

2019-2021

GEORGIA STRATEGIC HIGHWAY SAFETY PLAN





May 24, 2019

Dear Georgians:

The **2019-2021 Governor's Strategic Highway Safety Plan** (SHSP) documents our efforts to continue putting the safety of Georgians first by providing a comprehensive framework for reducing fatalities and serious injuries on Georgia's public roads. In the mission of "Striving Towards Zero Deaths," this plan integrates engineering, education, enforcement, and emergency medical services. This multidisciplinary approach allows for data-driven statewide highway safety goals and priorities.

Demonstrated in this document are the combined initiatives of Georgia's Highway Safety Improvement Program (HSIP), Georgia's Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP). This coordination allows Georgia to identify and strengthen partnerships throughout the state. Georgia will use this document to guide decisions, strategies, and countermeasures, in our effort to implement initiatives that focus on saving lives and preventing injuries of residents and visitors.

In 2018, our state legislature passed House Bill 673: Better known as the "Hands-Free Law," the passage of this bill has allowed Georgia to promote safe driving behavior, reducing crashes, injuries, and fatalities, on our roadways.

I encourage you to reflect on how you can meet the challenge of "Striving Towards Zero Deaths" in your own communities. By working together, we will make a difference and continue to see improvements that put the safety of our roads and citizens first.

Sincerely,

A handwritten signature in black ink that reads "B: P. Kemp". The signature is stylized and fluid.

Brian P. Kemp
Governor

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VISION

Every Life Counts –
Strive towards Zero Deaths and
Injuries on Georgia Roads.

4 Safety E's



ENGINEERING



EDUCATION



ENFORCEMENT



EMERGENCY MEDICAL
SERVICES

INTRODUCTION

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the “4 Safety E’s”- engineering, education, enforcement, and emergency medical services. This plan establishes statewide performance goals, objectives, and emphasis areas that describe program strategies to reduce or eliminate safety hazards on Georgia roads.



HISTORY

The Georgia Governor’s Office of Highway Safety (GOHS) and Georgia Department of Transportation (GDOT) organized and implemented the first Strategic Highway Safety Plan (SHSP) agreement in November 2005. The SHSP is a critical part of the Highway Safety Improvement Program (HSIP), which is a core Federal-aid program designed to achieve significant reductions in traffic fatalities and serious injuries. It requires a data-driven strategic approach to improving traffic safety.

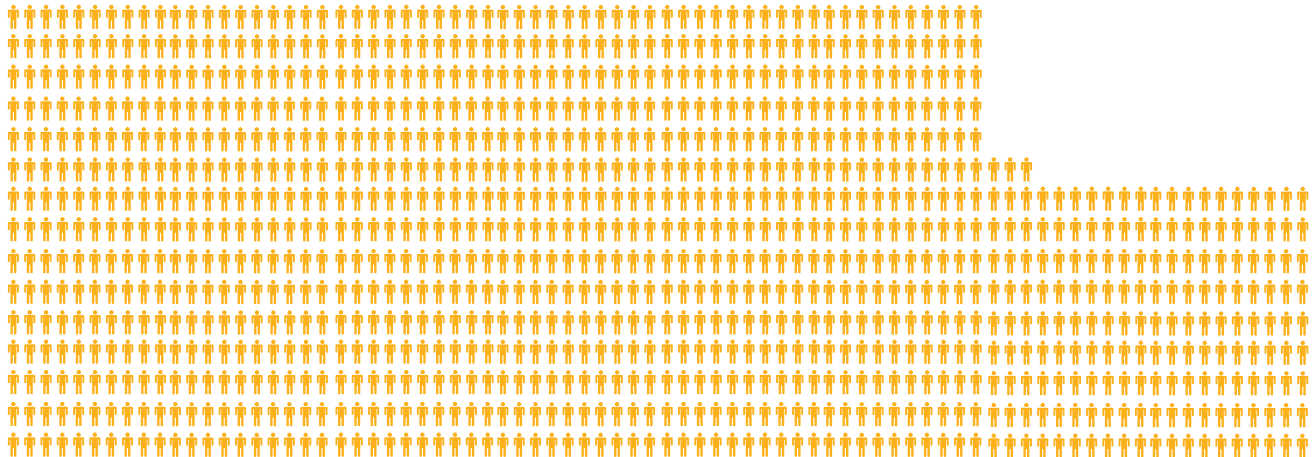
The SHSP has been included in three of the most recent transportation bills which provide funding for transportation across the U.S., including the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU); the Moving Ahead for Progress in the 21st Century (MAP-21), and the Fixing America’s Surface Transportation (FAST) Act, which continues the requirement for States to develop, implement, evaluate, and update an SHSP “that identifies and analyzes highway safety problems and opportunities on all public roads.”

Successful SHSP development and implementation requires leadership, collaboration, and communication. Georgia’s SHSP brings together leaders from a diverse group of professions; engineers, planners, law enforcement officers, education officials, emergency medical service personnel and many others.

GEORGIA BY THE NUMBERS

POPULATION IN 2017

10,429,379



Georgia Department of Public Health (DPH) Online Analytical Statistical Information System - (OASIS)

 = 50,000 PEOPLE

*VALID DRIVER'S LICENSES IN 2018



7,420,815

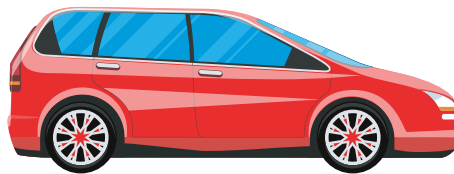
NUMBER OF VALID DRIVER'S LICENSES BY AGE GROUP

| Age Group | 2017 | 2018 |
|--------------|------------------|------------------|
| 16-17 | 186,740 | 187,445 |
| 18-20 | 352,201 | 361,084 |
| 21-24 | 498,370 | 505,158 |
| 25-34 | 1,281,397 | 1,310,667 |
| 35-44 | 1,224,678 | 1,234,127 |
| 45-54 | 1,319,132 | 1,308,035 |
| 55-64 | 1,191,504 | 1,208,739 |
| 65-74 | 814,352 | 836,694 |
| 75-84 | 349,994 | 372,635 |
| 85+ | 93,273 | 96,231 |
| Total | 7,311,641 | 7,420,815 |

**Count excludes drivers <16 years old, drivers with suspended driving privileges, and drivers with privileges expired less than 2 years.*

Source: DDS and DMV






REGISTERED VEHICLES IN 2018



9,639,655

NUMBER OF REGISTERED VEHICLES BY TYPE

Vehicle Type 2018

| | | |
|--------------------|-----------|---|
| Passenger Vehicles | 6,224,215 |  |
| Trucks | 1,958,941 |  |
| Trailers | 1,221,107 |  |
| Motorcycles | 199,550 |  |
| Buses | 35,621 |  |
| Other | 221 | |



Fatality Analysis Reporting System (FARS)

The 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. Georgia uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where fatal crashes occur; specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes.

- **For FARS data, visit:**
nhtsa.gov/research-data/fatality-analysis-reporting-system-fars



Georgia Electronic Accident Reporting System (GEARS)

The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by Lexis Nexis on behalf of the Georgia Department of Transportation (GDOT) to serve as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies.

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.



Georgia Department of Driver Services (DDS) Data Reports

DDS Data Reports are the gateway to statistical information produced by the Georgia Department of Driver Services (DDS) Information Technology (IT) Department.

The Monthly Valid Driver Summary Report shows aggregate totals of Georgia Drivers by age, gender, license category (commercial, non-commercial, card, and permit), and license class.

The DUI Data Reports show the total count of Administrative License Suspensions (ALS), Refusals (implied consent), and Driving Under the Influence (DUI) within a calendar year, summarized by process year and by county.

The DDS Distracted Driver Reports show a count of distracted driving convictions. Convictions are itemized by conviction legal code, process date, violation date, and county where the violation occurred.

The Move Over Report shows a count of convictions for failure to move over one lane when an emergency or utility vehicles were operating.

The DDS Reckless Driving Report shows a count of reckless driving convictions itemized by process date.

- **For DDS data reports, visit:**
dds.georgia.gov/dds-reports



Georgia Department of Public Health – Hospitalization & 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.

Important fields include diagnosis and procedure codes, discharge status, admission and discharge dates, residence geography locators, age, race, sex, person identifier, length of stay, charges, admission source, marital status, facility (hospital) and payer.

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. In the OASIS, these measures may be dynamically queried and presented in the form of tables,

maps, trend charts, animated population pyramids and a Community Health Needs Analysis dashboard. The data is also used to produce reports and Fact Sheets from the Office of Injury Prevention, to support the Trauma Surveillance program and registry, and to answer ad hoc data requests from various agencies.

Motor vehicle related injuries and deaths are listed under external causes/motor vehicle crashes

- ▶ **For OASIS information, visit:**
oasis.state.ga.us



Federal Motor Carrier Safety Administration - Analysis and Information Online System

Analysis & Information Online is America's source for reliable, proven data analysis on FMCSA safety programs and large truck and bus industry compliance. The tools and reports in A&I inform data-driven safety decisions to improve FMCSA effectiveness and large truck and bus safety on our Nation's roads. Explore the resources available to learn more about industry safety trends, agency progress, and the in-depth analysis that effects real change for safety.

- ▶ **For A&I reports, visit:**
ai.fmcsa.dot.gov/default.aspx



U.S. Department of Transportation
Federal Motor Carrier Safety Administration



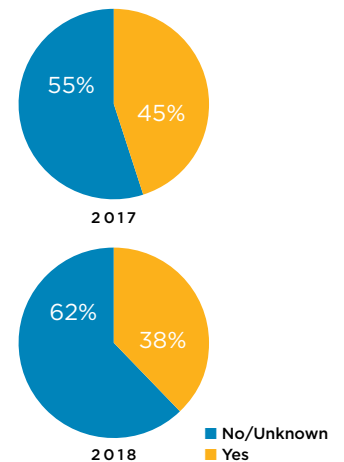
GEORGIA TRAFFIC DEATHS

YEARLY TOTAL AND COMPARISON

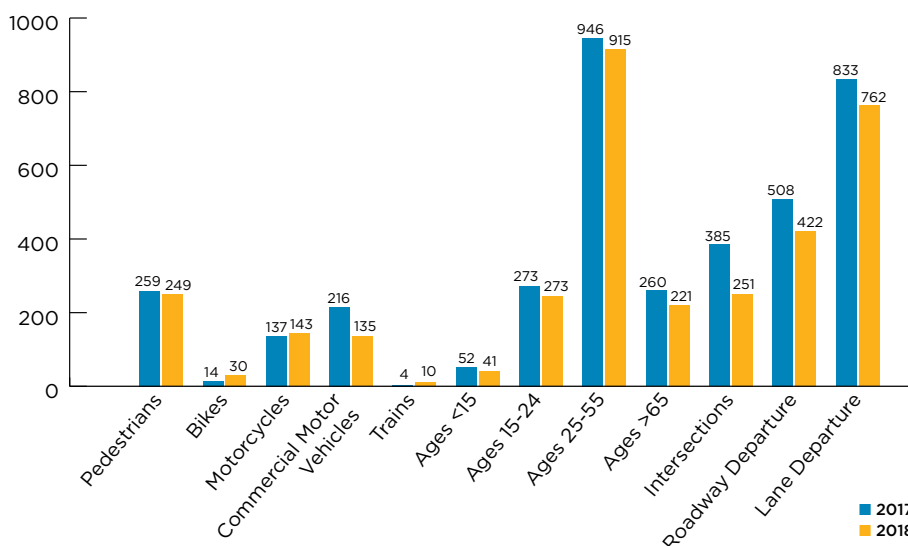
GDOT Office of Traffic Operations | Fatalities as of 12/31/2018



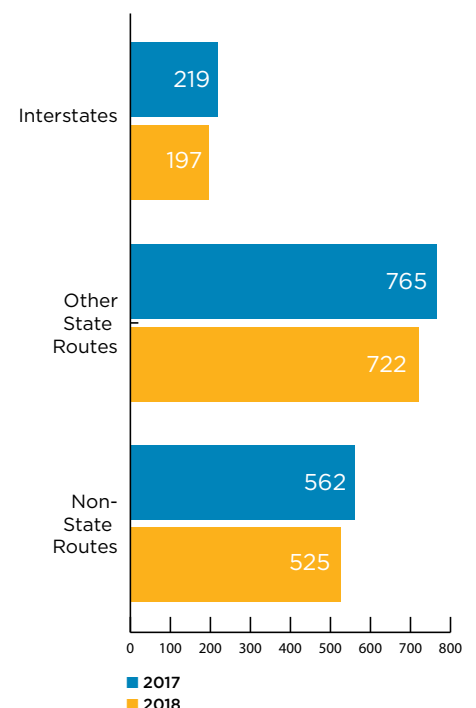
YTD SEAT BELT FATALITIES



YTD FATALITIES BY EMPHASIS TYPE



YTD FATALITIES BY ROUTE TYPE



2019-2021 Safety Performance Measures and Goals

The U.S. Department of Transportation (USDOT) established seven national performance goal areas in MAP-21 that were affirmed by the Fixing America's Surface Transportation (FAST) Act, one of which is safety. USDOT issued final rulemakings in March 2016 on Safety Performance Management (Safety PM) and the Highway Safety Improvement Program (HSIP). The Safety PM rule detailed the requirements for safety target setting. Annual safety targets are required for five performance measures, expressed as a five-year rolling average, and applicable to all public roads:

1. Number of fatalities.
2. Rate of fatalities per 100 million vehicle miles traveled (VMT).
3. Number of serious injuries.
4. Rate of serious injuries per 100 million VMT.
5. Number of non-motorized fatalities and non-motorized serious injuries.

