

Georgia Governor's Office of Highway Safety

2017 Annual Report



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Nathan Deal
GOVERNOR

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December 29, 2017

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) 2017 Annual Report

Dear Ms. Hayes:

Please find enclosed Georgia's FFY 2017 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 the Governor's Office of Highway Safety in Georgia

Our number one goal is to reduce the number of fatalities and injuries 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 the Governor's Office of Highway Safety (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.

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 crashes, injuries, and fatalities on Georgia roadways.

GOHS holds the distinction of organizing nationally-recognized programs such as Operation Zero Tolerance and Click It or Ticket!

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

After two years of increasing traffic fatalities, FFY 2017 was a year of improved outcomes in many areas. Among the most notable successes were a sharp decrease in bicyclist fatalities (down more than 50%) and motorcyclist fatalities (down more than 20%) for calendar year 2017. Georgia continues to have one of the highest seat belt compliance rates in the nation, and has made great strides in improving and modernizing its crash reporting and other data handling systems. Challenges remain to be addressed, including distracted driving and pedestrian fatalities; but Georgia continues its vigorous response to these problems, aided by strong partnerships with neighboring states, with corporate partners, and with nonprofit traffic safety groups.

Unique challenges during the year included a fire leading to the collapse and replacement of a bridge on a heavily-used stretch of Interstate 85 in Atlanta. Thankfully, there was no injury or loss of life, and unprecedented repair efforts restored the bridge ahead of schedule.

A further challenge was posed by Hurricane Irma, both the storm itself and the massive evacuation from Florida and from the Georgia coast that added huge traffic volumes, straining the resources of many enforcement jurisdictions. This event was cited by many grantees as a cause for missed milestones in September.

Because 2017 was a better year following two particularly difficult years, many of the performance measures, which are based on three-year averages, were not met, despite significant improvement in FFY 2017. The gains of FFY 2017 should not be overshadowed by the challenges of the two previous fiscal years.

GOHS Program Overview

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). [2018 Governor's Highway Safety Plan, p. 7.]

Evidence Based Traffic Enforcement Plan

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 steadily declining since 2006, Georgia traffic fatalities increased dramatically in 2015, and increased again the following year. In 2016, the State of Georgia suffered 1,554 fatalities in motor vehicle crashes (an 8.5% increase from 2015). Impaired driving killed 368 persons in those crashes (a 2.7% increase over 2015), and unrestrained fatalities numbered 476 (up 15.8% from 2015). Two hundred and sixty-six (266) of the total 1,554 fatalities were related to speeding — a 2.7% increase over 2015. Although fatalities still have not returned to the levels seen in 2007, when Georgia experienced 1,641 traffic fatalities, the statistics continue to be troubling. The nation as a whole and our neighboring states all saw increases as well (U.S. up 5.6%, Alabama up 22.1%, Florida up 8.0%, South Carolina up 3.7%, and Tennessee up 8.2%). Preliminary estimates for 2017 suggest that the number and rate of fatalities may at last be decreasing again, thanks to GOHS' evidence-based traffic safety enforcement plan. (See the Crash Summary section below for details.)

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 GOHS on a regular basis. [2018 Governor's Highway Safety Plan, p. 9.]

Summary of Accomplishments

In FFY 2017, GOHS and its grantees:

1. Helped Georgia maintain a safety belt usage rate over 90% for the sixth consecutive year. Georgia's 2017 usage rate of 97.1% is once again one of the highest rates in the nation.
2. Brought innovative traffic safety programs to thousands of Georgia citizens through initiatives such as Ford Driving Skills for Life and "School's Open, Drive Carefully" with AAA.
3. Distributed thousands of bike helmets, child safety seats, safety lights and other safety equipment to Georgia residents.
4. Collaborated with Highway Patrol's in Florida, South Carolina, and Alabama for Hands Across the Border, and collaborated with the Alabama, Tennessee, Florida and South Carolina Highway Patrols in Operation Southern Shield; both initiatives targeted aggressive driving.
5. Certified hundreds of law enforcement officers in the use of radar, LIDAR, and other enforcement equipment.
6. Worked with prosecuting attorneys and judges to improve their handling of DUI and vehicular homicide cases.
7. Improved Georgia's crash reporting system, brought it into compliance with new federal requirements, and improved compliance and turnaround time for crash reporting.
8. Delivered education to Georgia's high school and college students to decrease drunk, distracted and aggressive driving and increase use of seat belts.
9. Partnered with Atlanta's Shepherd Center to produce the AutoCoach app that parents can download and use to help when teaching their teens to drive.
10. Sponsored training to help older drivers drive more safely, help parents install car seats correctly, and help cyclists share the road safely with drivers.
11. 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.
12. Launched a grant scholarship program for high school students taking Driver's Education courses.

State Measures of Progress

FFY 2017 Core Performance Measures (from the 2017 Highway Safety Plan)

C-1: To decrease traffic fatalities 2.5% from 1,179 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.

Status: Not met. With 1,430 traffic fatalities in 2015 and 1,554 in 2016, the mark of 463 fatalities that would have resulted in a 1,149 three-year average was passed in May of 2017.

As of 12/21/17, traffic fatalities for the year were 1468, a 4% decrease compared to 1527 on the same date in 2016. This change was not statistically significant (p=0.29).

C-2* : To decrease serious traffic injuries below the 2015 calendar base year of 114,643 to 107,868 by 2017.

Status: Unknown. GEARS summary: 143,003 total injured in 2015; 151,606 total injured in 2016; 144,146 total injured in 2017 to date, as of 12/21/17 9:02 a.m.

GEARS suspected serious injuries (coded "A") for 2015: 25,116; for 2016, 25,039; for 2017 (through 12/20), 24,230.

C-3: To decrease fatalities per 100M VMT 3.7% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.

Status: Unknown. [According to FARS, 2015: 1.21 fatalities/100M VMT. 2016 estimate based on FARS fatalities (1554) and GDOT total state VMT (366 days x daily VMT of 336,423,205 = 123,130,893,030) gives a rate of 1.26 fatalities per 100 million VMT. 2017 data not yet available.]

C-3a: To decrease rural fatalities per 100M VMT 1.1% from 1.88 (2012-2014 average) to 1.86 (2015-2017 average) in 2017.

Status: Unknown. [FARS 2015: 1.98; data for 2016-2017 not yet available]

C-3b†: To decrease urban fatalities per 100M VMT 5% from 0.80 (2012-2014 average) to 0.76 (2015-2017 average) in 2017.

Status: Unknown. [FARS 2015: 0.97; data for 2016-2017 not yet available]

C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.

Status: Not Met. With 411 unrestrained fatalities in 2015 and 476 in 2016, the 121 unrestrained fatalities that would put the 3-year average at 336 were surpassed in April of 2017.

As of 12/21/17, “seat belt no/unknown” fatalities were down 2% from the same date in 2016 (645 year to date 2017; 657 on the same date in 2016). This change was not statistically significant (p=0.75).

C-5: To decrease alcohol impaired driving fatalities 9.6% from 291 (2012-2014 average) to 263 (2015-2017 average) in 2017.

Status: Probably Not Met. With 358 alcohol-impaired fatalities in 2015 and 368 in 2016, the 63 alcohol-related fatalities that would put the 3-year average at 263 were probably surpassed in the first quarter of 2017.

C-6[†]: To decrease speed related fatalities 0.5% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

Status: Probably Not Met. With 268 speed-related fatalities in 2015 and 266 in 2016, the 54 speed-related fatalities that would put the 3-year average at 196 were probably surpassed in the first quarter of 2017.

C-7[†]: To decrease motorcyclists’ fatalities 3.1% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017. [2015: 149; 2016: 170].

Status: Not Met. With 149 motorcyclist fatalities in 2015 and 170 in 2016, the 56 motorcyclist deaths that would put the 3-year average at 125 were surpassed in July of 2017.

As of 12/21/17, **motorcyclist fatalities were down 24%** compared to the same date in 2016 (128 fatalities in 2017 to date, 169 on the same date in 2016). This change was statistically significant (p=0.02).

C-8[†]: To decrease un-helmeted motorcyclists’ fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.

Status: Not Met. With 10 un-helmeted motorcyclist fatalities in 2015 and 9 in 2016, the three-year average for 2015-2017 would be 6.33 even with zero un-helmeted fatalities in 2017.

C-9: To decrease drivers under the age of 21 years involved in fatal crashes 5.8% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.

Status: Probably Not Met. With 168 underage drivers involved in fatal crashes in 2015 and 188 in 2016, the count of 79 involved drivers under age 21 that would put the 3-year average at 145 was probably surpassed by mid-2017.

C-10: To decrease pedestrian fatalities 1.8% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.

Status: Not Met. With 194 pedestrian deaths in 2015 and 232 in 2016, the 72 deaths that would bring the 3-year average to 166 were surpassed in May of 2017.

As of 12/21/2017, pedestrian fatalities were 9% higher than on the same date in 2016 (246 to date in 2017, 225 on the same date in 2016). This change was not statistically significant (p=0.36).

C-11: To decrease bicyclist fatalities 14.3% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.

Status: Not Met. With 23 bicyclist deaths in 2015 and 29 in 2016, the 2 deaths that would bring the 3-year average to 18 were surpassed in June of 2017.

As of 12/21/2017, **bicyclist fatalities were down 52%** compared to the same date in 2016 (13 deaths so far in 2017, 27 on the same date in 2016). This change was statistically significant (p=0.04).

** As of June 2016, the state of Georgia did not describe the severity of the injury to motor vehicle crash occupants using the KABCO scale (O= no injury; C= possible injury; B=non-capacitating evident injury; A=incapacitating injury; K=fatal injury). Therefore, the performance measure reported represents all motor vehicle injuries.*

† Denotes measures where the 2014 baseline values have increased since 2013. The increase in values from 2013 to 2014 affect the 3-year moving average modeling used to establish and inform 2017 targets.

§ In 2014, the 3-year average Rural Fatalities per 100 million VMT is calculated to be 1.88, using the values reported in FARS as of August 2016. The values reported are: 1.68 in 2012, 2.18 in 2013, and 1.79 in 2014.

FFY 2017 Georgia Behavioral Measure

B-1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

Status: Not Met. Observed safety belt use of front seat outboard occupants was 97.1% in 2017.

Georgia's 2016 seat belt use rate of 97.2% was the highest in the U.S. Official figures for the U.S. are not yet available, but it is likely that 97.1% will again be at or near the top of state rankings.

FFY 2017 Activity Performance Measures (no targets set)

Core Activity Measures FFY 2011-FFY 2017							
	FFY 2011	FFY 2012	FFY 2013	FFY 2014	FFY 2015	FFY 2016	FFY 2017
Safety Belt Citations	193,727	190,042	189,531	189,032	221,429	141,453	141,707
Impaired Driving Arrests	51,165	48,270	51,022	53,246	48,098	40,449	41,289
Speeding Citations	595,387	641,849	669,845	760,180	658,973	586,719	601,905

Citation data aggregated from GOHS online reporting. Jurisdictions voluntarily report monthly data. Safety belt citations include child restraint.

A-1: In FFY 2017, 141,707 seat belt citations (including child safety seat citations) were issued during grant-funded enforcement activities. This is a 0.1% increase in comparison to the previous fiscal year (FFY 2016).

A-2: In FFY 2017, 41,289 impaired driving citations were issued during grant-funded enforcement activities. This is a 2% increase in comparison to the previous fiscal year (FFY 2016).

