 2017. However, the estimated motorcycle fatalities in Georgia was 153 which is higher than the 5-year moving average for the year at 151 depending on when the official data for the 2018 year is released. With the five-year moving average set even higher at 163 motorcycle fatalities in for the 2020 year, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Rationale

The countermeasure supports Motorcycle Communications Outreach through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017, it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PM-2	GOHS Communications-Impaired Driving Media-1

Planned Activity: GOHS Communications-Impaired Driving Media-1

Planned activity number: **PM-2**

Primary Countermeasure Strategy ID: **Alcohol: Mass Media Campaign**

Planned Activity Description

To use paid media to support ongoing "operation Zero Tolerance"(OZT)/ "Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality, and injury rate. Will include NHTSA-designated campaigns for Labor Day, Christmas/New Year’s and July 4th.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol: Mass Media Campaign
Alcohol-Impaired Motorcyclists: Communications
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle: Alcohol-Impaired Motorcyclists: Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,137,328.00	\$284,332.00	

Countermeasure Strategy: Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Program Area: **Motorcycle Safety**

Project Safety Impacts

Strategic Communications Plan

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. These counties include Fulton, Chatham, Cobb, Gwinnett, DeKalb, Richmond, Henry, Hall, Clayton, and Bibb. In FFY 2020, the Governor's Office of Highway Safety (GOHS) will use a mix of communication mechanisms to draw attention to the problem and deliver the message of "Share the Road" to motorists, creating more awareness of motorcyclists.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).

The Georgia Department of Driver Services manages The Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach in an attempt to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. The need for the Motorcycle Safety Outreach Program is critical in order to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists and motorcyclists to "Share the Road" in an effort to reduce the number of motorcycle crashes, injuries and fatalities on our roadways.

The Governor's Office of Highway Safety (GOHS) has the primary responsibility of collecting and evaluating data, developing an annual highway safety plan and longer term Strategic

Highway Safety Plan (SHSP). Annually, the Governor’s Office of Highway Safety (GOHS) provides highway safety funds to support the effort of eligible government agencies and private organizations to eliminate or reduce highway safety problems and enhance highway safety consistent with Georgia’s Highway Safety Plan. The Governor’s Office of Highway Safety (GOHS) also conducts its own public outreach and communication programs.

Efforts between the Governor’s Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP).

GOHS will make paid media statewide radio buys through the Georgia Association of Broadcasters in the warm weather months when a majority of motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. GOHS will coordinate earned media events and paid media (billboards, etc) in high risk areas to promote motorist’s awareness of motorcycles for all operators of motor vehicles in the “Share the Road” campaign.

[Linkage Between Program Area](#)

Data Used to Identify Priorities

Motorcycles are an increasingly popular means of transportation in Georgia. Between 2013 and 2016, the number of Georgia motorcyclist fatalities increased by 48% (56 additional fatalities). In 2017, nine percent of all Georgia roadway fatalities were motorcyclists (139 persons) – compared to 14% of all traffic fatalities nationwide and 11% of all NHTSA Region 4 traffic fatalities. Georgia experienced a 19% decrease (33 less) in the number of motorcyclist fatalities in 2017 compared to 2016. Per FARS data, motorcycle fatalities were more prone to occurring between noon – 8:59 pm on weekdays and weekends (Mondays and Fridays) during 2017. Contributing factors of fatal crashes among motorcycle operators include alcohol, speed, distraction, and rider inexperience. In 2017, Forty-four percent (44%) of motorcyclist fatalities occurred in Fulton (14), DeKalb (12), Cobb (9), Henry (7), Richmond (6), Lumpkin (5), Gwinnett (4), and Hall (4) counties.

In 2017, majority (119 out of 139, 86%) of motorcyclists that were fatality injured were helmeted, 13% were unhelmeted, and 1% were unknown helmet use. the proportions of unhelmeted fatalities fluctuated greatly. According to Fatality Analysis Reporting System (FARS) data, the number of unhelmeted motorcyclist fatalities in Georgia doubled from 9 unhelmeted motorcyclist fatalities in 2016 to 18 unhelmeted motorcyclist fatalities in 2017. Un-helmeted rider deaths are on the increase and implementers of the counter measures strategies are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

[Rationale](#)

The countermeasure for supports Motorcycle Communications Outreach through times of the year when motorcycle use is highest including May which NHTSA has designated as Motorcycle Safety Awareness Month. While Georgia’s motorcycle fatality rate declined from 2016 to 2017,

it is expected to increase for 2018 and forecast to increase in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-1	2020 Motorcycle Programs

Planned Activity: 2020 Motorcycle Programs

Planned activity number: **MC-1**

Primary Countermeasure Strategy ID: **Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists**

Planned Activity Description

Motorcycle awareness program that features social media campaigns, outreach programs, distribute educational items to promote the "Share the Road with Motorcycles", Ride Coach Professional Development and training. Also internal motorcyclist awareness programs that fall within communication outreach across the state. This includes billboards, social media, press releases, and other communication events.

Intended Subrecipients

Georgia Department of Driver Services, Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists
Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2016	MAP 21 405f Motorcycle Programs	405f Motorcyclist Awareness (MAP-21)	\$108,464.61	\$27,116.15	

Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

Problem Identification and Program Justification – Pedestrians

In 2017, 1,540 people were killed in motor vehicle crashes in the state of Georgia, a decrease of 1.7% since 2016. Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In many big cities and small towns around the state, trips can be accomplished entirely on foot. The fast-growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas.