Beginning in FY 2014, the NHTSA Uniform Procedures for State Highway Safety Grant Programs Interim Final Rule required States to include performance measures and data-driven targets for each measure. This requirement continues under the FAST Act and is reaffirmed in the NHTSA Interim Final Rule issued in May 2016. Three of the 15 required performance measures for SHSOs are common to those required for State DOTs: number of fatalities, fatality rate, and number of serious injuries. FHWA and NHTSA required identical targets for the three common measures. Annual target setting methods are coordinated with the SHSP multiyear goal setting approach.



Annual safety targets are required for five performance measures, expressed as a five-year rolling average, and applicable to all public roads.

Georgia's Governor's Strategic Highway Safety Plan FFY2019-2021 CORE PERFORMANCE MEASURES AND GOALS



To maintain the 5-year moving average **traffic fatalities** under the projected 2,050 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|--|----------|----------|-------|-------|-------|-------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average traffic fatalities | 1,304 | 1,376 | 1,501 | 1,652 | 1,835 | 2,050 |



TRAFFIC FATALITIES



To maintain the 5-year moving average **serious traffic injuries** under the projected 24, 229 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|--|----------|----------|--------|--------|--------|--------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average serious traffic injuries | 22,179 | 23,126 | 23,904 | 24,324 | 24,432 | 24,229 |



SERIOUS TRAFFIC INJURIES

SAFETY PERFORMANCE MEASURES



SERIOUS TRAFFIC INJURIES



To reduce the 5-year moving average **serious traffic injuries for every 100 million vehicle miles travelled** by 18% from baseline 19.6 (2012-2016) 5-year average to 16.1 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| 5-year moving average serious traffic injuries for every 100M VMT | 2016 19.6 | 2017 19.8 | 2018 19.6 | 2019 18.9 | 2020 17.7 | 2021 16.1 |

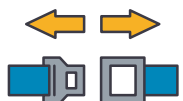


TRAFFIC FATALITIES



To maintain the 5-year moving average **traffic fatalities per 100M VMT** under the projected 1.51 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|
| 5-year moving average traffic fatalities per 100M VMT | 2016 1.14 | 2017 1.17 | 2018 1.23 | 2019 1.31 | 2020 1.40 | 2021 1.51 |



UNRESTRAINED TRAFFIC FATALITIES



To maintain the 5-year moving average **unrestrained traffic fatalities** under the projected 631 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| 5-year moving average unrestrained traffic fatalities | 2016 399 | 2017 423 | 2018 459 | 2019 507 | 2020 564 | 2021 631 |



ALCOHOL RELATED FATALITIES



To maintain the 5-year moving average **alcohol related fatalities** under the projected 658 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| 5-year moving average alcohol related fatalities | 2016 319 | 2017 357 | 2018 410 | 2019 478 | 2020 561 | 2021 658 |



SPEED RELATED FATALITIES



To maintain the 5-year moving average **speed related fatalities** under the projected 396 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
| 5-year moving average speed related fatalities | 2016 225 | 2017 245 | 2018 272 | 2019 306 | 2020 347 | 2021 396 |



MOTORCYCLIST FATALITIES



To maintain the 5-year moving average **motorcyclist fatalities** under the projected 164 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|
| 5-year moving average motorcyclist fatalities | 2016 142 | 2017 143 | 2018 147 | 2019 151 | 2020 159 | 2021 164 |



To reduce the 5-year moving average **un-helmeted motorcyclist fatalities** by 50% from baseline 8 (2012-2016) 5-year average to 4 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|----------|----------|------|-------|------|------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average un-helmeted motorcyclist fatalities | 8 | 7 | 6 | 6 | 5 | 4 |



UN-HELMETED MOTORCYCLIST FATALITIES



To maintain the 5-year moving average **young drivers involved in fatal crashes** under the projected 543 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|----------|----------|------|-------|------|------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average young drivers involved in fatal crashes | 164 | 169 | 176 | 186 | 394 | 543 |



YOUNG DRIVERS



To maintain the 5-year moving average **pedestrian fatalities** under the projected 285 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|----------|----------|------|-------|------|------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average pedestrian fatalities | 186 | 205 | 228 | 251 | 270 | 285 |



PEDESTRIAN FATALITIES



To maintain the 5-year moving average **bicyclist fatalities** under the projected 31 (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|--|----------|----------|------|-------|------|------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average bicyclist fatalities | 23 | 23 | 25 | 27 | 29 | 31 |



BICYCLIST FATALITIES



Increase the 5-year moving average **seatbelt usage rate** from 95.8% (2012-2016) to 97.7% (2017-2021) 5-year average by December 2021.

| PERFORMANCE MEASURE | BASELINE | ESTIMATE | | GOALS | | |
|---|----------|----------|-------|-------|-------|-------|
| | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
| 5-year moving average seatbelt usage rate | 95.8% | 96.9% | 97.4% | 97.8% | 97.9% | 97.7% |



SEATBELT USAGE

Emphasis Area Task Teams

The SHSP emphasis area task teams identify the top factors contributing to crashes in Georgia. Each emphasis area has one or more corresponding task team(s) and members consist of multiple safety “E” participation (education, enforcement, engineering, and emergency medical services). Task teams develop comprehensive safety recommendations along with corresponding programs to achieve crash reductions, injuries, and fatalities. Having this type of structure in place provides for immediate consideration of emerging safety trends, effective countermeasure approaches, and potential funding.

Impaired Driver Task Team

Description

The Impaired Driver Task Team is comprised of various State, Local and Regional Government entities along with various community based groups such as Mothers Against Drunk Driving (MADD), American Automobile Association (AAA) and several corporate based partners such as Lyft and Uber. We utilize data driven/evidence based programming to develop countermeasures that place an emphasis on impaired driving. We utilize a variety of social media and statewide media agencies to deliver our message.

Problem Identification

Impaired driving in Georgia continues to be an ongoing problem. In 2017, there were 366 fatalities attributed to a DUI driver in Georgia. This accounted for 24% of the fatalities in Georgia. Of the 366 fatalities, 248 was with a fatal crash involving a driver with a BAC of over .15. In 2017, 21% of the male drivers in a fatal crash had a BAC of over 0.08. (FARS) There were 22,955 DUI convictions in Georgia in 2017, 85% were first time DUI convictions. There were also 11,325 refusals in 2017. There was 6.7% decline in DUI convictions from 2016 to 2017. (DDS)

366

fatalities attributed to a
DUI driver in Georgia

24%

of all fatalities in Georgia

248

of the 366 fatalities
involved a driver with a
blood alcohol level over .15

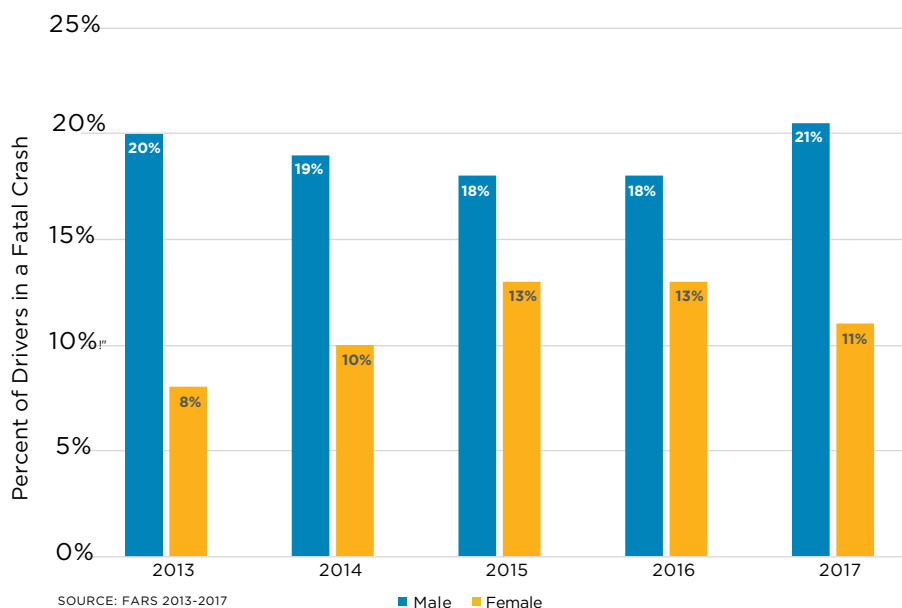
22,955

DUI convictions in
Georgia in 2017

6.7%

decline in DUI convictions
from 2016 to 2017.

Drivers in Fatal Crashes by Blood Alcohol Concentration
(BAC .08+) and Sex: Georgia, 2013-2017





Impaired Driver Objectives & Strategies

OBJECTIVE

Investigate opportunities to improve blood collection procedures

STRATEGY

Support use of municipal and county EMS personnel for blood collection (on-scene or at jail) through publication of model policies and education to EMS management partners.

OBJECTIVE

DUI Prevention: position impaired driving as negative and encourage DUI prevention

STRATEGIES

- Research and determine effectiveness of mandated DUI programs (DUI Defensive Driving Schools).
- Work with the Department of Education and Department of Public Health to initiate a review of health curriculum regarding teen driving.
- Work with the Department of Revenue- Alcohol and Tobacco Division to develop training for underage consumption.
- Research and implement roadway countermeasures that correspond with impaired driving.

OBJECTIVE

Improve/Update DUI training for Law Enforcement

STRATEGY

Investigate methods to increase officer buy-in on DUI enforcement efforts.

OBJECTIVE

Revise the Administrative License Suspension (ALS) process

STRATEGY

Identify what aspects of the ALS process need to be revised.



We utilize a variety of social media and statewide media agencies to deliver our message on impaired driving.

Occupant Protection Task Team

Description

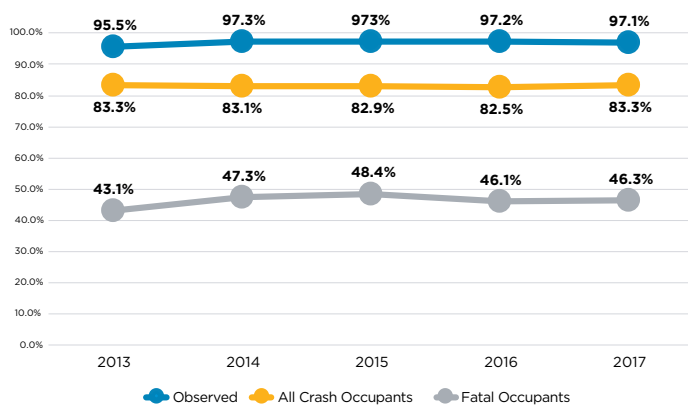
The Occupant Protection Task Team (OPTT) is comprised of several key agencies and organizations in Georgia committed to reducing deaths and injuries in all individuals from motor vehicle crashes (MVCs). The Governor's Office of Highway Safety in partnership with the Georgia Department of Public Health, Trauma, EMS, Georgia's

Department of Transportation, Shepherd Center, Children's Hospital of Atlanta, Emory University and several others support the ultimate goal of vision zero. The Occupant Protection Task Team focuses on evidence-based awareness campaigns, law enforcement partnerships, and targeted data analysis. The OPTT's goal is to ensure that all vehicle passengers are safe on Georgia's roadways and are taking the best actions to protect them and their families.

Problem Identification

In 2017, there were 1,057 passenger vehicle occupants killed on Georgia roadways. Of the 1,057 passenger vehicle occupants killed, 489 were unrestrained (43.8%) (FARS). For passenger vehicle occupants, 83.3% of all occupants involved in a crash were either wearing a seatbelt or in a child safety seat compared to 46.3% of the occupants killed.