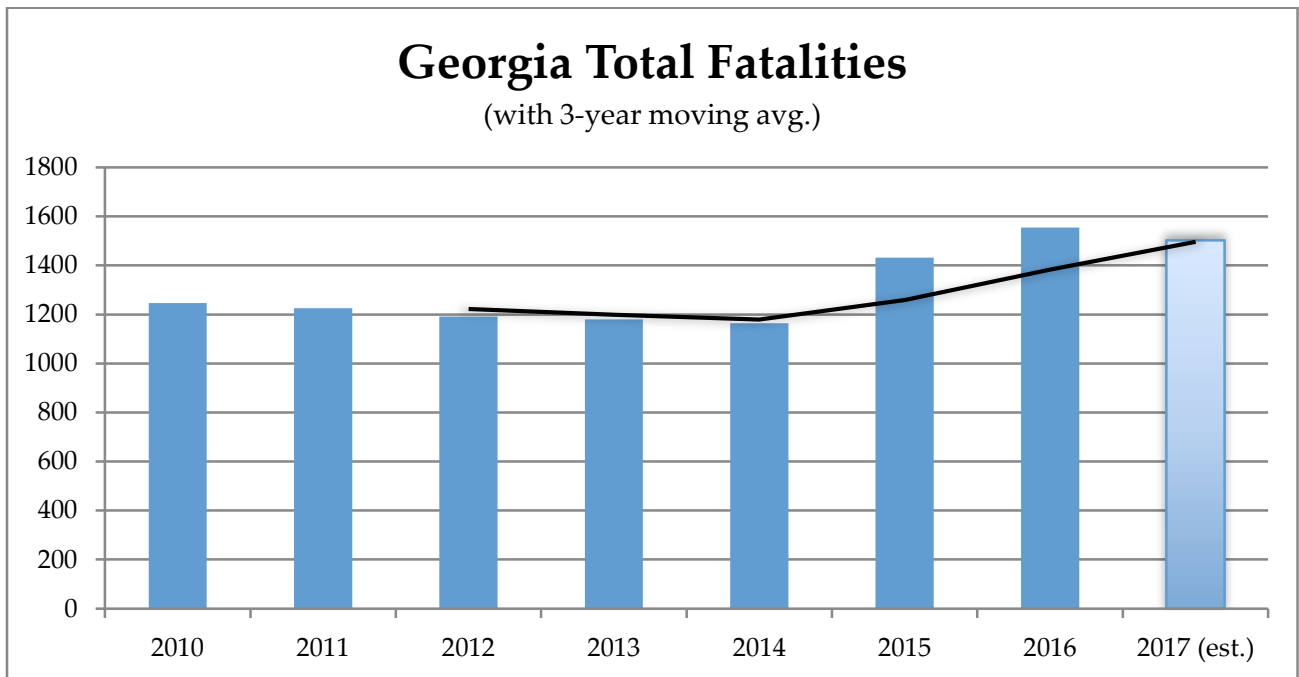
A-3: In FFY 2017, 601,905 speeding citations were issued during grant-funded enforcement activities. This is a 2.6% increase in comparison to the previous fiscal year (FFY 2016).

Grant-Supported Enforcement Activities by Program
Number of Citations FFy2013-FFy2017

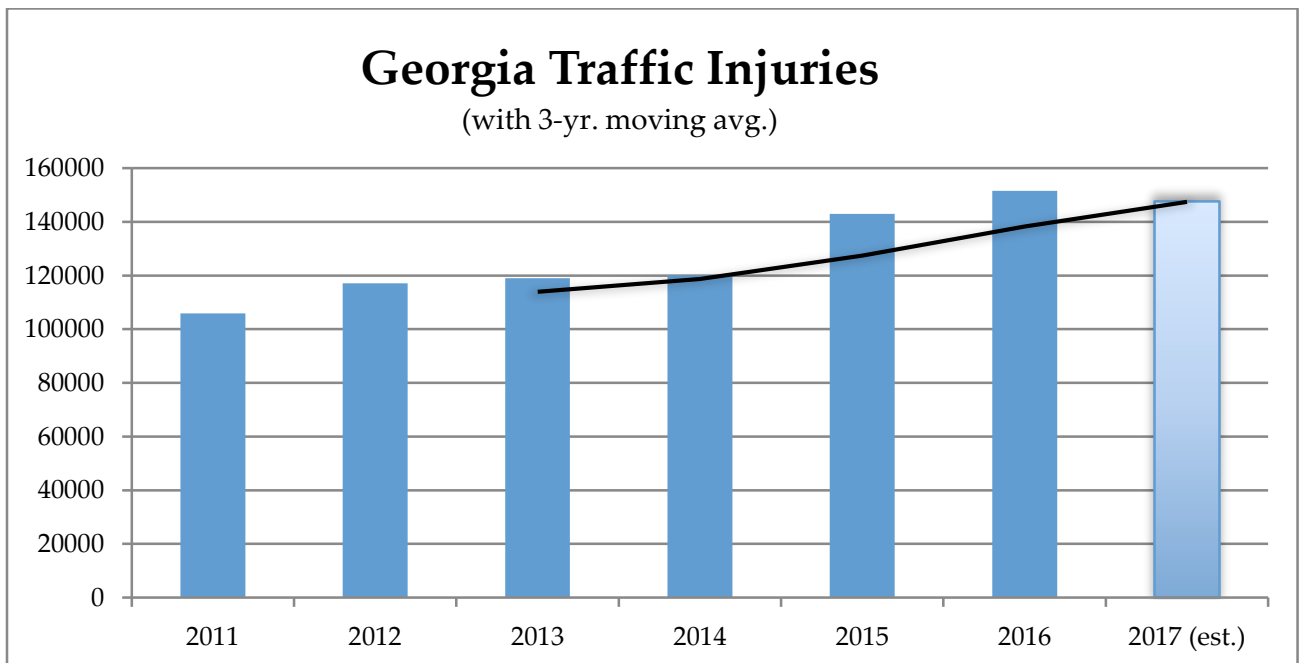
	<i>Year- (Federal Fiscal)</i>	<i>100 days of Summer HEAT</i>	<i>National Mobilizations</i>	<i>HEAT Programs (Statewide)</i>	<i>Thunder Task Force</i>	<i>Annual Total Across Grant Programs</i>
Impaired Driving	2013	17,598	6,280	6,187	375	30,440
	2014	11,059	10,628	6,623	423	28,733
	2015	10,045	10,117	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
	5-yr. Total	64,309	43,662	30,668	1,620	140,259
Seatbelt Citations*	2013	63,852	21,920	8,809	414	94,995
	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
	5-yr. Total	227,357	144,614	41,773	2,722	416,466
Speeding Citations	2013	241,565	83,797	33,249	117	358,728
	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
	5-yr. Total	938,479	605,473	168,313	2,895	1,715,160

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

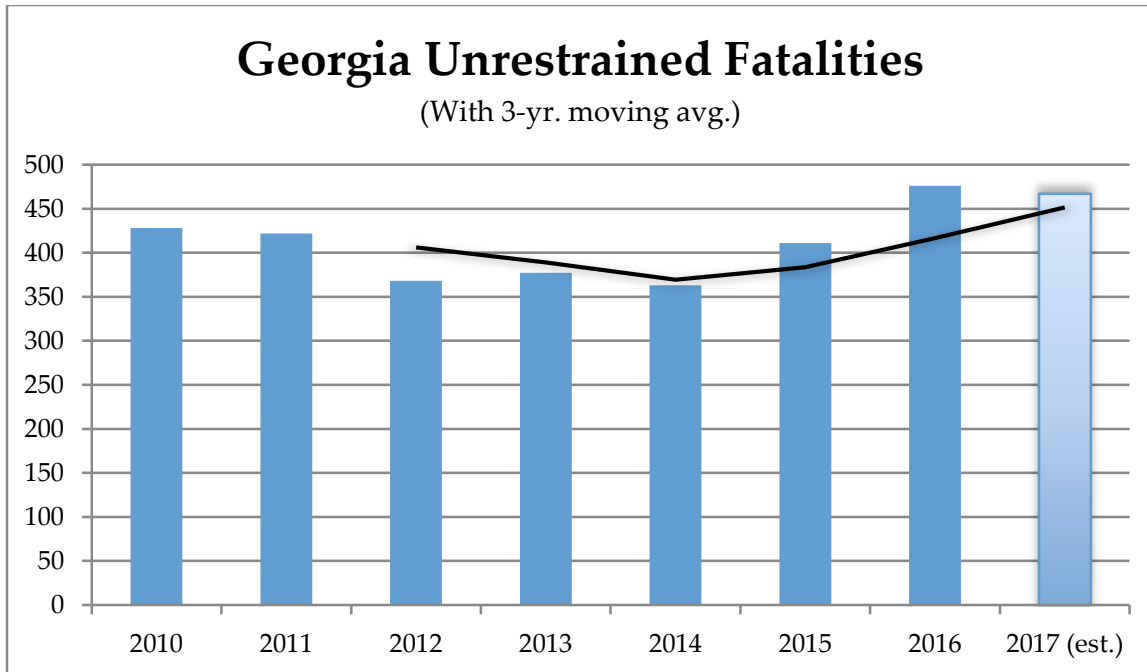
Crash Summary



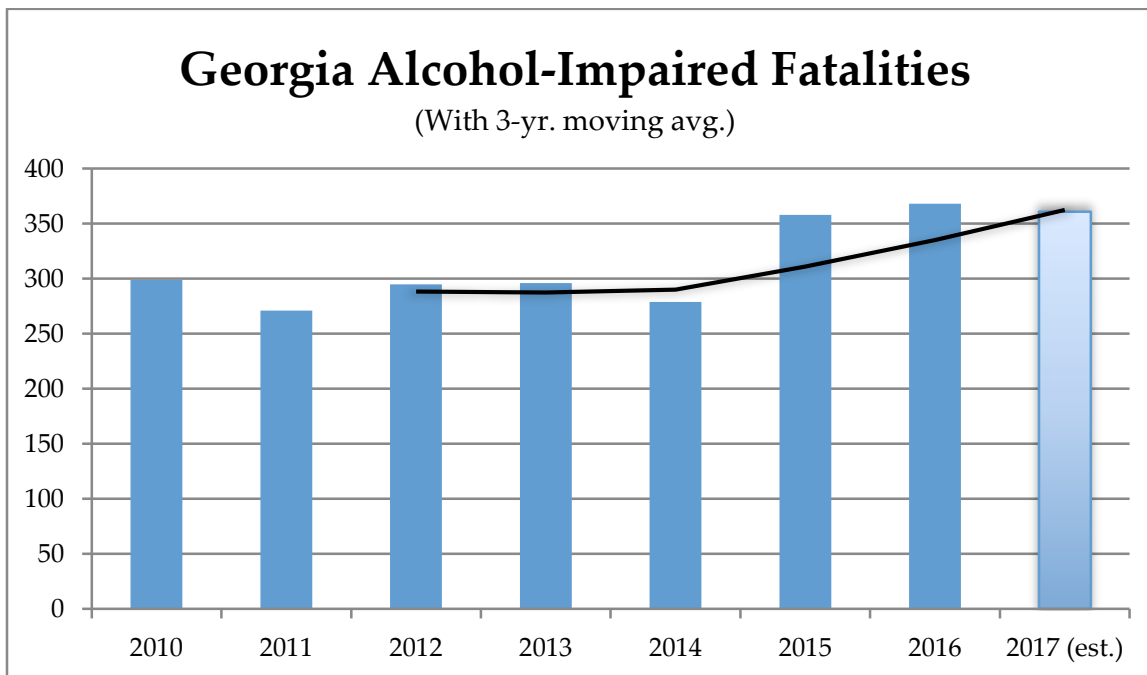
[Source: FARS, except 2017 Traffic Safety Research & Evaluation Group (TSREG) estimate.]



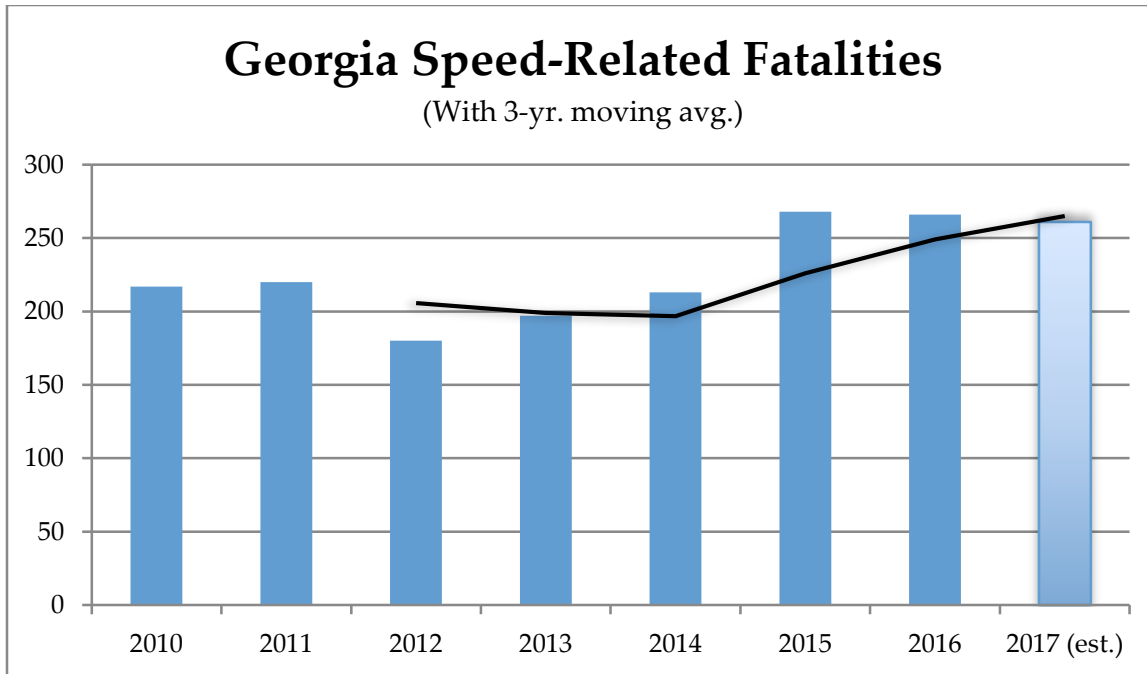
[Source: GEARS crash summary, except 2017 TSREG estimate.]



