2022-2024

GEORGIA STRATEGIC HIGHWAY SAFETY PLAN

ENGINEERING • ENFORCEMENT • EDUCATION • EMERGENCY MEDICAL SERVICES •

Strategic Highway Safety Plan

Governor's Letter

Brian P. Kemp
Governor

December 8, 2021

Dear Georgians:

The 2022-2024 Governor's Strategic Highway Safety Plan (SHSP) illustrates the work being done on behalf of all Georgians to develop and implement a comprehensive plan to keep our roads and citizens safe. The multidisciplinary practices outlined in this framework incorporate engineering, education, enforcement, and emergency medical services - the four E's - to build upon progress already made in enhancing highway safety. This approach will continue to assist SHSP stakeholders in their mission of "Striving Towards Zero Deaths."

This new SHSP not only continues to emphasize the combined initiatives of Georgia's Highway Safety Improvement Program (HSIP), Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP), but also incorporates a newview on traffic safety through the Safe Systems Approach. This innovative approach takes a holistic view of improving highway safety and will be utilized within SHSP's emphasis area task teams, which focus on key demographics and factors often involved in highway crashes. The Safe Systems Approach's all-encompassing method of examining safety data and best practices will inform strategies and decision-making to ultimately protect more residents and visitors from death or serious injury.

The 2022-2024 SHSP continues to push the mission of "Striving Towards Zero Deaths" forward, and the methods utilized in this wide-ranging framework will help our state to reduce crash incidents and respond more effectively. As Georgia citizens, we all have a part to play in making our roads safer, and this plan outlines the necessary steps to make that goal a reality.

Sincerely,

Brian P. Kemp
Governor

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Every Life Counts

4 Safety E's

ENGINEERING

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MISSION

Striving Towards Zero Deaths and Serious Injuries for All Road Users in Georgia

OVERVIEW

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.

The 2022-2024 Strategic Highway Safety Plan (SHSP) establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users. The successful development and implementation of the SHSP require leaders, champions, and safety partners from multi-disciplinary agencies to work together to bring different perspectives and solutions that address traffic safety concerns.

The SHSP provides a framework that guides the data-driven selection of programs, countermeasures, and strategies that work toward the mission of "Striving Towards Zero Deaths and Serious Injuries for all road users in Georgia."

Existing Highway Safety Plans

The Georgia SHSP provides strategic direction for the Highway Safety Plan, Highway Safety Improvement Program, and the Commercial Vehicle Safety Plan

HIGHWAY SAFETY PLAN
GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

Under the Authority and approval of Governor Brian P. Kemp, the Governor's Office of Highway Safety (GOHS) produces the annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA).

Georgia's Highway Safety Plan (HSP) is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan and includes a wide variety of proven strategies and 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, are used to ensure that the planned projects are data-driven with a 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.

HIGHWAY SAFETY IMPROVEMENT PROGRAM
GEORGIA DEPARTMENT OF TRANSPORTATION

The purpose of the Georgia Highway Safety Improvement Program (HSIP) is to provide for a continuous and data-driven process that identifies and reviews specific traffic safety issues around the state to identify locations for potential safety enhancements. The ultimate goal of the HSIP process is to eliminate all roadway fatality crashes and reduce serious injury crashes on all Georgia's roadways through the implementation of engineering solutions.

COMMERCIAL VEHICLE SAFETY PLAN
GEORGIA DEPARTMENT OF PUBLIC SAFETY
MOTOR CARRIER COMPLIANCE DIVISION

Georgia's Commercial Vehicle Safety Plan (CVSP) reflects a performance-based program and contains several elements, including a summary of the effectiveness of prior years' activities, performance objectives, and strategies. The plan also includes a monitoring methodology and a budget supporting CVSP activities which describe expenditures for personnel, equipment purchases, and other eligible costs.

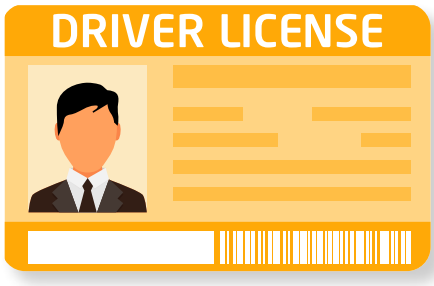
The Georgia Department of Public Safety (DPS) is the lead agency for the Motor Carrier Safety Assistance Program (MCSAP) in Georgia. The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for the implementation of and compliance with the MCSAP guidelines.

Current Environment

POPULATION IN 2019
10,617,423

POPULATION IN 2020
10,710,017

SOURCE: *Georgia Department of Public Health (DPH) Online Analytical Statistical Information System*



VALID DRIVER'S LICENSES IN 2020
7,706,613

NUMBER OF VALID DRIVER'S LICENSES BY AGE GROUP

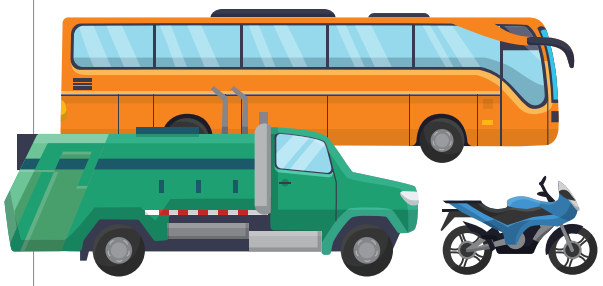
Age Group	2019	2020
15		
16-17	191,536	195,799
18-20	368,402	373,839
21-24	514,778	526,950
25-34	1,336,185	1,362,637
35-44	1,251,460	1,271,817
45-54	1,301,649	1,293,810
55-64	1,233,035	1,248,946
65-74	872,429	907,052
75-84	395,620	416,883
85+	101,005	108,880
Total	**7,566,099**	**7,706,613**

NUMBER OF INSTRUCTIONAL PERMITS BY AGE GROUP

Age Group	2019	2020
15	60,937	61,792
16-17	85,057	88,860
18-20	49,770	43,992
21-24	26,587	20,035
25-34	31,901	26,036
35-44	15,308	13,823
45-54	10,815	9,594
55-64	7,346	6,751
65-74	2,701	2,595
75-84	498	466
85+	35	41
TOTAL	**290,955**	**273,985**

**Count excludes drivers<16 years old, drivers with suspended driving privileges, and drivers with privileges expired less than 2 years.* SOURCE: *Georgia Department of Driver Services (DDS)*

REGISTERED PASSENGER CARS IN 2020
6,394,217



REGISTERED VEHICLES BY TYPE

Vehicle Type	2019	2020
Passenger Cars	6,821,356	6,394,217
Motorcycles	212,342	203,890
Truck	2,128,194	2,048,320
Trailers	1,254,604	1,238,445
Buses	37,067	36,375
Other	54	37
TOTAL	**10,453,617**	**9,921,284**

SOURCE: *2020 Georgia Department of Revenue (DOR) Statistical Report*

VEHICLE MILES TRAVELED (VMT)

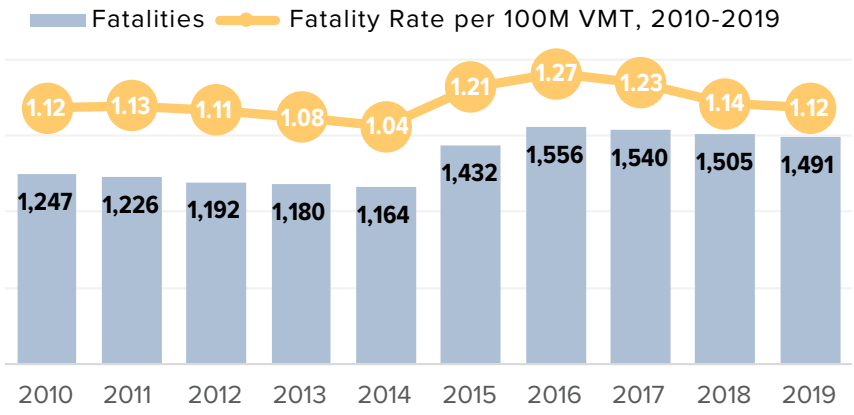
Year	Vehicle Miles Traveled
	Number in millions of miles
2010	111,339
2011	108,496
2012	107,387
2013	109,259
2014	111,923
2015	118,107
2016	122,802
2017	124,733
2018	131,456
2019	133,128

SOURCE: *Fatality Analysis Reporting System (FARS)*

Georgia Traffic Deaths + Serious Injuries

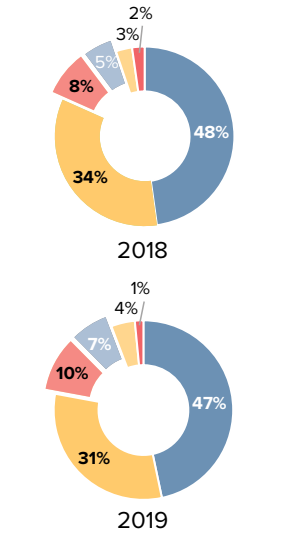
In Georgia, there were 1,491 motor vehicle traffic fatalities in 2019 resulting in 1.12 traffic fatalities for every 100 million vehicles miles driven in the state. Between 2015 and 2019, the number of suspected serious crash injuries reported by law enforcement responding to a motor vehicle incident increased by 49 percent, from 4,896 in 2015 to 7,308 in 2019. Car passenger vehicle and light truck passenger vehicle occupants (pickup trucks, vans, and sports utility vehicles) continue to have the highest proportion of serious injuries in traffic crashes.

FATALITIES 2010-2019



SOURCE: *Adopted from the Overview of Motor Vehicle Crashes in 2019 GTSF*

SERIOUS INJURIES BY PERSON TYPE 2018 AND 2019



SOURCE: *Adopted from the Overview of Motor Vehicle Crashes in 2019 GTSF*

TRAFFIC FATALITIES BY CRASH TYPE, 2015 AND 2019

Fatal Crash Types	**2015**			**2019**			**2015-2019 Percentage Change**		
	Total Fatalities	Single Vehicle	Multi-Vehicle	Total Fatalities	Single Vehicle	Multi-Vehicle	Total Fatalities	Single Vehicle	Multi-Vehicle
Total Fatalities (All Crashes)	1,432	777	655	1,491	750	741	+ 4%	- 3%	+ 13%
Intersection (or Intersection-Related)	371	105	266	394	95	299	+ 6%	- 10%	+ 12%
Roadway Departure	761	540	221	705	483	222	- 7%	- 11%	+ 0.5%
Involving Large Trucks	182	27	155	204	27	177	+ 12%	0%	+ 14%

SOURCE: *Adopted from the Overview of Motor Vehicle Crashes in 2019 GTSF*

Data Sources

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

FATALITY ANALYSIS REPORTING SYSTEM (FARS)

FARS is a nationwide census providing the 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 risk factors associated with specific crashes (i.e., alcohol-impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).

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

GEORGIA DEPARTMENT OF TRANSPORTATION (GDOT)

Georgia Electronic Accident Reporting System (GEARS) and Crash Data Dashboard

GEARS, developed and maintained by LexisNexis® Risk Solutions on behalf of the GDOT, serves as a portal into the state of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. The GDOT Crash Data Dashboard via Numetric provides crash and vehicle data from crashes that occurred on Georgia's public roads over the last five years, as well as information regarding the various safety campaigns throughout the state of Georgia. This dashboard provides data visualizations, crash mapping, and easy-to-use filtering to access crash data at the city, county, or regional level.

- For information on Georgia crash reporting, visit: dot.ga.gov/DS/Crash

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Crash Outcomes Data Evaluation System (CODES)

Georgia CODES is designed to foster and cultivate crash-outcome data linkage for highway safety applications at the state level, supporting State Highway Safety Offices, State Public Health and Injury Prevention Departments, State Emergency Medical Services Agencies, State Transportation Departments, and other such agencies. CODES uses probabilistic methodology to link crash records to injury outcome records collected at the scene and en 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. By linking data from various sources, CODES creates comprehensive datasets used to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs.