**Georgia Passenger Vehicle Restraint Use Rate:
Georgia, 2013-2017**



Source: NOPUS, GDOT GA Crash data, FARS: 2013-2017

Occupant Protection Objectives & Strategies

OBJECTIVE

Increase seatbelt use on Georgia roadways

STRATEGIES

- Assist the GOHS during Child Passenger Safety Caravan events with representatives from each of the occupant safety focus grants and local representatives. OPTT wants to improve CPS public information, improve education programs and decrease child safety restraint misuse to communities most at risk.
- Work with law enforcement in GA on their campaigns and education relating to occupant protection. Training will occur for L.E. to increase their ability to identify gross misuse violations. OPTT will participate in statewide campaigns regarding occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
- Provide seatbelt messaging that targets high-risk groups and locations through the use of different channels. Partner with minority outreach organizations to enable stakeholder engagement.
- Collaborate with other agencies involved in collecting and reporting on MVC deaths and injuries to establish better outcome data to support strategies in occupant safety. Data will be utilized to create a revised occupant protection fact sheet. Multiple training workshops will be facilitated to update law enforcement on the new reporting requirements.

- Promote EMS-C activities as they incorporate occupant protection.
- Conduct joint task team meetings with Older Driver and Young Adult Task Teams

OBJECTIVE

Maintain child restraint use on Georgia roadways

STRATEGIES

- Implement and organize a revised system for uploading car seat inspection information to GOHS's and NHTSA's websites because of the additional support it provides for caregivers.
- Support the DPH CORE grant activities as they relate to occupant protection
- Support the CHOA CHIPP activities as they relate to occupant protection
- Support the Emory IPRCE activities as they relate to occupant protection
- Support the GIPAC activities as they relate to occupant protection
- Hold joint meetings with Older Driver and Young Adult Task Teams

OBJECTIVE

Support Occupant Protection programmatic activities in Georgiays

STRATEGY

Support the all Governor's Office of Highway Safety grantees including: Child Occupant Safety Project, Bryon Police Department, Camden County Sheriff's Office, DPH Older Driver, and Atlanta Fire and Rescue.

OBJECTIVE

Promote safe alternatives to transportation throughout the state

STRATEGY

Recruit Uber/Lyft to execute an awareness campaign with safety messaging about the importance of adult occupants always buckling up in the back seat.



1,057

passenger vehicle
occupants were killed on
Georgia roadways in 2107

489

of the 1,057 fatalities were
unrestrained. (43.8%)

Distracted Driving

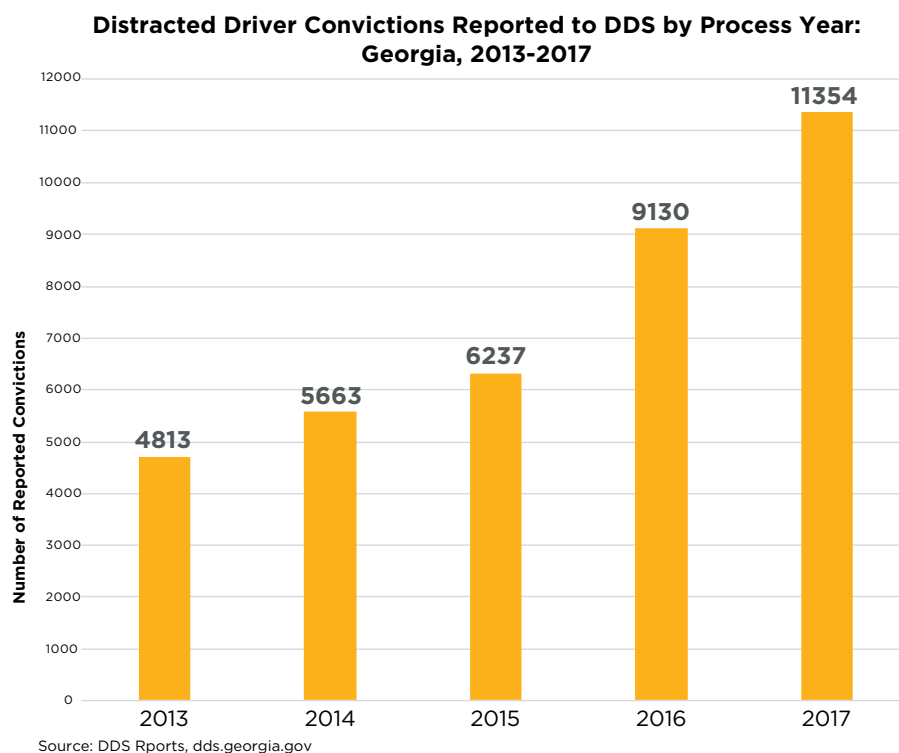
Description

The Distracted Driving Task Team (DDTT) was formed in 2015 and is comprised of members with diverse backgrounds and disciplines including public agencies, universities, law enforcement, engineering, media, law firms and other key organizations. The DDTT meets monthly and engages in discussions and research about how to effectively increase awareness of distracted driving and improve healthy driving behaviors. Each member is committed to working together to significantly reduce distracted driving as well as reducing overall vehicle crashes, injuries, and fatalities.

Problem Identification

The National Highway Transportation Safety Administration (NHTSA) defines distracted driving as “a specific type of inattention that occurs when drivers divert their attention away from the driving task to focus on another activity”. As technology has evolved over the last ten years, the nation has experienced an epidemic of handheld phone usage which has greatly contributed to increased distracted driving. Georgia’s case is exceptional. By 2016, auto insurance premium hikes has well exceeded the national average, reaching the attention of Georgia House Representative John Carson (R, Cobb). By 2017, a Georgia House Study Committee on Distracted Driving was assembled and a concise report was produced to quantify the reasons behind the unprecedented insurance premium hikes. (http://www.house.ga.gov/Documents/CommitteeDocuments/2017/Distracted_Driving/Final_Report_DistractedDriving.pdf)

As a result, the Study Committee supported the need to adopt a more clearly written, enforceable and robust law, and the House Study Committee report made it defensible. It was time to no longer accept the cultural norm of prolific distraction in Georgia, along with the alarming fatality rate. Thus, the Georgia Hands-Free law was enacted.





STRATEGIES

- Support an ongoing effort to provide law enforcement officers with regard to distracted driving.
- Facilitate training on Georgia's revised crash incident report to include identification of distraction as a casual crash factor.
- Map collision data for any reported crashes where distracted driving was a known contributing factor.
- Collect baseline driver behavior data through observational driving study.
- Identify funding sources for infrastructure improvements.
- Ensure regulation of roadside distractions to include animated advertising and message boards.
- Create distracted driving resource guide for parents of young drivers and adults.
- Create a unified distracted driving campaign.
- Establish a network of victims/and or perpetrators of distracted driving to bring awareness to the general public.
- Provide distracted driving kit to judges with fines and penalties.



As technology has evolved over the last ten years, the nation has experienced an epidemic of handheld phone usage which has greatly contributed to increased distracted driving.

Serious Crash Types

Intersection Safety Task Team

Description

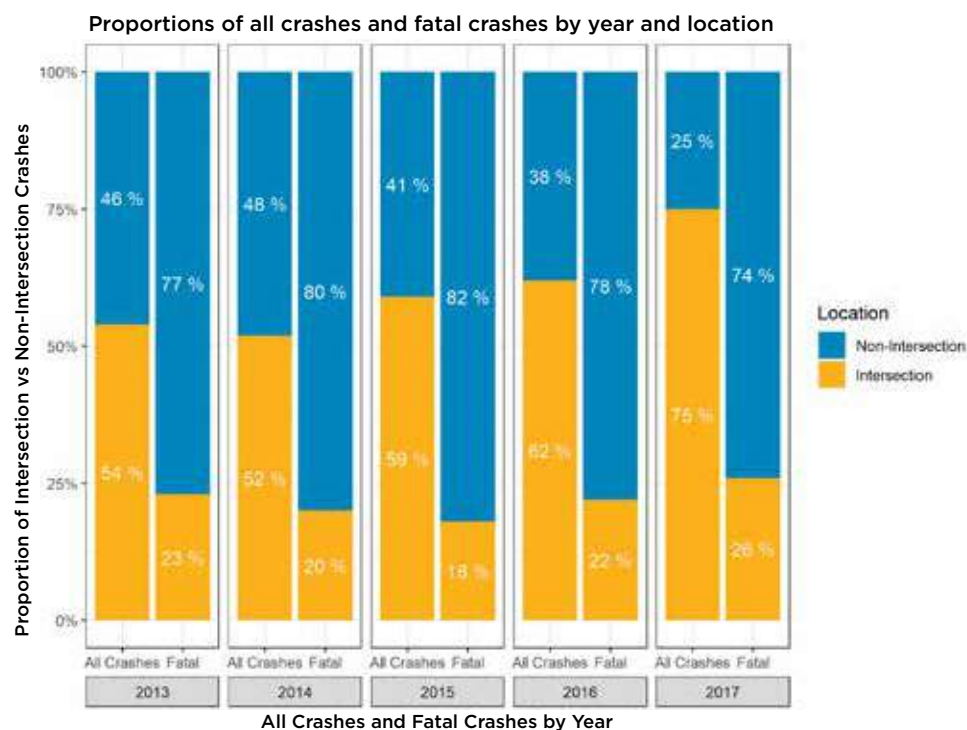
The Intersection Safety Task Team's vision is to reduce the number of fatal and serious injury crashes at intersections along all routes in the state of Georgia. The team works to identify low cost, high impact projects that will reduce the number of injuries and fatalities occurring at locations identified through a data driven approach that pose the greatest threat.

The Intersection Safety Task Team is comprised of Georgia Department of Transportation (GDOT) safety personnel, state safety professionals and other safety advocates. The purpose of the team is to identify and implement safety strategies using the 4 safety "E" approach; engineering, education, enforcement and emergency medical services.

Problem Identification

Because vehicle paths cross at intersections, a disproportional number of crashes occur at intersections as opposed to other places on the roadway network. Intersection crashes account for over a quarter of the fatal crashes on Georgia's roads. This percentage has fluctuated; but has had an upward trend over the past couple of years. Additionally, intersection related crashes account for 75% of total crashes in Georgia, up from 54% since 2013. The task team's main focus is reducing the number of fatal and injury crashes at Georgia's intersections. However, mitigating these crashes also has an economic impact as intersection related crashes cost the state millions annually in personal injury and property damage as well as contribute to Georgia's insurance rates being some of the highest in the nation.

Location: Non-Intersection vs. Intersection Georgia, 2013-2017



Source: GDOT Crash Data: 2013-2017

Intersection Safety Objectives & Strategies

OBJECTIVE

Move to a more data driven approach to choosing safety projects by developing tools to rank intersections by safety metrics

STRATEGIES

- Pull Crash Data for last 5 years from GEARS for the entire State.
- Generated ranked lists of intersections that can be sorted by county, GDOT district and city.
- Create GIS mapping component that can assist in choosing intersections for improvement.
- Use the data developed in strategies 1-3 to develop a better understanding of crash causes and ways to mitigate crashes.

OBJECTIVE

Safety Audit of Existing Intersections

STRATEGIES

- Perform a safety audit of existing signalized intersections to determine safety performance and possible safety improvements.
- Perform a safety audit of existing roundabout intersections to determine safety performance and possible safety improvements.
- Make recommendations for improvements based on strategies 1-2, including maintenance requests and quick response projects to be provided to the GDOT districts.
- Research into signal timing including pedestrian intervals, enforcement during special events, review of setback loops, all red/yellow intervals and supplemental signals to determine possible areas for improvement.

OBJECTIVE

Implement Intersection Control Evaluation (ICE) Policy

STRATEGIES

- Review existing ICE policy and submit updates for approval and publication.
- Review existing ICE tool and continue to develop the efficiency and functionality of the tool. Continue maintenance and support for ICE tool.
- Conduct training on ICE policy and tool for GDOT internal and external audiences including, consultants, local governments, developers, regional commissions etc.
- Introduce ICE to elected officials, to include searching out opportunities to present at mayor's and county commissioner's association meetings.



75%

Percentage of all crashes that are intersection-related.

21%

Increase in all intersection-related crashes from 2013-2017.



Intersection Safety Objectives & Strategies (cont.)

OBJECTIVE

Investigate enforcement and EMS opportunities to mitigate intersection related safety issues

STRATEGIES

- Have discussions with law enforcement and discuss their perspective on violations at traditional intersections.
- Have discussions with law enforcement regarding citations at roundabouts and explore outreach and educational opportunities for officers regarding roundabouts and alternative intersections.
- Work on outreach, recruitment, and membership on the task team for law enforcement and EMS such as though presentations at conferences such as the Chief's Conference.
- Investigate opportunities for strategies relates to EMS such as safety for personnel working intersection related crashes.

