



Georgia Governor's Office of Highway Safety



2018 Annual Report

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Nathan Deal
GOVERNOR

Harris Blackwood
DIRECTOR

December 31, 2018

Ms. Carmen Hayes
Regional Administrator
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, S.W.
Atlanta, Georgia 30303

RE: Federal Fiscal Year (FFY) 2018 Annual Report

Dear Ms. Hayes:

Please find enclosed Georgia's FFY 2018 Annual Report. Please do not hesitate to contact our office should there be any questions. Happy New Year.

Sincerely,

Harris Blackwood, GOHS Director

Copy: Terrance Parker, Program Manager
Jim Andrews, GOHS Deputy Director
GOHS Masterfile



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Goals, History and Mission of GOHS

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

Our number one goal is to reduce the number of crashes, injuries and fatalities on Georgia's roads and to provide highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on our streets and highways.

The history of GOHS follows that of highway safety in the USA as a whole. In 1966, 50,894 people were killed in motor vehicle crashes in the U.S. and the rate of fatalities per 100 million miles of travel was 5.5. It was projected that, over a 9-year period, the number of fatalities would increase to 100,000 a year if Congress did not do anything to address the problem. Taking heed of these dire predictions, Congress enacted the Highway Safety Act of 1966. This legislation created a unique partnership among federal, state and local governments to improve and expand the nation's highway safety activities.

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally-funded highway program.

We design all of our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority and we must persuade all Georgians to adopt a similar goal.

Executive Summary

Highway fatalities in Georgia, which peaked in 2016 and began to decrease in 2017, continued to decline in 2018. Fatalities involving commercial motor vehicles dropped sharply, from 203 in the first 11 months of 2017 to 125 in the first 11 months of 2018 (down 38%); this may be related to the shift to electronic records for commercial drivers, which may cut down on drowsy driving by improving adherence to hours requirements. Bicyclist fatalities, however, increased dramatically, from 14 in the first 11 months of 2017 to 30 in the first 11 months of 2018 (up 114%). Fatalities overall had decreased by 7% over the first 11 months of the year.

Based on preliminary data, of twelve core performance measures for FFY 2018, GOHS has probably met ten, did not meet one, and probably did not meet the remaining one. The core behavior (seat belt use) target was met. Of 29 program objectives, 24 were met, 2 were not met, 2 were probably met, and one was probably not met.

Georgia faced major traffic safety challenges from weather in FFY 2018, particularly in January when a record-breaking snowstorm struck Atlanta, causing at least two deaths and straining the resources of road crews and law enforcement. Hurricane Florence struck the southeast in August, with many evacuees from the Carolinas traveling into Georgia, especially along the Interstate 20 corridor. Shelters, campgrounds and state parks were opened to serve evacuees, and GDOT added extra roadside assistance units to handle the increased traffic.

On July 1, the Hands-Free Georgia act, a new law forbidding handheld use of electronics by drivers, took effect. Between July 1 and November 20, over 4000 citations for handheld use of electronics were written by the Georgia State Patrol alone. With much stronger penalties and less ambiguous requirements than the previous statute, the Hands-Free Georgia Law has the potential to significantly reduce distracted driving on Georgia's roads.

GOHS Program Overview

Mission Statement

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

In FFY 2017, the Governor's Office of Highway Safety (GOHS) made tremendous gains in state collaborations to reach its mission with unprecedented partnerships with the Georgia Department of Driver Services (DDS), Georgia Department of Public Safety (DPS), Georgia State Patrol (GSP), Georgia Department of Public Health (DPH), Georgia Department of Transportation (GDOT), Georgia Sheriffs Association, Administrative Office of the Courts (AOC), Prosecuting Attorney's Council (PAC), and the University of Georgia (UGA). With these committed partnerships, the Governor's Office of Highway Safety (GOHS) embraced the Strategic Highway Safety Planning by facilitating the 5-E's Model Approach - Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation.

Some of the major performance targets addressed in FFY 2018 include:

- To maintain the 5-year moving average alcohol related fatalities under the projected 407 (2014-2018) 5-year average by December 2018
- To maintain the 5-year moving average speed related fatalities under the projected 292 (2014-2018) 5-year average by December 2018.

These two targets were addressed through major enforcement and public awareness campaigns in conjunction with the national high-visibility mobilizations including the Governor's Office of Highway Safety Highway Enforcement of Aggressive Traffic (H.E.A.T.) program and the Governor's Office of Highway Safety Thunder Task Force.

- To maintain the 5-year moving average unrestrained traffic fatalities under the projected 483 (2014-2018) 5-year average by December 2018.

This target was addressed through continuing partnerships with the Georgia Department of Public Health, Camden County Sheriff's Office, Georgia State Patrol, and the Atlanta Fire Department. The Governor's Office of Highway Safety collaborates with these agencies in implementing national high-visibility enforcement campaigns, public awareness campaigns as well as child passenger safety fitting stations and trainings.

Unique Traffic Safety Issues

The Governor's Office of Highway Safety continues to address the issue of non-use (or gross misuse) of child passenger restraints in rural areas of Georgia. To address non-use and misuse, the Governor's Office of Highway Safety is continuing the emphasis on collaborations with rural law enforcement agencies through the expansion of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program, providing public awareness through the annual Child Passenger Safety Caravan, and encouraging increased rural participation in events including National Child Passenger Safety Week.

Georgia has 159 counties (second only to the much larger state of Texas); this large number of jurisdictions and law enforcement agencies poses a significant challenge for coordination and data collection. The Governor's Office of Highway Safety continues its efforts in streamlining reporting, encouraging joint operations and collaborations between law enforcement agencies, and providing support and uniform messaging for regional and statewide traffic safety initiatives.

Epidemiologist Partnership

Georgia GOHS has contracted with an epidemiologist to help compile and analyze traffic fatalities, crashes and injuries. This information is used in the compilation of the Highway Safety Plan. The contracted epidemiologist has over nine years of experience dealing with Georgia crash data and records. From 2009-2011, the now contracted epidemiologist was a hired employee at GOHS.

Evidence-Based Enforcement Program Activities

Approach

Georgia utilizes a comprehensive array of activities combining statewide coordination of enforcement and complementary local level projects with the target to reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors. Programs include Highway Enforcement of Aggressive Traffic (H.E.A.T.), Thunder Task Force, Traffic Enforcement Networks, and High Visibility Enforcement surrounding NHTSA campaigns including Click It Or Ticket and Drive Sober or Get Pulled Over.

Problem Identification and Program Description

After a dramatic increase in traffic fatalities in 2015, and a further increase the following year, fatalities at last decreased slightly in 2017, with a total for the year of 1,540 deaths (a 1% decrease from 2016). Of these deaths, 366 (23.8%) involved impaired driving; 248 (16.1%) involved speeding, and 30.0% of fatalities were unrestrained (NHTSA, *Traffic Safety Facts, Georgia, 2013-2017*).

The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in “Countermeasures That Work: Eighth Edition, 2015” (CTW). Georgia’s Highway Safety Plan is based on these countermeasures. Georgia will continue to participate in these programs, which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T.

Georgia has 42,955 law enforcement officers employed by a total of 1,038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of which partner with the Governor's Office of Highway Safety on a regular basis. The summary of each program below will provide the details of GOHS enforcement activities including the 5 W’s - who, what, when, where, and why.

H.E.A.T. (Highway Enforcement of Aggressive Traffic)

Governor's Office of Highway Safety (GOHS) maintained the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program with 19 grants in FFY 2018.

Thunder Task Force

GOHS deployed the Thunder Task Force seven times in FFY 2018, with sobriety and seatbelt checkpoints; the final deployment also included enforcement of the new Hands-Free Georgia Law which went into effect July 1, 2018.

- Douglas County: Oct 27-28, 2017 and Dec 6, 2017
- Houston County: Dec 6 – 9, 2017
- Savannah: March 15-17, 2018
- Burke County: March 28-29, 2018
- Glynn County: May 31 – Jun 2, 2018 and August 9 – 11, 2018

Traffic Enforcement Networks

GOHS awarded TEN grants to 17 jurisdictions in FFY 2018 to represent 16 regions across the state. One project, Decatur County SO, wasn't able to fulfill the grant requirements so the regional grant was moved to Moultrie Police Department.

High Visibility Enforcement (HVE)

GOHS continued its "Drive Sober or Get Pulled Over", "Click It or Ticket", and "100 Days of Summer H.E.A.T." campaigns in FFY 2018, as well as providing statewide messaging through mobile signs, news releases, social media, print materials and billboards to educate the public on the new Hands-Free Georgia law to combat distracted driving.

Summary of Accomplishments

In FFY 2018, GOHS and its grantees:

1. Helped Georgia maintain a safety belt usage rate over 90% for the seventh consecutive year. Georgia's 2018 usage rate of 96.3% was again one of the highest in the nation.
2. Brought innovative traffic safety programs to thousands of Georgia citizens with grants focused on decreasing impaired driving, speeding, and distracted driving; improving seat belt and child safety seat compliance; improving safety for bicyclists, pedestrians, and vehicles crossing railroad tracks; and improving education of young drivers.
3. Hosted the annual Governor's Highway Safety Association conference, in which over 600 traffic safety professionals from across the nation met to learn innovative strategies, best-practices information and other crucial traffic safety information from top federal and state leaders.
4. Partnered with AAA, Hands-Free Georgia, PEDS, and other national, state, and local nonprofits to bring traffic safety messages and education to Georgians.
5. Distributed thousands of bike helmets, child safety seats, safety lights and other safety equipment to Georgia residents, and sponsored bike rodeos, car seat fittings and other educational events to encourage their correct use.
6. Educated Georgia residents and travelers through Georgia on the requirements of the new Hands-Free Georgia Act as well as older provisions such as the Move Over Law.
7. Collaborated with Alabama, Florida and Tennessee for "Hands Across the Border" Memorial Day weekend enforcement campaign and with Tennessee, Alabama, South Carolina and Florida for the "Operation Southern Shield" campaign over the July 4th weekend.
8. Certified hundreds of law enforcement officers in the use of radar, LIDAR and other enforcement equipment; certified new Drug Recognition Experts and maintained certification for those already certified; and trained and certified new Child Passenger Safety Technicians.
9. Continued to improve turnaround time and compliance with Georgia's crash reporting system and linkage with other data streams such as emergency department data.
10. Continued to increase the number of Georgia courts filing convictions electronically with the Department of Driver Services.
11. Delivered education to Georgia's high school and college students to decrease drunk, distracted and aggressive driving and increase use of seat belts.

12. Produced and tested AutoCoach 2.0, the new version of the Shepherd Center's popular mobile app to help parents teach teens to drive. The 2.0 version includes specialized instruction for parents of teens with cognitive and physical disabilities; the app is free to download from the Apple App Store and Google Play.
13. Sponsored training to help older drivers drive more safely and implemented the Yellow Dot program to provide first responders with older drivers' medical information in case of a crash.
14. Reached millions of Georgians through paid media campaigns targeting seat belt use, impaired and distracted driving, and sharing the road with farm equipment. Teen driving safety and anti-distracted driving messages were paired with high school football programming. Atlanta sports broadcasts also incorporated anti-distracted driving messages.
15. Hosted a conference for youth and young adult leaders in SADD and YA programs.

State Measures of Progress

FFY 2018 Core Performance Measures

GEORGIA'S GOVERNOR'S OFFICE OF HIGHWAY SAFETY FFY2018 CORE PERFORMANCE MEASURES AND TARGETS [Source for all tables: FARS, except 2018 TSREG estimate.]

C-1: To maintain the 5-year moving average traffic fatalities under the projected 1,593 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Traffic fatalities (FARS)	1,164	1,432	1,556	1,540	1,443*	1427*

*projected

Status: Probably met. The four-year (2014-2017) average for traffic fatalities is 1423; if fatalities for 2018 remain below 2,273, the five-year target will be met.

C-2: To maintain the 5-year moving average serious traffic injuries under the projected 19,643 (2014-2018) 5-year average by December 2018:

	2014	2015	2016	2017	2018	Average
Serious injuries (GDOT)	16,168	19,405	24,389	24,648*	23,368**	21,596**

*preliminary **projected

Status: Probably not met. The four-year average for 2014-2017 is 21,153; if serious traffic injuries for 2018 exceed 13,605, the five-year target will not be met. Due to some definition changes within this core measure, Georgia will continue to monitor serious traffic injuries and adjust our focus in FFy2019 to areas where serious traffic injuries are occurring.

C-2a: To maintain the 5-year moving average serious traffic injuries for every 100 million vehicle miles travelled under the projected 16.32 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Serious injuries per 100M VMT	14.49	16.43	19.86	--	--	--

Status: Undetermined. VMT figures are not yet available for 2017 or 2018.

C-3: To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.32 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Fatalities per 100M VMT	1.04	1.21	1.27	--	--	--

Status: Undetermined. VMT figures are not yet available for 2017 or 2018.

C-4: To maintain the 5-year moving average unrestrained traffic fatalities under the projected 483 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Unrestrained traffic fatalities	362	411	476	463	478*	438*

*projected

Status: Probably met. The four-year (2014-2017) average for unrestrained traffic fatalities is 428; if unrestrained fatalities for 2018 remain below 578, the five-year target will be met.

C-5: To maintain the 5-year moving average alcohol related fatalities under the projected 407 (2014-2018) 5-year average by December 2018. (Priority Target)

	2014	2015	2016	2017	2018	Average
Alcohol-impaired fatalities	279	358	384	366	354*	348*

*projected

Status: Probably met. The four-year (2014-2017) average for alcohol-related fatalities is 347; if 2018 alcohol-related fatalities remain below 648, the five-year target will be met.

