2023

GEORGIA HIGHWAY SAFETY PLAN

PREPARED BY THE

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

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Revision 1 – October 5, 2022

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Section 1:

EXECUTIVE SUMMARY

GEORGIA'S ANNUAL HIGHWAY SAFETY PLAN

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

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

MISSION STATEMENT

The mission of the Georgia Governor's Office of Highway Safety is to educate the public on safe driving behaviors; to implement highway safety campaigns and programs that reduce crashes and eliminate injuries and fatalities on Georgia roadways.

Our new mission statement allows us to focus on our number one goal and that is to reduce the number of crashes and eliminate injuries and fatalities on Georgia's roads. We also are tasked with providing highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on our streets and highways.

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

The Highway Safety Act of 1968 required governors to be responsible for the administration of

the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally funded highway program.

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

LEGISLATIVE UPDATES

The 2022 session of the Georgia General Assembly ended on April 4, 2022. The General Assembly passed, and Governor Brian Kemp signed into law HB 1216, which increases the penalties for persons convicted of street racing and makes it a felony crime for a person who is convicted for a fourth time for such offense.

An effort to change Georgia's Hands-Free law (SB 203) that would allow drivers to use their phones when stopped in traffic for traffic signals was defeated by the Georgia State Senate.

The Georgia State Senate did pass SB 510, which would have amended Georgia's Teen-Driving law to allow drivers under 18 to have one non-family member passenger to ride with them during the first six months the teen driver had their Class D license. Current Georgia law allows teen drivers to have no non-family member passengers under the age of 21 riding with them during the first six months they have their Class D license, one non-family member passenger during the second six months of their having held a Class D license, and three non-family member passengers under 21 until the turn 18 and are issued a Class C license. SB 510 did not pass the Georgia House of Representatives and the bill is no longer under consideration.

The Georgia House of Representatives did pass HB 202, which would repeal the June 30, 2022**,** expiration date of the 1.5% surcharge to every traffic fine paid in the state to fund driver's education scholarships with public and private school providers. HB 202 would also raise the surcharge to 3%. The bill though was not passed by the Senate and the surcharge will stop being collected on citations issued after July 1, 2022. The scholarship program will continue through June of 2023 as the Georgia Driver's Education Commission will continue to receive money from fines paid on citations that were issued up to June 30, 2022.

All bills filed in the 2021 and 2022 sessions not passed by the Georgia General Assembly are no longer under consideration after the April 4, 2022, adjournment.

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS

Georgia is applying for the following incentive grants:

1. 405 (b) – Occupant Protection
2. 405 (c) – State Traffic Safety Information System Improvements
3. 405 (d) – Impaired Driving Countermeasures
4. 405 (f) – Motorcyclist Safety Grants
5. 405 (h) – Non-motorized Safety

EPIDEMOLOGIST PARTNERSHIP

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over thirteen (13) years of experience dealing with Georgia crash data and records.

CONTINUOUS FOLLOW-UP AND ADJUSTMENT

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) will also be included. Injury surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will be continual throughout the year and outreach efforts will be revised as needed.

COVID-19 (Coronavirus Pandemic)

Georgia, as with all other states, has been affected with the COVID-19 Coronavirus Pandemic. The GOHS will make every effort to meet the Performance Measures and Targets within this Highway Safety Plan. This situation is still very fluid, and the guidelines provided by the Georgia Department of Public Health and the Centers for Disease Control and Prevention are continuously being reviewed and changed when needed. These changing guidelines could have a severe effect on police monitoring, government responses, and educational events scheduled throughout the grant year.

Section 2:

HIGHWAY SAFETY PLANNING PROCESS

- Data Sources and Processes
- Process Participants
- Description and Analysis of Georgia's Highway Safety Problem
- Methods for Project Selection
- List of Information and Data Sources
- Description of the outcomes from the coordination of the HSP, data collection, and information systems with the State SHSP

DATA SOURCES AND PROCESSES

The implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS mission and the fourteen established "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025).