- For CODES information, visit: dph.georgia.gov/injury-epidemiology/crash-outcome-data-evaluation-survey-codes

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Online Analytical Statistical Information System (OASIS)

OASIS is a suite of interactive tools used to access the Georgia Department of Public Health's standardized health data repository. The standardized health data repository used by OASIS is currently populated with Vital Statistics (births, deaths, fetal deaths, induced terminations, and pregnancies), Hospital Discharge, Emergency Room Visit, Youth Risk Behavior Survey (YRBS), Behavioral Risk Factor Surveillance Survey (BRFSS), Motor Vehicle Crash, and Population data. OASIS and the repository are designed, built, and maintained by the Office of Health Indicators for Planning (OHIP).

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

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Georgia Emergency Medical Services Information System (GEMSIS)

GEMSIS, Georgia's statewide pre-hospital care reporting system, is an electronic system that provides timely, accurate, and reliable data from the Emergency Medical Services (EMS) patient care reports. The goal of GEMSIS is to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCRs) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database. The GEMSIS data contains information on several transportation-related injuries, such as but not limited to, motor vehicle crashes, motorcycle crashes, bicycle crashes and pedestrians struck. As such, GEMSIS is an

integral part of Georgia's crash data and traffic records system.

- For information on GEMSIS, visit: dph.georgia.gov/EMS/gemsis

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Georgia Central Trauma Registry

The objectives of the Georgia Central Trauma Registry are to monitor and provide information to evaluate trauma patient outcome and to assess compliance. In addition, the Georgia Central Trauma Registry provides and reviews data for injury prevention programs, research, education, and to produce reports.

- For more information, visit: dph.georgia.gov/trauma

GEORGIA DEPARTMENT OF DRIVER SERVICES (DDS) AND DEPARTMENT OF REVENUE (DOR)

Driver Record and Integrated Vehicle Enterprise System (DRIVES)

The Georgia Department of Driver Services (DDS) and the Department of Revenue (DOR) utilize a joint modernization system, known as the Driver Record and Integrated Vehicle Enterprise System (DRIVES), to provide driver licensing, vehicle registration, and titling system information and services.

- For more information on DRIVES, visit: eservices.drives.ga.gov
- For DDS reports, visit: dds.georgia.gov/dds-reports
- For DOR Annual Statistical Reports, visit: dor.georgia.gov/department-revenue-annual-statistical-reports

GEORGIA DEPARTMENT OF DRIVER SERVICES

Georgia Electronic Conviction Processing System (GECPS)

GECPS is a standardized and secure system to report Georgia reportable violation codes to DDS. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten days of the date of the conviction.

- For more information on GECPS, visit: dds.georgia.gov/partners/courts

FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION

A&I (Analysis and Information) Online

A&I Online is a web-based tool designed to provide quick and efficient access to descriptive statistics and analyses regarding commercial vehicle, driver, and carrier safety information. A&I tools and reports inform data-driven safety decisions to improve FMCSA effectiveness and large truck and bus safety on our Nation's roads. A&I resources provide information on industry safety trends and Agency progress, offering in-depth analysis that effects real change for safety. It is used by Federal and State enforcement personnel, as well as the motor carrier industry, insurance companies, and the public.

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

GEORGIA TRAFFIC SAFETY FACTS (GTSF)

GTSF are a series of publications collaboratively developed by the Traffic Records Coordinating Committee (TRCC)/ Crash Outcomes Data Evaluation System (CODES) and approved by the CODES Board with representation from the related SHSP emphasis area task teams. These fact sheets combine information from all traffic records information systems and paint a comprehensive picture of traffic issues in Georgia for the identified SHSP emphasis areas. GTSF are intended to be used by a variety of disciplines including traffic safety practitioners, media, engineers, policy makers, and more.

- To access these publications, visit: gahighwaysafety.org

Safety Performance Measures & Goals

CORE OUTCOME	PERFORMANCE MEASURE	BASELINE	ESTIMATE		GOALS TARGET		
		2019	2020	2021	2022	2023	**2024**
TRAFFIC FATALITIES	To maintain traffic fatalities under the projected **1,770** (2020-2024 rolling average) by 2024.	1,505	1,559	1,617	1,671	1,722	**1,770**
FATALITIES/ 100M VMT	To maintain traffic fatalities per 100M VMT under the projected **1.22** (2020-2024 rolling average) by 2024.	1.19	1.20	1.21	1.21	1.22	**1.22**
SERIOUS INJURIES IN TRAFFIC CRASHES	To maintain serious injuries in traffic crashes under the projected **11,069** (2020-2024 rolling average) by 2024.	5,836	6,518	7,393	8,443	9,669	**11,069**
SERIOUS INJURIES IN TRAFFIC CRASHES/ 100M VMT	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.68** (2020-2024 rolling average) by 2024.	4.61	4.97	5.46	6.08	6.82	**7.68**
NON-MOTORIST SERIOUS INJURIES AND FATALITIES	To maintain non-motorist serious injuries and fatalities under the projected **1,025** (2020-2024 rolling average) by 2024.	608	663	734	818	915	**1,025**
UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS	To maintain the unrestrained traffic fatalities under the projected **440** (2020-2024 rolling average) by 2024.	434	442	445	446	445	**440**
ALCOHOL-IMPAIRED DRIVING FATALITIES	To maintain alcohol-related fatalities under the projected **415** (2020-2024 rolling average) by 2024.	365	377	389	399	408	**415**
SPEEDING-RELATED FATALITIES	To maintain speeding-related fatalities under the projected **326** (2020-2024 rolling average) by 2024.	262	275	288	301	313	**326**

CORE OUTCOME	PERFORMANCE MEASURE	BASELINE	ESTIMATE		GOALS TARGET		
		2019	2020	2021	202	2023	**2024**
MOTORCYCLIST FATALITIES	To maintain motorcyclist fatalities under the projected **201** (2020-2024 rolling average) by 2024.	157	163	171	180	190	**201**
UN-HELMETED MOTORCYCLIST FATALITIES	To maintain the un-helmeted motorcyclist fatalities under the projected **38** (2020-2024 rolling average) by 2024.	14	17	21	26	32	**38**
DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES	To maintain young drivers involved in fatal crashes under the projected **214** (2020-2024 rolling average) by 2024.	183	189	196	202	208	**214**
DRIVERS AGE 65 OR OLDER INVOLVED IN FATAL CRASHES	To maintain the 5-year moving average number of drivers age 65+ in fatal crashes under the projected **453** (2020-2024) 5-year average by 2024.	297	322	350	381	416	**453**
PEDESTRIAN FATALITIES	To maintain pedestrian fatalities under the projected **306** (2020-2024 rolling average) by 2024.	235	253	267	281	294	**306**
BICYCLIST FATALITIES	To maintain bicyclist fatalities under the projected **26** (2020-2024 rolling average) by 2024.	24	24	25	25	25	**26**
SEATBELT USAGE	To maintain the annual observed seat belt use for passenger vehicles, front seat outboard occupants above **96%** by 2024.	95.9%	96%	96%	96%	96%	**96%**

TARGET SETTING METHODOLOGY

GOHS, our state agency partners, and local organizations use the statewide five-year Rolling Average (2015-2019 FARS data) to determine the annual targets for each traffic safety performance measure. Specifically, GOHS plots the five most recent data points to determine the projected path using various regression models (linear, polynomial, power, exponential or logarithmic) that "best fit" the existing crash and fatal crash data. The best fit line shows the relationship between fatalities and time. The line with the highest R^2 value (reflective of a correlation between the time and fatalities) is used calculate the target values for FY2024. OTHER CONSIDERATIONS: The FY2024 targets did not include the assessment of external or unforeseen circumstances that can impact traffic safety outcome measures, such as the Coronavirus (COVID-19) public health emergency response and changes in police monitoring, government responses, hospitalization rates, etc.

New Approach to Traffic Safety

THE CORE PRINCIPLES OF A SAFE SYSTEM

The core principles of a Safe System will be considered when developing and implementing countermeasures and strategies within the SHSP.

Death/Serious Injury is Unacceptable

Every life counts and our vision remains zero. Georgia's SHSP will continue to use a performance-based approach to establish long-term goals and safety performance measures. This demonstrates not only our commitment to vision zero, but our accountability with tracking progress through performance measure report cards and documenting challenges and success.

Humans Make Mistakes

In Georgia, 2019 data shows that 47 percent of all traffic fatalities were a result of a vehicle departing the roadway by crossing an edge line or a center line and can result in a head-on collision when a vehicle enters an opposing lane of traffic.

The problem identifications listed in each of the emphasis area sections in this plan uncover the truth that humans do make mistakes. Proven and effective safety countermeasures and strategies have been identified in this plan.

THE SAFE SYSTEM APPROACH

The state of Georgia ranks as the fourth highest number of traffic fatalities and 22nd with the highest traffic fatalities per 100 million vehicle miles traveled in the United States.[1]

In order to effectively address the number of fatalities and serious injuries in Georgia, we will need a new approach to safety. According to the World Health Organization, the goal of a Safe System is to ensure that if a crash does occur, they "do not result in serious human injury."[2]

The Safe System approach aims to eliminate fatal and serious injuries for all road users.[3] Georgia's leadership in transportation safety is strong and will be necessary for successful paradigm shift to a Safe System.

HUMANS ARE VULNERABLE

Humans have limits for tolerating crash forces before death and serious injury occur. The SHSP places an emphasis on fatalities and serious injuries. We recognize that humans are vulnerable. Key stakeholders will work collaboratively to reduce impact forces experienced in a crash to accommodate human vulnerabilities throughout the implementation process.

RESPONSIBILITY IS SHARED

The SHSP is a plan for all Georgia citizens. It will take everyone to ensure Georgia reaches zero deaths and serious injuries. Every crash involves real lives and affects family, friends, and community members. Georgia's SHSP emphasizes the importance of shared responsibility by ensuring adequate leadership, collaboration and communication across stakeholders and identifying multidisciplinary solutions that address the "4 E's" of Safety.

SAFETY IS PROACTIVE

Utilizing a data-driven approach enables transportation practitioners to proactively address safety. GDOT's Numetric platform allows authorized end-users to create custom reports and data queries that look at specific locations, roadways, and contributing factors of motor vehicle traffic crashes in Georgia.

REDUNDANCY IS CRUCIAL

Utilizing a data-driven approach enables transportation practitioners to proactively address safety. Engaging in cross-disciplinary task teams can start conversations that spark the importance of redundancy and interconnectivity. Emphasis area task teams work collaboratively in various capacities from meetings and alignment of messaging to partnering as co-implementers in strategies, countermeasures, and/or programs.

1. Georgia Crash Outcomes Data Evaluation System. (2021, September). Overview of Motor Vehicle Crashes in 2019: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety
2. WHO, Decade of Action for Road Safety 2011-2020 (2011), 9
3. FHWA, The Safe System https://safety.fhwa.dot.gov/zerodeaths/docs/FHWA_SafeSystem_Brochure_V9_508_200717.pdf

The Five Elements of a Safe System

Making a commitment to zero deaths means addressing every aspect of crash risks through the five elements of a Safe System. Georgia will incorporate these five elements in transportation planning efforts, safety summits, emphasis area meetings and strategy implementation.

Safe Road Users

The Safe Systems approach addresses the safety of road users, including those who walk, bike, drive, ride, transit, and travel by other methods.

Safe Vehicles

Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.

Safe Speeds

Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.

Safe Roads

Designing roadways to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space, and alerting users to hazards and other road users.

Post-Crash Care

When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic incident management and other activities.

In addition to new strategies identified in this plan, emphasis area task teams will explore new approaches to address and align their work more strongly with the Safe System Approach. This includes exploring advanced technology (i.e., autonomous vehicles) that may improve traffic safety and reduce human error. Teams will also discuss approaches to improve transportation equity by allocating more resources and implementing appropriate countermeasures to underserved communities and populations with great risk for traffic fatalities and injuries.

ZERO IS OUR GOAL
A SAFE SYSTEM IS HOW WE GET THERE

47%
of all traffic fatalities were a result of a vehicle departing the roadway (2019)

4TH
Georgia's ranking in the US for number of traffic fatalities

22ND
Georgia's ranking in the US per 100 million vehicle miles traveled or fatalities per 100

Emphasis Area Task Teams

The 2022-2024 SHSP identifies multiple key emphasis areas considered to be the top contributing factors of crashes, serious injuries, and fatalities in Georgia.

