



# 2015 Governor's Strategic Highway Safety Plan

## INTRODUCTION

This updated Strategic Highway Safety Plan (SHSP) reflects SHSP Task Team recommendations and updates in the plans that the SHSP aligns. 2014 is the ninth consecutive year of decreased roadway fatalities in Georgia. As law enforcement agencies continue to submit electronic crash fatality reports, the 2014 fatality number will be certified by mid-year. However, annual fatality trend numbers predict the 2014 deaths to be at or less than 1,170. While one death is too many, Georgia's highway safety programs measure noticeable improvements in reducing highway injuries and fatalities.

The State has consulted with stakeholders early in the SHSP update process via task team meetings and task team leader meetings. Their input is incorporated into this document. The best available safety data was used to identify highway safety problems and safety improvement opportunities.

SHSP emphasis area task teams are organized in developing specific emphasis area countermeasures. Combining existing highway safety plans and professional efforts has successfully leveraged many existing resources. The multi-disciplinary safety teams have succeeded in engaging the four safety E's (engineering, education, enforcement, and emergency medical) into their strategic efforts.

SHSP program evaluation is ongoing. The evaluation process includes Georgia's participation in the Federal Highway Administration, Evaluation Process Model Pilot Program as well as the ongoing Emory University Evaluation Programs. Additional crash category concerns include the increasing aging population projections, youth and young adults, Vehicle Miles Traveled (VMT), US Congressional Reauthorization, and other programs. The daily fatalities report (below) provides day-to-day updates on Georgia's fatality reduction goals,

The Georgia SHSP structure provides the essential organizational support to advance a comprehensive highway plan. Georgia follows the Integrated Safety Management Process (ISMP) model established by the National Cooperative Highway Research Program. The ISMP promotes the executive level direct involvement, working group technical support and implementation, data analysis and evaluation, and the specialized safety area task team efforts.

SHSP emphasis area task teams are developing the highway safety area detailed action plans and considering the impact and performance evaluation of implementing the problem countermeasures. Having the Georgia SHSP structure in place provides for immediate consideration of emerging safety trends, effective countermeasure approaches, and potential funding. Georgia has ten highway safety emphasis areas and area subgroups. Each of the safety areas has one or more corresponding Task Team(s). Further action plan implementation is focused on multiple safety E participation in education, enforcement, engineering, and emergency medical services. Each of the Task Teams develops comprehensive safety recommendations along with corresponding programs to achieve the crash reductions, injuries, and fatalities.

The executive level agency heads comprise the Safety Program Leadership (SPL), Executive Board. Governor Nathan Deal and his policy advisors attend the SPL meetings. The Governor's staff is available to work with the board and continue to develop respective safety programs.

## DAILY FATALITIES REPORT

**Georgia Traffic Deaths - Yearly Total and Comparison**  
**GDOT Office of Traffic & Operations**  
**Fatalities as of Wednesday, December 31, 2014**

Fatality Type	TOTAL		YTD		YTD Change	
	2012	2013	2013	2014	Diff	%
Interstates	157	189	189	144	-45	-24%
Other State Routes	487	539	538	544	6	1%
Local Routes	554	461	459	432	-27	-6%
* Car-Trains	6	9	9	7	-2	-22%
* Pedestrians	167	180	180	163	-17	-9%
* Motorcyclists	130	113	113	130	17	15%
* Bicyclists	19	27	27	19	-8	-30%
<b>Total Fatalities</b>	<b>1,198</b>	<b>1,189</b>	<b>1,186</b>	<b>1,120</b>	<b>-66</b>	<b>-6%</b>

\* Included in Total



SPL Executive Board 2013-2014 Action Items included:

- ▶ Governor's Draft 2015 SHSP
- ▶ State Traffic Safety Information System Improvement Grant And Strategic Plan For Traffic Records Improvement 2013/2014
- ▶ Motorcycle Safety Program Recommendations
- ▶ Georgia Trauma System Plan
- ▶ Impaired Driving Strategic Plan
- ▶ Toward Zero Deaths (TZD) Statewide Adoption
- ▶ Statewide Strategic Transportation Plan (SSTP)

Other SHSP meeting details may be viewed online at  
[www.gahighwaysafety.org/highway-safety/shsp/](http://www.gahighwaysafety.org/highway-safety/shsp/)