C-6: To maintain the 5-year moving average speed related fatalities under the projected 292 (2014-2018) 5-year average by December 2018. (Priority Target)

	2014	2015	2016	2017	2018	Average
Speed-related fatalities	213	268	266	248	--	--

Status: Probably met. The four-year (2014-2017) average for speed-related fatalities is 249; if 2018 speed-related fatalities remain below 465, the five-year target will be met.

C-7: To maintain the 5-year moving average motorcyclist fatalities under the projected 177 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Motorcyclist fatalities	137	152	172	139	149*	150*

*projected

Status: Probably met. The four-year (2014-2017) average for motorcyclist fatalities is 150; if 2018 motorcyclist fatalities remain below 285, the five-year target will be met.

C-8: To reduce the 5-year moving average un-helmeted motorcyclist fatalities by 11% from baseline 9 (2011-2015) 5-year average to 8 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Un-helmeted motorcyclist fatalities	8	10	9	18	20*	13*

*projected

Status: Not met. With 18 un-helmeted motorcyclist fatalities in 2017, the five-year (2014-2018) average would be 9 even if there were zero un-helmeted fatalities in 2018. Georgia will work with our partners in educating the public in FFy2019 by focusing on the areas where most un-helmeted motorcyclist fatalities occurred in 2018.

C-9: To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 225 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Young drivers involved in fatal crashes	149	168	188	193	--	--

Status: Probably met. The four-year (2014-2017) average for young drivers involved in fatal crashes is 140; if fewer than 427 young drivers are involved in fatal crashes in 2018, the five-year target will be met.

C-10: To maintain the 5-year moving average pedestrian fatalities under the projected 228 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Pedestrian fatalities	163	194	232	253	257*	220*

*projected

Status: Probably met. The four-year (2014-2017) average for pedestrian fatalities is 211; if 2018 pedestrian fatalities remain below 298, the five-year target will be met.

C-11: To maintain the 5-year moving average bicyclist fatalities under the projected 29 (2014-2018) 5-year average by December 2018.

	2014	2015	2016	2017	2018	Average
Bicyclist fatalities	19	23	29	15	36*	24*

*projected

Status: Probably met. The four-year (2014-2017) average for bicyclist fatalities is 22; if 2018 bicyclist fatalities remain below 59, the five-year target will be met.

Priority Targets

- To maintain the 5-year moving average alcohol related fatalities under the projected 407 (2014- 2018) 5-year average by December 2018.
- To maintain the 5-year moving average speed related fatalities under the projected 292 (2014-2018) 5-year average by December 2018.
- Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.

Core Behavior

Increase the 5-year moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018.

Status: Met. The 2018 seat belt usage rate of 96.3% brings the 2014-2018 average rate to 97.2%.

Activities Tracked (No Targets Set)

Core Activity Measures FFY 2012-FFY 2018							
	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017	FFY 2018
Safety Belt Citations	190,042	189,531	189,032	221,429	141,453	141,707	129,017
Impaired Driving Arrests	48,270	51,022	53,246	48,098	40,449	41,289	34,695
Speeding Citations	641,849	669,845	760,180	658,973	586,719	601,905	528,326

A-1: In FFY 2018, 129,017 seat belt citations were issued during grant-funded enforcement activities. This is a 9% decrease in comparison to the previous fiscal year (FFY2017).

A-2: In FFY 2018, 34,695 impaired driving arrests were made during grant-funded enforcement activities. This is a 16% decrease in comparison to the previous fiscal year (FFY2017).

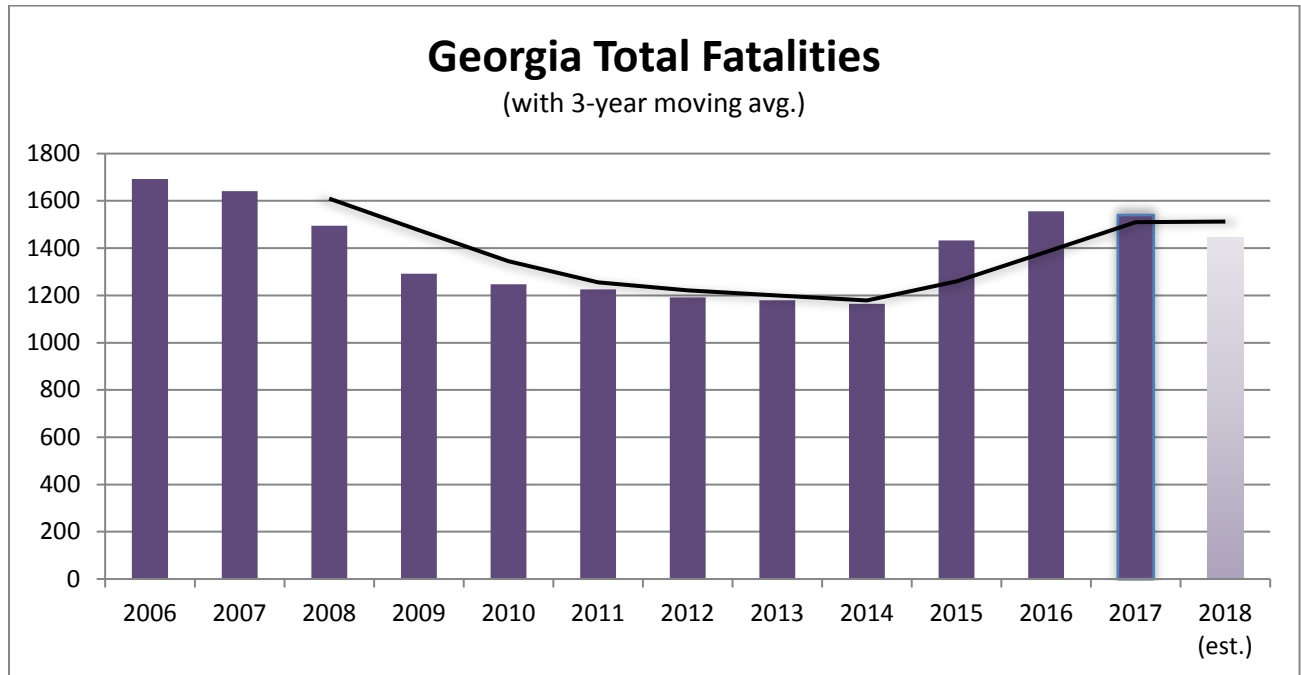
A-3: In FFY 2018, 528,326 speeding citations were issued during grant-funded enforcement activities. This is a 12% decrease in comparison to the previous fiscal year (FFY2017).

Grant-Supported Enforcement Activities by Program
Number of Citations FFy2014-FFy2018

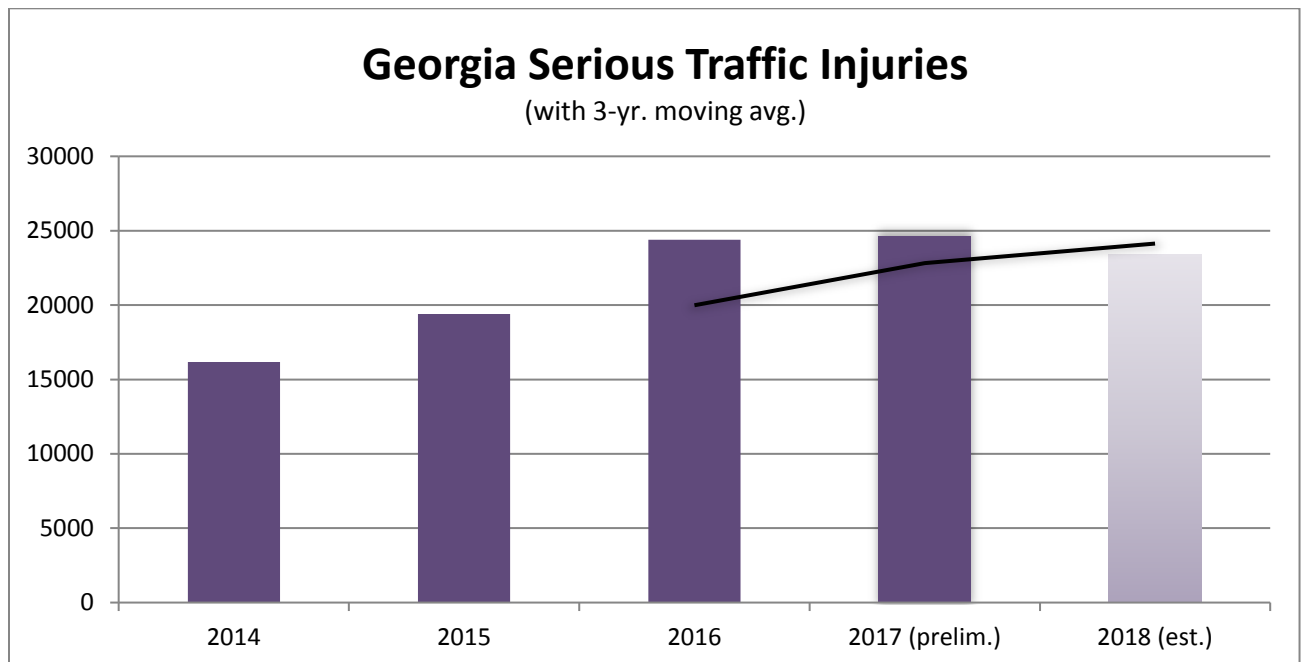
	<i>Year- (Federal Fiscal)</i>	<i>100 days of Summer HEAT</i>	<i>National Mobilizations</i>	<i>HEAT Programs (Statewide)</i>	<i>Thunder Task Force</i>	<i>Annual Total Across Grant Programs</i>
Impaired Driving	2014	11,059	10,628	6,623	423	28,733
	2015	10,045	10,117	6,120	281	26,563
	2016	13,250	9,119	5,800	277	28,446
	2017	12,357	7,518	5,938	264	26,077
	2018	11,892	7,498	5,880	154	25,424
	5-yr. Total	58,603	44,880	30,361	1,399	135,243
Seatbelt Citations*	2014	46,023	39,425	7,534	650	93,632
	2015	33,874	32,259	7,526	437	74,096
	2016	42,042	27,262	8,242	167	77,713
	2017	41,566	23,748	9,662	1054	76,030
	2018	43,074	27,530	10,500	569	81,673
	5-yr. Total	206,579	150,224	43,464	2,877	403,144
Speeding Citations	2014	164,775	154,370	31,955	1,266	352,366
	2015	143,013	137,089	30,537	443	311,082
	2016	204,181	127,369	34,500	200	366,250
	2017	184,945	102,848	38,072	869	326,734
	2018	186,600	106,435	41,569	1,279	335,883
	5-yr. Total	883,514	628,111	176,633	4,057	1,692,315

*Seatbelt citations only include adult seatbelt violations and not child safety restraint violations