The data-driven problem identification and prioritization process includes:

1. Using the most recent crash and traffic data available to determine Georgia's progress across all Traffic Safety Performance Measures (including those that were historically identified and prioritized as a problem area in the past years),
2. Consideration of evidence-based and effective countermeasures that are supported and recognized by NHTSA; and,
3. Evaluating previously GOHS-funded grant recipients in their ability to address highway safety problems and concerns at the local and state levels.

The primary data sources used in the HSP process, planning, and prioritization of problem areas are:

- Fatality Analysis Reporting System (FARS),
- Georgia Crash Reports (i.e., Georgia Crash Reporting System – GEARS and Numetric),
- Occupant Protection Seatbelt Observation Report; and,
- Georgia Crash Outcomes Data Evaluation System (CODES).

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, GOHS's injury epidemiologist uses the most recent data points to assess the progress within each performance measure by comparing the new data points to the measure baseline values, projected trajectory, and target values established in previous years. Using the five-year moving average, GOHS determines the "best fit" line and projections to assess whether Georgia has met or is on track to meet previously established targets for each performance measure. These performance measures are used as a guide to further investigate the depth of the problem and answering the who, what, when, where, and the cause ('why') of each prioritized measure. This deeper investigation is used to strategically focus the resources and efforts in specific locations and areas across the state of Georgia. Other data sources that are used to identify and further investigate priority areas are described in the sections below.

GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reduce serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in the efforts and programs that are being implemented. Additionally, each year GOHS funds the University of Georgia to conduct an outcome and process evaluation of the funded grantees. The aim of the evaluation study is to determine how grantees were able to address highway safety problems and concerns at the local/state levels and their ability to fulfill the requirements of the awarded application. Grantees that

have demonstrated success in implementing their programs specific to the prioritized performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other existing and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

PROCESS PARTICIPANTS

In developing the Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) collaborates and receives input from the following agencies, entities, and groups:

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety (Georgia State Patrol)
3. Georgia Department of Public Health
4. Georgia Department of Transportation
5. Georgia Public Safety Training Center
6. Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS)
7. Prosecuting Attorneys Council of Georgia
8. Georgia Traffic Records Coordinating Committee
9. Injury Prevention Planning Council
10. University of Georgia (third-party evaluator)
11. Previously funded GOHS grantees from state agencies, community-based agencies, and local groups
12. Strategic Highway Safety Plan Task Teams:
    - Impaired Driving
    - Occupant Protection
    - Distracted Driving
    - Intersection Safety
    - Roadway Departure
    - Young Adult Drivers
    - Older Drivers
    - Pedestrian Safety
    - Bicycle Safety
    - Motorcycles
    - Heavy Trucks
13. Other programs listed within the Strategic Highway Safety Plan include the Georgia Office of EMS/Trauma, Traffic Records and Crash Outcome Data Evaluation System (CODES).

DESCRIPTION AND ANAYLSIS OF GEORGIA'S HIGHWAY SAFETY PROBLEM

In 2020, there were 1,664 fatalities and 7,620 serious injuries that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The number of traffic-related fatalities increased by 12% from 1,492 fatalities in 2019. The main contributing factor to traffic crashes and injuries were drivers, passengers, and non-motorists engaging in risky behaviors. These behaviors include not using the appropriate restraint system (unrestrained), alcohol impairment, drug use, speeding, distracted driving, and drowsy driving.

In 2020, 102 out of 159 Georgia counties experienced at least one speeding-related fatal crash. Fulton, Cobb, DeKalb, and Clayton counties had the highest number of speeding-related fatal crashes—23% of all speeding-related crashes in Georgia were in these counties. GOHS recognizes the need to address specific causes of motor vehicle fatalities across the NHTSA traffic safety performance measures.