Emphasis area task teams comprise of champions, practitioners, safety advocates, executive leaders, non-profit agencies, community members, and local/state government agencies working together to implement comprehensive traffic safety countermeasures statewide to reduce traffic crashes, injuries, and fatalities. This structure has proven to be beneficial to address emerging traffic safety concerns, implement countermeasures approaches statewide efficiently, and identify potential funding to support the continuation of efforts.

The Georgia Traffic Safety Facts (Quick Facts and Detailed Facts) are a series of publications collaboratively developed by the Traffic Records Coordinating Committee (TRCC)/Crash Outcomes Data Evaluation System (CODES) and approved by the CODES Board with representation from the related SHSP emphasis area task teams. The GTSF Detailed Facts are intended to be used by a variety of disciplines including traffic safety practitioners, media, engineers, policy makers, and more. The GTSA Quick Facts are a one-page front and back document for public consumption that not only includes data, but also prevention. measures and resources.

4 Safety E's

ENGINEERING

EDUCATION

ENFORCEMENT

EMERGENCY MEDICAL SERVICES

2022-2024 SHSP Emphasis Areas

Pedestrian Safety

Motorcycle Safety

Older Drivers
(55+ years)

Impaired Driving

Occupant Protection

Distracted Driving

Young Adult Drivers

Bicycle Safety

Intersection Safety & Roadway Departure

Pedestrian Safety

17%
of all traffic *fatalities* involved pedestrians.

60%
of all pedestrian traffic fatalities occurred within the Atlanta region

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 develops 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).

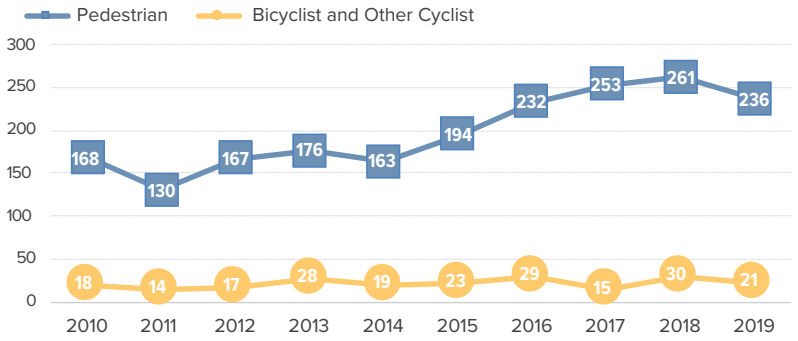
PROBLEM IDENTIFICATION

In 2019, there were 236 pedestrians fatally injured in traffic crashes, a 22 percent increase from the 194 pedestrian fatalities in 2015. Half of the pedestrian fatalities were Black/African American, Non-Hispanic. This group was more than twice (2.7 times) as likely to be fatally injured compared to White, Non-Hispanics. Sixty percent of all pedestrian crashes occurred within the Atlanta region.[1]

OBJECTIVE

Decrease the number of pedestrian serious injuries and fatalities by December 2024.

Pedestrian and Bicyclist Fatalities in Traffic Crashes, 2010-2019



Adopted from the 2019 Non-Motorist (Pedestrian and Bicyclists) GTSF

1 SOURCE: Crash Outcomes Data Evaluation System. (2021, April). Pedestrians and Bicyclists: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

PEDESTRIAN SAFETY

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Safe Routes to School	The task team will continue to promote the safe routes to school program that improves safety for children bicycling or walking to school. These programs are a multi-discipline effort that includes enforcement and engineering activities to improve the traffic environment around schools so children can safely bicycle or walk to school.
Conspicuity Enhancement Education	Continue educational and awareness campaigns such as the “See and Be Seen,” that focus on enhancing conspicuity for pedestrians and increase the opportunity for drivers to see and avoid pedestrians. This includes dissemination information regarding protective gear that includes lighting and retroflective materials (shoes, backpacks, wristbands, and/or clothing).
Driver Training	Work collaboratively with the Georgia Department of Driver Services to include pedestrian safety questions within the driver education manual and/or on the knowledge test examination.
University Educational Campaign	Collaboration with the Young Adult Drivers TT to conduct educational campaigns at colleges/ universities (particularly those with high non-motorist crash incidences) that communicate the importance of traffic and right-of-way laws, conspicuity enhancement, speed control, distracted driving, alcohol consumption, and other identified contributing factors.
Local Law Enforcement Strategies	The task team will continue to work and train law enforcement officers on the enforcement procedures of pedestrian and crosswalk laws. Law enforcement may also address multiple contributing factors that include speed, distracted, and impaired enforcement, which may reinforce safe driving behaviors and reduce the severity and frequency of collisions as well as promote non-motorist safety.
Assist Transportation Agencies in Updating or Developing their Local Road Safety Plans	GDOT with the support of the task team will work collaboratively with the Intersection Safety and Roadway Departure Task Teams to assist and support local agencies to update or develop their Local Road Safety Plans to reduce the number of non-motorist fatalities on off-road systems. This includes providing them with technical assistance, crash data, safety audit data, and more that can help the local community target and prioritize efforts that may include construction, education, and enforcement.
Pedestrian Safety Zones	GDOT will employ roadway design and intersection solutions that improve pedestrian safety and target education, enforcement, and engineering measures in areas and among the demographic where significant portions of the pedestrian crash problem exist. Roadway and intersection solutions include marked crosswalk, pedestrian signaling, road diets, speed feedback signs, roundabouts, signs that are compliant with Manual on Uniform Traffic Control Devices (MUTCD), and more.

Motorcycle Safety

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. With an emphasis on education and communication, this task team strives to communicate effectively with the motorcycle driving population by using mass media campaigns and enhancing their motorcycle safe driving programs.

Motorcyclist is a general term to refer to either the rider (motorcycle operator) or passenger. A motorcycle includes two or three-wheeled motorcycles, off-road motorcycles, mopeds, motor scooters, minibikes, and pocket bikes.

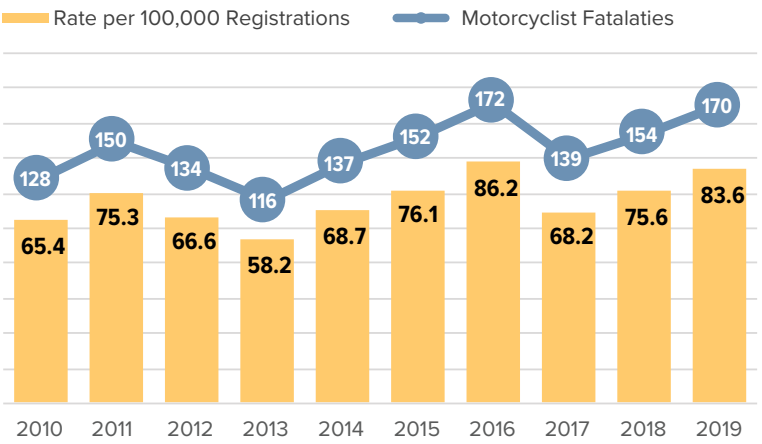
PROBLEM IDENTIFICATION

In 2019, there were 170 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The number of motorcyclist fatalities in traffic crashes increased by 22 percent, from 139 motorcyclist fatalities in 2017 to 170 in 2019. There were approximately 84 motorcyclist fatalities for every 100,000 motorcycle registrations in 2019.[2]

OBJECTIVE

Decrease the number of motorcyclist fatalities and serious injuries by 2024.

Rate and Percent of Motorcyclist Fatalities, 2010-2019



Source: Adopted from the 2019 Motorcycles GTSF

$221M

total motor vehicle traffic-related hospitalization and emergency room charges among motorcyclists in Georgia

51%

of motorcycle operators involved in crashes were riding without a valid motorcycle designation (Class M or MP) on their driver's license at the time of the crash

2 SOURCE: Georgia Crash Outcomes Data Evaluation System. (2021, September). Older Drivers: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

MOTORCYCLE SAFETY

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Motorcycle Rider Training	Improve highway safety through rider education, training, and a public awareness effort. The aim of this initiative is to promote motorcyclist safety and ensure that quality and consistency of training across all training sites.
Collaboration with Law Enforcement	Collaborate with law enforcement to detect and sanction alcohol-impaired motorcyclists during the riding season, awareness week in areas that have the highest motorcycle alcohol-related crashes.
Communications and Outreach & Motorcycle Helmet Use Promotion Programs	Communications and outreach campaigns will be designed to increase other drivers' awareness of motorcyclists using the "Share the Road with Motorcyclists" messaging. Additionally, campaigns will be built around "Motorcycle Awareness Month" in May and in the riding seasons.

Older Drivers

DESCRIPTION

The Older Driver Task Team is part of the Georgia 55+ Driver Safety Program. The Task Team goal is to reduce older driver injuries and fatalities through safer roadways, education and training, and improved mobility options among drivers ages 55-to-64 and 65+ years. The 55+ Driver Safety Task Team 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.

This task team considers the "older drivers" population includes both people aged 55 to 64 years, and people aged 65 years and older.

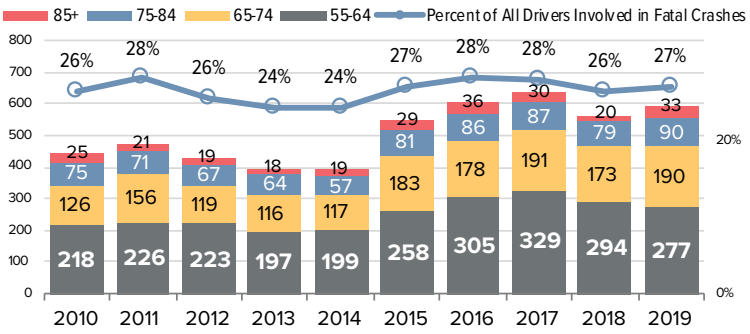
PROBLEM IDENTIFICATION

The number of older drivers involved in fatal crashes has increased by 4 percent (from 566 drivers in 2018 to 590 drivers in 2019). Moreover, the number of drivers ages 65 years and older involved in fatal crashes increased by 15 percent (from 272 drivers in 2018 to 313 drivers in 2019). Older drivers represented 27 percent of all drivers involved in fatal crashes in 2019. Across the decade, the 55-to-64 age group represented approximately half of all older drivers involved in fatal crashes.[3]

OBJECTIVE

Decrease the number of older drivers (age 55+) involved in serious injury or fatal traffic crashes by December 2024.

Number and Percent of Older Drivers (55+ Years) Involved in Fatal Crashes, 2010-2019



Source: Adopted from the 2019 Older Driver GTSF

34%

of all pedestrian fatalities in 2019 were 55 years of age or older—they represented 32% of all fatalities in 2018.

2.8M

people were 55 years of age or older in 2019— a 12% increase from 2015.

27%

of Georgia's total resident population are 55 years of age or older.

3 SOURCE: Georgia Crash Outcomes Data Evaluation System. (2021, September). Older Drivers: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

OLDER DRIVERS

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Formal Courses for Aging Drivers	The 55+ Driver Safety Task Team will participate in multiple CarFit educational events offered by the Georgia Department of Public Health's 55+ Driver Safety Program. The CarFit Program works with participants to ensure they "fit" their vehicle properly for maximum comfort and safety. During the event, information and material on community-specific resources that could enhance their safety as aging drivers, and/or increase their mobility in the community, will be distributed. First responders and law enforcement are trained to become CarFit technicians and coordinators. The 55+ Driver Safety Task Team will utilize a modular curriculum to adapt training based on a particular segment regarding aging, driving, mobility and other related topics.
General Communication and Education	The 55+ Driver Safety Task Team will develop and promote communication tools with a unified, accurate message to the general public. Education materials will inform older drivers of the risk of driving and help them assess changes in their driving capabilities. The education materials include brochures, self-assessment tools, fact sheets, presentations, and other materials.
Educate Law Enforcement and Medical Personnel on the Licensing Revocation Process	The 55+ Driver Safety Task Team will collaborate with the DDS Medical Review Unit and certified driver rehabilitation specialists to track the number of medically at-risk older drivers with a suspected need for reevaluation that entered the process. The 55+ Driver Safety Task Team will continue to educate law enforcement, physicians, and family, friends, and caretakers on the medical review process. The 55+ Driver Safety Task Team will also create comprehensive packets of community resources that not only includes information regarding the medical review process, but also safe alternatives to mobility and independence related to the aging population (i.e., public transportation safety and pedestrian safety).
Designing Roadways for the Aging Population with Federal Highway Safety Administration U.S. Department of Transportation	The 55+ Driver Safety Task Team will offer training for traffic engineers, municipal planners, and other transportation professionals to review, examine and plan roadway features, structures, and signage for the safety of, not only aging drivers but all road users. This includes supporting the highway designers and engineers to improve the designs of pedestrian crossings, signage, intersections, interchanges, roadway segments, and construction/work zones, and highway-rail grade crossings.