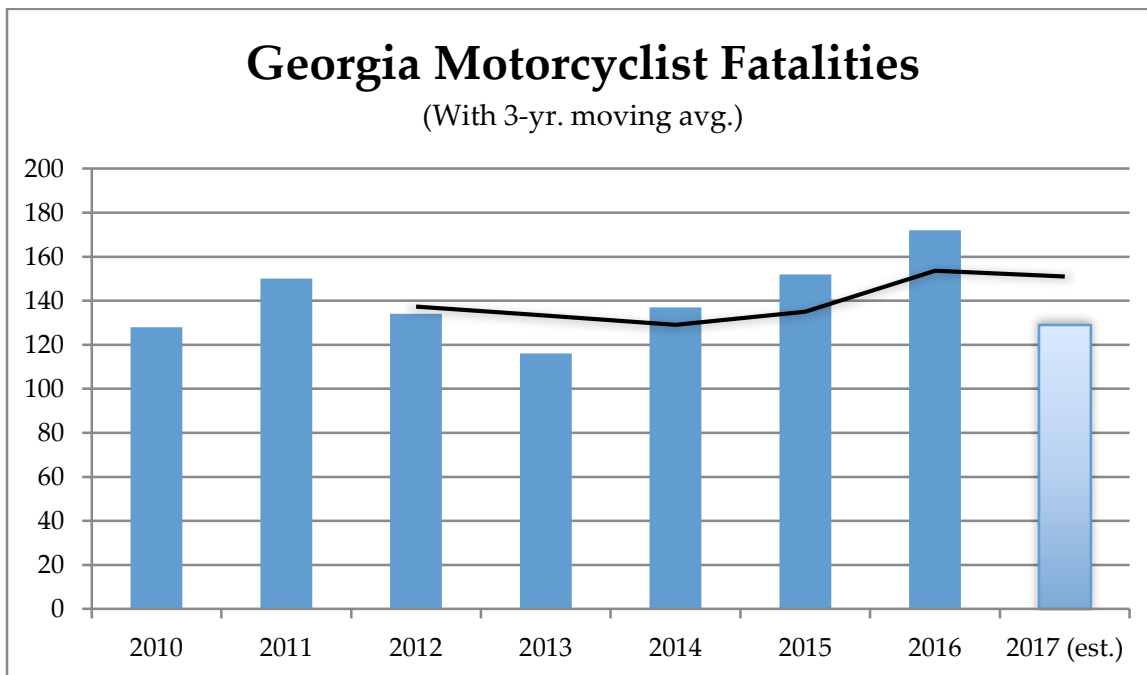
[Source: FARS, except 2017 TSREG estimate.]



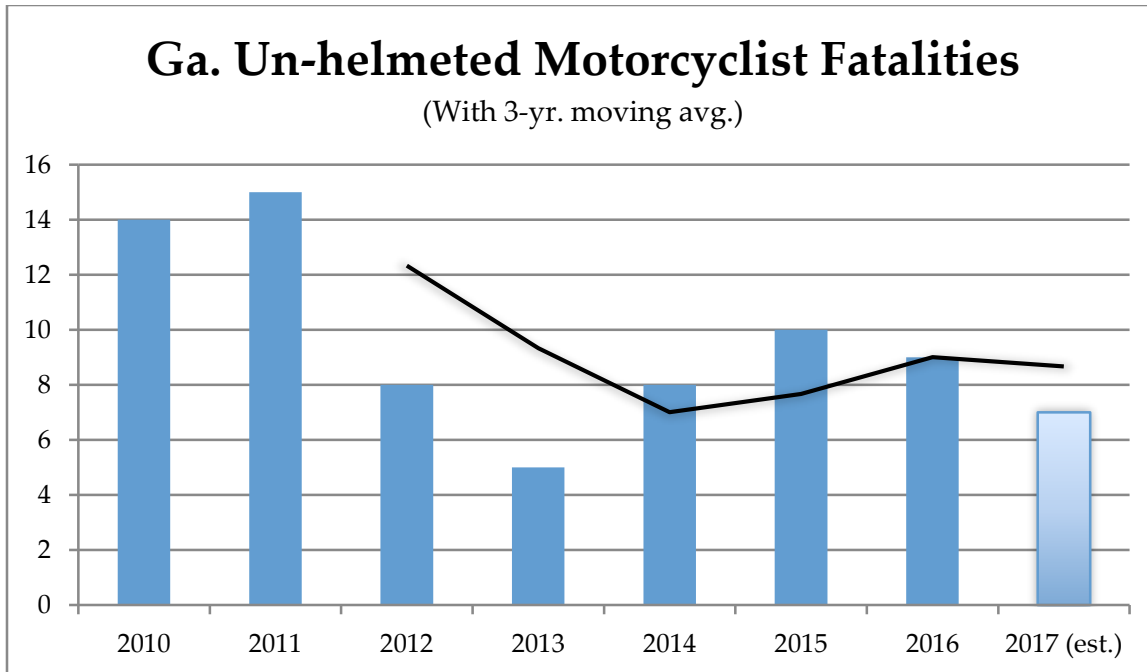
[Source: FARS, except 2017 TSREG estimate.]



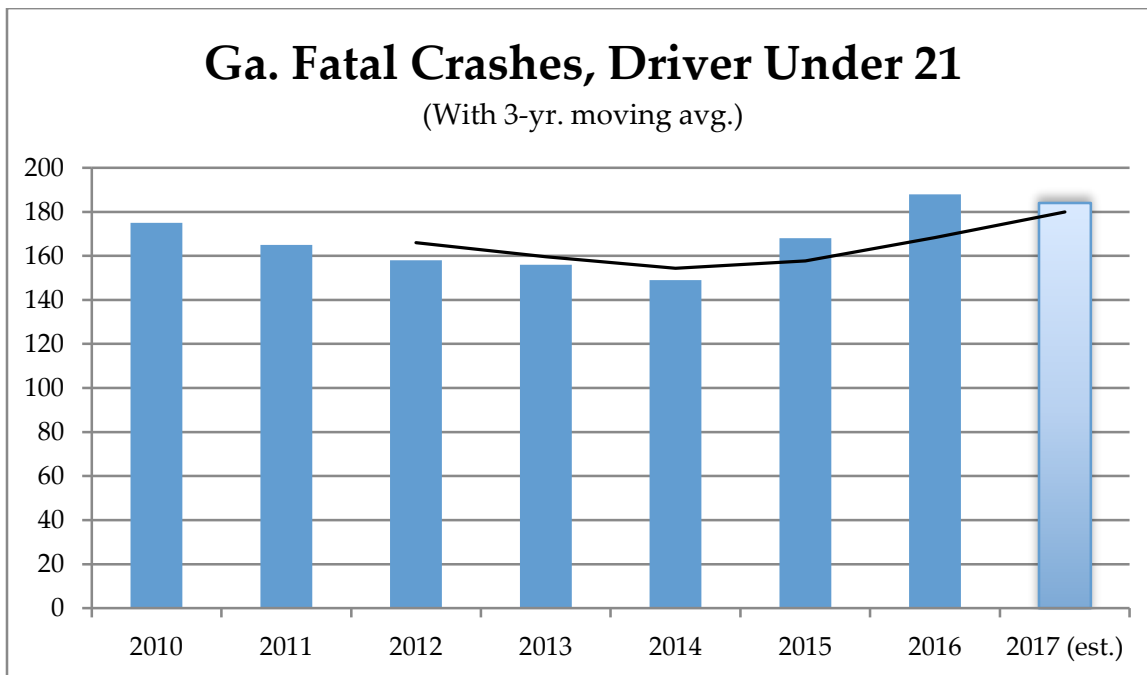
[Source: FARS, except 2017 TSREG estimate.]



[Source: FARS, except 2017 TSREG estimate.]



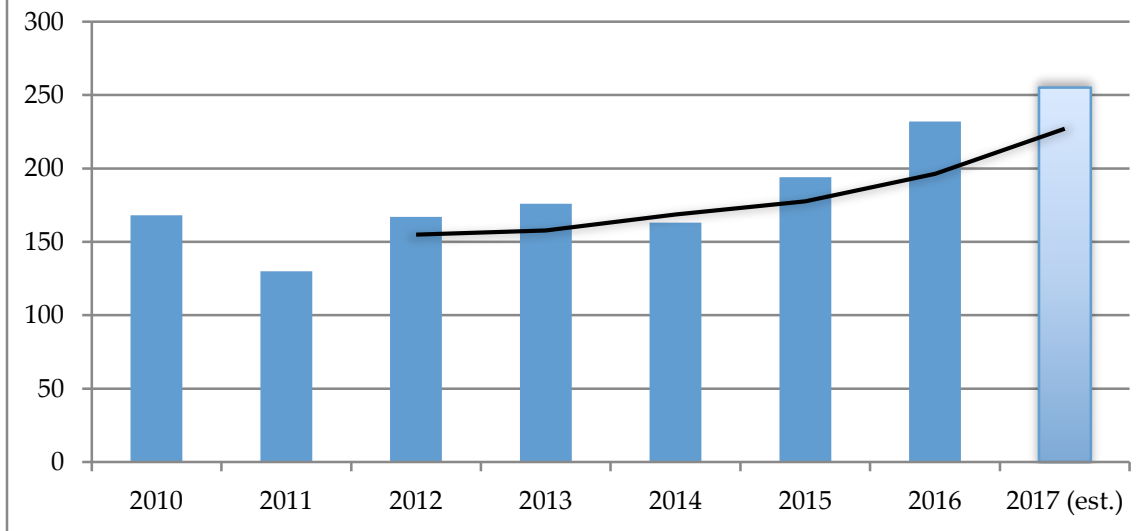
[Source: FARS, except 2017 TSREG estimate.]



[Source: FARS, except 2017 TSREG estimate.]

Georgia Pedestrian Fatalities

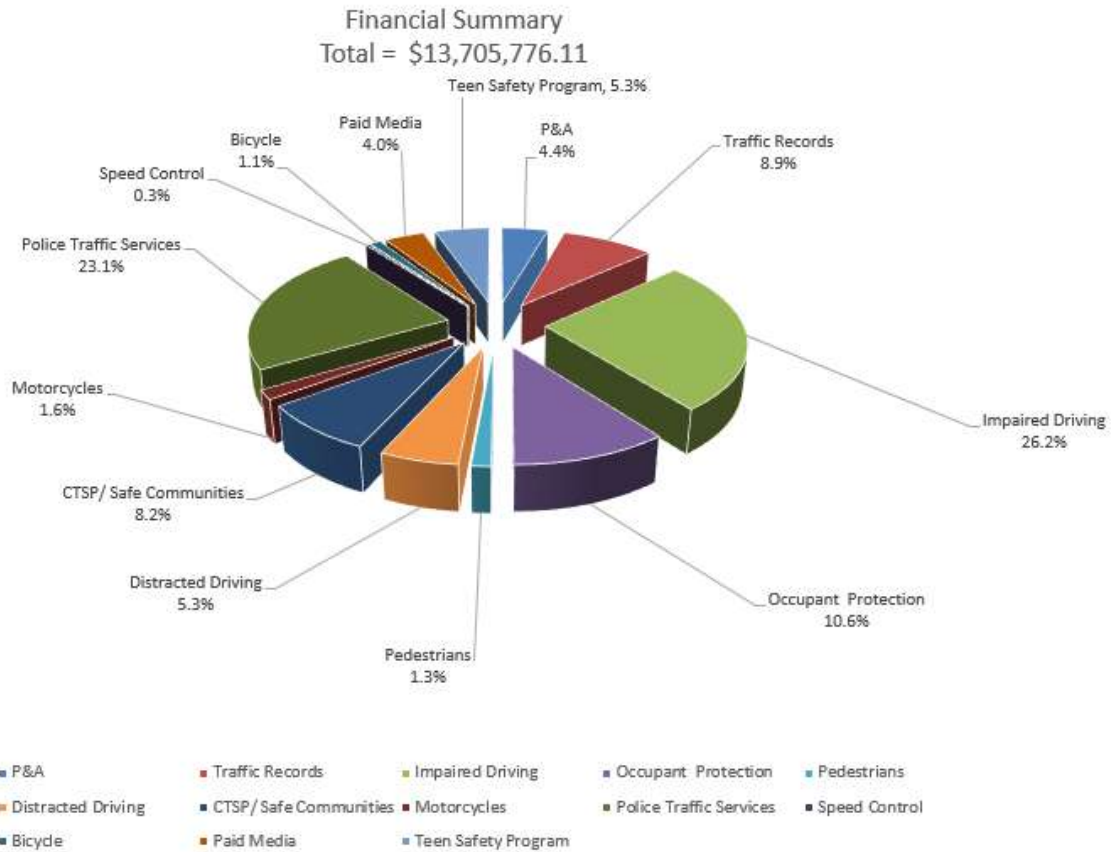
(With 3-yr. moving avg.)