- **Unrestrained Fatalities:** Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. However, since 2015 the statewide observed seatbelt usage rate has steadily declined, and the number of unrestrained fatalities has increased. In 2020 the number of unrestrained passenger vehicle fatalities increased by 80 fatallities (21%) from 385 in 2019 to 465 in 2020.

- **Alcohol-Related Fatalities:** In 2020 there were 402 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 13% increase (47 more fatalities) compared to 2019. These alcohol- impaired driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia.

- **Speed-Related Fatalities:** Speeding-related fatalities increased by 73%, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46%, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17% (260 out of 1,492) in 2019.

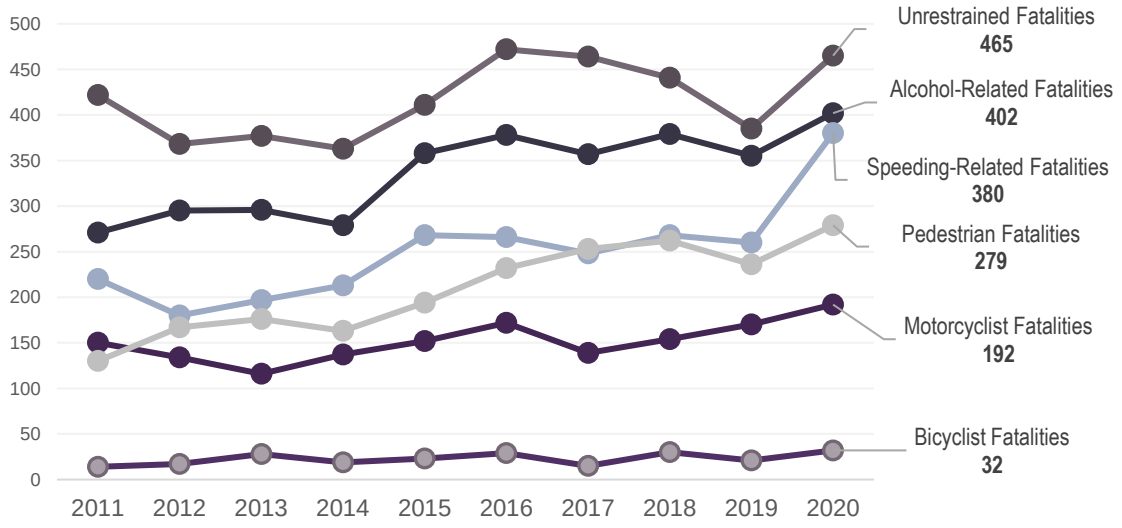
- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2020, there were 279 pedestrian fatalities in the state of Georgia — an 18% increase from 236 pedestrian fatalities in 2019. Seventeen percent of all traffic fatalities were pedestrians in 2020. Preliminary data[1] shows that pedestrian fatalities continue to increase.

[1] Preliminary data from the Numetric. 14 June 2022.

- **Motorcyclist Fatalities:** In 2020, there were 192 motorcyclist fatalities in Georgia motor vehicle traffic crashes – an increase of 13% from the 270 motorcyclists fatally injured in 2019. Twelve percent of all traffic fatalities were motorcyclists. The number of un-helmeted motorcyclist fatalities increased from 15 in 2019 to 18 in 2020. Preliminary data shows that motorcyclist fatalities remain an issue in Georgia.

- **Bicyclist Fatalities:** In 2020, there were 32 fatalities in the state of Georgia (11 more fatalities compared to the previous year). Two percent of all traffic fatalities were bicyclists in 2020.