Pedestrians aged 55-to-64 years have the highest rate of traffic-related serious injuries compared to other groups.

Impaired Driving

DESCRIPTION

The Impaired Driving Task Team (IDTT) 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. The task team utilize data driven/evidence-based programming to develop countermeasures that place an emphasis on impaired driving.

Drivers and motorcycle operators are considered to be alcohol-impaired when their blood alcohol concentration (BAC) is 0.08 grams per deciliter (g/dL) or higher.

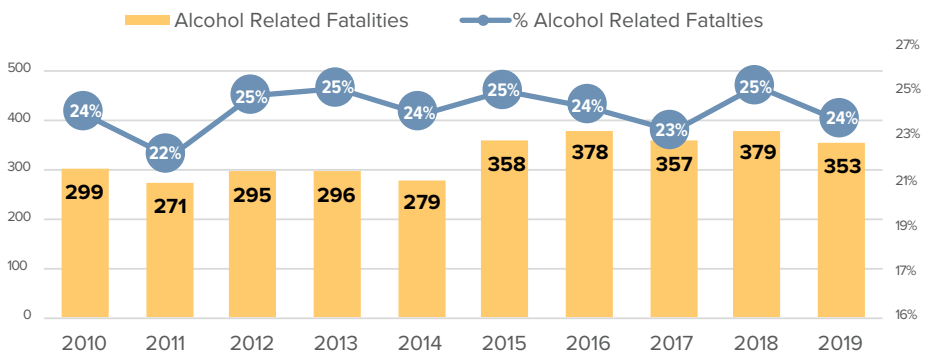
PROBLEM IDENTIFICATION

In 2019, there were 353 people fatally injured in alcohol-impaired driving crashes in Georgia. These alcohol-impaired driving fatalities accounted for 24 percent of all motor vehicle traffic fatalities. The majority of drivers in fatal crashes with any measurable alcohol had BAC higher than 0.08 g/dL.[3]

OBJECTIVE

Decrease the number of impaired driving related traffic fatalities and serious injuries by December 2024.

Number and Proportion of Alcohol-Impaired Driving Fatalities, 2010-2019, Georgia



Source: FARS 2010-2019

6%

of all young drivers ages 15-to-20 years old involved in fatal crashes consumed alcohol (0.01+ g/dL BAC) and four percent had a BAC of 0.08+ g/dL.

72%

of all alcohol-impaired, passenger vehicle drivers fatally injured who were unrestrained

Passenger vehicle drivers that consumed alcohol were more likely to be unrestrained.

3 SOURCE: Fatality Analysis Reporting System (FARS) 2010-2019 Final File, 2019 Annual Report File (ARF)

IMPAIRED DRIVING

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Sobriety Checkpoints	The law enforcement IDTT members will conduct high visibility enforcement and sobriety checkpoints in locations where impaired-driving crashes and fatal crashes have frequent occurrences. The purpose of checkpoints is to deter driving after drinking by increasing the perceived risk of arrest.
Enforcement of Drug-Impaired Driving	To combat drug-impaired driving, the law enforcement IDTT members will employ drug recognition experts (DREs) to assist in investigating potential drug-impaired driving cases, especially during high visibility enforcement (HVE) activities, sobriety checkpoints, and when responding to serious injury and fatal crashes.
Law Enforcement Phlebotomy Program	The law enforcement IDTT members will begin their pilot phlebotomy program that allows officers with specialized training to draw blood for investigative purposes. The timely collection of evidence in an efficient manner, can increase the DUI convictions and decrease the number of alcohol or drug-related crashes, serious injuries, and fatalities. This initiative will also support the use of municipal and county EMS personnel for blood collection.
Alcohol Vendor Compliance Checks	The IDTT members will work with the Department of Revenue – Alcohol and Tobacco Division, to develop training on underage consumption for alcohol vendors. Additionally, law enforcement officers will conduct compliance checks among distributors of alcohol, to reduce the likelihood that alcohol vendors sell alcohol to underage people.
Limits on Diversion & Plea Agreements	The legal-focused IDTT members will continue to provide trainings to law enforcement, prosecutors, and judges to provide them with information and support needed to increase the number of alcohol convictions in the state and reduce the number of plea agreements or diversions. This includes enabling law enforcement to obtain DUI search warrants with fewer obstacles.
Mass-Media Campaigns	The members of the IDTT will continue to support the mass media campaigns and outreach activities regarding alcohol-impaired driving.
Youth Programs	The health education and prevention IDTT members will continue to work with the Department of Education and the Department of Public Health to determine how to incorporate DUI prevention in the health curriculum for teens.
Capacity Building: Surveillance and Research	The IDTT members will continue to support the data collection and research efforts related to the current Georgia DUI laws and programs to determine the effectiveness and identify solutions. The task team will continue to use real-time data to identify high-risk locations where alcohol or drug related crashes may occur.

Occupant Protection

675

potential number of lives saved per year if all Georgia passenger vehicle occupants (ages 5+ years) had been restrained during 2015-2019

4x

likelihood of unrestrained passenger vehicle occupants of all ages to be fatally injured compared to restrained occupants

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. 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 vision of no traffic fatalities. OPTT 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.

Occupant protection (referred to as "restraint use") includes seat belts, car seats, and booster seats for passenger vehicle occupants (drivers and passengers) in passenger cars, pickup trucks, vans, and sport utility vehicles (SUVs). Car seat and booster seat specifications (based on weight, height, and/or age) are recommended or required by law for passenger vehicles occupants 12 years and younger.

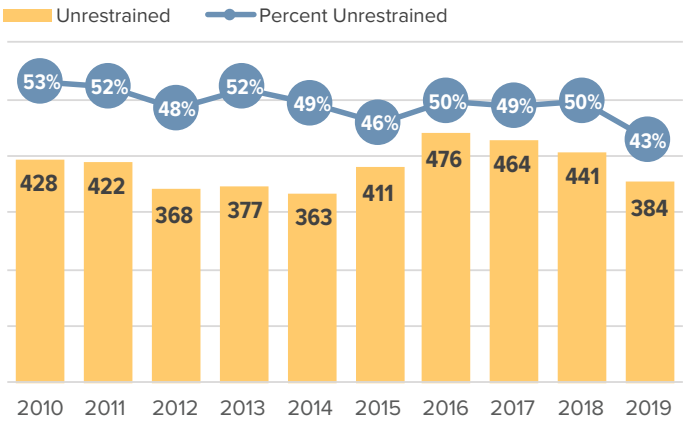
PROBLEM IDENTIFICATION

In 2019, there were 1,491 traffic fatalities in Georgia, of which 989 (67 percent) were occupants of passenger vehicles (PV). More than half of the PV occupants fatally injured were restrained (52 percent), 39 percent were unrestrained, and 9 percent were unknown restraint use.[5]

OBJECTIVE

Decrease the number unrestrained passenger vehicle occupants being fatally injured in traffic crashes by December 2024.

Percent and Number of Unrestrained* Passenger Vehicle Occupants Fatally Injured (All Ages), 2010-2019



*Percent is calculated based on known restraint use. The appropriate restraint system for children was not taken into consideration in the restraint classification.
Adopted from the 2019 Occupant Protection GTSF

5 SOURCE: *Georgia Crash Outcomes Data Evaluation System. (2021, August). Occupant Protection: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.*

OCCUPANT PROTECTION

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Car Seat Inspection Stations	Provide parents and other caregivers with “hands-on” assistance from Child Passenger Safety Certified Technicians with the installation and use of child restraints in an effort to combat widespread misuse. In FY 2022-2024, the task team will expand these programs to regions that have high rates of unrestrained serious and fatal injuries among child passengers and target the high-risk demographic with high car seat misuse and low-belt-use.
Communications and Outreach/Short High-Visibility Child Restraint/ Seatbelt Enforcement	Support high-visibility enforcement programs that combine communications, education, and outreach strategies. In FY 2022-2024, the task team will continue to promote the media campaigns related to seat belt and child restraint use while implementing community-based programs, other outreach events, and support high-visibility enforcement efforts.
Supporting Enforcement of Child Seat	Support law enforcement in their high-visibility communications and outreach efforts by training them to be Child Passenger Safety Certified Technicians. In FY 2022-2024, the task team will continue to train technicians in regions with Traffic Enforcement Networks (TEN) and where other law enforcement grantees and other partners are based.

Distracted Driving

DESCRIPTION

The Distracted Driving Task Team (DDTT) 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 frequently 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 crashes, injuries, and fatalities.

Driver distraction occurs when drivers divert their attention from the driving task to focus on another activity. Often discussions regarding distracted driving center around cell phone use and texting, however distracted driving also includes other distraction-related activities that are manual, visual, or cognitive. Activities, particularly cell phone use, can cover multiple types of distraction.

46%

of all serious injury crashes involved at least one driver confirmed or suspected of distraction.

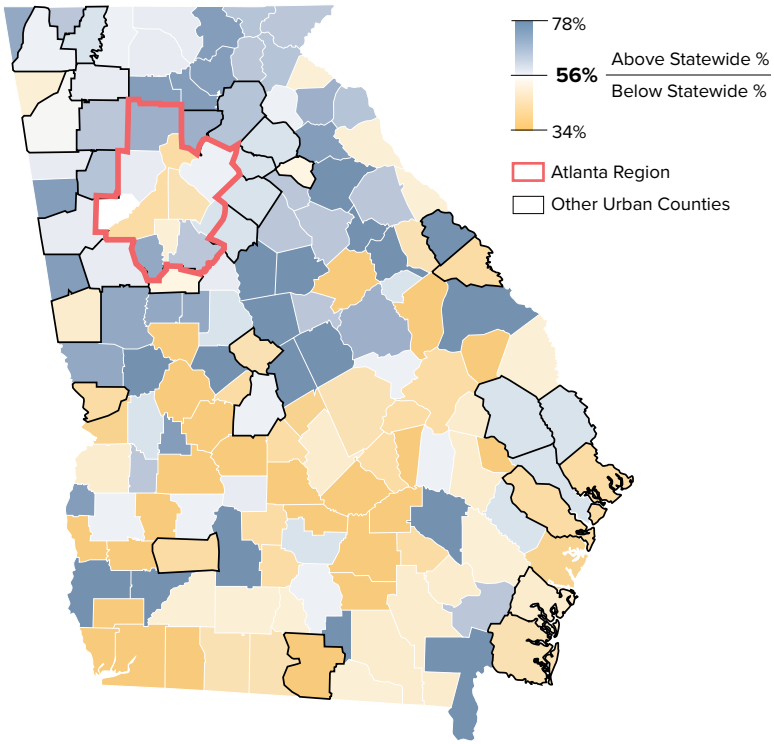
PROBLEM IDENTIFICATION

In 2019, more than half (56 percent) of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. Drivers aged 25-to-34 years received more distracted driving citations after a crash, more distracted driving convictions, and were more involved in distraction-related motor vehicle crashes compared to any other age group. For a detailed examination of Georgia's distracted driving statistics, please follow this link to the "Distracted Driving Fact Sheet."[6]

OBJECTIVE

Decrease the number of confirmed or suspected distracted driving related motor vehicle traffic crashes with an emphasis on distracted driving related fatalities and serious injuries by December 2024.

