

# SHSP IMPLEMENTATION STRATEGY

The comprehensive SHSP implementation focuses on the task team efforts to develop detailed action plans. Additionally, implementation includes further development of the SHSP administration, marketing and media plan, new safety training programs, and significant new data system improvements. Addressing rural road safety is essential to reducing the higher crash rate regions of Georgia. All emphasis areas are systematically addressed in developing highway safety problem countermeasures.

Important Task Team activities require regular meeting and progressive development of safety programs. Task Teams are organized and attended within respective emphasis area professional interests and designed to always include untraditional participation among the four safety E's.

The Georgia Governor's Office of Highway Safety (GOHS) and Georgia Department of Transportation (GDOT) organized and implemented a Strategic Highway Safety Plan (SHSP) agreement effective November 2005. Original SHSP funding was provided by the GDOT and its federal lump sum safety funds within the Highway Safety Improvement Program. The SHSP Administration/Implementation Section 406 funding further benefits Georgia's statewide highway safety planning.

The SHSP structure achieved a new level of cooperation among the various safety partners in Georgia and established a clear direction for the efforts. The project continues to develop goals to reduce the state Fatality Rate and highway fatality numbers.

The nationally recognized model Georgia SHSP continues to customize, develop, and implement the ISMP components as described in the Agreement. Specifically, Georgia is progressing through the six major steps designed to describe those elements in the ISMP that are required to maximize safety. Georgia continues to develop detailed action plan, and implement the SHSP and evaluate performance.

A full-time Operations Manager is employed to carry out the day to day functions and responsibilities of developing and implementing the Governor's SHSP. Regular operating expenses are needed to support professional development, planning, travel, and training.