OBJECTIVE

Training on alternative intersections

STRATEGIES

- Develop GDOT specific guidelines for roundabouts, including additional details.
- Develop computer lab training course on roundabouts that will be taught quarterly.
- Work with LTAP to provide a training course for local agencies.
- Work to advertise opportunities for training including courses taught by GDOT, courses taught by others, and webinar opportunities.
- Host a summit for contractors on alternative intersections to gain a better understanding of the challenges of staging and constructing alternative intersections and to brainstorm and document best practices.

Roadway Departure Task Team

Description

The Roadway Departure (RWD) Task Team is a multi-disciplinary team tasked with developing safety improvement recommendations and to reduce the number of fatal and serious injury roadway departure crashes along all routes in the state of Georgia. The team is comprised of several key agencies and organizations in Georgia and incorporate the 4 safety “E” approach into recommendations. The team works to create and maintain a consistent dialogue of idea sharing and cross disciplinary education regarding RWD crash prevention.

Problem Identification

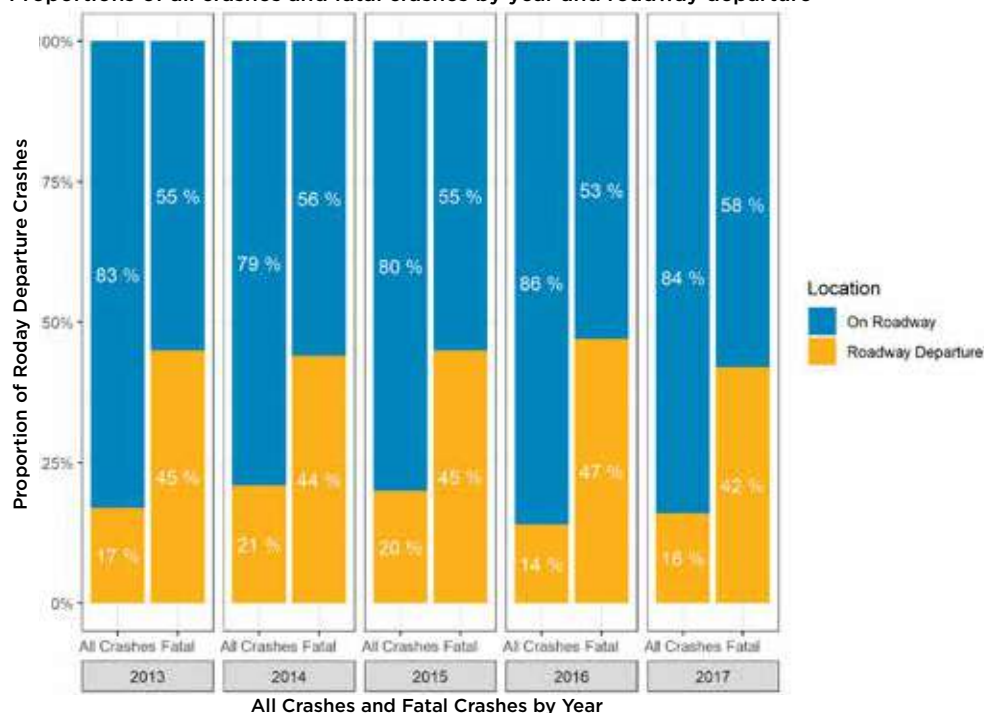
Each year roadway departure crashes account for more than half of the highway fatalities in the United States and nearly half in Georgia. FHWA defines a roadway departure crash as: A crash in which a vehicle crosses an edge line, a center line, or otherwise leaves the traveled way. Three emphasis areas account for more than 70 percent of all roadway departure fatal crashes: overturns, opposing direction, and fixed objects. While only about 20 percent of all motor vehicle crashes are roadway departure; typically, more than 40 percent of the state’s fatality crashes are roadway departures.



Each year roadway departure crashes account for more than half of the highway fatalities in the United States and nearly half in Georgia.

Location: On Roadway vs. Roadway Departure Georgia, 2013-2017

Proportions of all crashes and fatal crashes by year and roadway departure





Roadway Departure Objectives & Strategies

OBJECTIVE

Continuously evaluate Georgia's Roadway Departure Safety Implementation Plan to determine if strategies and approaches should be modified or updated

STRATEGY

- Assemble a multi-discipline task team who can review the SHSP plan from their unique perspectives and offer their critique as well as new ideas. Recruit volunteers from these state offices and private sector: GDOT Roadway Design; GDOT District Maintenance; GDOT Materials and Research New Product Evaluation; Georgia State Patrol Specialized Collision Reconstruction Team; private sector transportation forensics engineers etc.

OBJECTIVE

Develop timeliness for the re-evaluation if roadway departure crash totals after project completion.

STRATEGIES

- Stay in contact with GDOT district offices and/or project managers to stay abreast of sharp curve treatment project completions dates, as well as the completion of quick, low cost countermeasure implementation by GDOT district maintenance offices, so that crash data before and after completion dates can be determined.
- Determine a measure of effectiveness scoring system that would be used in a before and after comparison.

OBJECTIVE

Evaluate Georgia's moderately used countermeasures. These countermeasures include but are not limited to the following: florescent yellow warning signs and inlaid pavement markings in advance of curves; lateral transverse grooves on poorly drained concrete pavements; traffic calming countermeasures; and use of raised thermoplastic rumble strips in urban areas.

STRATEGIES

- Create a list of contacts containing Specialized Collision Reconstruction Team (SCRTs) officers from GSP as well as the local county and city police agency officers who would have access to detailed RWD fatality accident reports and make them available to the RWD task team and GDOT
- Encourage law enforcement to include more 'contributing factors' information in crash reports. Such as: DUI info; distracted driving circumstances; vehicle malfunction or tire tread conditions

OBJECTIVE

Outreach

STRATEGIES

- Coordinate joint task team meetings with Older Driver, Young Driver, Occupant Protection, Distracted Driving and Impaired driving
- Engage the community on work being done by the task team

Age Related Issues

Young Adult Driver Task Team

Description

The Young Adult Driver Task Team (YADTT) is comprised of several key agencies and organizations in Georgia committed to reducing young adult morbidity and mortality due to motor vehicle crashes. The Governor's Office of Highway Safety in partnership with the Department of Driver Services, Trauma, EMS, AAA, The Department of Public Health, the Department of Transportation and Shepherd Center subscribe to the ultimate goal of vision zero. With an emphasis on evidence-based programming, this task team recognizes the increased risk of death and injury young drivers face. We also strive to communicate effectively with the population we are looking to protect by using social media and mass media campaigns.

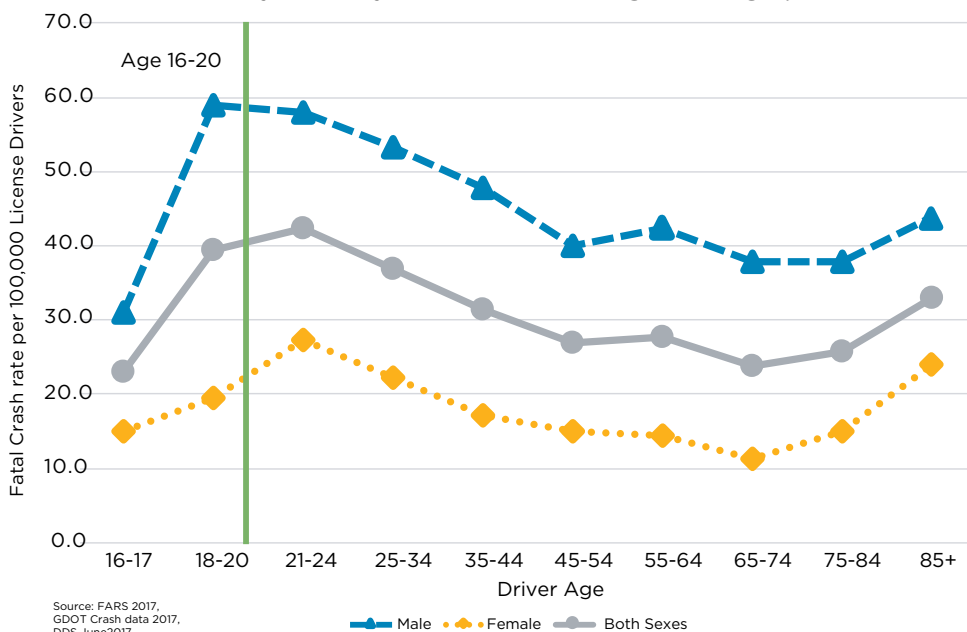
Problem Identification

Teens are a vulnerable population when it comes to driving- as car crashes are the biggest killer of young adults. High-risk behavior, texting while driving, impaired driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways. While roadway fatalities had been decreasing for the last decade, there has been a significant uptick nationwide and at home in the last few years, especially in Georgia. In 2017, there were a total of 202 fatalities in Georgia that involved young drivers ages 15-20, this represents 13% of all fatalities. Over the years, this number has increased by 15% from 175 fatalities in 2013. In Georgia, this represents 13% of all fatalities. The number of drivers between 15 and 20 years of age involved in fatal crashes in 2017 was 187. Male young drivers age 18 and 20 had the highest fatality crash rate per 100,000 license driver.

13%

Fatalities in Georgia that involve young drivers.

Fatal Crashes involving a Young Adult Driver
Fatality Rate by Sex and Driver Age: Georgia, 2017



Young Adult Task Team Objectives & Strategies

OBJECTIVE

Change teen norms around texting, and other forms of distracted driving using peer programs, and positive social norm campaigns- Teens in the Driver's Seat, Cinema Drive, AutoCoach, SADD

STRATEGIES

- Identify new evidence-based programs
- Continue to support schools/community groups enrolled in Teens in the Driver's Seat
- Continue to support Cinema Drive in schools throughout GA

OBJECTIVE

Improve data available for analyzing young driver crashes and eventually evaluating the effectiveness of occupant protection, injury prevention and driver education programs

STRATEGIES

- Develop a relationship and partner with State and local agencies to collect and monitor data on YAD such as DDS, GOHS, YRBS, CDC, OASIS/ Dept. of Public Health
- Map the data to identify hot spots for YAD crashes
- Identify questions/ review data on YRBS
- Create and periodically update a Young Adult Driver Fact Sheet

OBJECTIVE

Increase parental involvement and increase compliance on GDL

STRATEGY

- Promote evidence-based parent involvement programs, AutoCoach, CDC's Parents are the Key, Checkpoints, PRIDE, and Share the Keys

OBJECTIVE

Social Media

STRATEGIES

- Identify existing platforms for social media messaging
- Use Social Media to target teens, using social norms messaging

OBJECTIVE

Outreach

STRATEGIES

- Coordinate joint task team meetings with Older Driver, Occupant Protection, Distracted Driving and Impaired driving
- Engage the community on work being done by the task team



High-risk behavior, texting while driving, impaired driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways.

Older Driver Task Team

Description

The older driver task force is part of the Georgia older driver safety program. The task force goal is to reduce older driver injuries and fatalities through safer roadways, education and training, and improved mobility options. The program utilizes a public health approach to develop collaborative relationships and processes to determine appropriate educational, environmental, and policy interventions for health and safety professionals, as well as the public.



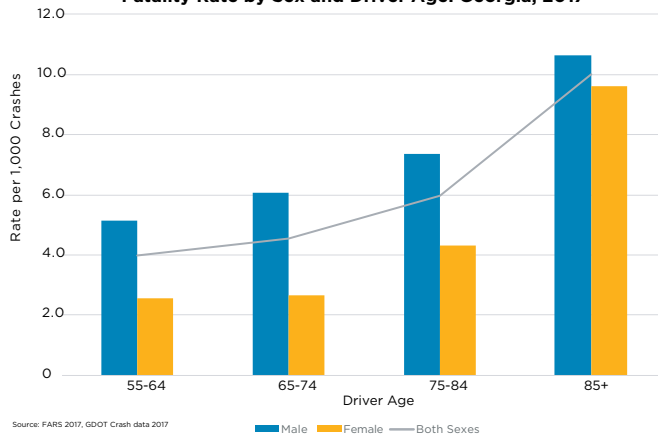
Problem Identification

Ten thousand baby boomers turn 65 each day. One in five Americans will be age 70 or older by the year 2050. Georgia is anticipated to have one of the largest populations of residents, 65 years of age and older, in the Southeast Region. The changing demographics of the U.S. aging population and rapid population growth in Georgia pose significant implications for highway safety and mobility of an aging population.

Older adults in the U.S. live longer, spend more time driving, and travel more often than previous generations. In Georgia, drivers age 65 and older had a 7% increase in the number of license drivers from 2015 to 2017 (DDS). With more licensed drivers on the road, it is critical to address the potential safety issues for the aging population. The general decline of physical health (e.g., reduced bone density), vision and motor skills (e.g., reaction time) associated with aging can make it difficult to navigate the roadways safely. These declines are complicated by additional declines in cognition from disease or medication and increases 55+ road users' susceptibility to injury or death in a crash.