[Source: FARS, except 2017 TSREG estimate.]

Fiscal Overview

Financial Summary												
	402	405	405b MAP21	405c MAP21	405d MAP21	405e	405f	410	250STR	2010K6	Total	% of Total
P&A	\$606,386.47										\$606,386.47	4.4%
Traffic Records				\$1,218,313.33							\$1,218,313.33	8.9%
Impaired Driving	\$71,727.94				\$3,516,253.82			\$0.00			\$3,587,981.76	26.2%
Occupant Protection	\$954,981.02		\$502,732.82								\$1,457,713.84	10.6%
Pedestrians	\$109,152.07		\$72,013.31								\$181,165.38	1.3%
Distracted Driving						\$730,593.74					\$730,593.74	5.3%
CTSP/ Safe Communities	\$923,072.11		\$195,968.02								\$1,119,040.13	8.2%
Motorcycles							\$217,254.86			\$0.00	\$217,254.86	1.6%
Police Traffic Services	\$2,974,360.25		\$186,929.14								\$3,161,289.39	23.1%
Speed Control	\$40,657.50										\$40,657.50	0.3%
Bicycle									\$144,082.49		\$144,082.49	1.1%
Paid Media	\$521,196.83										\$521,196.83	3.8%
Teen Safety Program	\$720,100.39										\$720,100.39	5.3%
TOTAL	\$6,201,534.19	\$0.00	\$957,643.29	\$1,218,313.33	\$3,516,253.82	\$730,593.74	\$217,254.86	\$0.00	\$144,082.49	\$0.00	\$13,705,776.11	



Legislative Update

- House Bill 205, sponsored by Reps. Tom Rice and Jesse Petrea, was signed by Governor Nathan Deal on April 26, 2016, and went into effect July 1, 2017. The bill requires drivers who refuse blood alcohol concentration (BAC) testing as required by implied consent laws or offenders who are convicted of a DUI where their BAC is .15 or higher to install and maintain an ignition interlock device on their vehicle.
- HB 230, sponsored by Reps. Bill Hitchens, Alan Powell, Eddie Lumsden, Kevin Tanner, Brian Strickland, and Johnnie Caldwell Jr., signed by Gov. Deal on May 9, 2017, went into effect July 1, 2017. This bill forbids the sale, manufacture, installation or reinstallation of counterfeit or nonfunctional air bags.
- HB 472, sponsored by Reps. Bubber Epps, Sam Watson, Alan Powell, and Jason Shaw, signed by Gov. Deal on May 9, 2017, went into effect July 1, 2017. This bill provides an exception to the “following too closely” rules for automated vehicles that are platooning (i.e. coordinated automatically).
- HR 282, sponsored by Reps. John Carson, Chad Nimmer, Richard Smith, Don Parsons, Jason Shaw and Jan Jones, was adopted March 30, 2017. This resolution created the House Study Committee on Distracted Driving. GOHS personnel have worked closely with the committee, attending meetings and providing speakers, data, and research support throughout its proceedings.
- SB 219, sponsored by Sens. Steve Gooch, Brandon Beach, Jeff Mullis, Tyler Harper and Ben Watson; sponsored in the House by Rep. Trey Kelley. This bill provides for the operation of automated vehicles on certain public roads, and for data collection from the operation of those vehicles. Signed by Gov. Deal on May 8, 2017 and took effect July 1, 2017.
- New Georgia Uniform Motor Vehicle Accident Report crash report form began rolling out in summer 2017 and will be fully implemented by January 2018; will allow better tracking of distracted driving.

[Source: www.legis.ga.gov]

Traffic Safety Partners and Other Safety Plans

Ford Driving Skills for Life: Georgia was one of five states chosen to receive a grant from the Governor's Highway Safety Association and Ford Driving Skills for Life in support of teen driving safety. This grant funded a two-day conference with hands-on, interactive driver safety training for teens. Over 130 teens, parents, and community members participated in the event.

"School's Open, Drive Carefully": GOHS 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, and information about Georgia law on where and when vehicles must stop for school buses.

MADD Golden Shield Awards: GOHS and Mothers Against Drunk Driving partnered to honor law enforcement officers who excelled in efforts to eliminate drunk driving. This year's honorees were the Houston County Sheriff's office (H.E.A.T. Team of the Year); Milledgeville Police Department (Agency of the Year); Corporal Lee Smith of the Byron Police Department (Officer of the Year); Officer Chad Daugherty, Columbus Police Department (Golden Achievement Award); Northern Judicial Circuit District Attorney Parks White (Prosecutor of the Year); Alpharetta Police Officer Caitlin Lawrence (Rookie of the Year); Glynn County Police Officer Kevin Yarborough (Drug Recognition Expert of the Year); Garden City Police Sergeant Shawn Myers (DRE Instructor of the Year); Officer Stephen Thornton, Dept. of Public Safety Motor Carrier Compliance Division (CMV Award); and GSP Post 25 in Grovetown (Ga. State Patrol Post of the Year).

Governor's Challenge Awards: During the Governor's Highway Safety Conference held in Savannah in August, GOHS recognized Georgia law enforcement agencies with the Governor's Challenge Awards. Top agencies in eight (8) different categories were recognized, and ten (10) special-category and overall awards were announced and awarded with personalized plaques.

Designed to award outstanding achievements in highway safety enforcement and education, the awards recognize agencies for the approach and effectiveness of their overall highway safety programs. Agencies were evaluated not only for enforcement initiatives, but also for unique problem solving in their communities, using public information activities, and creating departmental policies that support their traffic enforcement campaign efforts.

Over the years, GOHS has developed strong partnerships with over 20 corporate partners. These partners generously donate cash, equipment, and services to the Governor's Challenge Program to assist us in our efforts to recognize Georgia law enforcement.

Because of their support, drawings were held from the list of participants with agencies received law enforcement equipment ranging from portable breath testing (pbt) instruments, to LIDAR and radar equipment and even speed detection signs. This year, the Gainesville Police Department was awarded a 2017 Ford Interceptor SUV fully equipped with emergency lighting, in-car radar and video equipment and specially designed markings. This vehicle, as well as the other equipment awarded, is now in use throughout the state helping GOHS to achieve our goal of reducing traffic crashes and fatalities. The equipment and vehicles awarded during the Governor's Challenge Banquet were funded completely through corporate donations with no NHTSA funds utilized.

Program Areas

FFY 2017 showed distinct improvement over previous years in reporting timeliness and completion, in part due to the implementation of the eGOHS Plus online reporting portal. The planners at GOHS have worked ceaselessly to improve compliance, reporting, and completion of milestones, and their work has resulted in a very high level of performance among grantees.

Two grants closed early: Gilmer County Sheriff's Office (TEN-2017-402PT-033, due to resignation of the Coordinator — grant moved to another agency) and Richmond County Sheriff's Office (TEN-2017-402PT-034, coordinator moved to another agency, grant closed out and moved to another agency). One SADD grant (Woodstock High School, SADD-2017-402TSP-022) had no expenditures but did operate and file reports for the full grant year.

Planning and Administration (402 PA)

Program Overview

Objectives

PROGRAM TARGETS: 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 2017 Highway Safety Plan Targets.

FFY2017 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

402 P&A In-house: “To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402PA-108	\$606,386.47

Results

Maintain an effective staff to deliver public information and educational programs that help reduce crashes, injuries and fatalities in Georgia. (Target 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. (Target met.)

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

Evaluate the effectiveness of programs and their impact upon Governor’s Office of Highway Safety (GOHS) mission and performance targets. (Target 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. (Target met.)

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- Assess and identify the training needs of staff.
- Foster a work environment that encourages productivity and effectiveness.
- Identify and partner with key agencies, organizations and individuals in bringing needed changes that will result in fewer deaths and injuries on Georgia roadways.
- If applicable, prepare applications in response to National Highway Traffic Safety Administration’s (NHTSA) Request for Proposal for demonstration projects.
- Provide monitoring and evaluations of Governor’s Office of Highway Safety (GOHS) programs.

- Develop a regular operating budget to support the implementation of the GOHS Highway Safety Plan.
- Collect and analyze current information about motor vehicle crashes and make it available to the general public.
- Conduct annual/quarterly programmatic and fiscal audits that meet Governor's Office of Highway Safety, federal and state requirements.

Alcohol and other drugs countermeasures (402TSP, 402AL, 405d M5OT / 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 decrease alcohol impaired driving fatalities 9.6% from 291 (2012-2014 average) to 263 (2015-2017 average) in 2017.

FFY 2017 Performance Objectives

- ⊗ Objective 1: To provide DUI countermeasure funding 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 15% of Georgia public high schools. (2,289 high schools in Georgia as of 2012).
- ⊗ 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

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

“This project is designed to prevent underage drinking as it relates to highway safety by making students, faculty and the community aware of the issue through activities and specific SADD campaigns.”

Organization	Grant Name	Grant amount	Total Spent
Clayton County Public Schools	GA-2017-402TSP-097	\$80,500.00	\$6,000.00

Fulton County Public Schools, Students Against Destructive Decisions 2017 (10 schools):

“The program is designed to provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking and driving.”

Organization	Grant Name	Grant amount	Total Spent
Fulton County School System	GA-2017-402TSP-138	\$67,500.00	\$408.40

SADD (Students Against Destructive Decisions): 14 individual high schools

2017 SADD Grants			
Organization	Name	Grant Amount	Total Spent
Baldwin High School	SADD-2017-402TSP-024	\$5,999.98	\$3,999.48
Early College Academy	SADD-2017-402TSP-011	\$6,200.00	\$2,692.15
Evans High School	SADD-2017-402TSP-025	\$6,500.00	\$1277.15
George Washington Carver High School	SADD-2017-402TSP-009	\$6,000.00	\$1,999.44
Grayson High School	SADD-2017-402TSP-019	\$6,500.00	\$4,997.63
Hardaway High School	SADD-2017-402TSP-023	\$5,500.00	\$733.72
Kendrick High School	SADD-2017-402TSP-014	\$6,300.00	\$1,316.76
Lamar County School System	SADD-2017-402TSP-008	\$6,500.00	\$1025.00
Pepperell High School	SADD-2017-402TSP-017	\$6,500.00	\$2,115.59
South Effingham High School	SADD-2017-402TSP-005	\$6,500.00	\$2,695.38
Thomasville City Schools	SADD-2017-402TSP-040	\$6,499.99	\$4,876.11
Towns County Schools	SADD-2017-402TSP-029	\$6,479.30	\$3,006.76
Wayne County High School	SADD-2017-402TSP-041	\$6,500.00	\$4,386.76
Woodstock High School	SADD-2017-402TSP-022	\$6,000.00	\$0.00

GOHS 402TTSP: Teen Traffic Safety Program:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402TSP-261	\$70,914.26

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

“Shepherd Center would like to create an app targeting parents of teen drivers needing to fulfil their 40 hours of supervised driving. An important protective factor for teens is comprehensive behind the wheel training. Many Georgians cannot afford private drivers education classes, and those classes are no longer offered in all schools. Utilizing Shepherd’s own driving specialists, our app would incorporate disabilities and track hours to reduce the number of deaths and disabilities in GA Teens.”

Organization	Grant Name	Grant amount	Total Spent
Shepherd Center	GA-2017-402TSP-171	\$177,200.00	\$177,193.33

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

“Cinema Drive, an exciting, interactive 3D safe-driving experience for teens educating them on how to drive safely, eliminate distractions and impaired driving.”