Percent of Distraction-Related Traffic Crashes and Deviation from the Statewide Percent by County, 2019



Source: Crash data revised by CODES 2019. Note: Counties that are light to dark gold have a lower percentage of distraction-related crashes compared to the statewide percent. Counties that are light to dark blue have a higher percentage of distraction-related crashes compared to the statewide percent.

6 SOURCE: *Georgia Crash Outcomes Data Evaluation System. (2021, May). Distracted Driving: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.*

DISTRACTED DRIVING

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Communications and Outreach on Distracted Driving	Support media campaigns and educational outreach events that include messaging to raise awareness on Georgia's Hands-Free Law. Provide educational materials to specific groups (courts and judges).
High-Visibility Cell Phone/Text Messaging Enforcement	Train and work collaboratively with law enforcement on various contributing factors of motor vehicle (MV) crashes including distractions
GDL requirements for Beginning Drivers	Collaborate with the Georgia Department of DDS to enhance driving exams to be more comprehensive
Provide engineering solutions to address distracted driving	Identify infrastructure improvements such as the Off-System Safety Program; work with FHWA to develop Local Road Safety Plans by local governments and install roadway rumble strips to alert drivers.
Understand the extent of distracted driving in Georgia	Conduct an annual statewide Distracted Driving observational study.

Young Adult Drivers

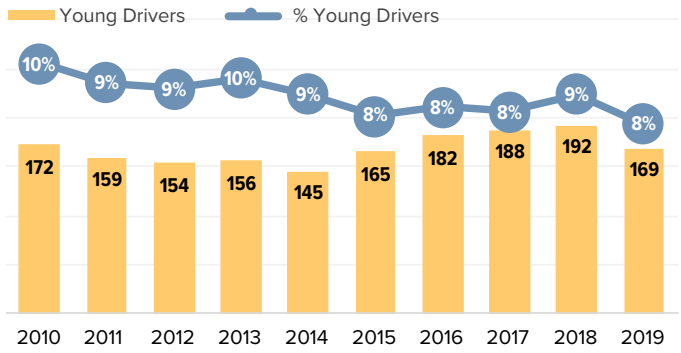
12%

decrease in young drivers involved in fatal crashes from 2018 to 2019

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. With an emphasis on evidence-based programming, this task team recognizes the increased risk of death and injury young drivers face. YADTT also strives to communicate effectively with the population by using social media and mass media campaigns. The term young driver refers to a person 15 to 20 years old operating a motor vehicle.

Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2010-2019



Adopted from the 2019 Young Driver GTSF

PROBLEM IDENTIFICATION

Young drivers represented 8 percent of all drivers involved in fatal crashes in 2019. Over the past 5 years (2015-2019), young drivers consistently represented 8.3 percent of all drivers involved in fatal crashes. Between 2014-2018, there has been a gradual increase in the number of young drivers (ages 15 to 20) involved in crashes. The number of young drivers (ages 15-to-20) involved in fatal crashes has decreased by 12 percent (from 192 drivers in 2018 to 169 drivers in 2019).[7]

OBJECTIVE

Decrease the number of young drivers (ages 15-to-20) involved in serious injury or fatal traffic crashes by December 2024.

7 SOURCE: *Georgia Crash Outcomes Data Evaluation System. (2021, September). Young Drivers: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.*

YOUNG ADULT DRIVERS

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Pre- and Post-Licensure Driver Education	The task team will continue to implement driver education for young students before licensure (high school students) by engaging schools and promoting statewide media campaigns. These programs include: Teens in the Driver's Seat initiative, Student's Against Destructive Decisions (SADD), Cinema Drive, and Driver's Education Programs. In FY2022-2024, the task team will expand these programs to regions and high schools that have high rates of young drivers involved in motor vehicle crashes and high licensure.
Parent Roles in Teaching and Managing Young Drivers	The Shepherd Center in partnership with the Governor's Office of Highway Safety developed the AutoCoach app that helps parents' model safe driving behaviors for their teens. In FY 2022-2024, the task team will continue to promote the use of this app and support the Power of Parents workshop hosted by MADD Georgia.
Enforcement of GDL and Zero Tolerance Laws	Work collaboratively with enforcement and peer-to-peer programming such as SADD and Teens in the Driver Seat

Bicycle Safety

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 develops 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

In 2019, there were 21 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. Eighty-nine counties experienced at least one bicycle crash. Forty-four percent (347 out of 793) of all statewide bicycle crashes and 38 percent (33 out of 88) of all bicyclist suspected serious injuries and fatalities occurred within five counties.[8]

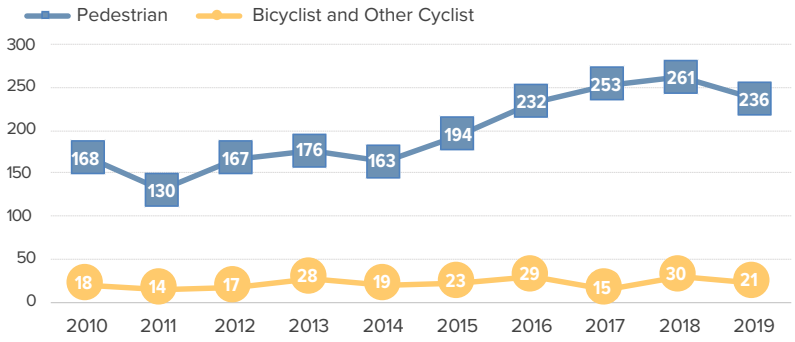
OBJECTIVE

Decrease the number of bicyclist serious injuries and fatalities by December 2024.

17%

Although pedestrians and bicyclists represented less than one percent of all individuals involved in motor vehicle crashes (0.4 percent), they accounted for 17 percent of all traffic fatalities.

Pedestrian and Bicyclist Fatalities in Traffic Crashes, 2010-2019



Adopted from the 2019 Non-Motorist (Pedestrian and Bicyclists) GTSF

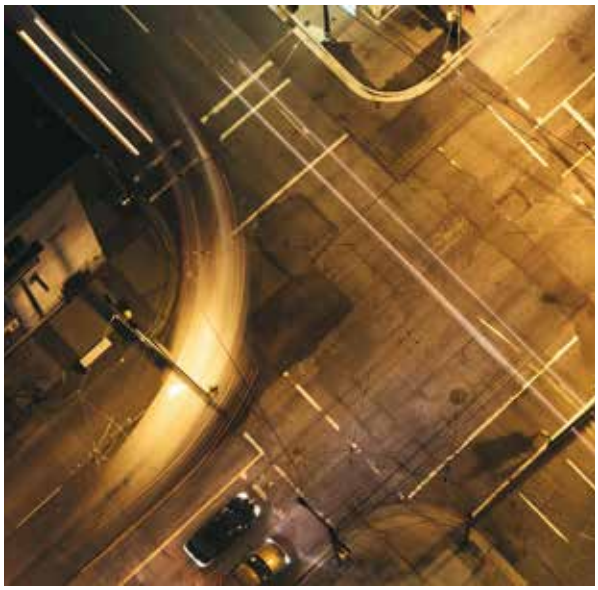
8 SOURCE: *Crash Outcomes Data Evaluation System. (2021, April). Pedestrians and Bicyclists: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.*

BICYCLE SAFETY

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Safe Routes to School	The task team will continue to promote the Safe Routes to School program that improves safety for children bicycling or walking to school. These programs are a multi-discipline effort that includes enforcement and engineering activities to improve the traffic environment around schools so children can safely bicycle or walk to school.
Motorist Passing Bicyclist Laws	Develop and implement a targeted "Three Foot Passing Law" campaign that will increase awareness that motorists must give bicyclists three feet of space between the bicycle and a vehicle when overtaking a bicyclist on the road.
Share the Road Awareness Programs	Continue to support and promote Share the Road programs and media campaigns to increase drivers' awareness of bicyclists on the roadway to improve the safety of all road users.
Local Law Enforcement Strategies	The task team will continue to work with law enforcement to increase compliance with appropriate traffic laws by both bicyclists and motorists. Law enforcement will address multiple contributing factors that include speed, distracted, and impaired enforcement, which may reinforce safe driving behaviors and reduce the severity and frequency of collisions as well as promote bicycle safety.
Assist Transportation Agencies in Updating or Developing Their Local Road Safety Plans	GDOT with the support of task team members will work collaboratively with the Intersection Safety and Roadway Departure Task Teams to assist and support local agencies to update or develop their Local Road Safety Plans to reduce the number of non-motorist fatalities on off-road systems. This includes providing them with technical assistance, crash data, safety audit data, and more that can help the local community target and prioritize efforts that may include construction, education, and enforcement.
Roadway Design and Signs for Bicyclists Operating in Traffic	GDOT will employ roadway design and intersection solutions that improve bicycle safety. This may include shared lane markings, paved shoulders on roadways with higher speeds or traffic volumes, rumble strips to protect the bicycle lane, bicycle signs that are compliant with Manual on Uniform Traffic Control Devices (MUTCD), and alternative intersections that incorporate bicyclist road users.
Bicycles May Use Full Lane	Support and advocate for the use of the "Bicycles May Use Full Lane" signage (R4-11) to be placed in roadway segments with high bicycle crashes. The placement of the signs will alert motorists that may be used on roadways where no bicycle lanes or adjacent shoulders usable by bicyclists are present and where travel lanes are too narrow for bicyclists and motor vehicles to operate side by side.

Intersection and Roadway Departure



DESCRIPTION

The Roadway Departure and Intersection Safety Task Team is a multi-disciplinary team tasked with developing safety improvement recommendations and reducing the number of fatal and serious injury for roadway departure and intersection crashes along all routes in the state of Georgia. The team is comprised of several key agencies and organizations in Georgia and incorporates the "Safety E's" approach. 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.

PROBLEM IDENTIFICATION

Twenty-six percent of all traffic fatalities (394 out of 1,491) occurred at an intersection or within 50 feet of an intersection perimeter (intersection-related). The number of fatalities in multi-vehicle crashes that occurred at an intersection or intersection-related increased by 12 percent from 266 in 2015 to 299 in 2019.

Forty-seven percent of all traffic fatalities were a result of a vehicle departing the roadway by crossing an edge line or a center line and can result in a head-on collision when a vehicle enters an opposing lane of traffic. The number of single-vehicle roadway departure fatalities decreased by 11 percent from 540 in 2015 to 483 in 2019.[9]

OBJECTIVE

Decrease the number of intersection and roadway departure fatalities and serious injuries by December 2024.

26%

of all traffic fatalities (394 out of 1,491) occurred at an intersection or within 50 feet of an intersection perimeter (intersection-related).

Traffic Fatalities by Crash Type, 2015 and 2019

Fatal Crash Types	2015			2019			2015-2019 Percentage Change		
	Total Fatalities	Single Vehicle	Multi-Vehicle	Total Fatalities	Single Vehicle	Multi-Vehicle	Total Fatalities	Single Vehicle	Multi-Vehicle
Total Fatalities (All Crashes)	1,432	777	655	1,491	750	741	+ 4%	- 3%	+ 13%
Intersection (or Intersection-Related)	371	105	266	394	95	299	+ 6%	- 10%	+ 12%
Roadway Departure	761	540	221	705	483	222	- 7%	- 11%	+ 0.5%
Involving Large Trucks	182	27	155	204	27	177	+ 12%	0%	+ 14%

9 SOURCE: *Georgia Crash Outcomes Data Evaluation System. (2021, September). Overview of Motor Vehicle Crashes in 2019: 2019 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.*

INTERSECTION AND ROADWAY DEPARTURE

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Assist Transportation Agencies in Updating or Developing their Local Road Safety Plans	In Georgia, nearly 50% of roadway fatalities occurred on local roads and 83% of these roads are maintained by local agencies (87,542 mi of county roads). The task team will continue to assist and support local agencies to update or develop their Local Road Safety Plans to reduce the number of roadway departure and intersection-related fatalities specific to the needs of their community. This includes providing them with technical assistance, crash data, safety audit data, and more that can help the local community target and prioritize efforts that may include construction, education, and enforcement.
Continue to Promote and Implement Roadway Safety Countermeasures and Educate Stakeholders on the Benefits of These Solutions	The task team will continue to utilize the best available practices and treatments that will benefit all roadway users that includes pedestrians, bicyclists, older drivers, young drivers, etc. The roadway departure task team will use countermeasures like retroreflectivity, lighting design, curve signing, delineation treatments, high friction surface treatments, rumble strips, signage, and more. The intersection safety task team will use alternative intersection countermeasures like restricted crossing U-turns intersections, median U-turn intersections, double crossover diamond interchanges, and more to reduce the number of intersection crashes, injuries, and fatalities.
Continue to Use Real-Time Data and Information	The task team will continue to use real-time data to identify high-risk segments or intersections that can be improved.