In 2017, within Georgia, 253 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for 16% of all motor vehicle crashes in 2017. Preliminary data for the Georgia Fatality Crash Reports show that there is an increase in the number of pedestrian fatalities to 265 fatalities in 2018. Per FARS data, the top five contributing factors for pedestrian fatalities were: failure to yield right of way, improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. The top eight Georgia counties to experience pedestrian fatalities are: Fulton, DeKalb, Gwinnett, Cobb, Clayton, Richmond, Bibb, and Chatham. The pedestrian fatalities generally occur between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays. Nationally, 19% of children 14 and younger killed in traffic crashes were pedestrians

Problem Identification and Program Justification - Bicyclists

Bicycling is a healthy, inexpensive, and efficient mode of transportation throughout Georgia. The metropolitan areas around the state offer opportunities for bicycle commuting and active transportation while the rural roads offer many miles of scenic highway for exploring the state.



Nationally in 2017, there were 783 bicycle related deaths, a decrease of nearly 8% since 2016. In Georgia, 15 bicyclists were killed in traffic crashes and accounted for 1.0% of all roadway motor vehicle crashes for 2017. Preliminary data for the Georgia Fatality Crash Reports show the number of bicyclist fatalities doubled to 30 fatalities in 2018.

Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. These types of fatalities were more prone to occur during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. In 2017, 73% of pedestrian and bicyclist fatalities (197 out of 268) occur during the nighttime hours between 6pm and 5:59am throughout the entire week and 41% pedestrian and bicyclist fatalities (110 out of 268) occur during the weekend (6 p.m. Friday thru 5:59 a.m. Monday). Nearly 40% (101 out of 253) of all pedestrian fatalities that occurred in 2017, were between ages 45-64 years.

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



In 2017, Georgia reported a 1.7% decrease in roadway fatalities (from 1,566 in 2016 to 1,540 in 2017). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 2.7% from 261 in 2016 to 268 in 2017, representing 17.4% of all roadway fatalities. The number of

non-motorized fatalities and serious injuries have steadily increased since 2007. In 2017, there were 1,153 reported serious injuries and fatalities among non-motorist in the state of Georgia – a 15% increase in comparison to 2016.



Target Population

The target population is pedestrians and bicyclists in Georgia.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)-2020	2020	5 Year	1698
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	2020	5 Year	24,094
2020	C-10) Number of pedestrian fatalities (FARS)-2020	2020	5 Year	281
2020	C-11) Number of bicyclists fatalities (FARS)-2020	2020	5 Year	25

Countermeasure Strategies in Program Area

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists

Bicycle: Bicycle Safety Education for Children
Driver Awareness Education
Pedestrian: Enforcement Strategies

Countermeasure Strategy: Bicycle: Bicycle Safety Education for Adult Cyclists

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

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

Linkage Between Program Area

Georgia will use non-motorized funds across the state, in areas where data shows higher fatalities occur. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Rationale

The number of non-motorized fatalities and serious injuries have steadily increased. In Georgia, 15 bicyclists were killed in motor vehicle crashes and bicycle fatalities alone accounted for 1% of all roadway motor vehicle crashes for 2017. Preliminary data for 2018 shows Georgia once again increased in bicycle fatalities. Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. These types of fatalities were more prone to occurring during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. In 2017, 73% of pedestrian and bicyclist fatalities (197 out of 268) occur during the nighttime hours between 6pm and 5:59am throughout the entire week and 41% pedestrian and bicyclist fatalities (110 out of 268) occur during the weekend (6 p.m. Friday thru 5:59 a.m. Monday). More and more people are riding bicycles as their main form of transportation. GOHS will aid in the education of adults who are choosing bicycles as a form of transportation and recreation, and safety aspects regarding bicycles.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
BP-1	2020 Bicycle Programs
BP-4	Governor’s Office of Highway Safety 405h

Planned Activity: 2020 Bicycle Programs

Planned activity number: **BP-1**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

Bicycle safety outreach programs to communities and schools; classes to public on bicycle and helmet safety in the overall state, and within 6 different communities.

Intended Subrecipients

Savannah Bike, Georgia Bikes, Fulton County Sheriff, Bike Athens, Atlanta Bicycle Coalition, Georgia Southern University PD

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$226,984.72	\$56,746.18	

Planned Activity: Governor's Office of Highway Safety 405h

Planned activity number: **BP-4**

Primary Countermeasure Strategy ID: **Bicycle: Bicycle Safety Education for Adult Cyclists**

Planned Activity Description

To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to Bicycle and pedestrian safety.

Intended Subrecipients

Georgia Governor's Office of Highway Safety

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

Bicycle: Bicycle Safety Education for Adult Cyclists
Bicycle: Bicycle Safety Education for Children
Driver Awareness Education
Pedestrian: Enforcement Strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$25,000.00	\$6,250.00	

Countermeasure Strategy: Bicycle: Bicycle Safety Education for Children

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

The purpose of this countermeasure is to teach children basic bicycle handling skills, traffic signs and signals, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. Nationally, these types of fatalities were more prone to occur during the weekday between 3:00pm - 8:59pm and on the weekend between 6:00pm – 11:59pm. This is also times in which children are home from school, and able to be outside on their bicycles. Bicycle programs across the state are working on the educations of children and bicycles.

Linkage Between Program Area

Georgia will use non-motorized funds across the state, in areas where data shows higher bicycle and pedestrian fatalities occur, as well as education programs for children and young adults. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Rationale

To help lower the number of fatalities, the education of children at these younger ages, will teach them to become a better member of the non-motorized population. The number of non-motorized fatalities and serious injuries have steadily increased. In Georgia, 15 bicyclists were killed in traffic crashes in 2017. This was about a 50% decrease from 2016 when 29 bicyclists were killed. Preliminary data for 2018 shows Georgia bicycle deaths once again increased back to 30 deaths. Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. More and more people are riding bicycles as their main form of transportation, and children are not exempt