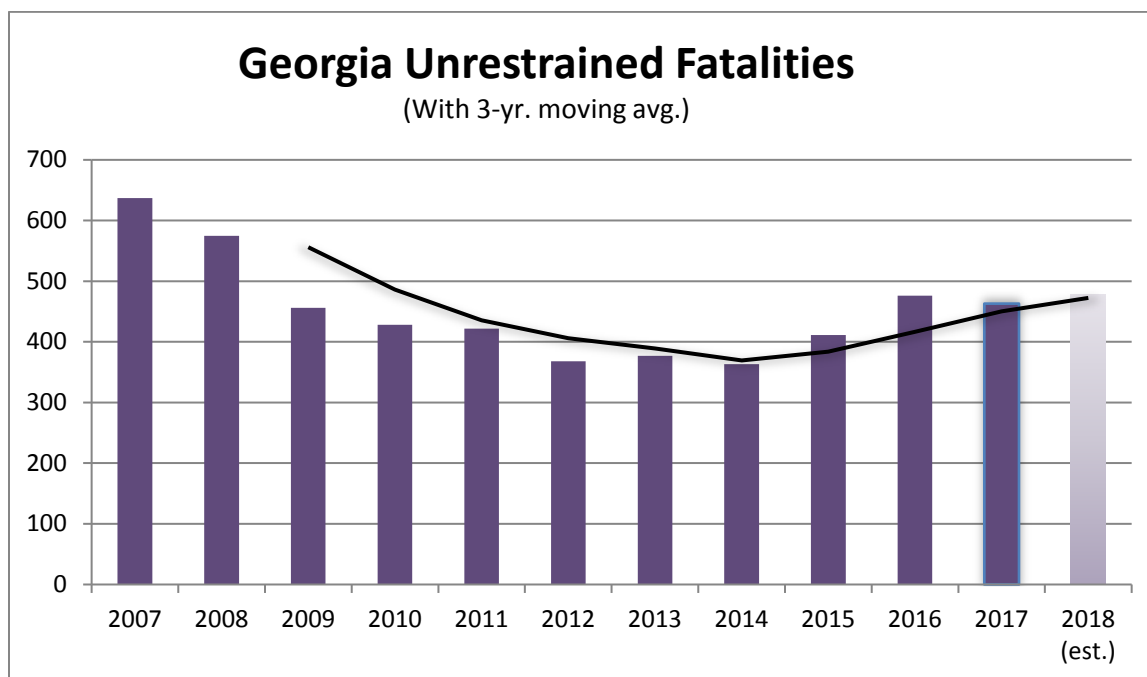
Crash Summary



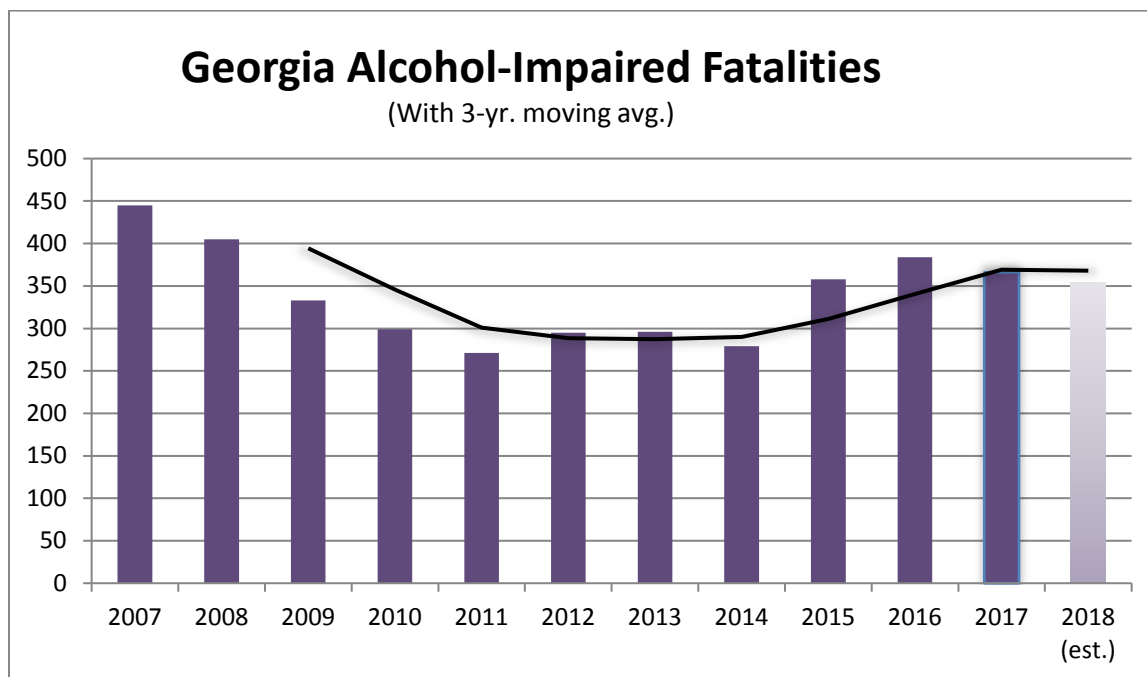
[Source: FARS, except 2018 Traffic Safety Research & Evaluation Group (TSREG) estimate.]



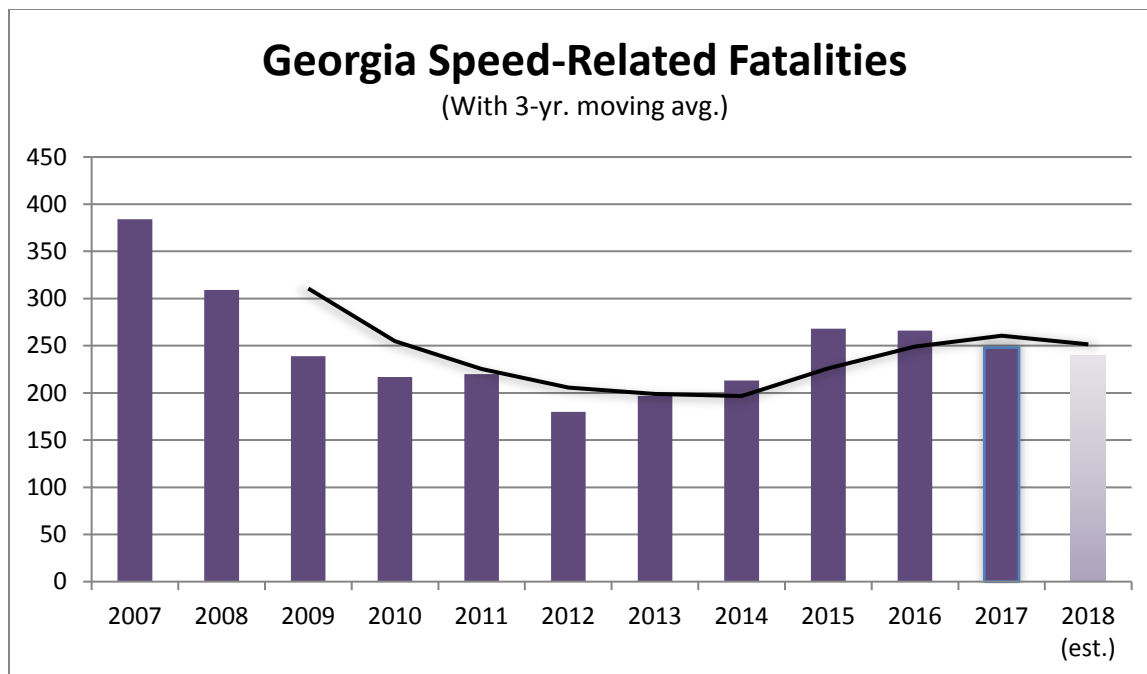
[Source: GDOT/GOHS, except 2018 TSREG estimate.]



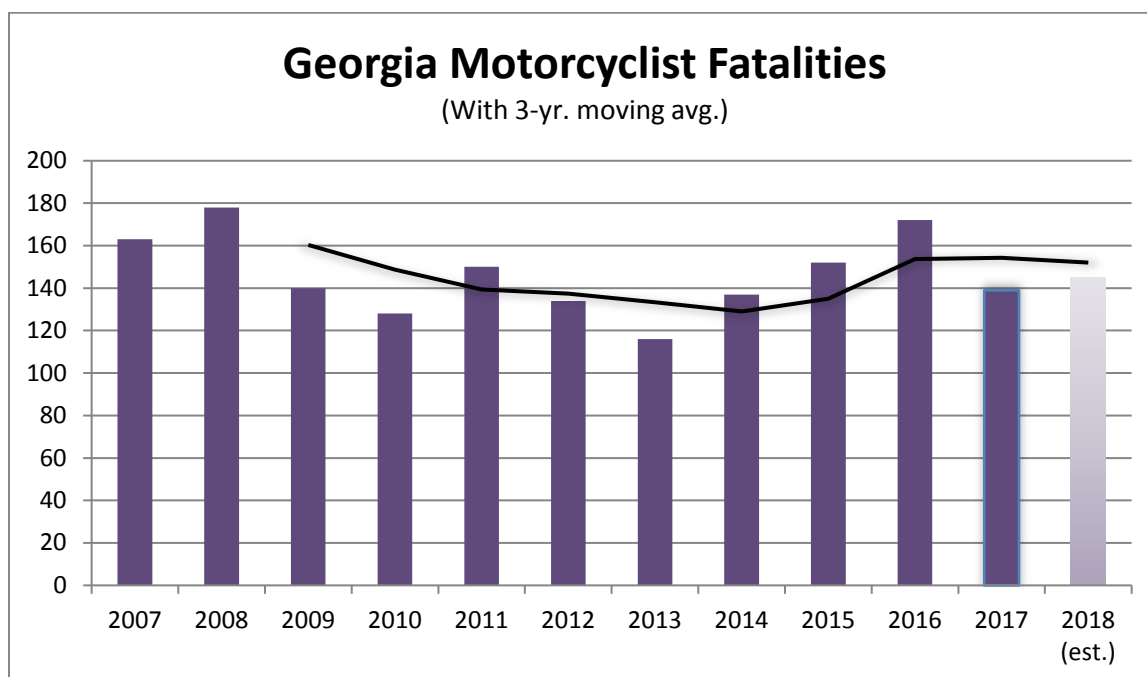
[Source: FARS, except 2018 TSREG estimate.]



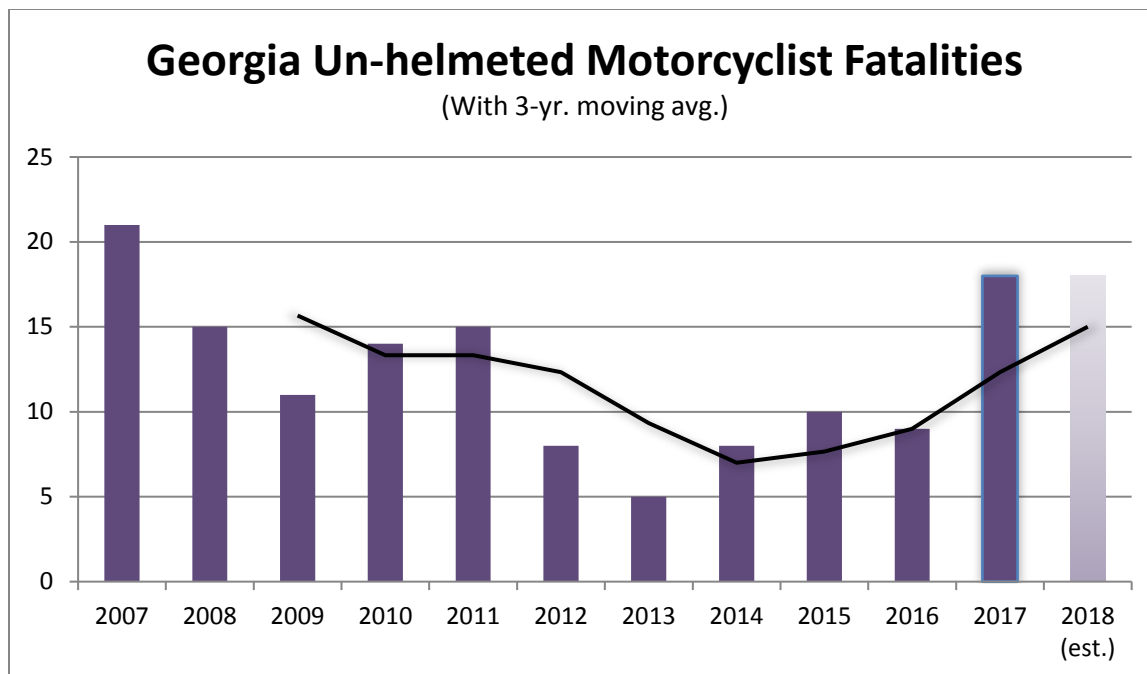
[Source: FARS, except 2018 TSREG estimate.]



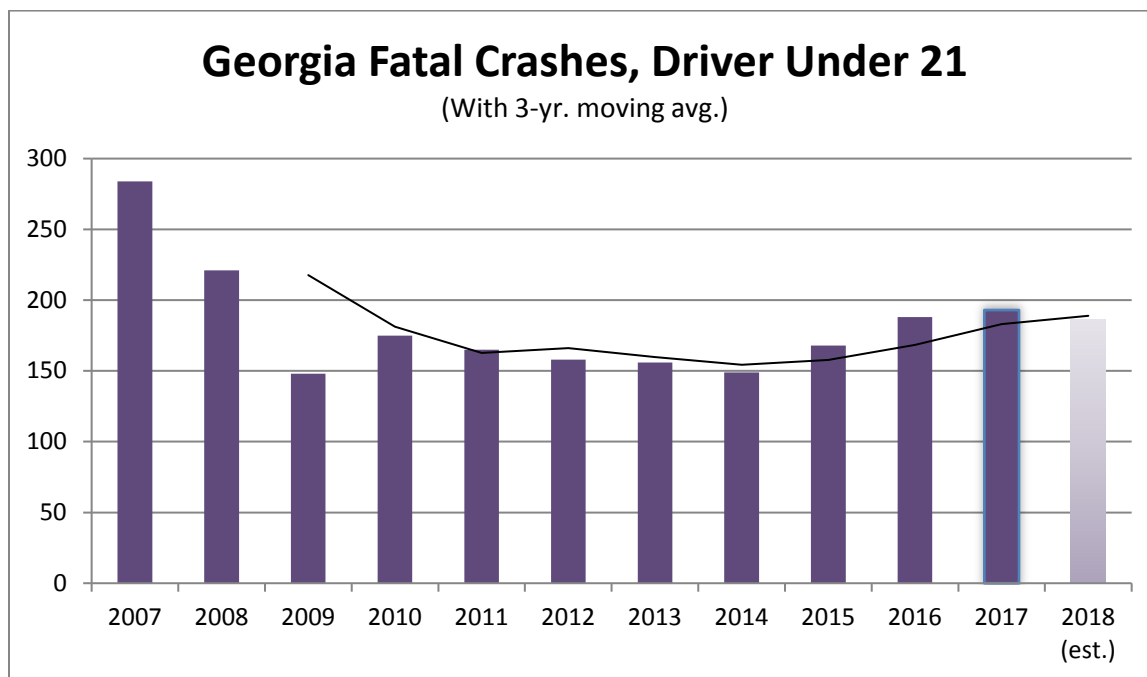
[Source: FARS, except 2018 TSREG estimate.]