Commercial Motor Vehicle (Heavy Trucks)

DESCRIPTION

The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for the implementation of, and compliance with, the Motor Carrier Safety Assistance Program (MCSAP) guidelines in the state of Georgia. The goal of the MCSAP is to reduce CMV-involved crashes, fatalities, and injuries through consistent, uniform, and effective Commercial Motor Vehicle (CMV) safety programs.

The primary focus of MCCD is the enhancement of highway safety regarding commercial motor vehicles. MCCD Officers perform in-depth complex safety inspections of the commercial vehicles, its operator, and the load to ensure that they pose no identifiable risk to the safety of the motoring public.

15%

increase in the number CMV fatalities and a 3% increase in the CMV fatality rate from 2015 to 2019

4th

state of Georgia's ranking in the US for number of CMV fatalities

PROBLEM IDENTIFICATION

Georgia continues to experience unparalleled economic and population growth. The Port of Savannah now handles one in five containers crossing East Coast docks and is the nation's third busiest gateway for containerized freight. Further, Georgia's second deep-water port, the Port of Brunswick, is the nation's second busiest auto-port.

In 2019, Georgia accounted for 185 commercial motor vehicle fatalities that included large trucks and bus crashes on Georgia roadways. There were a 15% increase in the number CMV fatalities and a 3% increase in the CMV fatality rate from 2015 to 2019. Georgia was ranked 4th in the number of CMV fatalities.[10]

OBJECTIVE

Reduce the number and severity of crashes, injuries, and fatalities involving commercial motor vehicles.

Commercial Motor Vehicle Fatality Rate, 2011-2019

Year	Fatalities	VMT	CMV Fatality Rate
2011	176	108,454	0.16
2012	158	107,489	0.15
2013	173	109,355	0.16
2014	162	111,535	0.15
2015	188	118,107	0.16
2016	199	122,802	0.16
2017	239	124,733	0.19
2018	203	131,456	0.15
2019	217	133,128	0.16

Source: https://ai.fmcsa.dot.gov/crashstatistics/TruckBusFatalityRate.aspx
Rate calculation : Fatality Rate: equal to the "Number of Fatalities Involved in Commercial Motor Vehicle Fatal Crashes" divided by the "State Total VMT"multiplied by 100. Fatality Rate figures represent Fatalities per 100 Million Vehicle-Miles Traveled.

10 FMCSA Source: *https://ai.fmcsa.dot.gov/crashstatistics/Truck-BusFatalityRate.aspx*

COMMERCIAL MOTOR VEHICLE

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Conduct New Entry Safety Audits	Require all Region 10 personnel to conduct safety audits to keep pace with the ever-increasing number of new carriers in the new entrant program.
Public Education and Outreach	The MCCD will conduct public education and awareness activities in order to raise awareness of drivers of all ages and social groups of their responsibility to share the roads safely on Georgia's highways. These activities target the general public and teen drivers concentrating on "Share the Road", "Leave More Space", and distracted driving including use of cell phones while driving.
Traffic Enforcement	The MCCD will focus traffic enforcement on crash causative behaviors: speeding, following too closely, distracted driving, improper lane use, improper turns, improper passing, failure to obey traffic control devices, seat belt usage, and any type of impaired driving.

1%

Georgia's crash reduction goal is to reduce the CMV fatality rate per 100 Million Vehicle Miles Traveled (VMT) by 0.01 each year, which equates to 1% each year.

Crash Outcome Data Evaluation System

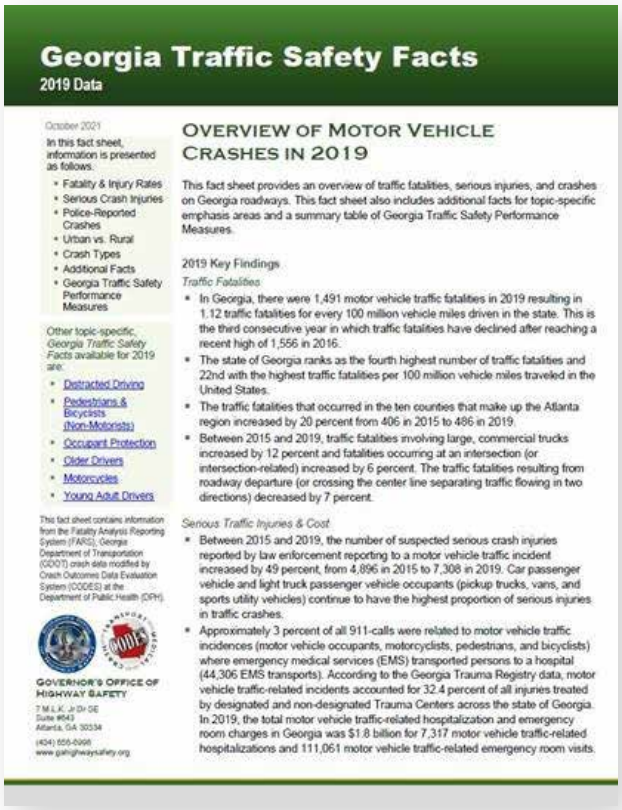
It is the mission of the CODES (Crash Outcome Data Evaluation System) project to better understand the populations at greatest or least risk for different types of injuries, the hospitalization charges associated with specific types of crashes and vehicles, the characteristics of driver and occupant 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, speeding) and protective (i.e. Driver education, restraint use) factors to their medical and financial outcomes, a more comprehensive view of crash injuries is created and opportunities for prevention can be identified. Data driven programs can then be implemented to prevent deaths and injuries and reduce associated medical costs.

CODES analyzes and uses probabilistic techniques to link electronic crash and other traffic records data that have information from before, during, and after a crash. Different data sources provide different information and by linking existing data sources, such as police, hospital, and emergency medical service (EMS) records, assist to determine crash outcomes in terms of mortality, injury, severity, and health care costs.

Georgia CODES brings together multiple agencies and traffic records 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 accuracy 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. Georgia CODES has developed and maintained relationships with traffic records data owners, users, and injury prevention stakeholders through the establishment of two groups, the CODES Board and CODES Data Subcommittee.



Georgia Traffic Safety Facts
2019 Data

October 2021

In this fact sheet, information is presented as follows:

- Fatality & Injury Rates
- Serious Crash Injuries
- Police-Reported Crashes
- Urban vs. Rural
- Crash Types
- Additional Facts
- Georgia Traffic Safety Performance Measures

Other topic-specific *Georgia Traffic Safety Facts* available for 2019 are:

- Distracted Driving
- Pedestrians & Bicyclists (Non-Motorists)
- Occupant Protection
- Older Drivers
- Motorcycles
- Young Adult Drivers

This fact sheet contains information from the Fatality Analysis Reporting System (FARS), Georgia Department of Transportation (GDOT) crash data modified by Crash Outcome Data Evaluation System (CODES) at the Department of Public Health (DPH).

GOVERNOR'S OFFICE OF HIGHWAY SAFETY

7 M.L.K. Jr Dr SE
Suite #643
Atlanta, GA 30334
(404) 656-6996
www.gahighwaysafety.org

OVERVIEW OF MOTOR VEHICLE CRASHES IN 2019

This fact sheet provides an overview of traffic fatalities, serious injuries, and crashes on Georgia roadways. This fact sheet also includes additional facts for topic-specific emphasis areas and a summary table of Georgia Traffic Safety Performance Measures.

2019 Key Findings

Traffic Fatalities

- In Georgia, there were 1,491 motor vehicle traffic fatalities in 2019 resulting in 1.12 traffic fatalities for every 100 million vehicle miles driven in the state. This is the third consecutive year in which traffic fatalities have declined after reaching a recent high of 1,556 in 2016.
- The state of Georgia ranks as the fourth highest number of traffic fatalities and 22nd with the highest traffic fatalities per 100 million vehicle miles traveled in the United States.
- The traffic fatalities that occurred in the ten counties that make up the Atlanta region increased by 20 percent from 406 in 2015 to 486 in 2019.
- Between 2015 and 2019, traffic fatalities involving large, commercial trucks increased by 12 percent and fatalities occurring at an intersection (or intersection-related) increased by 6 percent. The traffic fatalities resulting from roadway departure (or crossing the center line separating traffic flowing in two directions) decreased by 7 percent.

Serious Traffic Injuries & Cost

- Between 2015 and 2019, the number of suspected serious crash injuries reported by law enforcement reporting to a motor vehicle traffic incident increased by 49 percent, from 4,896 in 2015 to 7,308 in 2019. Car passenger vehicle and light truck passenger vehicle occupants (pickup trucks, vans, and sports utility vehicles) continue to have the highest proportion of serious injuries in traffic crashes.
- Approximately 3 percent of all 911-calls were related to motor vehicle traffic incidences (motor vehicle occupants, motorcyclists, pedestrians, and bicyclists) where emergency medical services (EMS) transported persons to a hospital (44,306 EMS transports). According to the Georgia Trauma Registry data, motor vehicle traffic-related incidents accounted for 32.4 percent of all injuries treated by designated and non-designated Trauma Centers across the state of Georgia. In 2019, the total motor vehicle traffic-related hospitalization and emergency room charges in Georgia was $1.8 billion for 7,317 motor vehicle traffic-related hospitalizations and 111,061 motor vehicle traffic-related emergency room visits.

Risk Analysis & Evaluation Team

The CODES Data Subcommittee is the Risk Analysis & Evaluation Team and comprises of traffic data owners and users discussing data issues and is the data support for the SHSP. This group has produced the Georgia Traffic Safety Facts (GTSF) and the Georgia Traffic Safety Quick Facts for the identified Georgia emphasis areas. The detailed GTSF are for practitioners that include not only crash and fatal data but other traffic data (i.e. hospitalizations). The Quick facts are for public consumption that is a one-page front and back document that not only include data but also prevention and resources.

TIME Task Force

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, EMS, 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 Mission & Objectives

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.

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.

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 throughout Georgia. 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

Georgia Traffic Records Program

Georgia's Traffic Records Program consists of traffic records data about Georgia's roadway transportation network and the people and vehicles that use it. Such data enables problem identification, countermeasure development and application, and outcome evaluation. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision making and practices to decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia's traffic records system assists the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries on Georgia's roadways. Data-driven improvements rely on Georgia's traffic records system to identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Traffic Records System Components

Georgia's traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core data systems— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance— as well as the organizations and people responsible for them. Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network at the federal, state, and local levels.

CRASH

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are entered electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically.

ROADWAY

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

DRIVER

The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).

CITATION & ADJUDICATION

The State of Georgia has a non-unified court system where local courts are autonomous. These courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts can securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.

VEHICLE

The Georgia Department of Revenue (DOR) Motor Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system — Driver Record and Integrated Vehicle Enterprise System (DRIVES) — is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.

INJURY SURVEILLANCE

The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These datasets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

Traffic Records Coordinating Committee (TRCC)

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole—one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC is comprised of two committees — the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. Together, the two tiers of Georgia's TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes. Georgia's TRCC continues to support current traffic records projects, identify new projects, and establish performance measures for each core data system to address the recommendations provided in the 2019 Traffic Records Assessment.

Railway Safety Education

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.

OPERATION LIFESAVER®
Georgia

The Georgia Department of Transportation - Office of Utilities' Railroad Safety

The Georgia Department of Transportation (GDOT), 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. There are nearly 5,385 public crossings statewide (2,515 active/ 2,870 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 the 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 Railroad 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.

Appendix

APPENDIX A
SHSP UPDATE PROCESS

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 make up 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 Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes.

Georgia Electronic 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.