Georgia Traffic Fatalities by Traffic Safety Performance Measure (2011-2020)



Source: FARS Final Datasets (2011-2020)

GOHS, along with partnering state agencies and local organizations, use the statewide five-year rolling average (2016-2020 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year. Specifically, GOHS contracted injury epidemiologist use the most recent data point to assess the progress within each performance measure by comparing the new data points to the measure baseline value, projected trajectory, and target value established in previous years. The projected path of trajectory (forecast) is determined using various regression models (linear or quadratic polynomial) that “best fit” the existing crash and fatal crash data. Performance measures where the new data point creates a projected path that is above the previous established target values are prioritized as highway safety problem areas. Performance areas that demonstrated a significant increase and therefore are moving away from the previously established annual targets are prioritized for the upcoming funding year.

The table below shows the five-year rolling average (2016-2020) and the forecasted values (2021-2023) by each traffic safety performance measure.

Georgia 5-Year Moving Average Traffic Fatalities (2016-2020) and Forecasted 5-Year Rolling Average Traffic Fatalities (2021-2023) by Traffic Safety Performance Measure

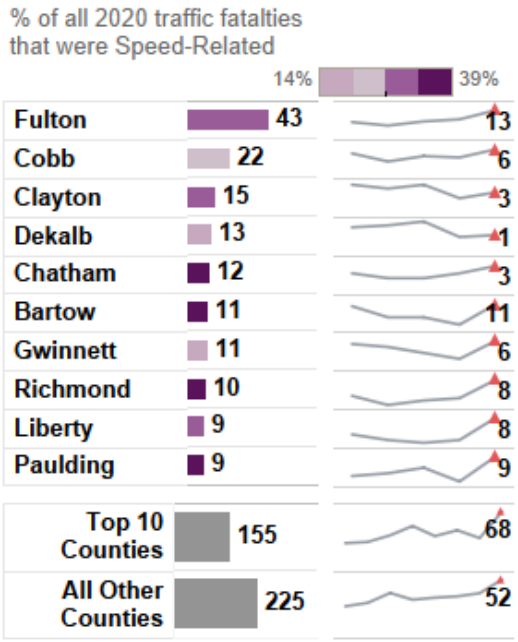
Core Outcome Measures		ACTUAL 5-Year Rolling Average					FORECASTED[2] 5-Year Rolling Average		
		2016	2017	2018	2019	2020	2021	2022	2023
C-1 HSIP-1	Traffic Fatalities	1,305	1,374	1,439	1,505	1,551	1,603	1,644	1,680
C-2 HSIP-2	Serious Injuries in Traffic Crashes	4,825	4,922	5,264	5,836	6,362	7,058	7,955	8,966
HSIP-3	Serious Injuries in Traffic Crashes/100M VMT	4.265	4.196	4.293	4.601	5.086	5.762	6.626	7.679
C-3 HSIP-4	Fatalities/100M VMT	1.14	1.17	1.18	1.19	1.24	1.27	1.31	1.36
HSIP-5	Number of non-motorist serious injuries and fatalities	578	626	663	702	732	761	783	802
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	398	417	430	435	445	459	470	481
C-5	Alcohol-Impaired Driving Fatalities	321	334	350	365	374	386	395	404
C-6	Speeding-Related Fatalities	225	238	253	262	284	302	322	345
C-7	Motorcyclist Fatalities	142	143	151	157	165	176	189	203
C-8	Un-helmeted Motorcyclist Fatalities	8	10	12	14	15	16	17	18
C-9	Drivers Aged 20 or Younger involved in Fatal Crashes	164	171	178	183	191	197	204	210
SHSP	Drivers Aged 65 or Older involved in Fatal Crashes	238	258	273	297	298	306	307	304
C-10	Pedestrian Fatalities	186	204	221	235	252	271	287	305
C-11	Bicyclist Fatalities	23	23	23	24	25	27	30	33
ANNUAL MEASURES									
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above 90% by 2023.	97.2%	97.1%	96.3%	95.9%	95.9% (2019)*	90%	90%	90%

INCREASING TRENDS
Georgia's goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

[2] Forecasted values are determined using various regression models (linear or quadratic polynomial) that "best fit" the existing crash and fatal crash data.