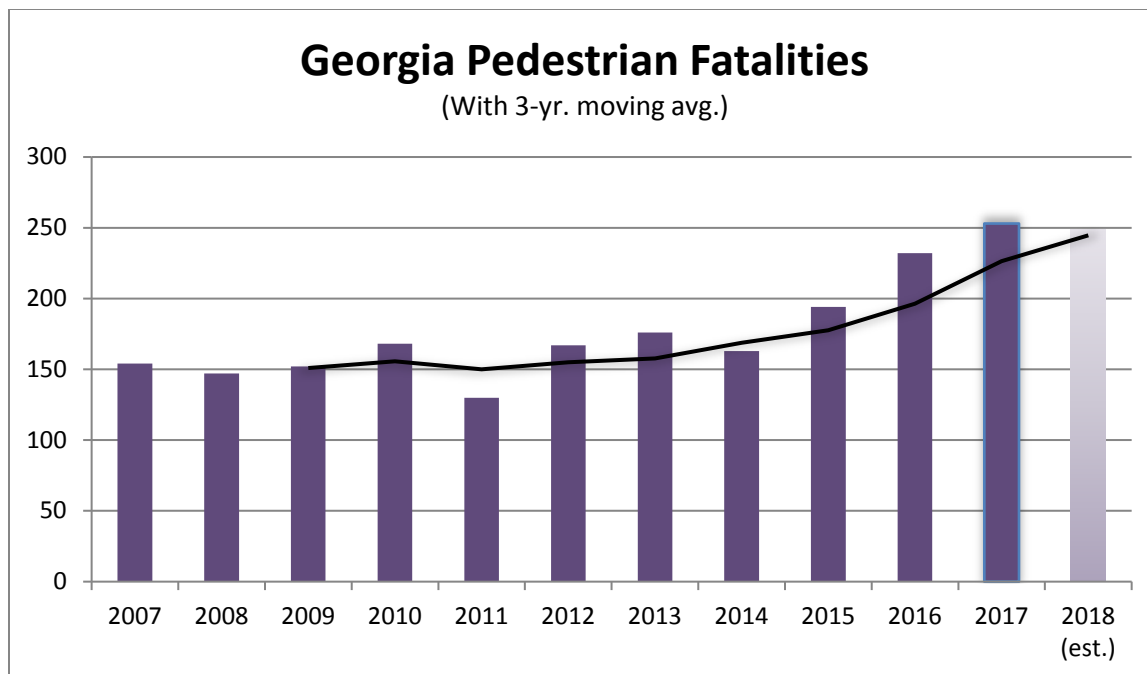
[Source: FARS, except 2018 TSREG estimate.]



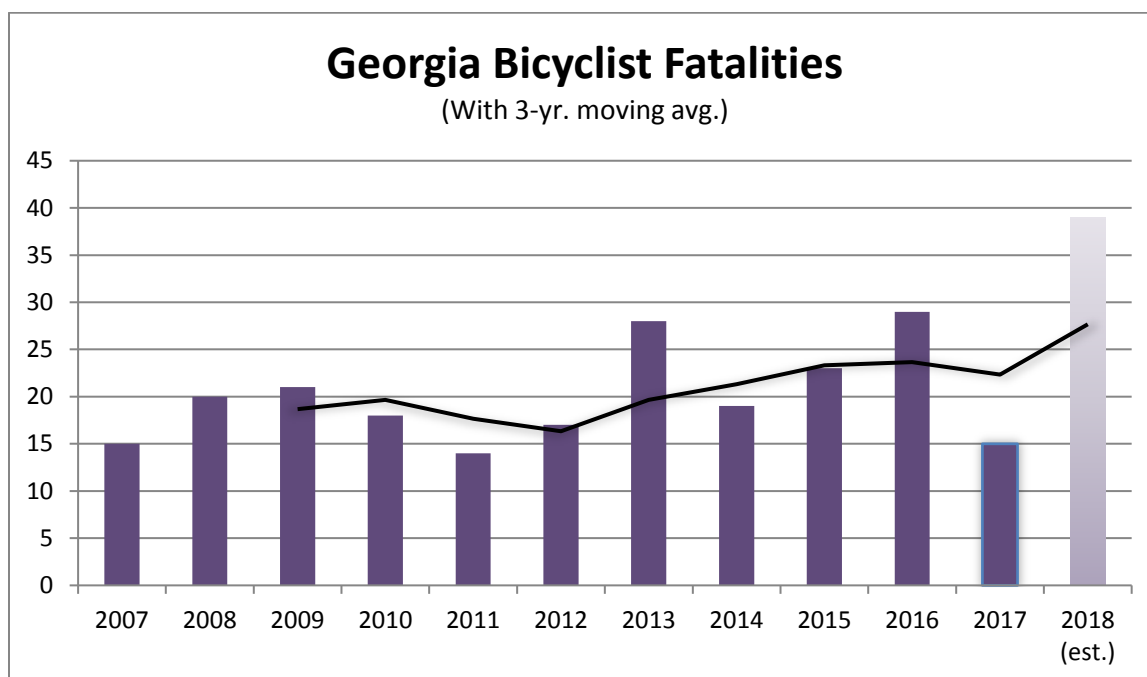
[Source: FARS, except 2018 TSREG estimate.]



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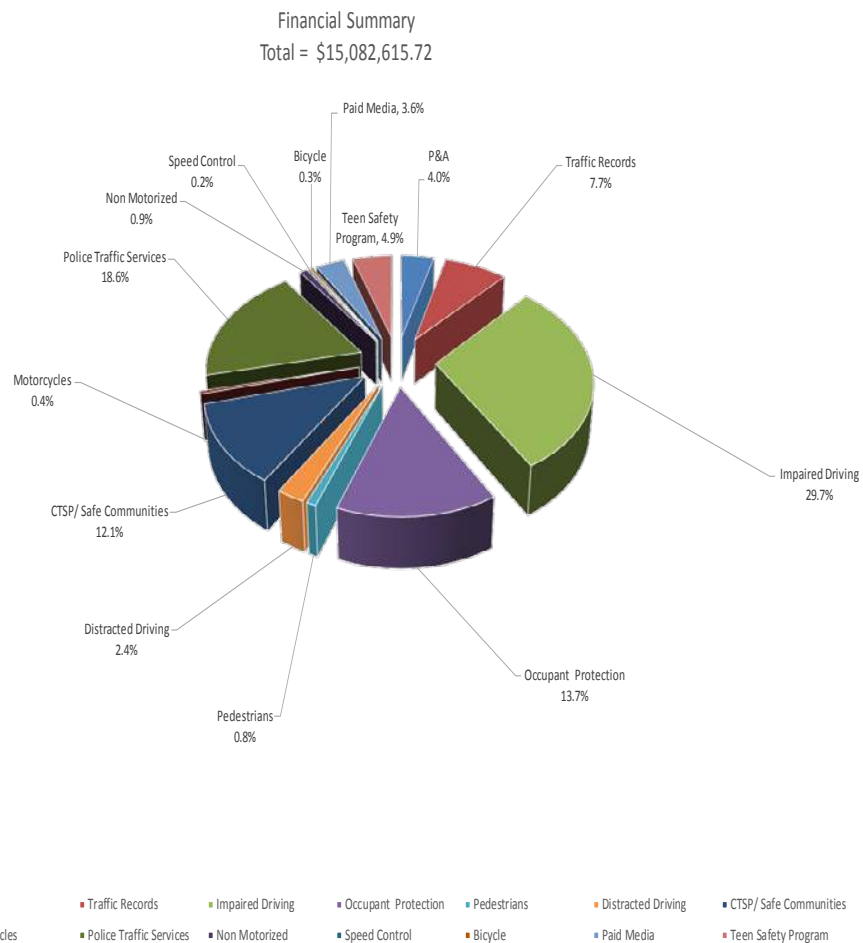


[Source: FARS, except 2018 TSREG estimate.]

Fiscal Overview

Financial Summary												
	402	405	405b MAP21	405c MAP21	405d MAP21	405e	405f	FAST	250STR	2010K6	Total	% of Total
P&A	\$611,493.49										\$611,493.49	4.1%
Traffic Records				\$1,169,011.29							\$1,169,011.29	7.8%
Impaired Driving	\$73,800.26				\$2,117,574.64			\$2,317,471.65			\$4,508,846.55	29.9%
Occupant Protection	\$1,192,089.36		\$892,957.44								\$2,085,046.80	13.8%
Pedestrians	\$52,900.86		\$70,315.67								\$123,216.53	0.8%
Distracted Driving						\$0.00		\$366,053.45			\$366,053.45	2.4%
CTSP/ Safe Communities	\$872,320.38		\$966,313.87								\$1,838,634.25	12.2%
Motorcycles							\$62,911.60	\$0.00		\$0.00	\$62,911.60	0.4%
Police Traffic Services	\$2,707,327.57		\$110,359.16								\$2,817,686.73	18.7%
Non Motorized								\$136,478.49			\$136,478.49	0.9%
Speed Control	\$37,828.24										\$37,828.24	0.3%
Bicycle									\$50,282.68		\$50,282.68	0.3%
Paid Media	\$539,564.73										\$539,564.73	3.6%
Teen Safety Program	\$735,560.89										\$735,560.89	4.9%
TOTAL	\$6,822,885.78	\$0.00	\$2,039,946.14	\$1,169,011.29	\$2,117,574.64	\$0.00	\$62,911.60	\$2,820,003.59	\$50,282.68	\$0.00	\$15,082,615.72	

updated 12.27.2018



Projects Not Implemented

Two of the projects detailed in the Highway Safety Plan for 2018 were not implemented. Young Harris College was awarded a grant (YA-2018-402TSP-002), but declined the grant after it was awarded. “Due to changes made to the grant’s Terms and Conditions, it has become increasingly difficult to utilize the grant money in a way that benefits our students, and motivates them to participate in programs and groups related to alcohol education and highway safety. While we will continue our efforts to education [sic] students regarding alcohol safety, we will do so without the support of the GOHS Grant.” (Grantee letter to GOHS)

The Georgia Department of Transportation was awarded grant GA-2018-405c M3DA-128 to convert FARS data to easily recognizable text for multivariate data analyses. The grantee was unable to reach an agreement with NHTSA, the project did not go forward, and none of the \$32,000.00 award was spent. (Grantee final report.)

One project was moved from its initial grantee to a different grantee during the year. The Decatur County Sheriff’s office ended its grant (TEN-2018-402PT-022) with only \$176.04 of \$20,000.00 spent, when “the host agency head made the decision to no longer support the grant after 2 months” (Grantee final report). Moultrie Police Department was chosen as the new host agency for the South West Traffic Enforcement Network and a new grant (TEN-2018-402PT-023) was executed in May 2018.

One additional project not included in the original 2018 HSP (Burke County Sheriff's Office, GA-2018-402PT-196) was also funded, and completed the grant year.

Legislative Update

HB 673, the “Hands-Free Georgia Act”, prohibits holding or supporting any wireless telecommunications device while driving (one touch or swipe allowed with hands-free device). Compared to previous legislation, this act broadened the list of prohibited behaviors and significantly increased both monetary fines and points assessed to drivers’ licenses for each offense. The law took effect July 1, 2018.

The University of Georgia’s Traffic Safety Research and Evaluation Group created a survey for GOHS in August 2018 to measure Georgia drivers’ awareness of the new law. A total of 1,417 drivers completed the survey; of those, 1,415 (99.9%) were aware of the law. Leading sources of information cited by survey respondents were Facebook (70.7%), television (54.3%), radio (48%), other people (42.6%), law enforcement (37.8%), electronic message boards on interstate highways (34.6%), newspapers (34.6%) and billboards (20.5%).

SB 409 amends state code to require drivers to exercise due care and caution for other on-track equipment (in addition to trains) at railroad crossings and when entering highways. The law took effect July 1, 2018.

HB 809 allows Georgia State Patrol enforcement vehicles to be a solid color as well as two-toned. The law took effect July 1, 2018.

SR 537 closes the corridor between the State Capitol and the Legislative Office Building to unauthorized vehicular traffic to prevent terrorist attacks. The law took effect May 8, 2018.

HB 978 provides for civil monetary penalties for the owners of vehicles that pass stopped school buses and provides for use of automated traffic enforcement devices in school zones. The law took effect July 1, 2018.

HB 79 prohibits retaining license plate data obtained from automated recognition systems beyond a certain period, provides for exchange or sharing of such data by law enforcement, and prohibits misuse of such data. The law took effect July 1, 2018.

In 2017, the Georgia Uniform Motor Vehicle Accident Report form was revised to align with the 4th edition of the MMUCC. The revised form was used for 8.6% of all crash reports in the first month of rollout (July 2017); by January of 2018 the revised form was used for 51.5% of reports, and it was used for over 98% of all crash reports for July 2018.

Traffic Safety Partners and Other Safety Plans

“School’s Open, Drive Carefully”: GOHS once again partnered with AAA for the “School’s Open, Drive Carefully” school bus safety awareness campaign. The campaign included materials encouraging drivers to use extra caution near schools, information about Georgia law on where and when vehicles must stop for school buses, and safety tips for bicyclists and pedestrians.