In 2017, 13% of the fatal crashes in Georgia involved a driver age 65 older and 9% of all motor vehicle crashes. This resulted in the highest fatality crash rate per 1,000 crashes for those drivers involved in a fatal crash, increasing with age. Males over 85 years of age had the highest fatality crash rate. Nearly two thirds (62%) of the older drivers age 65 and older that were involved in a fatal crash died on Georgia roadways, even though they had the highest restraint use rate of 72%. In comparison, only 46% of the drivers age 55-64 died that were involved in a fatal crash.

Fatal Crashes involving an Older Driver
Fatality Rate by Sex and Driver Age: Georgia, 2017



VISION

Georgia will take decisive and sustained action toward zero deaths

MISSION

Georgians:
Getting Older,
Getting Wiser,
Staying Mobile

GOAL

To reduce older driver injuries and fatalities through safer roadways, education and training, and improved mobility options.

Older Driver Task Team Objectives

- Promote safe driving among aging road users
- Work with partners to address older adult mobility issues and improve access to mobility options for Georgia.
- Address the knowledge gaps regarding older driver safety among traffic engineers and highway designers.
- Improve data and data analysis
- Foster partnerships & collaboration, increase knowledge about older driver safety concerns and available resources.



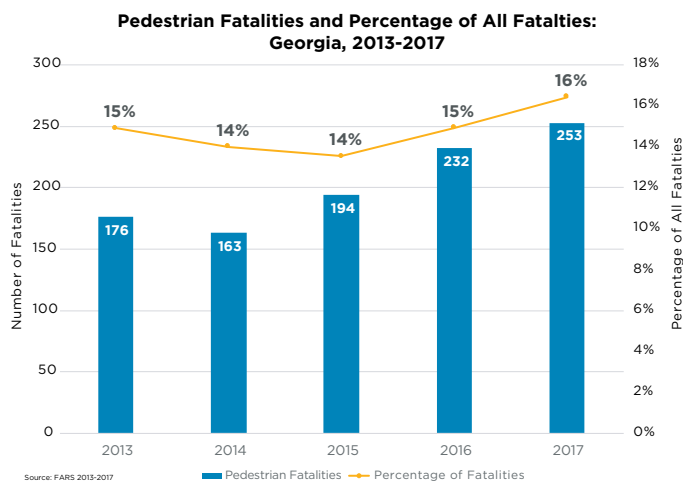
Non-Motorized Users

253

Pedestrians were killed on Georgia roadways in 2017.

44%

Increase in pedestrian fatalities from 2013-2017.



Pedestrian Safety Task Team

Description

The pedestrian safety task team is a multi-disciplinary group of professionals and citizens dedicated to learning and conversing about ways to make the state of Georgia safer and more accessible for pedestrians. The team also develop the vision, goals, and strategies for pedestrian safety in the SHSP and is the key stakeholder group for the development of the Pedestrian Safety Action Plan (PSAP).

Problem Identification

From 2013-2017, a total of 1,018 pedestrians were killed on Georgia roadways. In 2017, Pedestrian occupants accounted for 16% of the fatalities in Georgia, but less than 1% of all traffic occupants. Pedestrian deaths are trending upwards from 2013-2017, rising by 44% over the 5-year period.

Pedestrian Safety Task Team Strategies

- Conduct road safety audits and implement pedestrian improvements on streetscape
- Develop procedures for incorporating pedestrian safety improvements into maintenance projects on high risk pedestrian corridors.
- Develop methodology to identify midblock crossing locations and treatments to increase pedestrian safety and compliance.
- Allocate target level of HSIP, 402, 405b, regional, and local funds to pedestrian safety projects.

Bicycle Safety Task Team

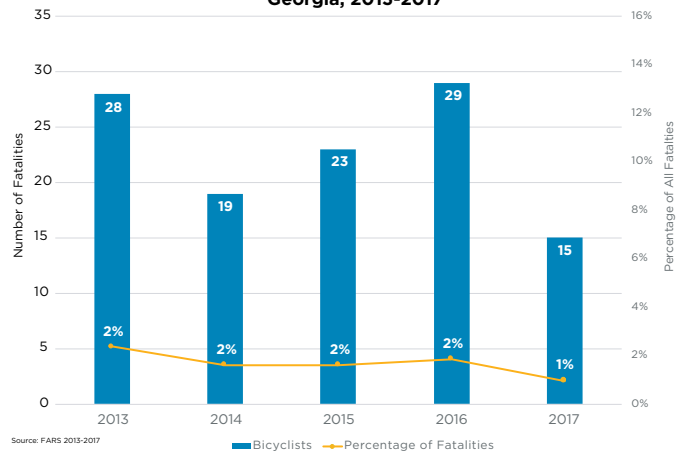
Description

The bicycle safety task team is a multi-disciplinary group of professionals and citizens dedicated to learning and conversing about ways to make the state of Georgia safer and more accessible for bicycles. The team also develop the vision, goals, and strategies for bicycle safety in the SHSP and is the key stakeholder group for the development of the Bicycle Safety Action Plan (BSAP).

Problem Identification

Bicycle crash data provides valuable information that can inform safety objectives and actions taken as a part of a statewide plan. When and where casualties and fatalities are occurring, who is being hit, and other pieces of crucial information can assist with making important determinations concerning appropriate counter-measures and solutions. From 2013-2017, a total of 114 bicyclists were killed on Georgia roadways. In 2017, 15 bicyclists were killed and accounted for 1% of the fatalities in Georgia.

Bicyclist Fatalities and Percentage of All Fatalities: Georgia, 2013-2017



Bicycle Safety Task Team Strategies

- Conduct road safety audits and implement bicycle improvements on streetscape
- Develop and implement procedures for incorporating bicycle safety improvements into maintenance projects on corridors identified by crash data as high-risk for bicyclists.
- Use data on injury outcomes of bicyclists involved in collisions who are taken to hospitals and trauma centers to guide safety improvements.
- Develop and implement targeted campaign on the “3ft passing law” and include questions on this law in the drivers permit test.

114

Bicyclists were killed on Georgia roadways between 2013-2017



Photo by: Laura Sandt

Vehicle Type Commercial Motor Vehicle Safety (Heavy Trucks) – Motor Carrier Compliance Division

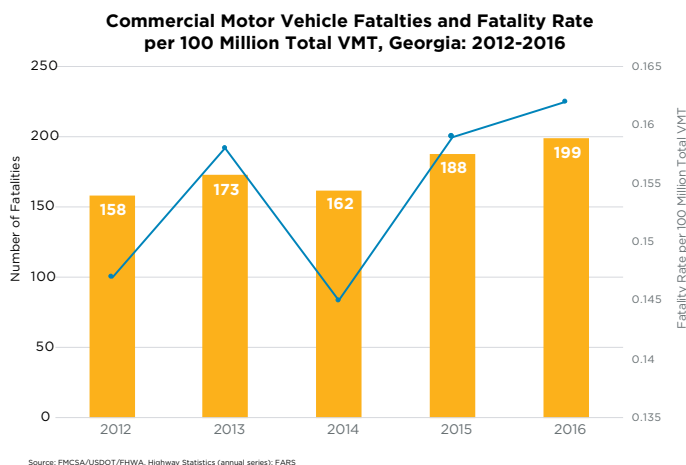
Description

The Georgia Department of Public Safety (DPS) is the lead agency for the Motor Carrier Safety Assistance Program (MCSAP) in Georgia. The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for the implementation of, and compliance with, the MCSAP guidelines in the state of Georgia.

Problem Identification

Georgia has experienced unparalleled economic and industry growth in recent years. Growth in the logistics and transportation sector has added new demands on an aging infrastructure and overcrowded roads. The expansion of the Savannah Port, which is already the second busiest port on the East Coast, is expected to increase truck traffic by 50% in less than 10 years.

In 2016, Georgia accounted for 199 commercial motor vehicle (CMV) fatalities that included large trucks and bus crashes on Georgia roadways (FMCSA). Vehicle 100 Million Miles Traveled (VMT) data shows Georgia experienced a 10% increase in VMT from 2012 to 2016. Georgia was ranked 4th in the Nation for fatal crashes involving commercial motor vehicles.



Motor Carrier Compliance Division Strategies

- Traffic enforcement violations have increased 20% since 2014.
- Inspection activity has increased 20% since 2014.
- A new analytics program, currently in beta testing, maps crash locations and puts real-time crash data in the hands of region commanders so they can schedule resources when and where crashes are happening.
- Enforcement personnel recruiting focuses on hiring experienced officers and new training program, will provide MCCD officers with a level of training not previously available.
- MCCD has put commercial motor vehicle safety in spotlight for the 2019 Georgia SHSP by taking an active role in the development of the plan.
- Perform judicial outreach functions with those who are in authority to adjudicate citations on CMV drivers who are engaged in unsafe driving behavior.
- Added a CMV component to the new crash report training to educate other law enforcement officers on properly identifying CMVs on crash reports.
- Established a quality control team to perform internal audits of inspections and make training recommendations based on the team's findings.
- Offer CMV awareness and



enforcement training, free of charge to city and county law enforcement agencies.

- Revamp Public Information Education (PIE) materials with plans for greater outreach opportunities.
- Participates actively in Operation Safe DRIVE, a multistate high visibility, crash elimination effort on a major interstates such as: I-95, I-85, I-75, and I-20.



Motorcycle Safety Task Team

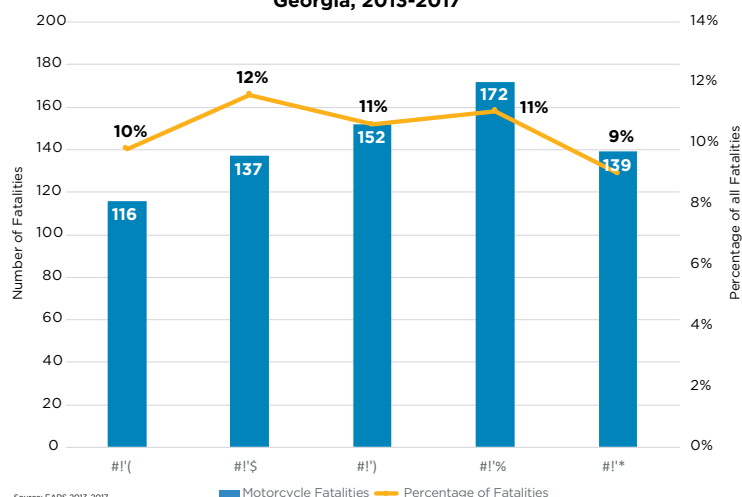
Description

The Motorcycle Safety Task Team is comprised of educators, public safety officials, emergency and medical personnel, and private citizens dedicated to improving the safety of motorcyclists and reducing the number of injuries and fatalities of the same.

Problem Identification

The year 2016 saw 172 motorcycle fatalities in Georgia. In 2017, that number decreased to 139. From 2013 to 2017, motorcycle fatalities in Georgia account for on average 10% of all motor vehicle fatalities. However, according to the Department of Revenue, 2% of registered motor vehicles in Georgia are motorcycles. Thus, motorcyclists make up 2% of the driving population, and account for 10% of the total motor vehicle fatalities. These numbers point to a continuing issue with motorcycle safety in Georgia.

Motorcycle Fatalities and Percentage of All Fatalities: Georgia, 2013-2017



Motorcycle Safety Task Team Strategies

- Develop specific and desirable public information and education materials for targeted audiences.
- Identify specific problems and target the audiences most effected by the issue and create appropriate public campaigns to educate accordingly.
- Utilize passive education by using all Department of Driver Services (DDS) Customer Service Centers (CSCs), Governor's Office of Highway Safety (GOHS), and other Public Health & Safety agencies to disseminate literature to target audiences.
- Increase participation in motorcycle classes by all motorcyclist.

139

Motorcyclists were killed on Georgia roadways in 2017.

10%

of all motor vehicle fatalities were motorcycle fatalities.



415

Licensed Service
Providers

3,631

Licensed Aircraft/
Vehicles

40

Aircraft Piloted By 5
Air Ambulance Services

2,579

Ground Ambulances
Used By 302 Services

995

Response Vehicles
Used By 98 First
Responder Services

20

Neonatal Specialty
Care Ambulances
Providing Care Through
10 Services

22,903

Active Licensed Medics



Georgia Office of EMS and Trauma

The mission of the Georgia Office of EMS and Trauma is to encourage, foster, and promote the continued development of an optimal system of emergency medical and trauma care which provides the best possible patient outcome. To accomplish its mission, the Georgia Office of EMS and Trauma utilizes ten regional EMS offices to provide statewide coordination and leadership for the planning, development, and implementation of Georgia's prehospital care system.