Within each traffic safety performance area, GOHS then identifies geographical hotspots (areas with the highest increase in roadway fatalities), community partners (including law enforcement), and demographics (rural/urban areas and population composition) to determine where specific efforts and resources should be directed to address the identified traffic safety problems. Crash data (i.e., pedestrian crashes, bicyclist crashes, and motorcyclist crashes) and driver license data (i.e., percentage of youth with license or permit to drive) are also used to identify geographical hotspots and population characteristics for some traffic safety performance measures.

Top Counties with the Highest Number of Speeding-Related Traffic Fatalities (C-6), 2020

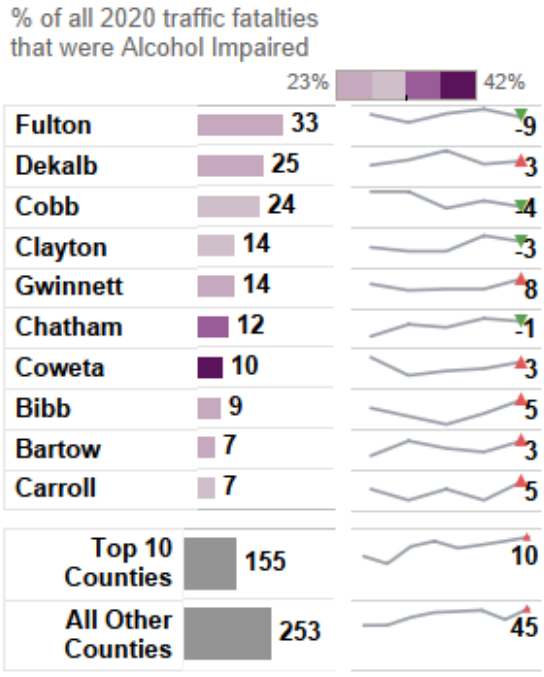


In 2020, 102 counties experienced at least one speed-related traffic fatality. Forty percent of all speeding-related fatalities occurred in these top 10 counties with 155 speed-related fatalities (+68 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving speeding are:

- Fulton County (43 fatalities, +13 fatalities compared to the previous year, 30% of all county fatalities were speed-related)
- Cobb (22, +6, 26%)
- Clayton (15, +3, 31%)
- DeKalb (13, +1, 14%)
- Chatham (12, +3, 35%)

Top Counties with the Highest Number of Alcohol-Related Traffic Fatalities (C-5), 2020

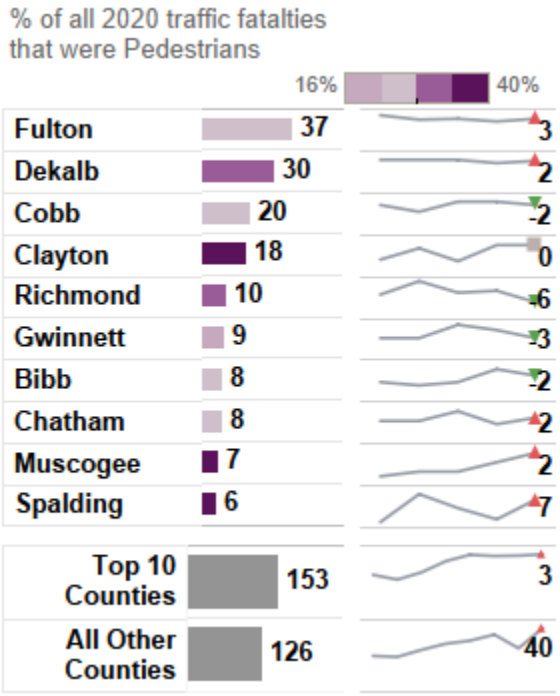


In 2020, 128 counties experienced at least one alcohol-related traffic fatality. Thirty-eight percent all alcohol-related fatalities occurred in these top 10 counties with 155 alcohol-related fatalities (+10 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are:

- Fulton County (33 fatalities, -9 fatalities compared to the previous year, 23% of all county fatalities were alcohol-related)
- DeKalb (25, +3, 27%)
- Cobb (24, -4, 28%)
- Clayton (14, -3, 29%)
- Gwinnett (14, 8, 25%)

Top Counties with the Highest Number of Pedestrian Traffic Fatalities (C-10), 2020

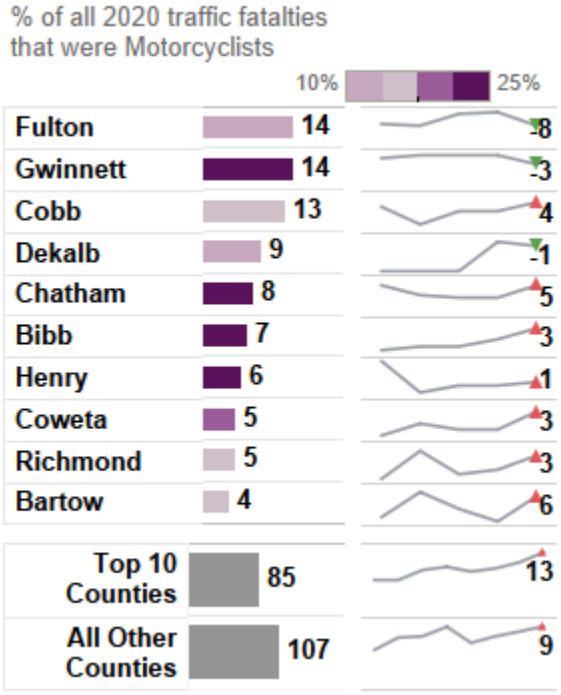


In 2020, 82 counties experienced at least one pedestrian fatality. Over half (55%) of all pedestrian fatalities occurred in these top 10 counties with 85 pedestrian fatalities (+3 fatalities compared to the previous year).

The top five (5) counties with the highest number of pedestrian fatalities are:

- Fulton County (37 fatalities, +3 fatalities compared to the previous year, 26% of all county fatalities were pedestrians)
- DeKalb (30, +2, 33%)
- Cobb (20, -2, 24%)
- Clayton (18, 0, 37%)
- Richmond (10, -6, 33%)

Top Counties with the Highest Number of Motorcyclist Traffic Fatalities (C-7), 2020



In 2020, 71 counties experienced at least one motorcyclist fatality. Forty-four percent of all motorcyclist fatalities occurred in these top 10 counties with 85 motorcyclist fatalities (+13 fatalities compared to the previous year).

The top counties with the highest number of motorcyclist fatalities are:

- Fulton County (14 fatalities, -8 fatalities compared to the previous year, 10% of all county fatalities were motorcyclists)
- Gwinnett (14, -3, 25%)
- Cobb (13, +4, 15%)
- DeKalb (9, -1, 10%)
- Chatham (8, +5, 24%)

Using this analytical approach, in addition to the consideration of resources available and knowledge of countermeasures that proven to work, GOHS prioritized the following traffic safety problems for FY2023:

- **C-6**: Speeding-related fatalities in Fulton, Cobb, Clayton, DeKalb, and Chatham counties.
- **C-5**: Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ in Fulton, DeKalb, Cobb, Clayton, and Gwinnett counties.
- **C-10**: Pedestrian fatalities in Fulton, DeKalb, Cobb, Clayton, and Richmond counties.
- **C-7/C-8:** Motorcyclist and un-helmeted motorcyclist fatalities in Fulton, Gwinnett, Cobb, DeKalb, and Chatham counties.

METHODS FOR PROJECT SELECTION

To address the identified highway safety problem areas, GOHS solicits data-focused applications that are in alignment with the mission to reduce crashes and eliminate injuries and fatalities on Georgia roadways. Grant proposals are received through responses to Request for Proposals (RFPs) and through unsolicited submissions where documented highway safety problems exist.