MADD Golden Shield Awards: Each Year, GOHS joins with Mothers Against Drunk Driving-Georgia to present the Golden Shield awards, recognizing law enforcement offices and agencies, DUI prosecutors, and community advocates who work to stop drunk driving, prevent underage drinking, and support victims of drunk drivers. The 2018 winners were:

- OFFICER OF THE YEAR: Jeremy Swain, Georgia State Patrol – Post 31 Valdosta
- ROOKIE OF THE YEAR: Kenneth Strickland, Georgia State Patrol – Post 42 Rincon
- DRE OF THE YEAR: Officer Travis Gibson, Clayton Police Department
- DRE INSTRUCTOR OF THE YEAR: Jonathan Fuss, Georgia Police Academy
- AGENCY OF THE YEAR: Milledgeville Police Department
- POST OF THE YEAR: Georgia State Patrol – Post 25 Grovetown
- HEAT/DUI TASK FORCE OF THE YEAR: Hall County/Gainesville HEAT Unit
- TRAFFIC ENFORCEMENT NETWORK OF THE YEAR: Northeast Traffic Enforcement Network
- PROSECUTOR OF THE YEAR: Sharell Lewis, Bibb County Solicitor’s Office
- GOLDEN ACHIEVEMENT AWARD: Reenae Gray, Milledgeville Police Department



Governor’s Challenge Awards: The Georgia Governor’s Challenge has been ongoing for 19 years. This annual awards ceremony is a partnership between GOHS and its corporate partners and is designed to

recognize outstanding law enforcement efforts in the area of highway safety. In 2018 there were 26 corporate partners that donated cash and equipment to the Governor's Challenge for use in awarding winning law enforcement agencies. The Georgia Sheriff's Association, a non-profit 501(c)(3) organization, partners with GOHS and the Governor's Challenge to facilitate financial contributions as well as purchase transactions. The grand prize is a fully equipped patrol vehicle which is purchased with donated funds by the Georgia Sheriff's Association for the Governor's Challenge. Equipment that is donated by our corporate partners is awarded to agencies during drawings held at the awards ceremony. All agencies that submit a Governor's Challenge application are eligible for these drawings. Our corporate partners are invited to attend the Governors Challenge Awards Ceremony and interact with the agencies that are in attendance. This allows agencies to see the latest in law enforcement equipment and make valuable contacts for future needs. GOHS annually recognizes officers and agencies for outstanding achievements in highway safety enforcement and education. This year's awardees were:

- **Category 1: 1-10 Officers**
 - 1st Place: Demorest Police Department
 - 2nd Place: Tennille Police Department
 - 3rd Place: Remerton Police Department
- **Category 2: 11-25 Officers**
 - 1st Place: Byron Police Department
 - 2nd Place: Cornelia Police Department
 - 3rd Place: Sandersville Police Department
- **Category 3: 26-50 Officers**
 - 1st Place: Calhoun Police Department
 - 2nd Place: Milledgeville Police Department
 - 3rd Place: Franklin County Sheriff's Office
- **Category 4: 51-100 Officers**
 - 1st Place: Dalton Police Department
 - 2nd Place: Peachtree City Police Department
 - 3rd Place: Rome Police Department
- **Category 5: 101-250 Officers**
 - 1st Place: Gainesville Police Department
 - 2nd Place: Alpharetta Department of Public Safety
 - 3rd Place: Valdosta Police Department
- **Category 6: 251-500 Officers**
 - 1st Place: Columbus Police Department
 - 2nd Place: Hall County Sheriff's Office
 - 3rd Place: Douglas County Sheriff's Office
- **Category 7: 501+ Officers**
 - 1st Place: Cobb County Police Department
 - 2nd Place: DeKalb County Police Department

- **Category 8: Campus and University Police**
 - 1st Place: Georgia Southern Police Department
- **Category 9: Military and Federal Police**
 - 1st Place: Fort Gordon Law Enforcement Center
- **SPECIAL CATEGORY AWARDS**
 - Impaired Driving: Calhoun Police Department
 - Speed Award: Fort Gordon Law Enforcement Center
 - Occupant Protection: Byron Police Department
 - Distracted Driving: Snellville Police Department
 - Motorcycle Safety: Cobb County Police Department
 - Rookie of the Year: Centerville Police Department
 - Bike/Pedestrian Safety: Columbus Police Department
 - Underage Alcohol Prevention: Elbert County Sheriff's Office
 - Technology Award: Gainesville Police Department
 - Traffic Enforcement Network of the Year: Northeast Traffic Enforcement Network
 - Governor's Cup: Byron Police Department (173 Points)

Operation Southern Shield: Building upon the success of the 2017 Operation Southern Shield (OSS) operation, the GOHS again partnered with our surrounding Region 4 states to launch OSS in 2018. Due to Georgia's central location to other states, GOHS facilitated OSS efforts during the week of July 16-20, 2018. Operation Southern Shield is a two-phase operation where increased media coverage combined with increased local and state enforcement efforts have helped result in decreased serious injuries and fatalities in our region. Beginning with joint press conferences with Tennessee on Interstate 75, Alabama on Interstate 85, Florida on Interstate 75, and South Carolina on Interstate 95 states and our NHTSA Region 4 Staff came together at Rest Areas to carry our safety message to the public. Also during this week, law enforcement increased enforcement efforts throughout the region. Georgia had over 15,300 officers participating in the week long operation. These efforts resulted in the following statistics:

Seat Belt Citations: 1,645

Speeding Citations: 7,901

Impaired Driving: 539

Distracted Driving: 600

Program Areas

Planning and Administration (402PA)

Program Overview

Objectives

PROGRAM TARGET: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities according to the FFY 2018 Highway Safety Plan Targets.

FFY2018 Performance Objectives

- Objective 1: To maintain an effective staff to deliver public information and educational programs that help reduce crashes, injuries and fatalities in Georgia.
- Objective 2: To administer operating funds to targeted communities to support the implementation of programs contained in the Governor's Office of Highway Safety's Highway Safety Plan.
- Objective 3: To collect and analyze traffic crash data to ensure resources are directed to the identified problem areas.
- Objective 4: To evaluate the effectiveness of programs and their impact upon Governor's Office of Highway Safety (GOHS) mission and performance targets.
- Objective 5: To continue to work with highway safety partners and advocates implementing a Strategic Highway Safety Plan through the Integrated Safety Management Process.

Funded Programs

Governor's Office of Highway Safety 402 P&A

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402PA-001	\$611,493.49

Results

PROGRAM TARGET: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities according to the FFY 2018 Highway Safety Plan Targets. (Target met.)

Objectives:

Maintain an effective staff to deliver public information and educational programs that help reduce crashes, injuries and fatalities in Georgia. (Objective met.) GOHS maintained an effective and highly qualified staff dedicated to the objectives of the SHSP.

Administer operating funds to targeted communities to support the implementation of programs contained in the Governor's Office of Highway Safety's Highway Safety Plan. (Objective met.)

Collect and analyze traffic crash data to ensure resources are directed to the identified problem areas. (Objective met.)

Evaluate the effectiveness of programs and their impact upon Governor's Office of Highway Safety (GOHS) mission and performance targets. (Objective met.) Grantees were evaluated on objective and milestone completion, report timeliness and quality, both at midpoint and at the end of the grant cycle.

Continue to work with highway safety partners and advocates implementing a Strategic Highway Safety Plan through the Integrated Safety Management Process. (Objective met.)

Alcohol and Other Drug (402TSP, 402AL, 405d M6X)

Program Overview

Objectives

PROGRAM TARGETS: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall target is to maintain the 5-year moving average alcohol related fatalities under the projected 407 (2014-2018) 5-year average by December 2018.

FFY 2018 Performance Objectives

- Objective 1: To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
- Objective 2: To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
- Objective 3: To maintain Highway Enforcement of Aggressive Traffic (H.E.A.T) programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
- Objective 4: To provide funding to thirty-three (33) Georgia public high schools.
- Objective 5: To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
- Objective 6: To provide funding to at least fourteen (14) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
- Objective 7: To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
- Objective 8: To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.

Funded Programs

Georgia Governor's Office of Highway Safety: 402 TTSP Teen Traffic Safety Program

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402TSP-082	\$128,809.28

Clayton County Public Schools: Clayton County Public Schools' (CCPS) District-wide Maintenance of Students Against Destructive Decisions (SADD) Chapters (12 high schools)

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Clayton County Public Schools	GA-2018-402TSP-094	\$66,000.00	\$15,298.12	76.04%

Fulton County School System: Students Against Destructive Decisions 2018 (6 high schools plus funding for district coordinator position)

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Fulton County School System	GA-2018-402TSP-114	\$37,900.00	\$5,651.46	82.36

Students Against Destructive Decisions - SADD – 15 Individual High Schools

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Baldwin High School	SADD-2018-402TSP-012	\$6,099.98	\$3,999.98	100%
Douglas County Board of Education dba Douglas County High School	SADD-2018-402TSP-028	\$5,796.00	\$300.00	92.86%
Early College Academy	SADD-2018-402TSP-002	\$5,050.00	\$500.00	100%
Evans High School	SADD-2018-402TSP-016	\$6,150.00	\$2,251.40	100%
George Washington Carver High School	SADD-2018-402TSP-005	\$6,000.00	\$3,091.50	92.86%
Grayson High School	SADD-2018-402TSP-014	\$6,500.00	\$6,245.87	100%
Jones County Operation Early Intervention	SADD-2018-402TSP-032	\$6,500.00	\$2334.69	92.86%
Kendrick High School	SADD-2018-402TSP-011	\$6,500.00	\$2,962.10	92.86%
Lamar County School System	SADD-2018-402TSP-004	\$5,500.00	\$500.00	100.00%

Lee County Board of Commissioners	SADD-2018-402TSP-031	\$6,500.00	\$4,921.90	100.00%
Pepperell High School	SADD-2018-402TSP-022	\$6,500.00	\$3,899.79	85.71%
Thomasville City Schools	SADD-2018-402TSP-023	\$6,274.51	\$500.00	85.71%
Towns County Schools	SADD-2018-402TSP-001	\$6,181.30	\$2,460.00	92.86%
Wayne County High School	SADD-2018-402TSP-006	\$6,200.00	\$4,062.13	100.00%
Woodstock High School	SADD-2018-402TSP-017	\$6,000.00	\$0.00	100.00%

Shepherd Center: How to Teach Your Teen How to Drive: a New App for Parents

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Shepherd Center	GA-2018-402TSP-022	\$100,000.00	\$97,529.46	76.92%

Peachtree City Police Department: Distracted And Impaired Driving Education

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Peachtree City Police Department	GA-2018-402TSP-070	\$21,981.50	\$21,981.50	100.00%

Children and Parent Resource Group, Inc.: Life Changing Experience Community Education Project:

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Children and Parent Resource Group, Inc.	GA-2018-402TSP-003	\$350,000.00	\$350,000.00	100.00%

Young Adult Programs – 14 Colleges and Universities (one school declined the grant after it was executed):

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
ABAC Advancement Foundation, Inc., The	YA-2018-402TSP-006	\$8,035.00	\$7,649.88	90.48%
Augusta University	YA-2018-402TSP-022	\$8,552.71	\$1,485.73	58.33%
Clayton State University	YA-2018-402TSP-014	\$4,007.80	\$1,357.57	100.00%
East Georgia College	YA-2018-402TSP-020	\$6,500.00	\$3,650.00	77.78%
Fort Valley State University	YA-2018-402TSP-004	\$6,990.50	\$3,780.70	100.00%

Georgia College & State University	YA-2018-402TSP-007	\$7,399.93	\$6,945.75	86.96%
Georgia Southwestern State University	YA-2018-402TSP-009	\$12,875.90	\$10,492.10	95.45%
Georgia Tech Research Corp.	YA-2018-402TSP-017	\$10,999.50	\$3,361.68	81.82%
GSU Research & Service Foundation, Inc.	YA-2018-402TSP-001	\$8,777.00	\$5,076.21	91.67%
Kennesaw State University Research and Service Foundation	YA-2018-402TSP-010	\$19,704.14	\$12,535.58	100%
North Georgia, University of	YA-2018-402TSP-019	\$6,629.20	\$3,808.70	80.77%
Valdosta State University	YA-2018-402TSP-018	\$5,285.00	\$1,406.00	89.19%
West Georgia, University of	YA-2018-402TSP-012	\$16,786.00	\$16,711.81	100%
Young Harris College	YA-2018-402TSP-002	[\$5,000.00]	[Grant declined]	

Governor's Office of Highway Safety – Administration, Training, PI&E and Partnership Initiatives (GOHS)

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402AL-028	\$73,800.26

Georgia Governor's Office of Highway Safety: 405d M6X Paid Media:

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405d M6X-2016 LOW-025	\$1,377,200.50

Driver Services, Georgia Department: Alcohol and Drug Awareness Program (ADAP)

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Driver Services, Georgia Department	GA-2018-405d M6X-2016 LOW-038	\$48,982.57	\$41,371.71	90.28%

Mothers Against Drunk Driving – Georgia: Mothers Against Drunk Driving Georgia

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Mothers Against Drunk Driving - Georgia	GA-2018-405d M6X-2016 LOW-031	\$129,575.34	\$122,855.90	93.68%

Prosecuting Attorney's Council: Traffic Safety Adjudication Program:

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Prosecuting Attorney's Council	GA-2018-405d M6X-2016 LOW-030	\$335,767.19	\$334,107.32	94.68%

Public Safety Training Center, Georgia: Impaired Driving Training Programs/SFST & DRE:

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Safety Training Center, Georgia	GA-2018-405d M6X-2016 LOW-009	\$672,812.86	\$487,247.59	78.70%

Public Safety, Georgia Department of: HEAT/Nighthawk DUI Task Force-North/South:

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Safety, Georgia Department of	GA-2018-405d M6X-2016 LOW-020	\$2,235,959.69	\$2,072,263.27	65.30%

Results

PROGRAM TARGET: to maintain the 5-year moving average alcohol related fatalities under the projected 407 (2014-2018) 5-year average by December 2018. (Target probably met.) The four-year (2014-2017) average for alcohol-related fatalities is 347; if 2018 alcohol-related fatalities remain below 648, the five-year target will be met.

Provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities. (Objective met.) FFY 2018 grantee counties (not including statewide or multi-county grants) had 63.7% of the state's impaired driving fatalities in 2017.

Implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate. (Objective partially met.) Three impaired driving mobilizations were held, but participation did not reach 75% (December 13 – 31, 2017, 48.69% participation; June 22 – July 5, 2018, 37.64% participation; August 16 – September 3, 2018 31.65% participation).

Maintain Highway Enforcement of Aggressive Traffic (H.E.A.T) programs in areas across the state which demonstrate high risk for aggressive and impaired driving. (Objective met.)

Provide funding to thirty-three (33) Georgia public high schools. (Objective met.) SADD grants were awarded to 15 individual high schools and to two systems with 12 and 6 high schools respectively, for a total of 33 high schools.

Provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions. (Objective met.) Public information and education were available to all residents of Georgia through the GOHS online store, paid and earned media, and other initiatives.

Provide funding to at least fourteen (14) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest. (Objective met.) Grants were provided to 14 accredited colleges and universities; one of those grants was declined by the grantee after it was awarded.

Provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia. (Objective met.) Public information and education were available to all residents of Georgia through the GOHS online store, paid and earned media, and other initiatives.

Provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses. (Objective met.) A grant to the Prosecuting Attorney's Council provided training, legal assistance and resource materials to Georgia traffic prosecutors and law enforcement officers for DUI and vehicular homicide prosecution.