Organization	Grant Name	Grant amount	Total Spent
Children and Parent Resource Group, Inc.	GA-2017-402TSP-155	\$350,000.00	\$350,000.00

Young Adult (YA) Programs: 14 colleges and universities

2017 YA Grants			
Organization	Name	Grant Amount	Total Spent
ABAC Advancement Foundation, Inc., The	YA-2017-402TSP-017	\$6,544.00	\$4,551.46
Augusta University	YA-2017-402TSP-031	\$8,700.01	\$4,544.71
Clayton State University	YA-2017-402TSP-024	\$5,000.00	\$2021.10
East Georgia College	YA-2017-402TSP-039	\$6,500.00	\$4,335.34
Fort Valley State University	YA-2017-402TSP-029	\$6,990.50	\$4,702.19
Georgia College & State University	YA-2017-402TSP-007	\$7,399.93	\$7,234.61
Georgia Southwestern State University	YA-2017-402TSP-019	\$10,728.40	\$10,212.78
Georgia Tech Research Corp.	YA-2017-402TSP-021	\$10,999.58	\$3,810.44
GSU Research & Service Foundation, Inc.	YA-2017-402TSP-008	\$8,597.00	\$6,756.87
Kennesaw State University Research and Service Foundation	YA-2017-402TSP-037	\$10,995.93	\$10,045.04
North Georgia, University of	YA-2017-402TSP-015	\$6,599.80	\$4,117.86
Valdosta State University	YA-2017-402TSP-011	\$5,075.00	\$4,368.37
West Georgia, University of	YA-2017-402TSP-016	\$12,312.00	\$11,922.64
Young Harris College	YA-2017-402TSP-040	\$5,000.00	\$1883.74

GOHS Administration, Training, PI&E and Partnership Initiatives, 402 Alcohol and Other Drugs:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402AL-145	\$71,727.94

Mothers Against Drunk Driving Georgia:

“Work to eliminate impaired driving by successfully recruiting, engaging and activating volunteers through MADD's mission”

Organization	Grant Name	Grant amount	Total Spent
Mothers Against Drunk Driving Georgia	GA-2017-405d M5OT Mid-028	\$129,730.84	\$107,397.38

GOHS 405d M6X Paid Media

“To fund in-house, statewide comprehensive impaired driving paid media campaign activities designed to reduce alcohol-related crashes, injuries and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-405d M6X-2016 LOW-149	\$633,686.37

Alcohol and Drug Awareness Program (ADAP):

“The purpose of this grant is to increase alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.”

Organization	Grant Name	Grant amount	Total Spent
Driver Services, Georgia Dept.	GA-2017-405d M6X-2016 LOW-009	\$48,178.98	\$35,294.11

Traffic Safety Adjudication Program:

“This program will provide GA traffic prosecutors and LEOs with legal assistance, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.”

Organization	Grant Name	Grant amount	Total Spent
Prosecuting Attorney’s Council	GA-2017-405d M6X-2016 LOW-006	\$296,000.00	\$259,806.45

Impaired Driving Training Programs/SFST & DRE:

“Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.”

Organization	Grant Name	Grant amount	Total Spent
Public Safety Training Center, Georgia	GA-2017-405d M6X-2016 LOW-027	\$527,201.13	\$488,515.07

H.E.A.T./Nighthawk DUI Task Force – North/South:

“To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.”

Organization	Grant Name	Grant amount	Total Spent
Public Safety, Georgia Department of	GA-2017-405d M6X-2016 LOW-004	\$2,235,959.69	\$1,955,599.68

405d M5OT:

“To fund impaired driving projects.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-405d M5OT-268	\$35,954.17

Results

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Eighteen (18) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2017. 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 2017, H.E.A.T. officers arrested 5,938 impaired drivers and conducted 505 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 2017. 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.
3. In FFY 2017 funding was offered to fourteen (14) 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 9th 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 25, 2017 Mothers Against Drunk Driving (MADD) held their **13th 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 38 trainings and distributed over 290k educational materials. The total number of people reached through the trainings and material distribution reached 61,504.
7. The Shepherd Center, along with GOHS and CapTech, created the **AutoCoach** app which is available on both iPhone and Android platforms. The curriculum was developed by Shepherd Center’s certified driving rehabilitation specialist (CDRS). There are only 11 such specialists in the state of Georgia, and Shepherd houses 4 of them. The curriculum consists of 10 chapters starting from the very basics- to much more complex maneuvers. Parents and teens were both targeted with the app thus showing parents how to model appropriate driving behaviors and thereby teaching both populations about distractions and the importance of graduated driver’s license (GDLs) in keeping their child safe.
8. During FFY 2017, forty-four (44) 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. Georgia now has a total of 318 Certified DREs.
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 2017.

2018 Strategies

- Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
- Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.
- Conduct concentrated patrols in areas identified for high impaired driving violations.
- To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
- Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
- Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center.
- Assist with the funding of Young Adult programs at colleges and universities for the training peer educators and educating the students on highway safety issues.
- Strengthen partnerships with Students Against Destructive Decisions (SADD), local organizations, high school groups and faith-based organizations to create community-based coalitions, and to address teen driving issues.
- Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
- Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
- Continue “100 Days of Summer H.E.A.T (Highway Enforcement of Aggressive Traffic),” a sustained impaired driving enforcement campaign.
- Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
- Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of National Highway Traffic Safety Administration (NHTSA) assessment recommendations relating to all elements of impaired driving.
- Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and other National Highway Safety campaigns and report numbers for each campaign to the Governor’s Office of Highway Safety online reporting site.
- Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
- Identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving based on data supported needs.
- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.

Occupant Protection (402OP, 405b M1*OP, 405b M1*CP, 405b M1PE)

Program Overview

Objectives

PROGRAM TARGET: The overall program target is to increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

FFY 2017 Performance Objectives

- ⊗ Objective 1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2014 to 97.7% in 2017.
- ⊗ Objective 2: To increase the use of child safety restraint systems for children age seven and under of 99.6% in 2017.
- ⊗ Objective 3: To increase safety belt use rate by 1% for rural drivers and passengers in the FFY 2017.
- ⊗ Objective 4: To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

Funded Programs

402 Occupant Protection:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402OP-087	\$256,712.77

Occupant Protection Education Program:

“In 2014, a Camden County Sheriff’s Office deputy was involved in a crash in which the vehicle rolled 9 times. Due to proper seat belt use, the officer only sustained non-life threatening injuries. The Camden County Sheriff’s Office will use this accident as teachable opportunity on the importance of proper seat belt use. The Camden County Sheriff’s Office plans to mount and house the wrecked vehicle in a manufactured trailer that includes a presentation of the video documenting the accident.”

Organization	Grant Name	Grant amount	Total Spent
Camden County Sheriff's Office	GA-2017-402OP-209	\$26,000.00	\$17,447.63

Child Occupant Safety Project:

“The Child Occupant Safety Project works to increase county capacity to provide child passenger safety resources by providing equipment, education, safety materials, and other resources.”

Organization	Grant Name	Grant amount	Total Spent
Public Health, Georgia Department of	GA-2017-402OP-019	\$476,802.65	\$474,338.73

Atlanta Fire Rescue Fitting Station:

“To provide low income families with free car seats and proper installation/seat belt uses in their vehicle.”

Organization	Grant Name	Grant amount	Total Spent
Atlanta Fire Rescue Department, City of	GA-2017-402OP-005	\$230,698.52	\$206,481.89

UGA – GTIPI Occupant Protection Education:

“GTIPI is a primary resource for statewide occupant protection education, training, publications and consultation in child and adult highway safety education.”

Organization	Grant Name	Grant amount	Total Spent
Georgia, University of	GA-2017-405b M1*OP High-024	\$656,724.43	\$480,785.61

Seat Belt Convincer:

“The "Convincer" will be used to show the benefits of wearing a seat belt.”

Organization	Grant Name	Grant amount	Total Spent
Byron Police Department	GA-2017-405b M1*OP High-014	\$22,500.00	\$21,947.21

Results

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 18-23, 2017, including National Seat Check Saturday with the Child Passenger Safety Caravan. Agencies across Georgia had 221 technicians participating and they were able to check 593 child safety seats during the week.

3. **Camden County Sheriff's Office** displayed their mobile occupant protection trailer with crashed patrol vehicle 18 times during the grant year, educating over 24,000 people in Camden County and surrounding areas.
4. During FFY 2017 The **Atlanta Fire Rescue Department** reached over 6,000 people to educate them on child passenger safety. The hosted 19 community events and 5 child passenger safety seat checks in the Metro Atlanta area, distributing over 1,200 brochures and safety materials. Atlanta Fire distributed 1,433 child safety seats through their local fitting stations and re-certified 93 technicians.
5. The **University of Georgia Traffic Injury Prevention Institute (GTIPI)** conducted 187 trainings and exhibited twice during the grant year. These include child passenger safety technician training, rollover simulator displays, CEU workshops, and occupant protection awareness presentations. Close to 715,000 educational materials were distributed statewide through the GOHS/GTIPI distribution center.
6. During FFY 2017, The **Georgia Department of Public Health** participated in a total of 1,248 trainings and 19 exhibits. This included mini-grant classes, inspection stations and/or events, including participation in the Child Passenger Safety Caravan. 97,352 educational materials were distributed along with over 3,000 child safety seats. In all, they were able to reach 323,082 total people during the grant year.
7. Bryon Police Department displayed the **Seatbelt Convincer** sixteen (16) times during FFY 2017, reaching 3,601 people. Of those, 3,048 were teen drivers. They displayed the Convincer at many schools and community events such as The Houston County Teen Maze, Jefferson County HS, Burke County HS, Fort Valley State Univ., Augusta Richmond Academy, Robins AF Base, and The Georgia Peach Festival.

2018 Strategies

- Sponsor a minimum of four (4) attendees to highway safety conferences such as LifeSavers.
- Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
- Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
- Develop an Occupant Protection initiative within each law enforcement and educational grant funded by the Governor's Office of Highway Safety (GOHS).
- Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors to provide program updates and improve Child Passenger Safety (CPS) class instructions.
- Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor's Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).
- Host one Child Passenger Safety Caravan with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk to be held during National Child Passenger Safety Week.

- Provide funds to conduct sixteen (16) Child Passenger Safety Technician (CPST) Certification Courses and to offer 24 Continuing Education Unit (CEU) credit workshops as well as one Instructor Development course in FFY 2018 to encourage recertification and enhance the quality of instruction.
- Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
- Provide funds to coordinate and conduct sixteen (16) minority outreach presentations in Child Passenger Safety (CPS) for Spanish-speaking communities with high Hispanic/Latino populations.
- Provide funds for a research contractor to conduct the Governor’s Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration’s criteria.
- Provide funds so at least 90% of Georgia’s 159 counties are provided mini-grants for child safety seats focused on low-income families.
- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.

Traffic Safety Information Systems (405c)

Program Overview

Objectives

PROGRAM TARGET: Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 91% in performance period Jan 1 - Dec 31, 2015 to 93% by performance period Jan 1- Dec 31, 2017.

Funded Programs

Traffic Records Program:

“This program uses NHTSA Section 405 C funds to support projects that contribute to the creation of a complete traffic records system modeled on NHTSA's Traffic Records Program Advisory.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-405c M3DA-122	\$61,495.94

GECPS Outreach:

“Provide a secure method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; train and educate courts on the GECPS system for this purpose.”

Organization	Grant Name	Grant amount	Total Spent
Driver Services, Georgia Dept.	GA-2017-405c M3DA-012	\$524,945.33	\$302,671.73

Software Support for MMUCC Motor Vehicle Crash Reporting:

“Support the software development and update for law enforcement agencies statewide to align to MMUCC. MMUCC is a national standard developed to improve consistency in motor vehicle crash reporting and enhance the value of crash data for health, enforcement, engineering and safety professionals.”

Organization	Grant Name	Grant amount	Total Spent
Transportation, Georgia Department of	GA-2017-405c M3DA-234	\$500,000.00	\$188,500.00

LEA Technology Grant GACP:

“The GACP will provide select law enforcement agencies with the computer hardware needed to submit crash reports electronically to the state through the GEARS system. These will be mobile data units.”

Organization	Grant Name	Grant amount	Total Spent
Georgia Association of Chiefs of Police	GA-2017-405c M3DA-036	\$290,500.00	\$290,500.00

Access to crash data in crash, death, hospital discharge and emergency room visit data sources via OASIS web query:

“The goal is to provide continuous, direct access to Hospital Discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis and mapping on an online query.”

Organization	Grant Name	Grant amount	Total Spent
Public Health, Georgia Department of	GA-2017-405c M3DA-030	\$193,536.51	\$193,536.51

GPH – OEMS GEMISIS:

“To maintain the Georgia Emergency Medical Services Information System (GEMISIS), to upgrade the system to v3.4 and to create a datamart to link GEMISIS to other data sets such as crash data.”

Organization	Grant Name	Grant amount	Total Spent
Public Health, Georgia Department of (EMS & Trauma)	GA-2017-405c M3DA-042	\$289,999.98	\$96,466.00

Support for CODES Crash Data Linkage:

“The CODES project brings together multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.”