Update Schedule

Georgia submitted its most recent SHSP update to the FHWA Division Administrator in 2019. Georgia will update the SHSP document every three years as agreed upon by the SHSP Executive Leadership Board. This SHSP document will be in place from 2022-2024.

APPENDIX B
HIGH RISK RURAL ROAD

23 U.S.C 148 (a) (1) legislation requires that States include the High Risk Rural Road (HRRR) definition and define the significant safety risks of roads in their updated State Strategic Highway Safety Plans (SHSPs).

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.

APPENDIX C
SPECIAL RULE -23 U.S.C 148 (G) (2)

23 U.S.C. 148 (g) (2) provides: If traffic fatalities and serious injuries per capita for drivers and pedestrians over the age of 65 in a State increases during the most recent 2-year period for which data are available, that State shall be required to include, in the subsequent Strategic Highway Safety Plan of the State, strategies to address the increases in those rates, taking into account the recommendations included in the publication of the Federal Highway Administration entitled 'Highway Design Handbook for Older Drivers and Pedestrians.

The Georgia Department of Transportation (GDOT) recognizes that the population of older adults continues to grow. There is a clear need to address the unique safety needs of this group. Therefore, GDOT analyzed our historical crash data to identify older driver and pedestrian crash patterns to guide the design teams. Historically, older pedestrians killed or seriously injured account for approximately 20% of the total pedestrian crashes, and older drivers involved in a fatality or serious injury crashes account for approximately 31% of the drivers involved in these crashes.

GDOT understands that crashes involving older drivers or pedestrians usually present risk factors of vision, cognition, and psychomotor & physical function. When evaluating an intersection or segment of the roadway for a potential improvement for any type of project there are countermeasures installed that assist with mitigating the risk factors mentioned above.

GDOT includes these considerations when designing projects. For example, physical function, such as reduction inability to rotate one's head or neck, can be assisted with providing an elongated channelized right turn or improving the intersection skew. Other risk factors found with older drivers/pedestrians, such as vision and cognition, can be addressed by reducing speed and conflict points. Typical projects or countermeasures that can help to counteract these types of risk factors are: intersection geometry improvements, enhanced signing and marking enhancements, intersection lighting, and traffic signal enhancements such as signal backplates, leading pedestrian interval, countdown pedestrian heads, high visibility crosswalks, accessible pedestrian signal treatments, flashing yellow arrows, and protected only left turn.

- Intersection geometry improvements
- Enhanced signing and marking enhancements
- Intersection lighting
- Signal backplates
- Leading pedestrian intervals
- Countdown pedestrian heads
- High visibility crosswalks
- Accessible pedestrian signal treatments
- Flashing yellow arrows
- Protected only left turn

APPENDIX D
SAFETY PERFORMANCE MEASURES & GOALS JUSTIFICATIONS

C-1: Number of Traffic Fatalities (FARS)

	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-1	To maintain traffic fatalities under the projected 1,770 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	1,505	1,770

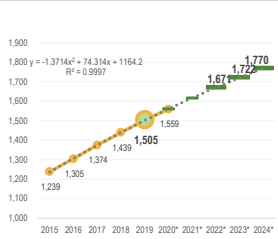
Performance Target Justification

During the period of 2015-2019, there was an increase in the unweighted 5-year rolling average number of traffic fatalities. Despite this increase in the averages, the actual number of traffic fatalities decreased in 2019 compared to 2018. Using the 5-year rolling average and polynomial modeling (R^2 of 0.99), **the SHSP set target is maintain traffic fatalities under the projected 1,770 (2020-2024 rolling average) by 2024.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities in 2020 – 1,702 traffic fatalities.

While the FY2024 target is considered an "increasing target" (a value greater than the baseline), it is a lower number compared to the previous FY2021 SHSP target of 2,050 traffic fatalities (2017-2021 rolling average).

Year	Traffic Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2010	1,247	1,474	
2011	1,226	1,380	
2012	1,192	1,290	
2013	1,180	1,227	
2014	1,164	1,202	
2015	1,432	1,239	
2016	1,556	1,305	
2017	1,540	1,374	
2018	1,505	1,439	
2019	1,491	1,505	
2020*	1,702	1,559	1,561
2021*			1,617
2022*			1,671
2023*			1,722
2024*			1,770

Graphic of Projection Analysis



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

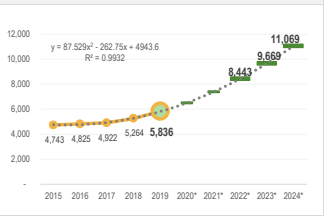
	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-2	To maintain serious injuries in traffic crashes under the projected 11,069 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	5,836	11,069

Performance Target Justification

During the period of 2014-2019, there was an increase in the number of recorded traffic serious injuries. The number of serious injuries increased by 19% (+1,031 injuries) from 6,401 in 2018 to 7,308 in 2019. Using 5-year moving average and polynomial modeling (R2 of 0.99), **the SHSP set target is maintain serious injuries in traffic crashes under the projected 11,069 (2020-2024 rolling average) by 2024.**

Year	Serious Injuries	5-Year Rolling Average	Target (Projected 5MA)
2010	4,395		
2011	4,797	4,630	
2012	4,884	4,694	
2013	4,694	4,694	
2014	4,446	4,643	
2015	4,896	4,743	
2016	5,206	4,825	
2017	5,370	4,922	
2018	6,401	5,264	
2019	7,308	5,836	
2020*			6,518
2021*			7,393
2022*			8,443
2023*			9,669
2024*			11,069

Graphic of Projection Analysis



Serious Injury Data Considerations:

The Traffic Records Coordinating Committee (TRCC), Georgia Department of Transportation (GDOT), and Crash Outcomes Data Evaluation System (CODES) are making great strides in improving the quality of traffic serious injuries reporting in Georgia. After expanding the serious injury definitions (more detailed and specific for law enforcement) to meet the requirements of the Model Minimum Uniform Crash Criteria (MMUCC) KABCO[1] scale in 2013, GDOT modified the Georgia Uniform Vehicle Accident Report and conducted a series of training for law enforcement. Part of the training emphasized how to properly report critical accident fields (such as the new 'suspected' serious injury definitions) and how to submit crash reports (electronic and/or paper) to GDOT. In addition to the police training, the data subcommittee is developing a process for checking police-reported serious injuries in the crash database by cross-referencing the queried values with Emergency Medical Services data and Hospital Records. Additionally, CODES is performing data linkages across all three data sources to assess the quality of recent crash reports and to recalibrate the values from serious injury values in previous years. In June 2020, the data subcommittee took the first step towards redefining and recalibrating the 'suspected serious injuries' from 2009 to 2019.

C-2a: Serious Injuries /VMT (FARS, FHWA)

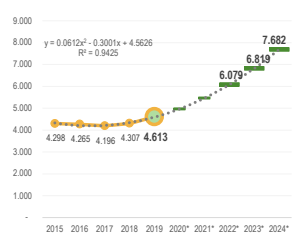
	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-2a	To maintain serious injuries in traffic crashes per 100M VMT under the projected 7.68 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	4.61	7.68

Performance Target Justification

Since 2017, the 5-year rolling average serious injuries in traffic crashes per 100M VMT has steadily increased. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.94), **the SHSP set target is to maintain serious injuries in traffic crashes per 100M VMT under the projected 7.68 (2020-2024 rolling average) by 2024.** While the FY2024 target is considered an "increasing target" (a value greater than the baseline), it is a lower rate compared to the previous FY2021 SHSP target of 16.1 serious traffic injuries per 100M VMT (2017-2021 rolling average).

Year	Overall Fatality Rate	5-Year Rolling Average	Target (Projected 5MA)
2010	3.934		
2011	4.444	4.228	
2012	4.598	4.321	
2013	4.301	4.317	
2014	3.993	4.254	
2015	4.152	4.298	
2016	4.282	4.265	
2017	4.251	4.196	
2018	4.856	4.307	
2019	5.523	4.613	
2020*			4.965
2021*			5.461
2022*			6.079
2023*			6.819
2024*			7.682

Graphic of Projection Analysis



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

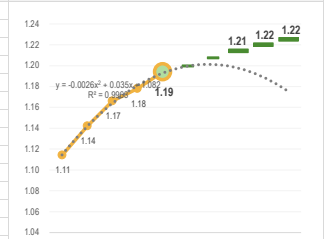
	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-3	To maintain traffic fatalities per 100M VMT under the projected 1.22 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	1.19	1.22

Performance Target Justification

Since 2015, the 5-year rolling average traffic fatalities per 100M VMT has steadily increased. However, the rate decreased from 1.27 fatalities/100M VMT in 2016 to 1.12 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **the SHSP set target is maintain traffic fatalities per 100M VMT under the projected 1.22 (2020-2024 rolling average) by 2024.** While the FY2024 target is considered an "increasing target" (a value greater than the baseline), it is a lower rate compared to the previous FY2021 SHSP target of 1.51 fatalities/100M VMT (2017-2021 rolling average).

Year	Overall Fatality Rate	5-Year Rolling Average	Target (Projected 5MA)
2010	1.12	1.32	
2011	1.13	1.25	
2012	1.11	1.18	
2013	1.08	1.12	
2014	1.04	1.10	
2015	1.21	1.11	
2016	1.27	1.14	
2017	1.23	1.17	
2018	1.14	1.18	
2019	1.12	1.19	1.19
2020*			1.20
2021*			1.21
2022*			1.21
2023*			1.22
2024*			1.22

Graphic of Projection Analysis



APPENDIX D
SAFETY PERFORMANCE MEASURES & GOALS JUSTIFICATIONS

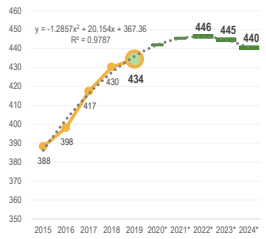
C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
C-4	To maintain the unrestrained traffic fatalities under the projected 440 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	434	440

Performance Target Justification

Since 2015, the 5-year rolling average unrestrained traffic fatalities has steadily increased. However, the number of unrestrained fatalities steadily decreased by 19% from 472 in 2015 to 384 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.98), **the SHSP set target is maintain the unrestrained traffic fatalities under the projected 440 (2020-2024 rolling average) by 2024.** While the FY2024 target is considered an "increasing target" (a value greater than the baseline), it is a lower number compared to the previous FY2021 SHSP target of 631 unrestrained passenger vehicle occupant fatalities (2017-2021 rolling average).

Year	Unrestrained Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	428	549		
2011	422	504		
2012	368	450		
2013	377	410		
2014	363	392		
2015	411	388		
2016	472	398		
2017	464	417		
2018	441	430		
2019	384	434		
2020*			442	
2021*			445	
2022*			446	
2023*			445	
2024*			440	



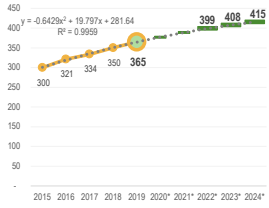
C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
C-5	To maintain alcohol-related fatalities under the projected 415 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	365	415

Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of alcohol-related fatalities decreased by 7% (26 fewer fatalities) from 379 in 2018 to 353 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.996), **the SHSP set target is maintain alcohol-related fatalities under the projected 415 (2020-2024 rolling average) by 2024.**

Year	Alcohol Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	299	387		
2011	271	351		
2012	295	321		
2013	296	299		
2014	279	288		
2015	358	300		
2016	378	321		
2017	357	334		
2018	379	350		
2019	353	365		
2020*			377	
2021*			389	
2022*			399	
2023*			408	
2024*			415	



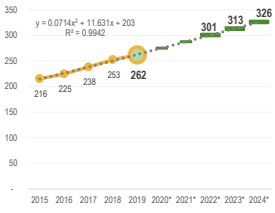
C-6: Number of speeding-related fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
C-6	To maintain speeding-related fatalities under the projected 326 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	262	326

Performance Target Justification

Since 2015, the 5-year rolling average speeding-related fatalities has steadily increased. The number of speeding-related fatalities decreased by 3% (8 fewer fatalities) from 268 in 2018 to 260 in 2019. Using the 5-year rolling averaging method and a more conservative logarithmic modeling (R^2 of 0.99), **the SHSP set target is maintain speeding-related fatalities under the projected 326 (2020-2024 rolling average) by 2024.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities and speeding-related fatalities in 2020.