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Nineteen (19) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2018. The expansion over the past ten years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. In FFY 2018, H.E.A.T. officers arrested 5,880 impaired drivers and conducted 498 educational events.
2. The **Georgia Young Adult Program (GYAP)** was implemented in fourteen (14) colleges and universities statewide, targeting ages 18-24 years, in FFY 2018. One college, Young Harris, declined funds after it was awarded due to lack of participation. The mission of the GYAP is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences. Combined, the Young Adult Program reached over 425,000 people.
3. In FFY 2018 funding was offered to fifteen (15) individual high schools as well as to the school systems of two of Georgia's most densely populated counties in order to discourage drinking while driving as well as other high-risk driving behaviors. Local **Students Against Destructive Decisions**

(SADD) chapters were formed by teachers and students to focus on peer to peer education. Activities include disseminating GOHS educational brochures, Ghost Out, and school assemblies which include speakers.

4. For the 10th year in a row, Pepperell High School (SADD Chapter) hosted its annual **“Just Drive” Safe Driving Expo**. In addition to GOHS, they partnered with Floyd County Police, Rome Police, Floyd County Sheriff’s Office, Rome Fire and Rescue, Floyd Medical Center, and others to conduct this community safe driving event. They had a driving course, fatal vision goggles, golf cart course, and other teen driving stations.
5. On April 10, 2018 Mothers Against Drunk Driving (MADD) held their **14th Annual Golden Shield Honors Banquet** at the Cobb Galleria Center. Awards were given to law enforcement agencies, officers, prosecutors, and other community activists. Those awarded were recognized as having made a significant impact in preventing impaired driving crashes.
6. The **Traffic Safety Adjudication Program**, implemented by the Georgia Prosecuting Attorney’s Council conducted 53 trainings and distributed over 290k educational materials. The total number of people reached through the trainings and material distribution reached 66,344.
7. The Shepherd Center, along with GOHS and CapTech, created the **AutoCoach 2.0** app. The new version of the Shepherd Center’s popular mobile app to help parents teach teens to drive. The 2.0 version includes specialized instruction for parents of teens with cognitive and physical disabilities; the app is free to download from the Apple App Store and Google Play.
8. During FFY 2018, thirty-one (31) law enforcement officers were certified as **Drug Recognition Experts** through the Georgia Public Safety Training Center. This certification is obtained in three separate parts, first with 160 hours of classroom training with education on proper drug evaluation techniques, drug physiology, drug classifications, symptoms of drug use and abuse, and legal considerations. Successful completion of the classroom training is then followed by a six-day field training session, which has proven to be the most efficient method of obtaining the IACP requirements for DRE Certification. A final knowledge examination is then given to the candidates and upon successful completion of all three phases, they become certified DRE’s.
9. Georgia law enforcement participated in **Drive Sober or Get Pulled Over (Operation Zero Tolerance)**, **100 Days of Summer HEAT**, and other national highway safety campaigns during FFY 2018.

Occupant Protection (402OP)

Program Overview

Objectives

PROGRAM TARGET: Increase the 5-year moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018.

FFY 2018 Performance Objectives

- Objective 1: Increase the 5-year moving average seatbelt usage rate from 94.9% (2011-2015) 96.6% (2014-2018) 5-year average by December 2018.
- Objective 2: To increase the use of child safety restraint systems for children age seven and under to 99.6% in 2018.
- Objective 3: To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

Funded Programs

Georgia Governor's Office of Highway Safety: 402 Occupant Protection

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402OP-027	\$69,046.63

Camden County Sheriff's Office: Occupant Protection Education Program

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Camden County Sheriff's Office	GA-2018-402OP-110	\$5000.00	\$1,425.53	47.14%

Public Health, Georgia Department of: Child Occupant Safety Project

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Health, Georgia Department of	GA-2018-402OP-007	\$1,347,677.68	\$1,078,215.73	99.56%

Atlanta Fire Rescue Department, City of: Atlanta Fire Rescue Fitting Stations

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Atlanta Fire Rescue Department, City of	GA-2018-402OP-008	\$195,696.36	\$43,401.47	82.19%

Results

PROGRAM TARGET: Increase the 5-year moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018. (Target met.)

Objectives:

Increase the 5-year moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018. (Objective met.) The five-year average seatbelt usage rate for 2014-2018 was 97.04%.

Increase the use of child safety restraint systems for children age seven and under to 99.6% in 2018.
(Objective not met.) The observed child safety seat usage for 2018 was 94.1%.

Continue outreach to non-white populations (including Latino) in all aspects of occupant protection.
(Objective met.) GOHS and its grantees produced television ads and print materials in Spanish, and continued outreach to various minority populations throughout the state.

1. **“Click-It or Ticket”** is a hi-visibility enforcement campaign designed to increase safety belt usage by Georgia motorists. Every year during the Memorial Day and Thanksgiving holiday periods; law enforcement agencies across Georgia mobilize to enforce the safety belt law in place for occupants of all vehicles. The mobilization is supported by paid advertising campaigns on the national and local levels, as well as earned media campaigns aimed at raising awareness of the importance of seat belt use and law enforcement’s commitment to enforcing Georgia’s seat belt laws.
2. In partnership with multiple local law enforcement agencies and other partners across the state, GOHS supported participation in **National Child Passenger Safety Week**, September 23-29, 2018, including National Seat Check Saturday with the Child Passenger Safety Caravan. Agencies across Georgia had 111 technicians participating and they were able to check 287 child safety seats during the week.
3. **Camden County Sheriff’s Office** displayed their mobile occupant protection trailer with crashed patrol vehicle 28 times during the grant year, educating over 43,000 people in Camden County and surrounding areas.
4. During FFY 2018 The **Atlanta Fire Rescue Department** reached over 3,905 people to educate them on child passenger safety. They hosted 23 community events which includes child passenger safety seat checks in the Metro Atlanta area, distributing over 5,700 brochures and safety materials. Atlanta Fire distributed 676 child safety seats through their local fitting stations and trained 151 technicians as either first time technicians or recertification’s.
5. During FFY 2018, The **Georgia Department of Public Health** hosted 26 child passenger technician courses, 32 continuing education courses, 1,069 other trainings, and 23 exhibits. This included mini-grant classes, minority outreach, special needs trainings, inspection stations and/or events, including participation in the Child Passenger Safety Caravan. 89% of Georgia counties are covered through the DPH mini-grant program, which helped to supply 4,166 car seats to low income families. Over 110,000 educational materials were distributed. In all, they were able to reach 4,286,212 total people during the grant year.

Traffic Safety Information Systems (405c, 405b M1PE)

Program Overview

Objectives

PROGRAM TARGET: Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 92% in performance period Jan 1 - Dec 31, 2016 to 94% by performance period Jan 1- Dec 31, 2018.

[No objectives specified in HSP.]

Funded Programs

405c Programs

Georgia Governor's Office of Highway Safety: Traffic Records Program

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405c M3DA-099	\$35,049.77

Driver Services, Georgia Department: GECPS Outreach

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Driver Services, Georgia Department	GA-2018-405c M3DA-037	\$299,463.97	\$267,010.67	100.00%

Georgia Association of Chiefs of Police: LEA Technology Grant GACP

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Georgia Association of Chiefs of Police	GA-2018-405c M3DA-058	\$290,488.80	\$290,113.54	100.00%

Public Health, Georgia Department of: Public Access to crash data in crash, death, hospital discharge and emergency room visit data sources via OASIS web query

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Health, Georgia Department of	GA-2018-405c M3DA-013	\$207,502.21	\$206,114.58	100.00%

Public Health, Georgia Department of: Support for CODES Crash Data Linkage

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Health, Georgia Department of	GA-2018-405c M3DA-014	\$112,735.00	\$94,037.50	100.00%

Public Health, Georgia Department of (EMS & Trauma): GPH - OEMS GEMSIS Elite

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Health, Georgia Department of (EMS & Trauma)	GA-2018-405c M3DA-056	\$241,689.60	\$188,185.23	92.86%

Transportation, Georgia Department of: Software Support for MMUCC Motor Vehicle Crash Reporting

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Transportation, Georgia Department of	GA-2018-405c M3DA-124	\$225,000.00	\$88,500.00	42.94%

Transportation, Georgia Department of: FARS CODE CONVERSION

(Grant closed out with no activity due to inability to reach agreement with NHTSA)

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Transportation, Georgia Department of	GA-2018-405c M3DA-128	\$32,000.00	\$0.00	0.00%

405b M1PE Programs

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405b M1PE High-195	\$892,957.44

Results

PROGRAM TARGET: Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 92% in performance period Jan 1 - Dec 31, 2016 to 94% by performance period Jan 1- Dec 31, 2018. **(Target probably met.)** As of 11/30/18, the year-to-date percentage of crash reports submitted electronically was 95.07%.

Speed and Aggressive Driving (402SC)

Program Overview

Objectives

PROGRAM TARGETS: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall target is to maintain the 5-year moving average speed related fatalities under the projected 292 (2014-2018) 5-year average by December 2018.

FFY 2018 Performance Objectives

- Objective 1: To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.
- Objective 2: To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T. (Highway Enforcement of Aggressive Traffic) units.

Funded Programs

Speed Enforcement Training Programs

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Public Safety Training Center, Georgia	GA-2018-402SC-010	\$44,850.31	\$37,828.24	98.07%

Results

PROGRAM TARGET: Maintain the 5-year moving average speed related fatalities under the projected 292 (2014-2018) 5-year average by December 2018. (Target probably met.) The four-year (2014-2017) average for speed-related fatalities is 249; if 2018 speed-related fatalities remain below 465, the five-year target will be met.

Objectives:

Fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths. (Objective met.) Grantee counties (not including multi-county or statewide grants) accounted for 69.8% of the state's speeding fatalities in 2017.

Continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T. (Highway Enforcement of Aggressive Traffic) units. (Objective met.) The state's 17 H.E.A.T. teams cover high-risk areas statewide, including 4 of the top 10 counties for total fatalities and 1 of the top 10 counties for fatality rate.

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Nineteen (19) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2018. The expansion over the past ten years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of

education and enforcement. In FFY 2018, H.E.A.T. officers issued 41,569 citations for speeding and conducted 498 educational events.

2. The **Georgia Public Safety Training Center** were able to train 1,360 officers in speed detection across the state. This was accomplished through courses both in person as well as online. A new program was implemented in FFY2018 for newly certified officers which combine online training plus in-person practicals. They were able to train 45 officers. This is a growing trend and we should see this number rise in future years.

Police Traffic Services

Program Overview

Objectives

PROGRAM TARGETS: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors.

FFY 2018 Performance Objectives

- Objective 1: Increase the moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018.
- Objective 2: To maintain the number of corporate partners for FFY 2018 who provide support for the Governor's Office of Highway Safety's law enforcement projects to at least 20.
- Objective 3: To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide.

Funded Programs

Traffic Enforcement Network (TEN) grants: 17 jurisdictions
(one grant, Decatur County Sheriff's Office, closed early).

FFY 2018 TEN Grants				
Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Burke County Sheriff's Office	TEN-2018-402PT-002	\$20,000.00	\$19,492.20	99.68%
Byron Police Department	TEN-2018-402PT-007	\$20,000.00	\$16,081.46	99.97%
Camden County Sheriff's Office	TEN-2018-402PT-015	\$20,000.00	\$15,185.73	100.00%
Dalton Police Department	TEN-2018-402PT-013	\$20,000.00	\$16,157.43	100.00%
Decatur County Sheriff's Office (closed out early)	TEN-2018-402PT-022	\$20,000.00	\$176.04	3.74%

Demorest Police Department	TEN-2018-402PT-008	\$20,000.00	\$19,085.00	100.00%
Douglas County Sheriff's Office	TEN-2018-402PT-001	\$20,000.00	\$12,480.65	99.98%
Effingham County Sheriff's Office	TEN-2018-402PT-011	\$20,000.00	\$17,895.10	78.20%
McCaysville Police Department, City of	TEN-2018-402PT-016	\$20,000.00	\$11,278.41	98.14%
Moultrie Police Department	TEN-2018-402PT-023	\$15,500.00	\$9146.90	100.00%
Oglethorpe County Sheriff's Office	TEN-2018-402PT-021	\$20,000.00	\$11,880.95	100.00%
Peachtree City Police Department	TEN-2018-402PT-014	\$20,000.00	\$10,741.67	99.63%
Sumter County Sheriff's Department	TEN-2018-402PT-020	\$20,000.00	\$13,747.59	100.00%
Union Point Police Department	TEN-2018-402PT-006	\$20,000.00	\$14,334.47	99.61%
Valdosta Police Department, City of	TEN-2018-402PT-019	\$20,000.00	\$14,059.73	99.95%
Washington County Sheriff's Office	TEN-2018-402PT-010	\$20,000.00	\$12,112.67	100.00%
Zebulon Police Department	TEN-2018-402PT-004	\$20,000.00	\$11,563.26	99.74%

402 Police Traffic Services

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402PT-032	\$536,077.42

H.E.A.T. and other 402PT enforcement grants: 22 individual jurisdictions

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Athens-Clarke County Police Department	GA-2018-402PT-192	\$89,371.38	\$65,541.97	99.10%
Banks County Sheriff's Office	GA-2018-402PT-150	\$11,970.00	\$11,762.50	68.53%
Bartow County Sheriff's Office	GA-2018-402PT-026	\$101,348.18	\$99,398.37	100.00%
Bibb County Government	GA-2018-402PT-093	\$25,096.39	\$19,923.81	94.68%
Burke County Sheriff's Office	GA-2018-402PT-196	\$122,236.61	\$49,946.37	81.97%
Cherokee County Sheriff's Office	GA-2018-402PT-129	\$272,012.14	\$245,795.47	99.90%