Organization	Grant Name	Grant amount	Total Spent
Public Health, Georgia Department of	GA-2017-405c M3DA-034	\$104,200	\$85,143.15

Results

Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 91% in performance period Jan 1 - Dec 31, 2015 to 93% by performance period Jan 1- Dec 31, 2017. (Target met.) As of 11/17/17, 95.1% of crash reports for 2017 had been submitted electronically, and 83.2% were submitted on time.

2018 Strategies

The performance target for electronic submission of crash reports for 2018 has been set at 94%.

Speed and Aggressive Driving Countermeasures (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 to decrease speed related fatalities 0.5% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

FFY 2017 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:

“Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement training initiatives.”

Organization	Grant Name	Grant amount	Total Spent
Public Safety Training Center, Georgia	GA-2017-402SC-025	\$44,005.12	\$40,657.50

Results

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Eighteen (18) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2017. 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 2017, H.E.A.T. officers issued 38,072 citations for speeding and conducted 505 educational events.
2. The **Georgia Public Safety Training Center** were able to train 1,379 officers in speed detection across the state. This was accomplished through 23 courses both in person as well as online recertification’s.

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- Provide funding to local law enforcement agencies that are located in jurisdictions that represent high numbers of speed-related deaths. [Note: All Alcohol and Other Drug Countermeasures law enforcement grants will have a speed sub-component.]
- Provide funds to increase public information & education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
- In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.
- Advanced level law enforcement training course focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

Police Traffic Services (402PT, 405b M1*PT)

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 2017 Performance Objectives

- ⊙ Objective 1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2014 to 97.7% in 2017.
- ⊙ Objective 2: To maintain the number of corporate partners for FFY 2017 who provide support for the Governor's Office of Highway Safety's law enforcement projects to at least 40.
- ⊙ 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.
- ⊙ Objective 4: To attain at least 75% of Georgia Law Enforcement Agencies reporting enforcement data on the Governor's Office of Highway Safety Online Reporting System.

Funded Programs

Traffic Enforcement Networks (TEN): 17 individual jurisdictions (2 grants closed early – Gilmer County and Richmond County)

2017 TEN Grants			
Organization	Name	Grant Amount	Total Spent
Barrow County Sheriff's Office	TEN-2017-402PT-002	\$19,996.00	\$16,280.05
Burke County Sheriff's Office	TEN-2017-402PT-042	\$20,000.00	\$12,201.18
Butler, City of	TEN-2017-402PT-032	\$20,000.00	\$12,743.42
Byron Police Department	TEN-2017-402PT-003	\$20,000.00	\$15,093.08
Dalton Police Department	TEN-2017-402PT-038	\$20,000.00	\$15,268.89
Demorest Police Department	TEN-2017-402PT-025	\$20,000.00	\$18,860.45
Douglas County Sheriff's Office	TEN-2017-402PT-010	\$20,000.00	\$11,084.43
Early County Sheriff's Office	TEN-2017-402PT-035	\$20,000.00	\$14,925.84
Effingham County Sheriff's Office	TEN-2017-402PT-020	\$20,000.00	\$13,996.01
Gilmer County Sheriff's Office	TEN-2017-402PT-033	\$20,000.00	\$235.62
Hazlehurst Police Department	TEN-2017-402PT-018	\$20,000.00	\$15,328.98
Lowndes County Sheriff's Office	TEN-2017-402PT-012	\$20,000.00	\$15,633.64
Peachtree City Police Department	TEN-2017-402PT-028	\$20,000.00	\$15,733.49
Richmond County Sheriff's Office	TEN-2017-402PT-034	\$20,000.00	\$235.62
Union Point Police Department	TEN-2017-402PT-039	\$20,000.00	\$13,607.34
Washington County Sheriff's Office	TEN-2017-402PT-040	\$20,000.00	\$14,214.86
Zebulon Police Department	TEN-2017-402PT-024	\$20,000.00	\$8,142.76

(Gilmer Co. grant operated for only 4 months; Richmond Co. grant operated for only 3 months.)

402 Police Traffic Services:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402PT-070	\$670,694.34

H.E.A.T. : 16 individual jurisdictions

2017 H.E.A.T. Grants			
Organization	Name	Grant Amount	Total Spent
Athens-Clarke County Police Dept.	GA-2017-402PT-124	\$117,422.19	\$110,044.50
Bartow County Sheriff's Office	GA-2017-402PT-150	\$128,661.78	\$121,726.80
Bibb County Government	GA-2017-402PT-104	\$53,753.09	\$47,881.48
DeKalb County Police Department	GA-2017-402PT-023	\$69,707.83	\$52,861.58
Douglas County Sheriff's Office	GA-2017-402PT-017	\$64,481.18	\$59,206.53
Douglas Police Department, City of	GA-2017-402PT-011	\$79,310.65	\$74,276.51

2017 H.E.A.T. Grants			
Organization	Name	Grant Amount	Total Spent
Glynn County Police Department	GA-2017-402PT-146	\$54,225.99	\$45,423.26
Habersham County Sheriff's Office	GA-2017-402PT-086	\$52,072.20	\$43,096.28
Hall County Sheriff's Office	GA-2017-402PT-144	\$249,694.34	\$219,748.38
Henry County PD/Henry Co BOC	GA-2017-402PT-020	\$60,911.34	\$59,045.61
Houston County Sheriff's Office	GA-2017-402PT-071	\$155,002.21	\$121,007.91
Lowndes County Sheriff's Office	GA-2017-402PT-098	\$126,010.79	\$119,706.00
Marietta Police Department	GA-2017-402PT-031	\$55,533.06	\$35,738.67
Newton County Sheriff's Office	GA-2017-402PT-142	\$250,000.00	\$225,149.71
Richmond County Sheriff's Office	GA-2017-402PT-139	\$82,702.97	\$68,793.44
Savannah-Chatham Metro. Police Dept.	GA-2017-405b M1*PT High-153	\$249,975.74	\$186,929.14

Intoxilyzer 9000 grants			
Organization	Name	Grant Amount	Total Spent
Douglas County Sheriff's Office	GA-2017-402PT-260	\$8,482.00	\$8,482.00
Monroe Police Department, City of	GA-2017-402PT-263	\$8,875.00	\$8,500.00
Pierce County Sheriff's Office	GA-2017-402PT-074	\$8,500.00	\$8,482.00

H.E.A.T./Nighthawk DUI Task Force-Middle-GA

Organization	Grant Name	Grant amount	Total Spent
Public Safety, Georgia Department of	GA-2017-402PT-008	\$919,617.51	\$655,169.29

Results

1. Policed aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Eighteen (18) H.E.A.T projects, including two (2) to the Georgia State Patrol Nighthawks, were allocated in FFY 2017. 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 2017, H.E.A.T. officers arrested 5,938 impaired drivers, cited 38,072 violators for speed infractions, and 11,141 for occupant protection violations. The teams were also able to conduct 505 educational events.
2. The **Traffic Enforcement Networks** continued their projects within their specific regions. Combined they arrested 170 impaired drivers, cited 2,422 drivers for speed violations, and 742 occupant protection violations. They also conducted 177 trainings, 38 educational events, and 130 exhibits which allowed them to distribute over 3,800 educational materials.

2018 Strategies

- Support specialized highway safety and traffic enforcement training for Georgia's law enforcement community.
- Support executive level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority.
- Continue to support and encourage occupant protection and child safety training for law enforcement officers.
- Continue to provide funding to our law enforcement partners to assist in providing the tools necessary for effective and professional traffic enforcement activities.
- Support and assist in facilitating specialized traffic enforcement training at every traffic enforcement network meeting.
- Continue to support and market Drug Recognition Expert and Standardized Field Sobriety Test training to Georgia's law enforcement agencies and officers.
- Encourage participation and facilitate law enforcement recruitment efforts in each of the sixteen (16) regional traffic enforcement networks, making available the resources of the traffic enforcement networks to every law enforcement agency in Georgia.
- Encourage and facilitate 100% law enforcement participation in five waves of high visibility enforcement during FFY 2018.
- Continue to recruit corporate partners to assist with The Governor's Office of Highway Safety supported law enforcement campaigns and initiatives.
- Encourage and facilitate law enforcement agencies to work with their local media in marketing The Governor's Office of Highway Safety high visibility enforcement initiatives.
- Encourage law enforcement agencies to market highway safety information at safety fairs and other public and community events.
- Provide the necessary highway safety informational publications and collateral items to Georgia law enforcement agencies to assist in marketing the highway safety messages of the Governor's Office of Highway Safety to the general public.
- Continue to exhibit and promote The Governor's Office of Highway Safety initiatives and highway safety information at law enforcement, judiciary, and prosecutor training conferences as well as other public, governmental and private gatherings.
- Conduct at least three Thunder Task Force mobilizations during FY 2018.
- Encourage Georgia Law Enforcement agencies to report their monthly enforcement data to the Governor's Office of Highway Safety Online Reporting System.
- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.

Pedestrian and Bicycle Safety (402PS, 405b M1*PS)

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 decrease pedestrian fatalities 1.8% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.

FFY 2017 Performance Objectives

- ⊙ To provide funds to agencies for the purpose of increasing pedestrian education, enforcement and engineering considerations.
- ⊙ 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

2017 Bicycle Safety Campaign:

“The City of Alpharetta continues its quest to be bicycle friendly. The Bicycle Patrol Unit educates cyclists, pedestrians, and automobile users to build a better and safer cycling community for all.”

Organization	Grant Name	Grant amount	Total Spent
Alpharetta Department of Public Safety	GA-2017-402PS-099	\$26,985.00	\$24,303.55

Brookhaven Police Pedestrian Safety Project: Encouraging Pedestrian Safety Through Education and Enforcement:

“The Brookhaven Police Department is looking to improve pedestrian safety within the City of Brookhaven. These improvements will be accomplished through a combination of Education and Enforcement of State Laws and City Ordinances. The pedestrian safety program will be a combination of school education, media releases, social media postings and community events. Enforcement will include pedestrian contacts and driver contacts who violate the law.”

Organization	Grant Name	Grant amount	Total Spent
Brookhaven Police Department	GA-2017-402PS-219	\$64,056.74	\$39,672.73

Cobb County Pedestrian Safety Campaign:

“Cobb Department of Transportation has partnered with the Cobb County Safety Village, Safe Kids Cobb County and Cobb-Douglas Public Health to submit this application to fund the proposed Cobb County Pedestrian Safety Campaign. This campaign would provide comprehensive pedestrian safety messaging to residents ages pre-K through late adulthood and would address the troubling increase of pedestrian fatalities in Cobb County.”

Organization	Grant Name	Grant amount	Total Spent
Cobb County Department of Transportation	GA-2017-402PS-223	\$37,975.00	\$34,325.79

GOHS 402 PS in house grant:

“The 402 PS in house grant is purposed for Pedestrian Safety evaluations and educational materials.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402PS-264	\$10,850.00

Athens Area Bicycle Education Program:

“Our project will promote bike safety and provide bike safety education to: youth, university students / staff, adults dependent on bicycles, and those enrolled in a Ticket Diversion program.”

Organization	Grant Name	Grant amount	Total Spent
BikeAthens	GA-2017-405b M1*PS High-029	\$46,539.80	\$39,165.22

Bicycle Safety and Pedestrian Awareness:

“In 2012 and 2015 Fulton County Sheriff’s Office received funding for the Pedestrian Safety grant from the State of Georgia. The grant was a huge success. We were able to reach a lot of elementary schools. However, with over 58 elementary schools in Fulton we were not able to reach all 58 schools. The Fulton County Sheriff’s Office is seeking funding to continue to educate elementary school aged children about pedestrian safety.”

Organization	Grant Name	Grant amount	Total Spent
Fulton County Sheriff's Office	GA-2017-405b M1*PS High-242	\$9,371.00	\$6,125.09

Reducing Bicycle-Related Injuries and Fatalities in Chatham County:

“A bicycle safety project to build public awareness of road safety issues and educate bicyclists and drivers on best practices for safe vehicle operation.”

Organization	Grant Name	Grant amount	Total Spent
Savannah Bicycle Campaign	GA-2017-405b M1*PS High-132	\$27,549.40	\$26,723.00

Results

1. In FFY 2017, **Savannah Bicycle Campaign** conducted 17 trainings to civic clubs and other social clubs in addition to 4 trainings specifically geared toward children and 5 geared toward adults. They were invited to attend and speak at 115 meetings, workshops, and seminars which almost doubled their projected amount of meetings. They exhibited 21 times and hosted 15 organized bicycle rides, educating the participants prior to and during the ride through Savannah.
2. The Fulton County Sheriff’s Office held their **2nd Annual Bike Rodeo** to educate children on bicycle safety. They had over 400 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 six different elementary schools to educate the children on bike and pedestrian safety.