The Georgia Office of EMS and Trauma responsibilities include:

- The development of regional zoning plans for the distribution of requests for emergency ambulance service received through public safety answering points;
- The development and review of statewide standards of prehospital EMS and trauma center designations; and
- The designation and re-designation of trauma centers to ensure compliance with the minimum standards established by the American College of Surgeons Committee on Trauma.

The Georgia Office of Emergency Medical Services and Trauma licenses 415 service providers and 3,631 licensed aircraft/vehicles:

- Air ambulance services - 5 services with 40 aircraft.
- Ground ambulance services - 302 services with 2,579 ambulances.
- Medical first responder services - 98 services with 995 response vehicles.
- Neonatal ambulance services - 10 services with 20 specialty care ambulances.

Additionally, the Georgia Office of EMS and Trauma has 22,903 active licensed medics, with 1,000-2,000 new medics licensed every year.

The Georgia Office of EMS and Trauma also secures and administers the on-going funding needed to collect and aggregate Georgia's EMS and trauma registry data. In support of its mission and responsibilities, the Georgia Office of EMS and Trauma has implemented the Georgia Emergency Medical Services Information System (GEMSIS), and upgraded it to the latest version of the National Emergency Medical Services dataset (Version 3.4). <https://dph.georgia.gov/EMS>

Georgia Emergency Medical Services Information System

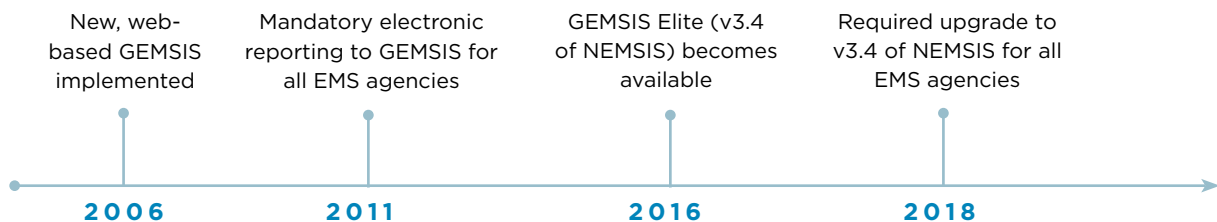
GEMSIS, Georgia's statewide Emergency Medical Services data system, is an electronic system that provides timely, accurate and efficient data from the EMS patient care reports. The goal of GEMSIS is to develop an effective and efficient statewide infrastructure, data collection and reporting, evaluation and quality improvement initiative that focus 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.

Emergency Medical Services for Children is also a specific consideration; GEMSIS provides the methodological and data foundations needed to advance this important area. This system directly supports the analysis of statewide data and supports Emergency Medical Services for Children Grant initiatives.



The goal of GEMSIS is to develop an effective and efficient statewide infrastructure, data collection and reporting, evaluation and quality improvement initiative that focus on Emergency Medical Services as an integrated component of the overall healthcare system.

Timeline of Data Reporting Requirements to GEMSIS/GEMSIS Elite



GEMSIS is an ambitious plan with clear priorities for infrastructure improvement. Objectives achieved to date include electronic reporting patient care reports and web based direct entry.

There are nearly 21 million records in GEMSIS and over 1.6 million in GEMSIS Elite. For 2018, GEMSIS contains 388,712 records, and GEMSIS Elite contains 1.69 million. GEMSIS Elite allows for more consistent and real-time data reporting, as well as the ability to apply business validation rules that allow for a more robust data set.

The provision for web-based content, information, and web-based information dissemination are in place and being utilized by the EMS agencies. Each EMS agency has the ability to use the reports on GEMSIS/GEMSIS Elite to present to their local county commissioners or to obtain funding for needed equipment. The best way to reach our goal of accurate, reliable data is for those submitting it to actually use it. If the data has value to them then they will correct it. GEMSIS Elite produces a secondary benefit of ensuring database stability. If the EMS providers use the data, they will be sure to continue submitting and correcting their data. At this time almost 65 percent of the EMS and First Responder agencies are routinely using GEMSIS reports either for PCR quality review or for agency needed activities. Our goal is to increase data usage by EMS providers each year to ultimately have 75 percent of the reporting agencies actively utilizing GEMSIS reports thus greatly increasing database accuracy.



#1

Trauma is the number one killer of Americans between the ages of one and 44, and the number three cause of death across all age groups.

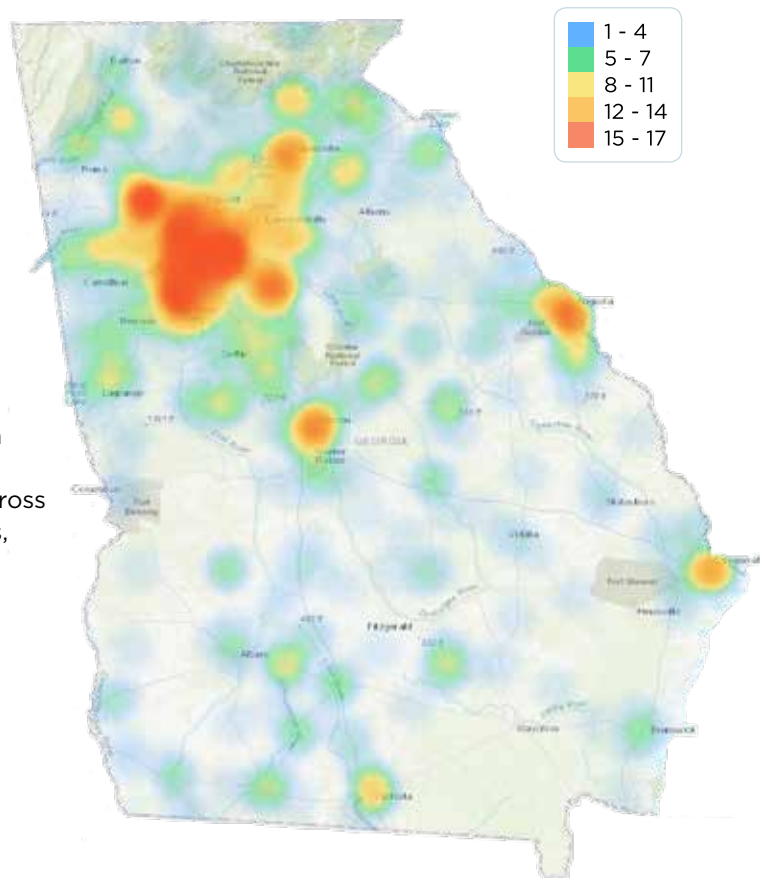
Severe, Likely Fatal, Fatal Motor Vehicle Collisions for 2018, as Reported in GEMSIS Elite

As the only source for EMS data in Georgia, GEMSIS has been able to provide information to a number of researchers and agencies including the Georgia Trauma Commission. Through GEMSIS the number and severity of injuries as well as the response times for those injuries was made available to them. In addition we are exploring collaboration with the Georgia Department of Transportation to provide them with clinical information on the severity of the injury for motor vehicle crash injuries.

Funding for the support of GEMSIS/GEMSIS Elite has been awarded by the Governor's Office of Highway Safety and the Georgia Department of Transportation. This allows for the continuation of GEMSIS/GEMSIS Elite and periodic improvements to increase data accuracy and timeliness.

The Georgia Office of Emergency Medical Services and Trauma began utilizing Digital Innovations, formally National Trauma Registry American College of Surgeons (NTRACS) in 2002, at 31 designated trauma centers and specialty care centers as well as several non- designated hospitals. The State of Georgia also submits data to the National Trauma Data Bank (NTDB). The Georgia Trauma Registry has been recognized statewide, as well as nationally, as a leader in validated injury data. Georgia is one of only a few states that utilize a single registry for all of the participating trauma centers. Performance improvement within the designated trauma centers is driven by data collected in the trauma registry.

The Georgia Trauma Registry needs to expand so that all acute care health facilities that receive injured patients that meet trauma criteria can participate in an optimal system of patient care and provide data. Expanding the system in Georgia offers a tremendous opportunity for protecting the health of every Georgia resident and visitor in our State. Trauma is the number one killer of Americans between the ages of one and 44, and the number three cause of death across all age groups. Trauma survivors, regardless of age, often face intensive rehabilitation, lifelong disabilities, and increasingly expensive long term care.



Georgia Trauma Commission

In 2007, the Georgia Legislature through Senate Bill 60 established the Georgia Trauma Care Network Commission (“The Trauma Commission”). The bill charges the Trauma Commission to create a trauma system for the State of Georgia and to act as the accountability mechanism for distribution of trauma system funds appropriated each fiscal year by the legislature.

In February 2009, the Trauma Commission approved a vision for the Georgia Trauma System and identified steps to move forward over a five-year period from 2009 through 2014. Pursuant to review of Georgia’s trauma system plan that defines the system, its subsystems and structure, and establishes procedures and standards for implementation, monitoring and system performance improvement. It is also essential that the Georgia Office of Emergency Medical Services and Trauma support the trauma system plan through established trauma system rules and regulations providing for system accountability, oversight and compliance to a statewide standard of care.

The Trauma Commission’s vision also identifies the need for a statewide trauma regionalization system. It is envisioned that each region will represent a trauma service area, which will accommodate overlapping and traditional patient catchment areas, transfer patterns, long-standing geographical service regions, and the locations of the state’s major trauma centers.

Each regional trauma system will operate accordingly to a Regional Trauma System Plan developed by the Regional Trauma Advisory Committee (RTAC) and approved by the Trauma Commission and monitored by the Georgia Office of Emergency Medical Services and Trauma. The plan will organize existing and identify additional resources needed to provide a comprehensive trauma care system to care for trauma patients from the moment of injury through rehabilitation. The Committee will develop data driven injury prevention programs appropriate for the local community and provide regional system performance improvement and system plan maintenance.

A regional plan is to be developed by each Committee using the guidance provided in the Regional Trauma System Planning Framework. The Framework is a planning guide for the development of regional plans. Within the Framework is guidance on the components, organization and function of regional trauma systems, as well as an appendix on the suggested Plan development process.

As of January 2019, there are Regional Trauma Advisory Committee approved plans in EMS Regions 1, 2, 3, 4, 5, 6, 8, 9 and 10. EMS Region 7 is in a developmental stage.



In 2007, the Georgia Legislature through Senate Bill 60 established the Georgia Trauma Care Network Commission (“The Trauma Commission”).

Georgia Traffic Records Program

The Georgia Traffic Records Program mission is to maximize the overall quality of safety data and analysis based on State traffic records data across all six core systems: crash, vehicle, driver, roadway, citation & adjudication, and injury surveillance. There are also six performance attributes to measure data quality of traffic records data: timeliness, completeness, accuracy, uniformity, integration, and accessibility.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of having the top executives of all state agencies and other stakeholders in highway safety collaborate to set policies and guidelines for the future of the TRCC and Georgia's traffic records systems.

The TRCC is comprised of an executive level and an operational level (referred to as the TRCC Technical Committee) as recommended by the National Highway Traffic Safety Administration (NHTSA). This structure allows a working group of highway safety professionals to identify issues and potential collaborations and forward them to the executive level for policymaking and priority setting.

Program Goals

- Increase the percentage of law enforcement agencies using the revised MMUCC compliant crash report for the performance period to 90% by performance period ending Dec 31, 2019.
- Improve access to crash data to support our shared vision of zero deaths.

Problem Identification

Motor vehicle traffic in Georgia reflects the State's unprecedented population growth and increases in the numbers of vehicles on the roads. Changes in Georgia's crash death rate per vehicle miles traveled yields a more comprehensive understanding of the State's crash problems.

There is a need to improve the state's motor vehicle crash report in order to support the necessary research to support our Vision Zero mission. The improved crash report will support further development and maintenance of our GEARS crash database. By working with our entire safety community we will develop a repository of timely and

ANNUAL DATA

| Performance Measures | 2007 | 2008 | 2009 | 2010 | 2011 |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|
| Number of fatalities | 1641 | 1495 | 1292 | 1247 | 1226 |
| Number of serious injuries | 12,620 | 11,729 | 12,482 | 14,696 | 17,898 |
| State ADVMT | 305,327,543 | 297,362,000 | 298,892,000 | 306,056,000 | 295,733,000 |
| Fatality rate (per HMVMT) | 1.472 | 1.377 | 1.184 | 1.116 | 1.136 |
| Serious injury rate (per HMVMT) | 11.324 | 10.807 | 11.441 | 13.155 | 16.581 |
| Pedestrians Fatalities | 154 | 147 | 152 | 168 | 130 |
| Pedalcyclist Fatalities | 15 | 20 | 21 | 18 | 14 |
| Other Fatalities | 3 | 5 | 5 | 6 | 8 |
| Non Motorized Serious Injury | 350 | 350 | 350 | 472 | 586 |
| Non Motorized Total | 522 | 522 | 528 | 664 | 738 |
| | 172 | 172 | 178 | 192 | 152 |

accurate motor vehicle crash data. This information is vital to the planning and programmatic functioning of law enforcement agencies (LEAs), governmental entities, highway safety advocates, and community coalitions. As the state's crash deaths and vehicle miles traveled increase, and the resources and funding for programs become more limited, the need for accurate well defined data is critical. With the revision of the state's motor vehicle crash report completed, the complete dissemination to all law enforcement agencies is vital.