DeKalb County Police Department	GA-2018-402PT-064	\$32,674.03	\$29,030.83	84.30%
Dodge County Sheriff's Office	GA-2018-402PT-181	\$15,010.00	\$12,710.00	99.35%
Douglas County Sheriff's Office	GA-2018-402PT-004	\$32,240.59	\$29,781.09	100.00%
Douglas Police Department, City of	GA-2018-402PT-041	\$52,634.28	\$46,782.56	95.40%
Flowery Branch Police Department, City of	GA-2018-402PT-135	\$10,635.00	\$10,635.00	100.00%
Forsyth County Sheriff's Office	GA-2018-402PT-161	\$248,130.41	\$222,966.28	99.82%
Fort Valley Department of Public Safety	GA-2018-402PT-067	\$10,384.00	\$10,366.40	100.00%
Glynn County Police Department	GA-2018-402PT-051	\$29,379.04	\$19,186.34	87.65%
Habersham County Sheriff's Office	GA-2018-402PT-006	\$61,994.07	\$59,478.00	100.00%
Hall County Sheriff's Office	GA-2018-402PT-005	\$127,830.12	\$122,986.83	100.00%
Henry County PD/Henry Co BOC	GA-2018-402PT-052	\$32,475.84	\$32,118.99	99.73%
Houston County Sheriff's Office	GA-2018-402PT-017	\$132,166.90	\$103,476.95	100.00%
Lowndes County Sheriff's Office	GA-2018-402PT-074	\$106,894.53	\$83,302.47	98.87%
Marion County Sheriff's Office	GA-2018-402PT-073	\$23,633.00	\$21,733.00	99.77%
Newton County Sheriff's Office	GA-2018-402PT-085	\$126,920.76	\$121,356.51	99.94%
Public Safety, Georgia Department of (HEAT/Nighthawk Middle GA)	GA-2018-402PT-019	\$907,446.45	\$527,551.15	76.01%

405b M1.PT projects

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Savannah-Chatham Metropolitan Police Department / Savannah Police Department	GA-2018-405b M1*PT High-043	\$123,727.37	\$110,359.16	100.00%

(The Savannah-Chatham Metropolitan Police Department split into Savannah and Chatham County Police Departments during the grant year; grant was transferred to the Savannah Police Department.)

Results

PROGRAM TARGET: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors.

(Target met.)

Objectives:

Increase the moving average seatbelt usage rate from 94.9% (2011-2015) to 96.6% (2014-2018) 5-year average by December 2018. (Objective met.) The five-year average seatbelt usage rate for 2014-2018 was 97.04%.

Maintain the number of corporate partners for FFY 2018 who provide support for the Governor's Office of Highway Safety's law enforcement projects to at least 20. (Objective met.) GOHS was pleased to have 26 corporate partners this year.

Create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide. (Objective met.) Strategies included messaging and education around the new Hands-Free Georgia Act, a new mobile app for reporting traffic safety issues, educational events for schools and other groups, and ongoing paid and earned media campaigns in all GOHS emphasis areas.

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Nineteen (19) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2018. The expansion over the past ten years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. In FFY 2018, H.E.A.T. officers arrested 5,880 impaired drivers, cited 41,569 violators for speed infractions, and 10,500 for occupant protection violations. The teams were also able to conduct 498 educational events.
2. The **Traffic Enforcement Networks** continued their projects within their specific regions. Combined they arrested 1,648 impaired drivers, cited 35,648 drivers for speed violations, and 6,245 occupant protection violations. They also conducted 200 trainings, 268 educational events, and 171 exhibits which allowed them to distribute over 5,264 educational materials.
3. Other law enforcement projects focused on **High Visibility Enforcement** and were awarded based upon local highway safety problems. These projects combined arrested 315 impaired drivers, cited 6,375 drivers for speeding, and 1,513 for occupant protection violations.

Pedestrian and Bicycle Safety (402PS, 405b M1.PS, 405h FHX)

Program Overview

Objectives

PROGRAM TARGETS: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance target is to maintain the 5-year moving average pedestrian fatalities under the projected 228 (2014-2018) 5-year average by December 2018 and to maintain the 5-year moving average bicyclist fatalities under the projected 29 (2014-2018) 5-year average by December 2018.

FFY 2018 Performance Objectives

- Objective 1: To provide funds to agencies for the purpose of increasing pedestrian education, enforcement and engineering considerations.
- Objective 2: To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely “share the road”.

Funded Programs

402 PS Projects

Organization	Grant Name	Total Spent
GAGOHS – Grantee	GA-2018-402PS-194	\$0.00

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Brookhaven Police Department	GA-2018-402PS-018	\$55,407.44	\$52,900.86	92.15%

405b M1.PS Projects

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
BikeAthens	GA-2018-405b M1*PS High-089	\$45,811.10	\$40,492.27	71.19%
Fulton County Sheriff's Office	GA-2018-405b M1*PS High-106	\$6,260.50	\$3,412.21	92.86%
Savannah Bicycle Campaign	GA-2018-405b M1*PS High-077	\$27,094.30	\$26,411.19	95.60%

405h FHX Projects

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Atlanta Bicycle Coalition	GA-2018-405h FHX-011	\$64,138.53	\$62,073.92	75.77%
Georgia Bikes	GA-2018-405h FHX-104	\$70,655.63	\$55,619.28	99.96%
Macon-Bibb County Commissioners (Macon-Bibb County Pedestrian Safety Review Board)	GA-2018-405h FHX-166	\$20,785.00	\$18,785.29	74.21%

Results

PROGRAM TARGETS: To maintain the 5-year moving average pedestrian fatalities under the projected 228 (2014-2018) 5-year average by December 2018 and to maintain the 5-year moving average bicyclist fatalities under the projected 29 (2014-2018) 5-year average by December 2018. (Targets probably met.) The four-year (2014-2017) average for pedestrian fatalities is 211; if 2018 pedestrian fatalities remain below 298, the five-year target will be met. The four-year (2014-2017) average for bicyclist fatalities is 22; if 2018 bicyclist fatalities remain below 59, the five-year target will be met.

Objectives:

Provide funds to agencies for the purpose of increasing pedestrian education, enforcement and engineering considerations. (Objective met.)

Provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely “share the road”. (Objective met.)

1. In FFY 2018, **Savannah Bicycle Campaign** conducted 17 presentations to civic clubs and other social clubs, including Savannah College of Art and Design, plus conducted 4 trainings specifically geared toward children and 3 geared toward adults. They were invited to attend and speak at 102 meetings, workshops, and seminars. They exhibited 19 times and hosted 12 organized bicycle rides, educating the participants prior to and during the ride through Savannah.
2. The Fulton County Sheriff’s Office held their **3rd Annual Bike Rodeo** to educate children on bicycle safety. They had over 350 attendees that were instructed on helmet fittings, bike inspections (brakes, tires, cranks and chains, frame and fit), and given a lecture on safe riding. They conducted 45 minute presentations to eleven (11) different elementary schools to educate the children on bike and pedestrian safety. New for FFY2018, they conducted presentations to over 400 senior citizens, focusing on safe walking and mobility.
3. **Brookhaven Police Department** was very successful in combining pedestrian safety education with pedestrian safety enforcement. They made 1025 citizen contacts where the citizen was the pedestrian who failed to use the crosswalk. They conducted 16 school educational events to

educate children on crosswalk safety for pedestrians as well as 17 community events to inform and educate the general public on pedestrian safety.

4. During FFY 2018, **Bike Athens** succeeded in providing education to youth, university students & staff, other adults, and those enrolled in a Ticket Diversion program on bicycle safety. They conducted 38 trainings and participated in 30 exhibits during the grant year, reaching over 109,000 people.
5. **Georgia Bikes** distributed 17,720 bicycle safety pocket guides and other materials to local government agencies, law enforcement agencies, bicycle safety/advocacy groups, local civic organizations, etc. across the state. In **May of 2018 (National Bike Month)**, Georgia Bikes partnered with local safety organizations in Athens, Atlanta, Augusta, Columbus, and Savannah to create and publish bicycle safety messages. Through their efforts in training courses, social media, press releases, and other meetings, Georgia Bikes was able to make over 14 million contacts during FFY 2018.
6. During FFY 2018, **Atlanta Bicycle Coalition** provided bicycle safety trainings for 273 individuals at bike valet locations, through neighborhood bike classes, and in partnership with organizations serving clients with transportation gaps. They also distributed 600 educational packets (safety tip sheet, brochure, roll call training sheets, other targeted items upon request) to schools and law enforcement agencies, as well as individuals and partner organizations.
7. **Macon-Bibb County Commissioners** (Macon-Bibb County Pedestrian Safety Review Board) held Six (6) mini-presentations reaching 356 people considered homeless. The attendees were very appreciative of the care, concern, and information provided in relations to their role and responsibilities as a pedestrian. Education cards and phantom flash armbands were distributed to each attendee, and the information on the cards and the proper way to operate the armbands was explained during each presentation.

Community Traffic Safety Programs (402CP, 405b M1*CP)

Program Overview

Objectives

PROGRAM TARGETS: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated cost with the establishment and maintenance of effective Safe Communities and Community Traffic Safety Programs.

FFY 2018 Performance Objective

- To provide support, information and instruction to Community programs, organizations and state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems.

Funded Programs

402CP Projects

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402CP-108	\$759,983.52

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Georgia Operation Lifesaver, Inc.	GA-2018-402CP-071	\$21,844.00	\$17,317.67	100.00%
Georgia Operation Lifesaver, Inc.	GA-2018-402CP-072	\$7,040.00	\$6,091.98	100.00%
Public Health, Georgia Department of	GA-2018-402CP-021	\$118,119.80	\$88,927.21	89.57%

405b M1*CP Projects

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405b M1*CP High-193	\$757,944.40

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Georgia, University of	GA-2018-405b M1*CP High-015	\$256,457.96	\$208,369.47	100.00%

Results

PROGRAM TARGET: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated cost with the establishment and maintenance of effective Safe Communities and Community Traffic Safety Programs. (Target probably met.) Based on preliminary data, crashes, injuries and fatalities have probably decreased in 2018 compared to 2017.

Objective: To provide support, information and instruction to Community programs, organizations and state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems. (Objective met.)

1. During the course of the FFY2018 grant year, **Georgia Operation Lifesavers** reached over 14,000 citizens of Georgia to teach best practices around trains. Operation Lifesavers conducted mobile truck exhibits and Grade Crossing Collision Incident Management to law enforcement.

2. The **Georgia Department of Public Health** conducted community events and/or presentations, including Yellow Dot and CarFit, to educate partners/stakeholders and distribute older driver safety and mobility materials to over 66,000 citizens during the grant year.

Resource Information Center and Clearinghouse

Program Overview

Objectives

PROGRAM TARGET: To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation.

FFY 2018 Performance Objective

- Objective: To make highway safety materials available and accessible to Georgia citizens.

(Funded Programs are included in 402CP category above)

Results

PROGRAM TARGET: To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation. (Target met.)

Objective: Make highway safety materials available and accessible to Georgia citizens. (Objective met.)
Highway safety materials were available to all Georgia citizens at no charge from the GOHS online store. Georgia citizens were able to request a wide variety of GOHS publications through the online Safety Store. The store was temporarily closed in September 2017; however, it was reopened in March 2018. Since it reopened, there were 518 orders requesting 376,152 highway safety materials. Grantees also distributed over 813,000 highway safety materials.

Motorcycle Safety (405f M9X)

Program Overview

Objectives

PROGRAM TARGETS: To reduce the 5-year moving average un-helmeted motorcyclist fatalities by 11% from baseline 9 (2011-2015) 5-year average to 8 (2014-2018) 5-year average by December 2018.

FFY 2018 Performance Objectives

- Objective 1: To decrease the total number of motorcycle crashes.
- Objective 2: To maintain the 5-year moving average motorcyclist fatalities under the projected 177 (2014-2018) 5-year average by December 2018.

Funded Programs

405f M9x Projects

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405f M9X-109	\$600.00

Organization	Grant Name	Grant Amount	Total Spent	% Milestones Met
Driver Services, Georgia Department	GA-2018-405f M9X-039	\$93,458.03	\$62,311.60	49.24%

Results

PROGRAM TARGET: To reduce the 5-year moving average un-helmeted motorcyclist fatalities by 11% from baseline 9 (2011-2015) 5-year average to 8 (2014-2018) 5-year average by December 2018. (Target not met.) With 18 un-helmeted motorcyclist fatalities in 2017, the five-year (2014-2018) average would be 9 even if there were zero un-helmeted fatalities in 2018.

Objectives:

Decrease the total number of motorcycle crashes. (Objective probably met.) There were 4,356 motorcycle crashes in Georgia in 2017, and as of 11/26/18 there had been only 3809 crashes reported in 2018.

Maintain the 5-year moving average motorcyclist fatalities under the projected 177 (2014-2018) 5-year average by December 2018. (Objective probably met.) The four-year (2014-2017) average for motorcyclist fatalities is 150; if 2018 motorcyclist fatalities remain below 285, the five-year target will be met.

1. The Georgia Department of Driver Services **Motorcycle Safety** project focused on Motorists awareness. "Share the Road" and driver awareness ads were added to seventeen (17) Motor Vehicle Network screens in DDS Customer Service Centers across the state. They were viewed by more than 3.2 million customers during the year. Overall, people were reached through 38 outreach events, social media posts, and MVN screens during the grant period.

Paid Media (402 PM)

Program Overview

Objectives

PROGRAM TARGET: To implement a Paid Media Plan for Governor's Office of Highway Safety's (GOHS) impaired driving and occupant protection campaigns for FFY 2018. Those campaigns include year-round messaging for Georgia driver safety.