3. The City of Alpharetta was able to partner with community partners such as Bike Alpharetta, local bicycle shops, corporate partners, and our city Parks and Recreation department to host 11 major events within our community. These events strengthened community ties, allowed us to teach about and distribute bicycle education materials. They had had hundreds of kids learning about safe cycling, then getting to put that into practice as they rode to school during **National Ride to School Day** in May.
4. **Brookhaven Police Department** was very successful in combining pedestrian safety education with pedestrian safety enforcement. They made 859 citizen contacts where the citizen was the pedestrian who failed to use the crosswalk. They conducted 22 school educational events to educate children on crosswalk safety for pedestrians as well as 18 community events to inform and educate the general public on pedestrian safety.
5. **Cobb County Department of Transportation** developed a video which allowed the County to illustrate an inclusive approach that included pedestrians with disabilities. The video also included safety messages for kids using technology devices and earbuds while walking. It's common to see the everyday person walking while distracted with devices. There are other highlights throughout the video providing scenarios of what to do when there is no sidewalk, obstructions and if you are mid-block.
6. During FFY 2017, **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 35 trainings and participated in 28 exhibits during the grant year, reaching over 96,000 people.

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- Increase awareness and outreach of pedestrians, cyclists and motorists safe and legal road use through enforcement and education.
- Provide funding for pedestrian and bicycle safety educational materials and equipment as requested.
- Provide funding for pedestrian and bicycle safety through enforcement and training.
- Provide funding to improve bicycle safety through education/outreach to drivers and bicyclists on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
- Collaborate with the Georgia Department of Transportation statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
- Utilize state funds to implement Share the Road campaigns and projects as it relates to bicycle and pedestrian safety.
- Based upon qualifying criteria for non-motorized safety grant, Georgia will be applying under the FAST Act (405h).

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 2017 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

GOHS 402 Community Traffic Safety:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402CP-088	\$751,120.37

Mobile Truck Exhibit:

“The Operation Lifesaver Mobile Exhibit Truck is a unique educational vehicle customized for educating the public about safety around trains and railroad tracks and rights-of-way.”

Organization	Grant Name	Grant amount	Total Spent
Georgia Operation Lifesaver, Inc.	GA-2017-402CP-040	\$22,844.00	\$20,362.58

First Responder Railroad Safety Training:

“Conduct special First Responder training classes for law enforcement and emergency responders in Georgia about handling Train-Motor Vehicle crashes.”

Organization	Grant Name	Grant amount	Total Spent
Georgia Operation Lifesaver, Inc.	GA-2017-402CP-041	\$8,040.00	\$7,041.36

Older Driver Safety Program:

“The Older Driver Safety Program works to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of older drivers other road users.”

Organization	Grant Name	Grant amount	Total Spent
Public Health, Georgia Department of	GA-2017-402CP-033	\$154,964.19	\$144,547.80

Georgia Highway Safety Programs Evaluation:

“The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia.”

Organization	Grant Name	Grant amount	Total Spent
Georgia, University of	GA-2017-405b M1*CP High-129	\$248,783.29	\$203,081.02

Results

1. During the course of the FFY2017 grant year, **Georgia Operation Lifesavers** reached out to over 20,000 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 15 community events and/or presentations to educate partners/stakeholders and distribute older driver safety and mobility materials during the grant year as well as 5 CarFit events.

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- Participate in a minimum of three (3) national traffic safety campaigns in the established communities.
- Provide funds to highway safety partners throughout rural Georgia to implement programs that will assist in reaching the Governor’s Office of Highway Safety (GOHS) performance objectives.
- Provide funds to coordinate and host a minimum of three CarFit Event Coordinator/Technician trainings, to certify individuals to conduct events at local senior centers, churches and other locations where older drivers frequently visit in an effort to help older drivers become safer drivers for a longer time.
- Provide funds to The Department of Public Health for education and outreach events focused on the older adult population, age 65 and older.
- The Department of Public Health’s Child Occupant Safety Project (COSP) will work with at least 5 community partners to expand awareness outreach to Spanish- speaking and other minority populations.
- Georgia will be the host state for the 2018 GHSA Annual Meeting

Resource Information Center and Clearinghouse

Program Overview

Objectives

PROGRAM TARGETS: 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 2017 Performance Objective

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

Results

Make highway safety materials available and accessible to Georgia citizens. (Target met.) Georgia citizens were able to request a wide variety of GOHS publications through the online Safety Store. The store was temporarily closed as of September 1, 2017.

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- Provide funds for a distribution center to implement the dissemination of public information and education strategies to increase the public's awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 Public Information and Education (PI&E) materials and (b) the development of materials targeting at-risk populations.
- Maintain Governor's Office of Highway Safety (GOHS) Resource Information Training Center, which serves as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.
- Governor's Office of Highway Safety (GOHS) will maintain an online resource distribution system in order to maximize efficiency of highway safety information distribution.

Motorcycle Safety (405f M9X)

Program Overview

Objectives

PROGRAM TARGETS: To decrease un-helmeted motorcyclist's fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.

FFY 2017 Performance Objectives

Ⓞ Objective 1: To decrease the total number of motorcycle crashes.

Ⓞ Objective 2: To decrease motorcyclist's fatalities 3.1% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.

Funded Programs

GOHS 405 (f) Motorcycle Safety:

“To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-405f M9X-081	\$138,000.00

Motorcycle Safety:

“Statewide Motorcycle Safety Awareness Outreach Program focusing on Motorist Awareness using the "Share the Road" message.”

Organization	Grant Name	Grant amount	Total Spent
Driver Services, Georgia Department	GA-2017-405f M9X-013	\$170,131.72	\$79,254.86

Results

1. The Georgia Department of Driver Services **Motorcycle Safety** project focused on Motorists awareness. "Share the Road" and driver awareness ads were added to thirty-five Motor Vehicle Network screens in DDS Customer Service Centers across the state. They were viewed by more than 250,000 customers monthly. Customer Service Center monthly. Overall, 2,745,341 people were reached through 31 outreach events, social media, and MVN screens during the grant period.

2018 Strategy

Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.

Paid Media (402 PM)

Program Overview

Objectives

PROGRAM TARGETS: To implement a Paid Media Plan for Governor's Office of Highway Safety's (GOHS) impaired driving and occupant protection campaigns for FFY 2017. Those campaigns include year-round messaging for Georgia driver safety.

FFY 2017 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

GOHS 402 Paid Media:

“To fund GOHS in-house statewide comprehensive occupant protection paid media campaign activities designed to reduce related motor vehicle crash injuries and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-402PM-109	\$521,196.83

According to the GOHS Public Information Officer, a total of \$1,729,651 was spent on Paid Media during FFY 2017; the above-named grant covered only a portion of this total.

Results

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.” ([Target met.](#)) The following paid media initiatives were conducted during FFY 2017:

- Thanksgiving 2016 Click It Or Ticket (\$239,745)
- Christmas 2016 / New Year 2017 Operation Zero Tolerance / Drive Sober or Get Pulled Over (\$239,890)
- Memorial Day 2017 Click It or Ticket (\$238,745)
- Independence Day 2017 Operation Zero Tolerance (\$249,771)

And in addition, GOHS partnered with broadcasters in various state markets for the following campaigns:

- FY2017: \$192,000 annual with Georgia Association of Broadcasters for combined distracted driving, impaired driving, seatbelts and share the road with farm equipment messaging (statewide).
- 10/1/16 to 3/31/17: \$205,000 with Georgia Public Broadcasting for high school football programming with teen driving messaging. (statewide)
- 3/23/17 to 4/30/17: \$210,000 live sports messaging for distracted driving month (Atlanta Braves and NCAA men’s college basketball)
- September 2017: \$130,000 with FSN for distracted driving prevention
- October/November 2016 and August/September 2017: \$14,500 with WSST for distracted driving prevention paid media during high school football games
- October/November 2016 and August/September 2017: \$6,000 with Georgia Carolina Broadcasting for distracted driving messaging on select radio stations for high school football.

2018 Strategies

- Key performance measures for 2018 are based on 5-year moving averages rather than the 3-year moving averages used in FFY 2017.
- To use Paid Media to support ongoing Click It or Ticket (CIOT) enforcement efforts to help decrease unbelted injury and fatality stats on Georgia's highways while increasing overall public awareness of occupant protection and increasing the use of safety belts and child safety restraint systems statewide.
- To use Paid Media to support ongoing "Operation Zero Tolerance" (OZT)/ "Drive Sober or Get Pulled Over" enforcement efforts to increase public awareness of sober driving and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality and injury rate.
- To use Paid Media to support the GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists in Georgia's secondary audience with a motorcycle safety and awareness message.
- To base Georgia's year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to correlate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
- To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.
- To continue to expand our HeadsUPGeorgia public service distracted driving awareness campaign to include paid messages, student/parent distracted driving course segments, student distracted driving video message contest, testimonials with distracted driving crash victims and family members and live television interviews.

GOHS will conduct a minimum of five Paid Media initiatives during 2017-2018, to include:

- The "Click it or Ticket" (CIOT) Thanksgiving 2017 Campaign
- The "Operation Zero Tolerance" (OZT) Christmas-New Year 2017/2018 Campaign "Drive Sober or Get Pulled Over"
- The "Click it or Ticket" (CIOT) Memorial Day 2018 Campaign
- The "Operation Zero Tolerance" (OZT) Independence Day 2018 Campaign
- The "Operation Zero Tolerance" (OZT) Labor Day 2018 Campaign "Drive Sober or Get Pulled Over" (which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns)

Distracted Driving (405e M8X)

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 2014 calendar base year of 3.1% to 2.5% by 2017.

FFY 2017 Performance Objectives

Objective: To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2014 calendar base year of 3.1% to 2.5% by 2017.

Funded Programs

GOHS 405e Distracted Driving:

“To fund staff and media activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-405e M8X-140	\$730,593.74

Results

1. Funds were used toward **public awareness and education** of the Distracted Driving laws. GOHS partnered with Huddle, Georgia Public Broadcasting, Georgia/Carolina Public Broadcasting, Sunbelt South, Ga. Association of Public Broadcasters, and Interconnect to spread the message of Distracted Driving.

2018 Strategies

- Continue to develop statewide media campaigns including You Drive. You Text. You Pay., One Text or Call Could Wreck it All, and Phone in One Hand, Ticket in the Other
- Continue to partner with EndDD.org and the Georgia Trial Lawyers Association to educate students on the dangers of distracted driving.
- Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events. Huddle partners with 158 of Georgia's 159 counties (427 schools) by providing tickets at no charge to schools. Each ticket contains a highway safety distracted driving message targeting youth. In addition, the distracted driving message will be placed on spring/fall event programs and a distracted driving PA announcement will be played at each event.
- To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.

Other Funded Projects – Driver’s Education (Driver’s Ed)

Technical College System of Georgia Driver’s Education & Training Program:
 “To provide driver's education and driver training to young Georgians by delivering a 30/6 driver training program.”

Organization	Grant Name	Grant amount	Total Spent
Technical College System of GA	DE-2017-DRIVER EDUCATION-035	\$89,997.41	\$89,995.64

Results

Provide driver’s education and driver training to young Georgians by delivering a 30/6 driver training program. (Target met.) In 2017, a total of 20 colleges in the Technical College System of Georgia offered Driver’s Education classes. Taught by certified instructors, these classes followed a 30/6 format (30 hours of classroom instruction, 6 hours of on-road training). A total of 7,682 students have been trained in the past 1.5 years, and a Driver’s Education scholarship program has been established.

2018 Strategies

GOHS will maintain current strategies.

Other Funded Projects – Share the Road

Share the Road In-House Grant:

“Share the Road in-house grant for the purpose of share the road markings, road signs, and printing.”

Organization	Grant Name	Total Spent
GAGOHS	GA-2017-250 SHARE THE ROAD TAGS-078	\$16,742.83

Promoting Safe Bicycling in GA:

“Through outreach and educational programs, Georgia Bikes will partner with local agencies, nonprofits and law enforcement to reduce bicyclist injuries and fatalities.”

Organization	Grant Name	Grant amount	Total Spent
Georgia Bikes	GA-2017-250 SHARE THE ROAD TAGS-022	\$71,480.63	\$60,579.47

Atlanta Bicycle Safety:

“To improve bicycle safety through education/outreach to people driving and biking on sharing roadways safely and legally and media safety campaigns.”

Organization	Grant Name	Grant amount	Total Spent
Atlanta Bicycle Coalition	GA-2017-250 SHARE THE ROAD TAGS-092	\$72,046.51	\$66,760.19

Results

1. **Georgia Bikes** distributed 29,035 bicycle safety pocket guides to local government agencies, law enforcement agencies, bicycle safety/advocacy groups, local civic organizations, etc. across the state. In **May of 2017 (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 9.7 million contacts during FFY 2017.
2. During FFY 2017, **Atlanta Bicycle Coalition** provided 43 bicycle safety trainings at bike valet locations, through neighborhood bike classes, and in partnership with organizations serving clients with transportation gaps. Two of these trainings were held with Habitat for Humanity in an effort to reach low income families. 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.