The goal remains to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. This capability is crucial to the planning, implementation, and evaluation of highway safety programs. It provides the foundation for programs to ensure they are appropriately prioritized, data driven, and evaluated for effectiveness. Further, in order to support jurisdiction-level improvement programs, the system must have the capacity to produce reports and analyses at the local level. This capacity is now available through the GEARS web portal. The site is managed by a vendor via contract with the Georgia Department of Transportation (GDOT). The TRCC is responsible for coordinating and facilitating the state's traffic records activities. The State Traffic Records Coordinator, along with the TRCC, operates from a strategic plan that guides the Committee's mission. This includes a long-range plan, support of the Traffic Records Coordinator, improvements in the process of crash location, better communication to reporting agencies, and support of the Crash Outcome Data Evaluation System.

In the next year, the TRCC will maintain and refine the progress achieved with several programs, and develop other core data system elements. Additionally, the TRCC will work with the state's law enforcement agencies to improve the quality and timeliness of motor crash data. A joint effort with the state's vendor, GDOT, and Public Health representatives has begun to address issues including duplicate and incomplete reports. The TRCC has begun to review the data submitted by each RMS vendor to identify data elements that may have inadvertently changed due to software changes and officers familiarizing themselves with the updated report. This will support efforts to identify and correct errors and prompt improvement in the completeness and/or accuracy of the reports at the origin.



| 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------|-------------|-------------|-------------|-------------|-------------|
| 1192 | 1180 | 1164 | 1430 | 1560 | 1549 |
| 19,909 | 21,022 | 20,993 | 24,573 | 24,398 | 24,648 |
| 291,005,000 | 299,020,177 | 305,054,428 | 323,046,521 | 333,087,637 | 341,735,327 |
| 1.122 | 1.081 | 1.045 | 1.213 | 1.283 | 1.242 |
| 18.744 | 19.261 | 18.854 | 20.840 | 20.068 | 19.760 |
| 167 | 176 | 163 | 203 | 234 | 260 |
| 17 | 28 | 19 | 23 | 29 | 14 |
| 4 | 5 | 1 | 2 | 2 | 1 |
| 690 | 657 | 686 | 774 | 737 | 878 |
| 878 | 866 | 869 | 1002 | 1002 | 1153 |
| 188 | 209 | 183 | 228 | 265 | 275 |



Crash Outcome Data Evaluation System

It is the mission of the CODES (Crash Outcome Data Evaluation System) project to better understand the populations at greatest or least risk for different types of injuries, the hospitalization charges associated with specific types of crashes and vehicles, the characteristics of driver and occupant behavior that resulted in crashes, and more.

What is CODES?

No single data set gives a complete picture of the risk and protective factors for crash-related injuries and fatalities. By linking crash data, vehicle data, and data on risk (i.e. DUI) and protective (i.e. Driver education) factors to their medical and financial outcomes, a more comprehensive view of crash injuries is created and opportunities for prevention can be identified.

CODES uses 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 Outcome Data Evaluation System (CODES) project is funded by the Governor's Office of Highway Safety (GOHS). CODES bring 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. This provides a path for Public Health, highway safety, and other partners to collaborate on the prevention of these crashes. CODES in Georgia has developed and maintain relationships with data owners, users, and injury prevention stakeholders through the establishment of two groups, the CODES Board and CODES Data Subcommittee.

Traffic Incident Management Enhancement Task Force

The TIME Task Force started in 2002 to facilitate a dialogue of inter-agency coordination and cooperation amongst agencies responding to highway emergencies such as Police, Fire, Haz-Mat, Towers, etc. The TIME Task Force is dedicated to creating opportunities for multi-agency training that promotes teamwork and serves as a platform for participants to develop common operational strategies and a better understanding of other agencies' roles and responsibilities.

TIME's mission is to develop and sustain a statewide incident management program that facilitates the safest and fastest roadway clearance, lessening the impact on emergency responders and the motoring public. The purpose of the TIME Task Force is three-fold:

1. To continue the dialogue on ways to improve inter-agency coordination and cooperation.
2. To create an opportunity for multi-agency training that promotes teamwork.
3. To serve as a platform for participants to develop common operational strategies and a better understanding of other agencies' roles and responsibilities.

The underlying objectives of TIME's programs and outreach are in line with the widely accepted National Unified Goal for Traffic Incident Management - responder safety; safe, quick clearance; and prompt, reliable and interoperable communications. TIME has worked with the Atlanta Regional Commission (ARC) and Georgia Department of Transportation (GDOT) to obtain federal funding to assist in completing its training and outreach program objectives. The following goals represent the ongoing efforts pursued by TIME's Board of Directors, Committee Chairmen and volunteers:



COMMUNICATIONS

- Meeting Attendance
 - Increase attendance at TIME functions
 - Offer hour-long training before or after quarterly meetings to boost attendance
- Link to TIM Organizations - Coordinate promotion of TIME with likeminded TIM organizations, including promotion of website
- E911 / Dispatcher Outreach - Secure training opportunities / outreach covering TIME, TIM, TRIP
- TIME Video - Update TIME promotional video
- TIME Newsletter - Issue newsletter quarterly
- TIME Website - Update as needed
- Other - Promote TIME at other organizations' conferences/meetings

OPERATIONS

- Secondary Incidents
 - Compile available data for review / comparison
 - Propose actionable solutions aimed at limiting impacts (including fatalities / injuries)
- Freight / TIM - Coordinate the integration of TIM and related safety initiatives with freight carriers and logistics providers with the Georgia Trucking Association
- National TIM Outlook - Ensure TIME programs / initiatives sync with national TIM efforts
- TIM Teams
 - Develop a process to create and operate a TIM team
 - Reach out to rural areas to get more agencies involved.



- Open Roads Policy - Review the ORP and update if necessary
- Survey - Conduct Strategic Vision survey among members
- Outreach
 - Develop template for TIME and TRAG collaboration
 - Coordinate with EMA Directors

PROGRAMS

- Conference
 - Assist in conference planning
 - Create dynamic program to involve unique training (as requested by survey respondents)
- National TIM Opportunities - Seek local and national opportunities for TIME speakers / reps to participate
- TIME Membership - Establish defined TIME membership, including incentives and Open Roads signing requirements
- Private-Sector Involvement - Establish lists and make contact with private-sector organizations to contact for funding, sponsorship and speaking opportunities (including quarterly meetings, annual conference)
- National TIM Outlook - Ensure TIME programs / initiatives sync with national TIM efforts
- Executive Breakfast - Provide breakfast to agency executives and educate them regarding TIME

TRAINING

- Agency Outreach
 - Engage officers in law enforcement, fire, HERO, EMS, E911 / dispatchers, & CHAMP
 - Secure more SHRP2, TIM training opportunities (including TIM Teams)
 - Secure support from command staff at all involved agencies
- Training Funds - Continue to pursue available federal and private funding to support TIME training initiatives
- Freight / TIM - Coordinate the integration of TIM and related safety initiatives with freight carriers and logistics providers
- Other
 - Vehicle Extractions Training
 - BERP Bovine Training
 - Cable Barrier Training

OTHER TIME INITIATIVES

- Open Roads Policy
 - Expand metro-area signees
 - Extend to secure signees outside of metro Atlanta
- Equipment Giveaways - Give away equipment at training meetings to incentivize attendance
- Extend TRIP - Extend TRIP training and performance standards to areas outside metro Atlanta (without recovery incentive)

SPILLS POLICY

TIME issued guidelines for the mitigation of non-cargo motor vehicle fluid spills to serve as a supplement to the Georgia Traffic Incident Management Guidelines. These guidelines were developed by TIME to clarify the goals, objectives and processes for clearing the highway of spilled non-cargo motor vehicle fluids resulting from crashes and other vehicle incidents. This document has been endorsed by Metro Atlanta Fire Chiefs Association and reviewed by the National Fire Protection Association.

OPEN ROADS POLICY

TIME continues to promote adoption of the Georgia Open Roads Policy, which boosts efforts to reduce traffic congestion while increasing driver safety. The Georgia Open Roads Policy states that whenever a roadway or travel lane is closed or partially blocked by a traffic incident, the Georgia State Patrol, Department of Transportation, local law enforcement and other public safety agencies will re-open the roadway as soon as possible and in an urgent manner. Safety of the public and responders is the highest priority and will be preserved.



Comparison of Average Time until Roadway Clearance was achieved for 2007 through 2017. All activation,

TOWING AND RECOVERY INCENTIVE PROGRAM (TRIP)

In 2007, the Task Force concentrated on developing a towing incentive program to improve the clearance time of large commercial vehicle incidents on the freeways within Metro Atlanta. This Towing and Recovery Incentive Program (TRIP) was implemented in January 2008 to allow pre-approved, highly trained operators with specialty equipment an opportunity to receive a monetary bonus of up to \$3,500 for clearing commercial vehicle wrecks within 90 minutes. TIME worked to implement and maintain TRIP by approving qualified tow companies, inspecting equipment, working with numerous agencies to facilitate program cooperation and conducting after incident reviews of TRIP activations to ensure the success of the program. TRIP has resulted in a cumulative congestion savings in clean-up time for commercial vehicle incidents. In addition, the TRIP program has reduced each incident's roadway clearance time.

TIM TEAMS

TIME is actively engaged with traffic incident management (TIM) teams in metro Atlanta. Currently, there are 12 TIM teams throughout the state in various stages of participation from all first responder groups. Outreach efforts are underway to encourage team development in non-Atlanta areas.

TIME is seeking to overcome the ongoing challenge of maintaining strong ties and interest in the teams by establishing "champions" to help support growth. Unfortunately with job transfers, retirements and promotions, the champions move on leaving a void in the team's goals. The teams receive free training and the meetings, usually held quarterly, discuss pertinent issues that impact the response of all emergency responders including new and innovative ideas from around the country in TIM.





Georgia Governor's Office of Highway Safety

Annual Highway Safety Plan

The mission of the Governor's Office of Highway Safety (HSP) is to educate the public on traffic safety and facilitate the implementation of programs that reduce motor vehicle related crashes, injuries and fatalities on Georgia roadways.

Georgia's Highway Safety Plan is directly aligned with the goals and strategies in the Georgia Strategic Highway Safety Plan (SHSP) and includes a wide variety of proven strategies as well as new and innovative countermeasures. The Highway Safety Plan is used to justify, develop, implement, monitor and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state and county level crash data along with other information, such as safety belt use rates and are used to ensure that the planned projects are data driven with focus on areas of greatest need. All targets and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.



Georgia Department of Transportation

Highway Safety Improvement Program

The Highway Safety Improvement Program (HSIP) is a core Federal-aid program with the purpose of achieving a significant reduction in fatalities and serious injuries on all public roads. As per 23 U.S.C. 148(h) and 23 CFR 924.15, States are required to report annually on the progress being made to advance HSIP implementation and evaluation efforts. The format of this report is consistent with the HSIP MAP-21 Reporting Guidance dated February 13, 2013 and consists of four sections: program structure, progress in implementing HSIP projects, progress in achieving safety performance targets, and assessment of the effectiveness of the improvements.

The purpose of the Georgia Highway Safety Improvement Program (HSIP) is to provide for a continuous and systematic procedure that identifies and reviews specific traffic safety issues around the state to identify locations with potential for improvement. The ultimate goal of the HSIP process is to reduce the number of crashes, injuries and fatalities by eliminating certain predominant types of crashes through the implementation of engineering solutions.



Georgia Department of Public Safety Motor Carrier Compliance Division

Commercial Motor Vehicle Plan

The Georgia Department of Public Safety (DPS) is the lead agency for the Motor Carrier Safety Assistance Program (MCSAP) in Georgia. The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for the implementation of, and compliance with, the MCSAP guidelines in the state of Georgia.

It is the mission of the agency to reduce the number of fatal and injury related crashes on Georgia's highways by the effective and fair regulations of the commercial motor carrier industry and to raise awareness of the general public about sharing the roads safely with commercial motor vehicles.

The 2018 - 2020 Commercial Motor Vehicle Safety Plan (CMVSP) goal is to reduce the fatal crash rate by the end of FY 2020 by 6% or 2% per year. MCCD will continue the goal of improving the quality of data so that proper identification can be made of high risk carriers, vehicles and highways within the State.