FFY 2018 Performance Objective

- Objective: To provide funds for the procurement of a “year round message” delivered through a statewide Paid Media campaign to reach Georgia’s Primary and Secondary Audiences, to foster lifesaving highway safety awareness and to promote safety belt use and sober driving. The combined GOHS safe driving campaign messages condense to the following six-word warning: “Slow Down. Buckle-Up. Drive Sober.”

Funded Programs

Governor's Office of Highway Safety 402PM

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-402PM-023	\$539,564.73

Results

PROGRAM TARGET: To implement a Paid Media Plan for Governor's Office of Highway Safety's (GOHS) impaired driving and occupant protection campaigns for FFY 2018. Those campaigns include year-round messaging for Georgia driver safety. (Target met.)

Objective: Provide funds for the procurement of a “year round message” delivered through a statewide Paid Media campaign to reach Georgia’s Primary and Secondary Audiences, to foster lifesaving highway safety awareness and to promote safety belt use and sober driving. The combined GOHS safe driving campaign messages condense to the following six-word warning: “Slow Down. Buckle-Up. Drive Sober.” (Objective met.) GOHS spent a total of \$3,414,570 on paid media in 2018, including cable and broadcast television, radio, and billboards.

Distracted Driving (405e FESX)

Program Overview

Objectives

PROGRAM TARGETS: To reduce motor vehicle crashes, injuries and fatalities through a systematic delivery of effective distracted driving countermeasures. To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2015 calendar base year of 3.5% to 2.5% by 2018.

FFY 2018 Performance Objectives

- Objective: To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2015 calendar base year of 3.5% to 2.5% by 2018.

Funded Programs:

405e Special Distracted Driving

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-405e FESX-2018-024	\$366,053.45

Results

PROGRAM TARGETS: To reduce motor vehicle crashes, injuries and fatalities through a systematic delivery of effective distracted driving countermeasures. To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2015 calendar base year of 3.5% to 2.5% by 2018.

(Target probably not met.)

Objective: Decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2015 calendar base year of 3.5% to 2.5% by 2018.

(Objective probably not met.) Provisional data available at the time of this report shows distraction as a factor in 61 of 1327 fatal crashes (4.5%) so far in 2018 (GEARS, 12/7/18). The change to the new Georgia Uniform Motor Vehicle Accident Report, which has more options for reporting distraction as a factor, may have resulted in more reports of distraction, as opposed to more actual distracted driving.

Paid/Earned Media

Program Overview

GOHS Paid/Earned Media campaign included television and radio buys in major markets statewide, and using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

Objectives

[No program targets or objectives specified in HSP.]

Funded Programs

n/a

Results

GOHS' paid media total for FY2018 was \$3,414,570, including TV (cable and broadcast), radio and billboards. GOHS also maintained an active social media presence via Facebook, Twitter and YouTube.

Other Funded Projects—Driver's Education

Georgia's Driver's Education program is state-funded.

Other Funded Projects—Share the Road

Program Overview

Objectives

[No program targets or objectives specified in HSP; this in-house grant was for the purpose of “share the road” markings, road signs, and printing.]

Funded Programs

Share the Road in-house grant

Organization	Grant Name	Total Spent
GAGOHS - Grantee	GA-2018-250 SHARE THE ROAD TAGS-107	\$10,725.00

FFY 2018 Year in Review

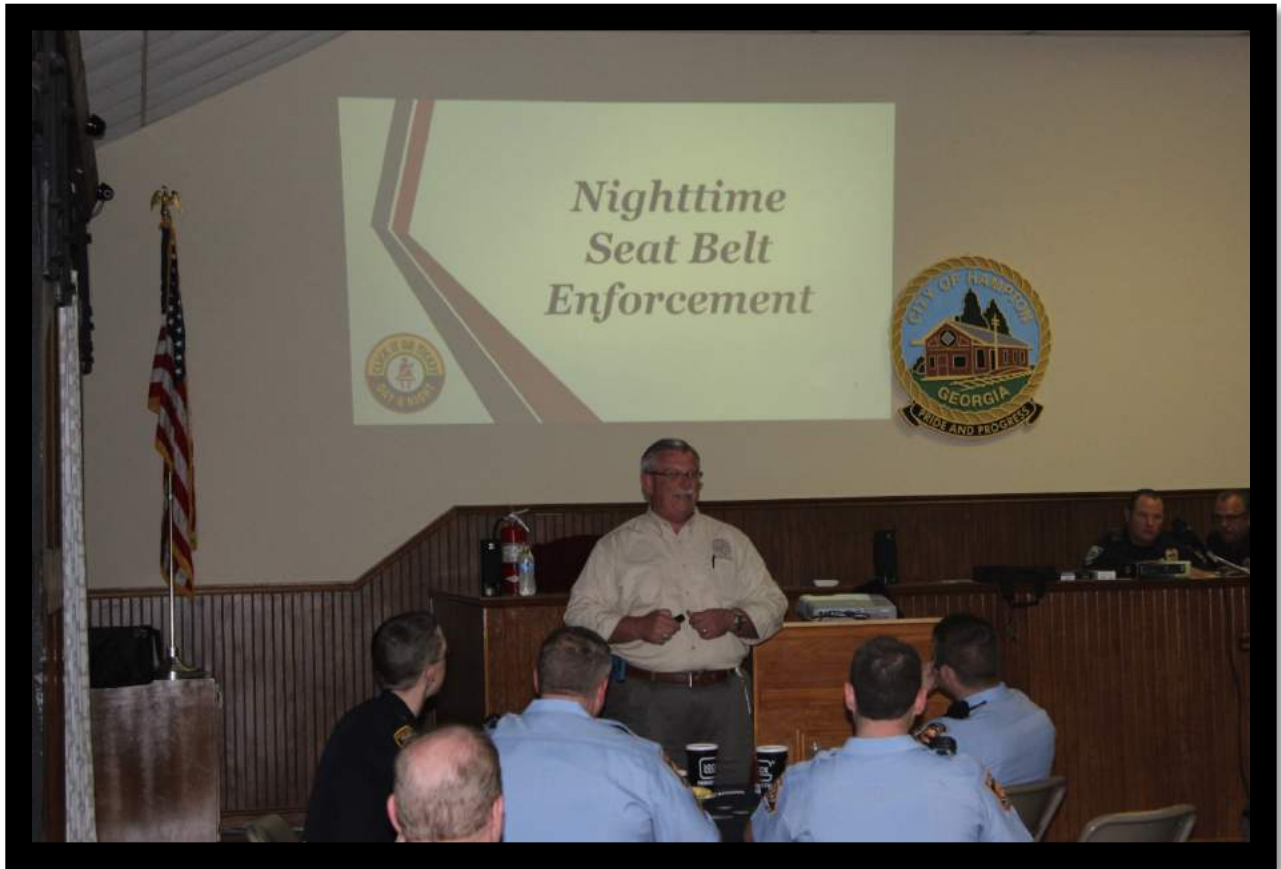
OCTOBER:

The fiscal year began with educational initiatives across the state for both drivers and law enforcement personnel.

The GOHS Rollover Simulator conducted demos in October 2017, Habersham County



GOHS LES Director Roger Hayes teaches Nighttime Seatbelt Enforcement to officers of the Metro Atlanta Traffic Enforcement Network at their October 2017 meeting



NOVEMBER:

The Georgia State Patrol and Florida Highway Patrol capitalized on the longstanding rivalry between Georgia and Florida football fans with a joint DUI prevention campaign during college football season.

“Drive Sober or Get Pulled Over” video: <https://www.youtube.com/watch?v=LDFgJq7N9vY>



DECEMBER:

GOHS announced driver's education scholarships for Georgia students. The grant scholarship program is open to Georgia residents ages fifteen through seventeen who wish to satisfy the Joshua's Law driver's education requirement by completed thirty hours of classroom instruction and six hours of behind the wheel driving instruction with an approved instructor. First priority is given to children or dependents of public safety professionals or members of the military killed in the line of duty, and second priority to students with demonstrated need based on family income.

Teen driver scholarships announced



JANUARY:

Much of the state had already seen record-setting snowfall in December, but the worst transportation impacts came from a storm in late January. According to the Atlanta Journal-Constitution, the storm “affected 12,849 miles of highway – nearly three-fourths of the 18,000 miles of road GDOT is responsible for clearing. It also covered 83 of Georgia’s 159 counties.”

(<https://www.myajc.com/news/local/winter-for-atlanta-record-books-and-only-january/Z8cfrg7kXHWmKGOWWQO23J/>)



FEBRUARY:

GOHS hosted the 2018 Youth and Young Adult Leadership Conference at Jekyll Island. The 2-day conference brought safe driving exhibits to over 150 students and advisors from high schools and colleges across the state. The conference was partially funded by a FFY 2017 grant from Ford Driving Skills for Life and by the Governor's Highway Safety Association.

2018 Youth and Young Adult Leadership Conference



GOHS used the upcoming Super Bowl to emphasize DUI prevention. GOHS, MADD Georgia, and AAA Georgia teamed up for a video encouraging fans to plan for safe travel. This promotional video encourages fans to use a designated driver, or to use the AAA/Budweiser "Tow to Go" program which will transport impaired drivers and their vehicles home safely and confidentially.

Super Bowl DUI campaign video (<https://www.youtube.com/watch?v=TIWRo88PvbY>)



MARCH:

St. Patrick's Day historically brings high rates of DUI to the state, particularly in Savannah, which has one of the largest St. Patrick's Day celebrations in the U.S. GOHS stepped up enforcement efforts statewide for the weekend, and held a news conference to encourage use of designated drivers, taxis, rideshare, or Tow-To-Go.

St. Patrick's Day DUI enforcement campaign



GOHS and Grantee Byron Police Department conducted demonstrations in Forsyth County for the 2018 Ghost Out, March 2018



APRIL:

Governor Nathan Deal announced the Georgia launch of the “See Something, Send Something” app, which allows smartphone and tablet users to report suspicious activity to law enforcement.



Child Passenger Safety Technician Class was held by the South Central Traffic Enforcement Network in Dublin in April 2018



MAY:

GOHS conducted the 27th annual "Hands Across the Border" campaign over the Memorial Day Weekend, May 21-25, in cooperation with law enforcement officers, troopers and deputies from Alabama, Florida and Tennessee. The campaign targeted distracted driving, speeding, seat belt violations and other traffic safety violations. This campaign coincided with the beginning of the annual "100 Days of Summer H.E.A.T." (Highway Enforcement of Aggressive Traffic), which is designed to target aggressive driving during the high-risk summer months.

Hands Across the Border 2018 sobriety checkpoint with Tennessee



Governor Nathan Deal signed HB 673, the “Hands-Free Georgia” law, which forbids any handheld use of wireless electronic devices while driving, and provides substantial penalties. Drivers may not hold a phone in their hand or support the phone with any part of their body, except for emergency calls. Hands-free devices are permitted, but drivers are allowed only a single touch or swipe. Watching videos is prohibited except for navigational purposes.

Governor Deal signs HB 673, the “Hands-Free Georgia” Law



JUNE:

GOHS began its statewide paid and earned media campaign to inform drivers of the new hands-free law and urge them to prepare for its implementation on July 1.

GOHS Rollover Simulator utilized at Fort Gordon for over 5,000 soldiers at Safety Day, June 18



Employees at Golden Peanut Co in Ashburn learn about seat belts during their safety meeting in June



ECTEN Coordinator Lt Brandon Reeves discusses seat belt safety with one of our media partners in Augusta in June 2018



JULY:

The Hands-Free Georgia law took effect July 1.

GOHS, Georgia's public schools and other agencies joined in launching the AAA "School's Open, Drive Carefully" campaign across Georgia. GOHS held press conferences across the state and provided press releases to media organizations throughout Georgia to highlight the campaign.

Georgia joined Alabama, Florida, Tennessee and South Carolina in Operation Southern Shield, a campaign of enhanced speeding enforcement running July 16 through 22.

Georgia Welcome Center, Operation Southern Shield



AUGUST:

GOHS hosted the annual meeting of the Governors Highway Safety Association in Atlanta, August 25-29. A record number of attendees met to network, learn and share information with more than 60 exhibitors and prominent traffic safety leaders including Honorable Raymond Martinez, Administrator of the Federal Motor Carrier Safety Administration; John Bozzella, President and CEO of Global Automakers; David Harkey, President of the Insurance Institute for Highway Safety (IIHS); Anne Ferro, President & CEO, American Association of Motor Vehicle Administrators; Ryan Gammelgard, Counsel, State Farm®; Dr. Jim Hedlund, Principal, Highway Safety North; Anne Marie Lewis, Director of Safety and Technology Policy, Alliance of Automobile Manufacturers; Lia Theodosiou-Pisanelli, Director, Autonomous Vehicle Strategy and Business Development, Lyft; and a panel of former USDOT officials, including David Strickland, Jeffrey Runge, David Kelly, Anne Ferro, and Ron Medford.

Rep. John Carson speaks at the 2018 GHSA Conference in Atlanta



Guest speaker Shaquille O'Neal at the 2018 GHSA Highway Safety Awards, GHSA Annual Conference



GHSA Members receiving valuable training at the 2018 GHSA Conference in Atlanta



SEPTEMBER:

On September 19, GOHS hosted its annual Governor's Challenge Awards banquet in Macon. Officers and agencies were recognized for their successes in enforcement, innovative problem-solving in their communities, public information activities and departmental policies to support traffic enforcement campaigns.

GOHS premiered new back-to-school billboards in September



Members of the Southern Region Traffic Enforcement Network conduct a CPST Fitting event in Valdosta for CPST Week in September 2018



Tailgating for Safety: Joint Seat Belt Safety Day at Georgia Welcome Center in Ringgold with Georgia Department of Public Safety, Tennessee Highway Patrol and Tennessee Highway Safety Office