FFY 2017 Year in Review

October 2016:

National Teen Driver Safety Week

Governor's Challenge Awards

Harvest Season safety campaign

Halloween safety campaign



November 2016:

Thanksgiving seat belt campaign

Ford Driving Skills for Life Teen Driver Roadshow



December 2016:

TEAM Georgia Sober Driving Campaign

January 2017:

Winter driving safety campaign

February 2017:

Football sober driving campaign

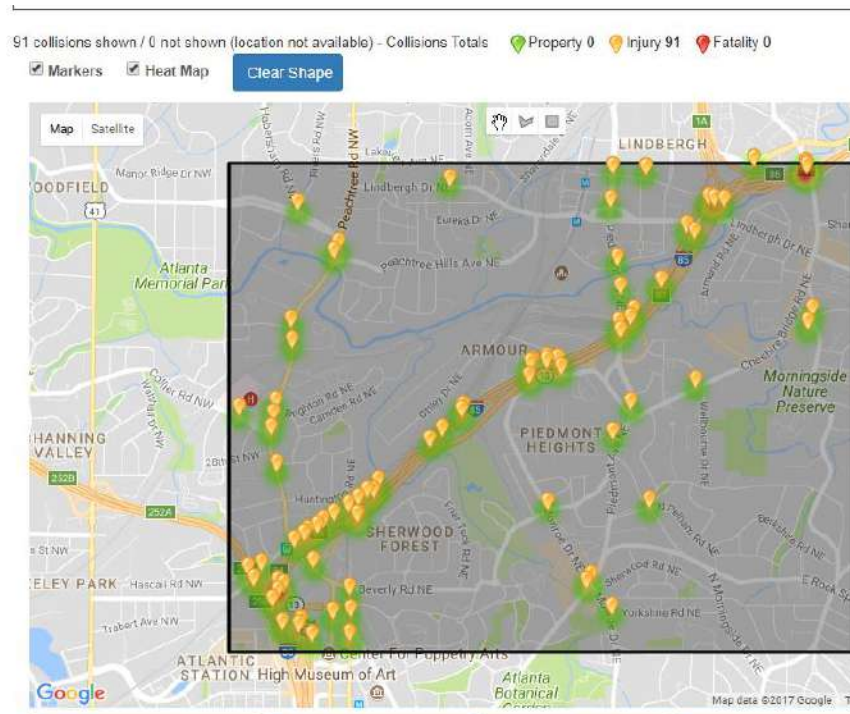
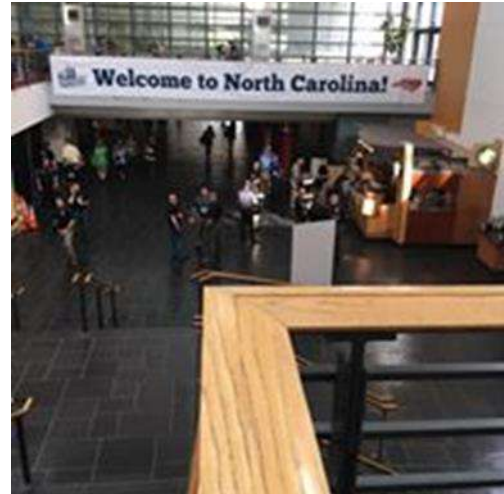
March 2017:

St. Patrick's Day Weekend DUI enforcement

Driver's Ed Grant Scholarship Program

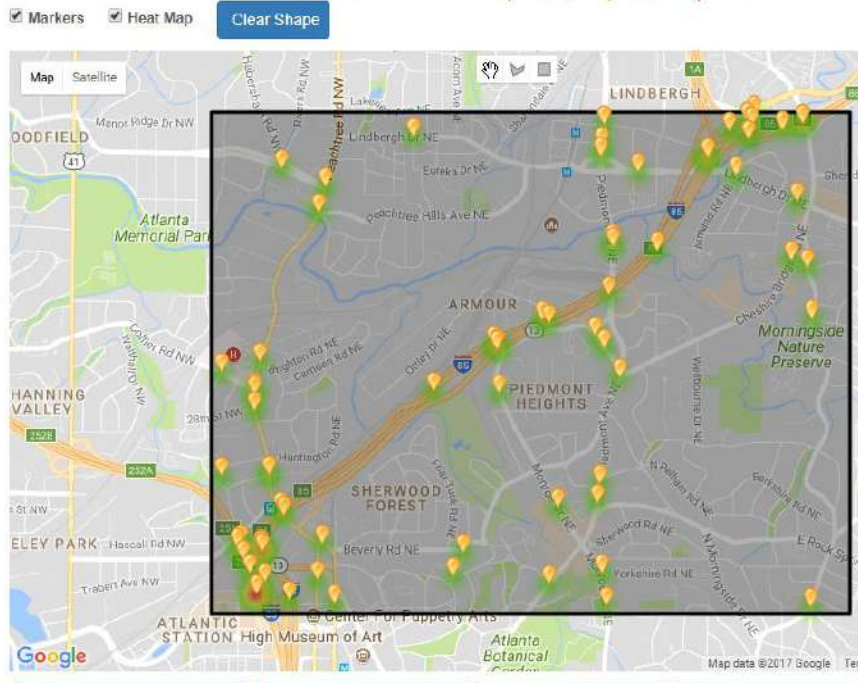
Lifesavers annual conference, March 26-28

I-85 bridge fire and collapse, March 30, 2017.



Crashes with injury, area of I-85 from I-75 to GA 400, March 30-May 18, 2016 (one year before period of bridge collapse and repair)

82 collisions shown / 0 not shown (location not available) - Collisions Totals: Property 0 Injury 82 Fatality 0



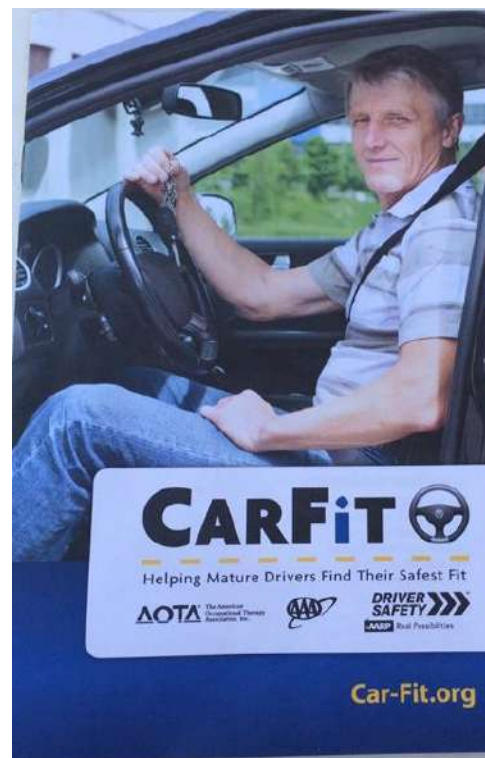
Crashes with injury, area of I-85 from I-75 to GA 400, March 30-May 18, 2017 (period of bridge collapse and repair)

April 2017:

DPH CarFit Event, April 11

Department of Public Health Older Driver Program held a CarFit event on April 11, 2017. CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

During the event there were 13 cars checked during the 11am-3pm time slot. There were eight (8) volunteers, technicians, and coordinators at the event to support the flow of traffic. In addition to the 13 cars that were checked, there was also a lengthy conversation with a mother about how to help her 18-year-old daughter, who is only 4'8", be a successful and safe driver.





GPSTC- 30th Anniversary exhibit, April 22

GOHS exhibited at the training center's 30th anniversary. There were close to 300 attendees. We handed out brochures, SFST Guides, and Motorcycle checklists.



MADD's 13th Annual Golden Shields Awards Banquet, April 25

Mothers Against Drunk Driving, Georgia hosted their 13th Annual Golden Shield Awards Luncheon on April 25, 2017. There were 590 people in attendance to honor law enforcement from across the state. Three hundred and ninety-nine (399) Law Enforcement Officers were awarded from across the state that ranged from 25 to 272 DUI arrest. MADD also recognized Agency of the Year, Rookie of the Year, H.E.A.T. Unit of the Year, Traffic Unit of the Year, DRE Officer of the year, as well as many other awards. Georgia's Governor Nathan Deal was the Keynote Speaker for this year's event. MADD's National Law Enforcement Initiatives Manager presented a training on MADD's Campaign to Eliminate Drunk Driving Initiative.



May 2017:

Operation Rolling Thunder (through Aug. 18)

Click It Or Ticket

I-85 Bridge Reopening May 18, 2017



Summer '17 Safety Tour

The Governor's Office of Highway Safety (GOHS) and Georgia Department of Natural Resources (GADNR) teamed up to present a joint safety message for motorists to buckle their seat belts and boaters to buckle their life vests prior to the start of the Memorial Day holiday weekend. The Memorial Day holiday weekend is a big travel weekend for people looking to travel by vehicle to locations for outdoor activities including those on the water. GOHS, GADNR and the Georgia Department of Public Safety made stops at four lakes around the state that see a large volume of boating and swimming. We were also joined by the South Carolina Highway Patrol and Alabama Highway Patrol at two of these four stops.

June 2017:

SHSP Summit, June 28

The 2017 Governor's Strategic Highway Safety Plan Summit was held at the Georgia Tech Global Learning Center On June 28th. The purpose of the summit is to recruit and maintain new and existing partnerships through the SHSP task teams and educate participants on how Georgia is addressing the increase of highway fatalities and serious injuries. The morning

session kicked off with opening remarks by GOHS Director Harris Blackwood. Presentations were given by the Data Task Team, the Georgia Motor Carrier Compliance Division (MCCD), and the Office of EMS along with the Georgia Trauma Commission. MADD National President Mrs. Collen Sheehey-Church presented to the group after lunch. The final



remarks were given by GDOT Commissioner Russell McMurry. There were a total of 105 attendees at the summit this year.

Hands Across the Border, June 5-9

Drive Sober July 4th Ignition Interlock Message

The Governor's Office of Highway Safety was honored to host the national president of Mothers Against Drunk Driving Colleen Sheehey-Church for a two-day visit to promote the implementation of Georgia's new ignition interlock law. Ms. Sheehey-Church accompanied GOHS Director Harris Blackwood and Georgia Department of Public Safety Commissioner Colonel Mark McDonough for a helicopter tour across the state prior to the start of the July 4th holiday weekend. The tour had stops in Macon, Albany, Savannah and Augusta where all three spoke about the new law and asked all motorists to not get behind the wheel when they had been drinking. Ms. Sheehey-Church also did news interviews with Atlanta media and made two appearances on Atlanta television news programs.

July 2017:

Ignition Interlock Law takes effect, July 1

Operation Southern Shield



August 2017:

DPH- Occupant Protection Review, August 9

Each year each state meets with their federal partners to review their annual report and Title V application. These reviews are conducted by two or three reviewers of specialist or consumers in the MCH field. Georgia's 2017 annual review was held on August 9th. Georgia had 3 reviewers present and 3 federal partners (Michael Lu, Ellen Volpe, and Michael Spencer) at the review.

Injury Prevention is a lead partner in improving health outcomes for women, infants, children and adolescents in the state of Georgia with lead responsibilities in reducing infant death through safe sleep prevention, child death through reduction in MVC, and adolescent suicide. The projects and efforts of Injury Prevention Program were included in the Title V Block Grant Application and Annual Report and also highlighted during the annual block grant review.

Reviewers and federal partners were very impressed with the work of injury prevention, MVC program and Safe Sleep Initiative. Reviewers were very interested in learning about the network of injury prevention, the strategies to improve safe sleep and MVC, and the evaluation and impact of each strategy. Federal partners commented on the great work and encouraged seeking publication and sharing with the national injury prevention collaborative (COIIN).

Governor's Highway Safety Conference, August 18-25



Governor's Challenge Awards, August 23

September 2017:

Hurricane Irma in Georgia (September 11, 2017)



(Photo: National Weather Service)



Mandatory evacuation zones for Hurricane Irma
(Photo: office of Gov. Nathan Deal)

Child Passenger Safety Awareness Week, Sept. 17-23



Appendix: 2018 Targets

GEORGIA'S GOVERNOR'S OFFICE OF HIGHWAY SAFETY FFY2018 CORE PERFORMANCE MEASURES AND TARGETS

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

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.

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.

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.

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

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

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

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

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.

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.

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

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

B-1: 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.