The Georgia Association of Metropolitan Planning Organizations

GAMPO

The FAST Act continues the Metropolitan Planning program. The program establishes a cooperative, continuous, and comprehensive framework for making transportation investment decisions in metropolitan areas. Program oversight is a joint Federal Highway Administration/Federal Transit Administration responsibility.

The Georgia Association of MPOs (GAMPO) provides a forum for the metropolitan planning organizations (MPOs) in the State of Georgia to exchange information and experiences, enhance the practice of metropolitan planning, provide educational opportunities, and discuss issues relative to local, state and federal policies and requirements for transportation planning. The association also provides a forum for state and federal transportation agencies to provide information and guidance on transportation planning to the MPOs in a collective manner.

The Georgia Association of Metropolitan Planning Organizations was officially formed in July 2008 through adoption of bylaws. The 15 member Board of Directors is made up of a designated representative from each of the 15 MPOs in the State of Georgia.



Operation Lifesaver is a national, non-profit education and awareness program dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights of way.

Other Safety Partners

Georgia Operation Lifesaver Railroad Safety Education Program

Operation Lifesaver is a national, non-profit education and awareness program dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights of way. To accomplish its mission, Operation Lifesaver promotes 3 E's of safety:

- 1. Education:** Operation Lifesaver strives to increase public awareness about the dangers around the rails. The program seeks to educate both drivers and pedestrians to make safe decisions at crossings and around railroad tracks.
- 2. Enforcement:** Operation Lifesaver promotes active enforcement of traffic laws relating to crossing signs and signals and private property laws related to trespassing.
- 3. Engineering:** Operation Lifesaver encourages continued engineering research and innovation to improve the safety of railroad crossings.

Georgia Operation Lifesaver began in 1974, under the auspices of the Georgia Safety Council, until 1988 when a full-time state coordinator was retained to re-organize the state program. Georgia Operation Lifesaver is now incorporated in the state of Georgia as a non-profit, tax-exempt, educational organization for highway-rail grade crossing safety and trespass prevention.

Currently, there are over 70 active affiliate members including federal, state and local governmental agencies; businesses (including the state's railroads); civic and service organizations; and other volunteer groups dedicated to safety at grade crossings and around tracks.

Free programs are presented to schools, businesses and civic organizations as well as specialized programs for school bus drivers, professional drivers, law enforcement and emergency responders. Over 100 Operation Lifesaver Authorized Volunteers (OLAVs) facilitate free presentations to educate children and adults about rail safety.



The Georgia Department of Transportation

Office of Utilities' Railroad Safety Team

The Georgia Department of Transportation, Office of Utilities' Railroad Safety Team administers the federally funded Section 130 program to evaluate and fund railroad-highway grade crossing safety improvements at public at-grade railroad crossings throughout the state of Georgia. "Georgia currently ranks in the top 10 states for highest number of grade crossing collisions." As a result, Georgia was required to develop a State highway-rail grade crossing action plan. There are nearly 5,300 public crossings statewide (2,391 Active/ 3,043 Passive). Improvements under this Program may include the installation of new or upgraded train activated warning devices (bells, gates, and flashing lights); signing and pavement marking upgrades; elimination of redundant or unnecessary crossings; and other measures to enhance the safety and operational characteristics of Georgia's public railroad-highway at-grade crossings. The Department routinely partners with local road authorities for provision of roadway improvements or other modifications needed to accommodate the warning device installations.

Crossings are added to the program based on several factors including but not limited to: hazard index formulas, accident history, vehicular traffic, train traffic, school bus traffic, truck traffic, sight distance, consolidation opportunities, traffic/economic growth, and roadway conditions at a crossing. The program consists of a living list of potential projects, being reprioritized as crossing conditions change. Cost and scheduling play a role in where a project may fall in the program.

The RR Safety team also reviews and interprets State and Federal Laws as it relates to RR Safety, hosts Diagnostic Team Meetings, reviews and provides comments for Quiet Zone requests, maintains railroad inventory information as required by FRA and also manages a State funded Crossing Surface program when funds are available.

2,391

Number of active public
railroad crossings
statewide.

3,043

Number of passive
public railroad crossings
statewide.



SHSP Update Process 2019-2021

Update Process

Successful SHSP development and implementation requires leadership, collaboration, and communication. The Georgia SHSP structure provides the essential organizational support to advance a comprehensive highway safety 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.

Consultative Process

The State of Georgia consults with stakeholders early in the Strategic Highway Safety Plan (SHSP) update process via emphasis area task team meetings, task team leader meetings, the SHSP Executive Leadership Board Meetings, and the annual SHSP Safety Summit. The Georgia Department of Transportation (GDOT) works closely with the Governor's Office of Highway Safety (GOHS) to develop the SHSP. The SHSP is implemented through the Highway Safety Improvement Plan (HSIP).

Emphasis area task teams are identified based on analysis of available safety data and include representation from the 4 E's of safety (engineering, education, enforcement, and emergency medical). Task teams meet 3 to 12 times per year and are instrumental in developing specific emphasis area objectives, strategies, and countermeasures.

At least one leader/champion is assigned to each of the emphasis area task teams. Leaders provide enthusiasm and support for the SHSP and present group recommendations to the Executive Leadership Board for final approval.

The SHSP Executive Leadership Board meets at least twice per year and gives higher level input; vote on action items related to SHSP, and give agency and transportation updates. The following agencies makeup the SHSP Executive Leadership Board:

- Georgia Department of Transportation
- Governor's Office of Highway Safety
- Department of Public Safety
- Department of Public Health
- Department of Public Health (Injury Prevention)
- Department of Driver Services
- Georgia Regional Transportation Authority
- Federal Highway Administration
- National Highway Traffic Administration (Ex-Officio)
- Federal Motor Carrier Safety Administrator
- Georgia Municipal Association
- Georgia Hospital Association
- Georgia Administrative Office of the Courts
- Georgia Association of Chiefs of Police
- Brain & Spinal Injury Trust Fund
- Georgia Department of Revenue
- Prosecuting Attorneys' Council of Georgia
- Georgia Sheriff's Association

Existing highway safety plans are aligned and coordinated with the SHSP. The plans include the GOHS Highway Safety Plan (HSP), GDOT Highway Safety Improvement Program (HSIP), Department of Public Safety (DPS) Commercial Vehicle Safety Plan (CVSP), the Metropolitan Planning Organizations (MPO's) and local agencies' safety plans.

Data-Driven Process

Georgia's SHSP is a data-driven process and make effective use of State, local and regional data. When developing, implementing and evaluating the SHSP, the best available data is analyzed to identify critical highway safety issues and safety improvement opportunities on all public roads and for all road users. Data is obtained through multiple databases which include:

- **Fatality Analysis Reporting System (FARS)** - this is a nationwide census providing National Highway Traffic Safety (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes.
- **Georgia Crash Reporting System (GEARS)** - 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. Queries can be pulled to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes.
- **Crash Outcomes Data Evaluation System (CODES)** - CODES uniquely uses probabilistic methodology to link crash records to injury outcome records collected at the scene and in route by emergency medical services, by hospital personnel after arrival at the emergency department or admission as an inpatient and/or, at the time of death, on the death certificate.

- **Georgia Emergency Medical Services Information System (GEMSIS)** – This database 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 focus on Emergency Medical Services as an integrated component of the overall healthcare system.

Safety data collection is a complex process that requires collaboration among various agencies, organizations, and modes of transportation. The SHSP consider the safety needs of, and high-fatality segments of, all public roads including non-state owned public roads. Georgia's collaboration efforts are accomplished through the Traffic Records Coordinating Committee (TRCC). The state also utilizes Road Safety Audits (RSA) findings to identify common countermeasure recommendations for systemic improvements.

Emphasis areas are selected based on the top factors contributing to crashes in Georgia. The data analysis team review statewide data to determine emphasis areas and corresponding task teams.

Performance-Based Approach

Georgia utilizes safety data to identify emphasis areas and establish strategic goals, objectives, and set performance measures. Setting performance measures for Georgia is coordinated through the Strategic Highway Safety Plan (SHSP). The Safety PM Final Rule establishes five performance measures as the five-year rolling average to include:

1. Number of Fatalities
2. Rate of Fatalities per 100 million Vehicle Miles Traveled (VMT)
3. Number of Serious Injuries
4. Rate of Serious Injuries per 100 million Vehicle Miles Traveled (VMT)
5. Number of Non-motorized Fatalities and Non-motorized Serious Injuries

Multi-year SMART (Specific, Measurable, Attainable, Relevant, and Timely) objectives are set for each emphasis area task team, which encourages monitoring of the status and progress of SHSP implementation efforts. The comprehensive SHSP implementation focuses on the task team efforts to develop detailed action plans. Important task team activities require regular meetings and progressive development of program specific implementation plans. The Governor's Office of Highway Safety and relevant agencies are involved with developing SHSP goals and objectives to create consistency among safety plans and programs.

Strategy Selection

The highway safety emphasis areas are based on the top factors contributing to crashes in Georgia. Each emphasis area has one or more corresponding task team. Emphasis area task teams are working groups that establish implementation plans based on current data and includes common goals and objectives. Once goals and objectives have been identified, strategies and countermeasures for achieving each objective is established and put into the task team implementation plan document.

The implementation plan document that we use in Georgia includes at least one strategy for each objective and have the following categories listed below:

2017 SHSP (Task Team) STRATEGIES

| | | | | | | | | |
|--------------|---|-----------------|----------|---------------|---------------------|-------------------------|----------|--------|
| VISION | Georgia will take decisive and sustained action Toward Zero Deaths... | | | | | | | |
| GOAL: | | | | | | | | |
| | Strategy | Five E Category | Champion | 2015 Priority | Status (as of date) | Next Steps (as of date) | Timeline | Funded |
| OBJECTIVE 1: | | | | | | | | |
| Strategy 1 | | | | | | | | |
| Strategy 2 | | | | | | | | |

Update Schedule

Georgia submitted its most recent SHSP update to the FHWA Division Administrator in 2015. Georgia will update the SHSP document every three years as agreed upon by the SHSP Executive Leadership Board. The next update to Georgia's SHSP will occur in 2018 and the document will be released in 2019. This document serves as the process for which we use to update the plan and is consistent with the requirements of section 148 (a) (11) and 148(d) of title 23, United States Code, and with the HSIP Implementing regulations at 23 CFR Part 924.

Evaluation

Georgia's SHSP is evaluated on a regular basis to ensure the accuracy of the data and priority of proposed strategies. The SHSP process logic model was developed to organize the process evaluation and related safety program inputs. The purpose of the evaluation is to identify the programs associated with the SHSP and align the program activities according to the four safety E's. SHSP evaluation will seek to:

- Conduct data analysis to confirm the validity of emphasis areas or if they should be modified based on the results.
- Measure progress in meeting SHSP goals and objectives (reduction in the number and rate of crashes, fatalities and serious injuries in the SHSP emphasis areas).
- Review strategies and actions to determine their effectiveness and help to determine if strategies should be modified in the SHSP update.
- Determine if new research and data were considered in the strategy selection.



Memorandum

Subject: High Risk Rural Road Definition and Methodology Date: June 20, 2017

From: Eshon Poythress Governor's Office of Highway Safety Strategic Highway Safety Plan In Reply to: 23 U.S.C 148(a) (1)

To: Division Administrator Federal Highway Administration

Purpose and Background:

The purpose of this errata memorandum is to amend the Georgia Strategic Highway Safety Plan (SHSP) to include the High Risk Rural Road (HRRR) definition per 23 U.S.C 148 (a) (1) as Georgia defines it and the methodology for defining "significant safety risks".

High Risk Rural Road- The term "high risk rural road" means any roadway functionally classified as a rural major or minor collector or rural local road-

- A. On which the crash rate for fatalities and incapacitating injuries exceeds the statewide average for those functional classifications or roadway; or
- B. That will likely have increases in traffic volumes that are likely to create an accident rate of fatalities and incapacitating injuries that exceeds the statewide average for those functional classifications of roadway; and
- C. Have characteristics that will likely constitute significant safety risks.

Significant Safety Risk- Georgia identifies HRRR definitions for "significant safety risk" below and may be used singularly or in combination.

1. Define high risk rural roadway characteristics that are correlated with specific severe crash types, such as cross section width, lack of shoulders, substandard alignment, hazardous roadside, etc. This is more systemic in nature.
2. Use information gathered through means such as field reviews, safety assessments, road safety audits, and local knowledge and experience. Using information from observations in the field can identify high risk locations that may not be identified through data analysis or by identifying roadway characteristics. This is both a combination of working with local governments and performing a benefit cost calculation.



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