Year	Speed Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	217	311		
2011	220	274		
2012	180	233		
2013	197	211		
2014	213	205		
2015	268	216		
2016	266	225		
2017	248	238		
2018	268	253		
2019	260	262		
2020*			275	
2021*			288	
2022*			301	
2023*			313	
2024*			326	



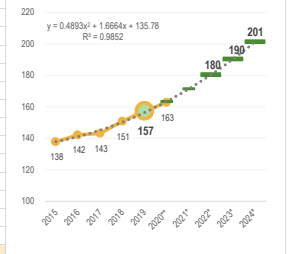
C-7: Number of motorcyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
C-7	To maintain motorcyclist fatalities under the projected 201 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	157	201

Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of motorcyclist fatalities increased by 10% (16 more fatalities) from 154 in 2018 to 170 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.98), **the SHSP set target is maintain motorcyclist fatalities under the projected 201 (2020-2024 rolling average) by 2024.** This established target takes into consideration preliminary crash data that shows an increase in the number of motorcycle fatalities in 2020 – 179 motorcyclist fatalities.

Year	Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	128	153		
2011	150	152		
2012	134	146		
2013	116	134		
2014	137	133		
2015	152	138		
2016	172	142		
2017	139	143		
2018	154	151		
2019	170	157		
2020**	179	163	163	
2021*			171	
2022*			180	
2023*			190	
2024*			201	



APPENDIX D
SAFETY PERFORMANCE MEASURES & GOALS JUSTIFICATIONS

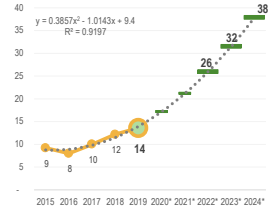
C-8: Number of un-helmeted motorcyclist fatalities (FARS)

	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 38 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	14	38

Performance Target Justification

Since 2015, the 5-year rolling average of un-helmeted motorcyclist fatalities has steadily increased. In 2019, there were 15 un-helmeted motorcyclist fatalities – one less fatality compared to the previous year. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.92), **the SHSP set target is maintain the un-helmeted motorcyclist fatalities under the projected 38 (2020-2024 rolling average) by 2024.**

Year	Un-helmeted Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	14	16		
2011	15	15		
2012	8	13		
2013	5	11		
2014	8	10		
2015	10	9		
2016	9	8		
2017	18	10		
2018	16	12		
2019	15	14		
2020*			17	
2021*			21	
2022*			26	
2023*			32	
2024*			38	



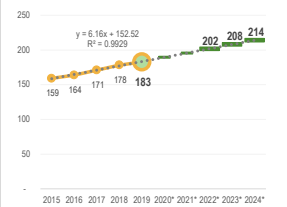
C-9a: Number of drivers aged 20 or younger involved in fatal crashes (FARS)

	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-9	To maintain young drivers involved in fatal crashes under the projected 214 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	183	214

Performance Target Justification

The 5-year rolling average number of young drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers involved in fatal crashes decreased by 10% (20 fewer young drivers) from 192 in 2018 to 172 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **the SHSP set target is maintain young drivers involved in fatal crashes under the projected 214 (2020-2024 rolling average) by 2024.** While the FY2024 target is considered an "increasing target" (a value greater than the baseline), it is a lower number compared to the previous FY2021 SHSP target of 543 young drivers involved in fatal crashes (2017-2021 rolling average).

Year	Young Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	175	225		
2011	165	199		
2012	158	173		
2013	156	160		
2014	149	161		
2015	168	159		
2016	188	164		
2017	194	171		
2018	192	178		
2019	172	183	183	
2020*			189	
2021*			196	
2022*			202	
2023*			208	
2034*			214	



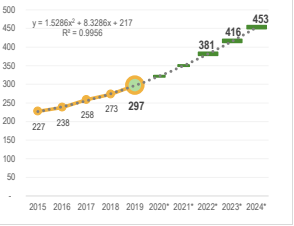
C-9b: Number of drivers aged 65 or older involved in fatal crashes (FARS)

	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-9	To maintain older drivers involved in fatal crashes under the projected 453 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	297	453

Performance Target Justification

The 5-year rolling average number of older drivers (aged 65 years or older) involved in fatal crashes has steadily increased since 2015. The number of older drivers involved in fatal crashes increased by 15% (41 more older drivers) from 272 in 2018 to 313 in 2019. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **the SHSP set target is maintain older drivers involved in fatal crashes under the projected 453 (2020-2024 rolling average) by 2024.**

Year	Older Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	226			
2011	248			
2012	205			
2013	198			
2014	193	214		
2015	293	227		
2016	300	238		
2017	308	258		
2018	272	273		
2019	313	297	297	
2020*			322	
2021*			350	
2022*			381	
2023			416	
2024*			453	



C-10: Number of pedestrian fatalities (FARS)

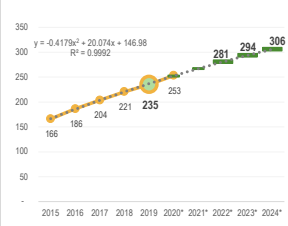
	Traffic Safety Performance Measures	Metric Type	Baseline 2015-2019	Target 2020-2024
C-10	To maintain pedestrian fatalities under the projected 306 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	235	306

Performance Target Justification

Since 2015, the 5-year rolling average pedestrian fatalities has steadily increased over time. Despite the decrease in the number of pedestrian fatalities by 10% in 2019 compared to 2018 (26 fewer fatalities), preliminary data shows a substantial increase to 283 pedestrian fatalities in 2020.

Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **the SHSP set target is maintain pedestrian fatalities under the projected 306 (2020-2024 rolling average) by 2024.**

Year	Pedestrian Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	168	154		
2011	130	150		
2012	167	153		
2013	176	159		
2014	163	161		
2015	194	166		
2016	232	186		
2017	253	204		
2018	262	221		
2019	236	235		
2020*	283	253	252	
2021*			267	
2022*			281	
2023*			294	
2024*			306	



APPENDIX D
SAFETY PERFORMANCE MEASURES & GOALS JUSTIFICATIONS

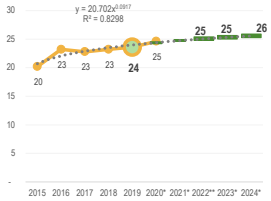
C-11: Number of bicyclists fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
C-11	To maintain bicyclist fatalities under the projected 26 (2020-2024 rolling average) by 2024.	Numeric, 5-Year Rolling Average	24	26

Performance Target Justification

Despite the fluctuations of bicyclist fatalities over the past decade, the 5-year rolling average bicyclists fatalities remained steadily around 23 since 2015. The number of bicyclist fatalities decreased by 9 fatalities from 30 in 2018 to 21 in 2019. Using the 5-year rolling averaging method conservative polynomial modeling (R^2 of 0.83), **the SHSP set target is maintain bicyclist fatalities under the projected 26 (2020-2024 rolling average) by 2024.** This established target takes into consideration preliminary crash data that shows an increase in the number of bicyclist fatalities in 2020 – 28 bicyclist fatalities.

Year	Bicyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2010	18	19		
2011	14	18		
2012	17	18		
2013	28	20		
2014	19	19		
2015	23	20		
2016	29	23		
2017	15	23		
2018	30	23		
2019	21	24		
2020*	28	25	25	
2021*			25	
2022*			25	
2023*			25	
2024*			26	



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

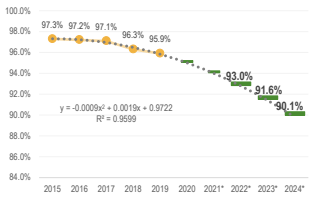
Traffic Safety Performance Measures		Metric Type	Baseline 2015-2019	Target 2020-2024
B-1	To increase the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants to 96.0% by 2022.	Numeric, **Annual Value**	95.9%	96.0%

Performance Target Justification

The statewide observed seatbelt usage rate has steadily declined since 2015. The statewide safety belt usage in 2019 for drivers and passengers of passenger cars, trucks, and vans was 95.9% — a 0.4% net decrease from 2018. According to the projection calculations, Georgia trends shows a continued decline in seat belt use. GOHS and other stakeholders will be revising the methodology and approach used to conduct the seatbelt observational survey to obtain a more accurate picture of restraint use that better aligns with measures presented in other datasets. The observational survey was not conducted in 2020 due to the national and state response during the COVID-19 public health emergency. Stakeholders and other practitioners are aware of how this new methodology may impact the observed seatbelt usage trends and will exercise caution when interpreting historical and future trends.

The SHSP set target is to increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants to 96.0% by 2024.

Year	Observed Seatbelt Use	Target (Projected 5MA)	Graphic of Projection Analysis
2010	89.6%		
2011	93.0%		
2012	92.0%		
2013	95.5%		
2014	97.3%		
2015	97.3%		
2016	97.2%		
2017	97.1%		
2018	96.3%		
2019	95.9%		
2020		95.1%	
2021*		94.1%	
2022*		93.0%	
2023*		91.6%	
2024*		90.1%	



Observed Seatbelt Use Data Considerations:

GOHS will be working collaboratively with the newly awarded Emory University Injury Prevention Research Center to revise the methodology and approach used to conduct the seatbelt observational survey. GOHS and other stakeholders would like to obtain a more accurate picture of restraint use in the state that aligns with measures

APPENDIX E
GEORGIA SHSP EVALUATION APPROACH

The evaluation of the Strategic Highway Safety Plan is a requirement set forth by the Federal Highway Administration to help confirm the validity of the emphasis areas, the effectiveness of strategies, and identify any issues related to the SHSP process, implementation, and progress.

Evaluation Goals

The evaluation is modeled after the SHSP Evaluation Process Model and focuses on the emphasis areas and implementation efforts that will occur in FFY2021-2023. The primary purpose of the evaluation is to demonstrate the SHSP's contribution to transportation safety. The evaluation is designed to:

A. Describe the characteristics of high-functioning emphasis area task teams;

B. Identify effective or ineffective processes/strategies/programs in the SHSP that are either achieving or not achieving the intended results; and,

C. Assess the progress in meeting transportation safety objectives and goals within each emphasis area.

SHSP Contribution to Traffic Safety | Conceptual Framework

The evaluation goals and objectives map onto the conceptual framework of how the SHSP emphasis area task teams contribute to transportation safety in Georgia. The conceptual framework (depicted below) shows that emphasis area task teams develop and/or support comprehensive traffic strategies, programs, and countermeasures that are aimed to reduce traffic fatalities and injuries. The task teams' collective effort is intended to reduce traffic fatalities and injuries that are measured by the progress achieved within each objective (short-term outcomes and intermediate outcomes) and traffic safety performance measures (long-term outcomes).

The four primary evaluation questions that are aligned by this conceptual framework are:

1. What are the characteristics of high-functioning SHSP emphasis area task teams?
2. What are the effective or ineffective processes, strategies, and programs in the SHSP that are either achieving or not achieving the intended results?
3. To what extent are the emphasis areas making measurable progress toward the short-term and intermediate outcomes?
4. To what extent were the traffic safety performance measure targets met?

SHSP CONTRIBUTION TO TRAFFIC SAFETY (CONCEPTUAL FRAMEWORK) AND EVALUATION QUESTIONS

Data Collection Methods

The evaluation will apply a mixed-method approach where both qualitative and quantitative data will be collected using various methods to answer the evaluation questions.

Use of Evaluation Findings

Evaluation results will be used to enhance the SHSP process, improve traffic safety performance measures, facilitate decision-making with the emphasis area task teams, and inform key stakeholders of the SHSP impact. The intended use of the evaluation findings will be to (1) Identify effective processes, strategies, and programs for replication and direct resources to areas with the highest probability of improving safety; (2) Revise and enhance SHSP emphasis area task team action plans (strategies, activities, and objectives); (3) Identify potential leaders and partners across disciplines to support the SHSP effort; and (4) Inform key stakeholders, elected officials, the media, and the public about the SHSP's impact.

7 M.L.K. Jr Dr SE #643, Atlanta, GA 30334
(404) 656-6996
gahighwaysafety.org