The following is the FFY 2023 Planning Calendar that outlines the highway safety program planning and grant application processes.

FFY 2023 PLANNING CALENDAR

October 2021 – November 2021	Produce an annual ranking report and develop program's Request for Proposals (RFPs).
December 2021	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation. Prepare and submit the Annual Report to NHTSA for the previous FFY.
November 2021 – January 2022	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
December 2021 – May 2022	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2022 – February 2022	Receive FFY 2023 grant applications. Complete and submit internal grant applications.
January 2022 – June 2022	Identify and involve partners in the HSP planning process. Coordinate HSP and data collection for the state with SHSP.
February 2022 – June 2022	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft HSP to NHTSA
July 1, 2022	Submit Highway Safety Plan for NHTSA review and approval.
August 2022 – September 2022	Respond to NHTSA comments/recommendations. Award FFY 2023 grants.
October 2022	Beginning of the FFY 2023 grant year.
December 2022	Evaluate outcomes and results for use in next planning cycle and Annual Report to NHTSA.

Strategies for Project Selection

The Governor's Office of Highway Safety provides funding opportunities to law enforcement agencies, government entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grant Proposals are received through responses to request for proposals (RFP) and through unsolicited submissions where documented highway safety problems exist.

Request for Proposals (RFPs)

For the FFY 2023 grant year, GOHS developed specific and tailored RFPs that were distributed to communities with high traffic fatalities and serious injuries. The RFPs were advertised through many outlets including, but not limited to, the GOHS website, Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, Georgia Regional Commissions, Association County Commissioners of Georgia (ACCG), Georgia Association of Metropolitan Planning Organizations (GAMPO), Georgia Public Safety Training Center (GPSTC), and the Georgia Strategic Highway Safety Plan (SHSP) Partners.

Ranking System

Georgia GOHS staff met with the contract epidemiologist early in the planning process and requested a county ranking profile. This county ranking was requested in overall fatalities, alcohol impaired, speed-related, motorcycle, pedestrian, and bicycle fatalities based on the most current data. From this data, Georgia GOHS had the ability to work with staff within those counties to help formulate data driven projects.

Discretionary Grants

Funds are also used to support governmental entities furthering The Georgia Governor's Office of Highway Safety's (GOHS) mission. In these instances, the purpose, scope, and funding requirements are subjected to GOHS staff review and scoring prior to GOHS Director approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow GOHS procedures in applying for highway safety funds.

Renewal Process

Projects that have been deemed vital to the Governor's Office of Highway Safety mission by the Director may receive funding for miltiple years based on the availability of funds. All renewal applications are reviewed along with other potential funding requests.

Grant Application Process

Applications are generally accepted six to nine months before the beginning of each federal fiscal year, which begins October 1st. However, applications that address emerging, high-priority traffic safety concerns can be submitted anytime during the fiscal year. GOHS hosts a required application training for potential grant agencies that are not current FFY grantees. All prospective grantees must submit their application using Electronic Grants of Highway Safety (eGOHS) Plus and are required to include the following in their applications:

I. **Programmatic Description** – A clear definition of the highway safety problem(s) planned to be addressed using recent data and information; identification of existing resources that the community/jurisdictions are currently using to address the problem(s) identified; list of measurable and realistic objectives/activities/milestones that aligns to the target problem(s) identified; summary of the projected activities to be accomplished monthly; list of resources needed to accomplish the objectives; media plan for announcing the award of the grant to the local community; and a self-sufficiency statement that explains how the activities of the project will be continued after federal funds are no longer available to implement the project.

II. **Budget Justification** – A detailed justification of each budget item that is allowable, reflective of a reasonable cost, and necessary to carry out the objectives and activities of the project.

III. **Grant Terms and Conditions/Certifications** – The legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply.

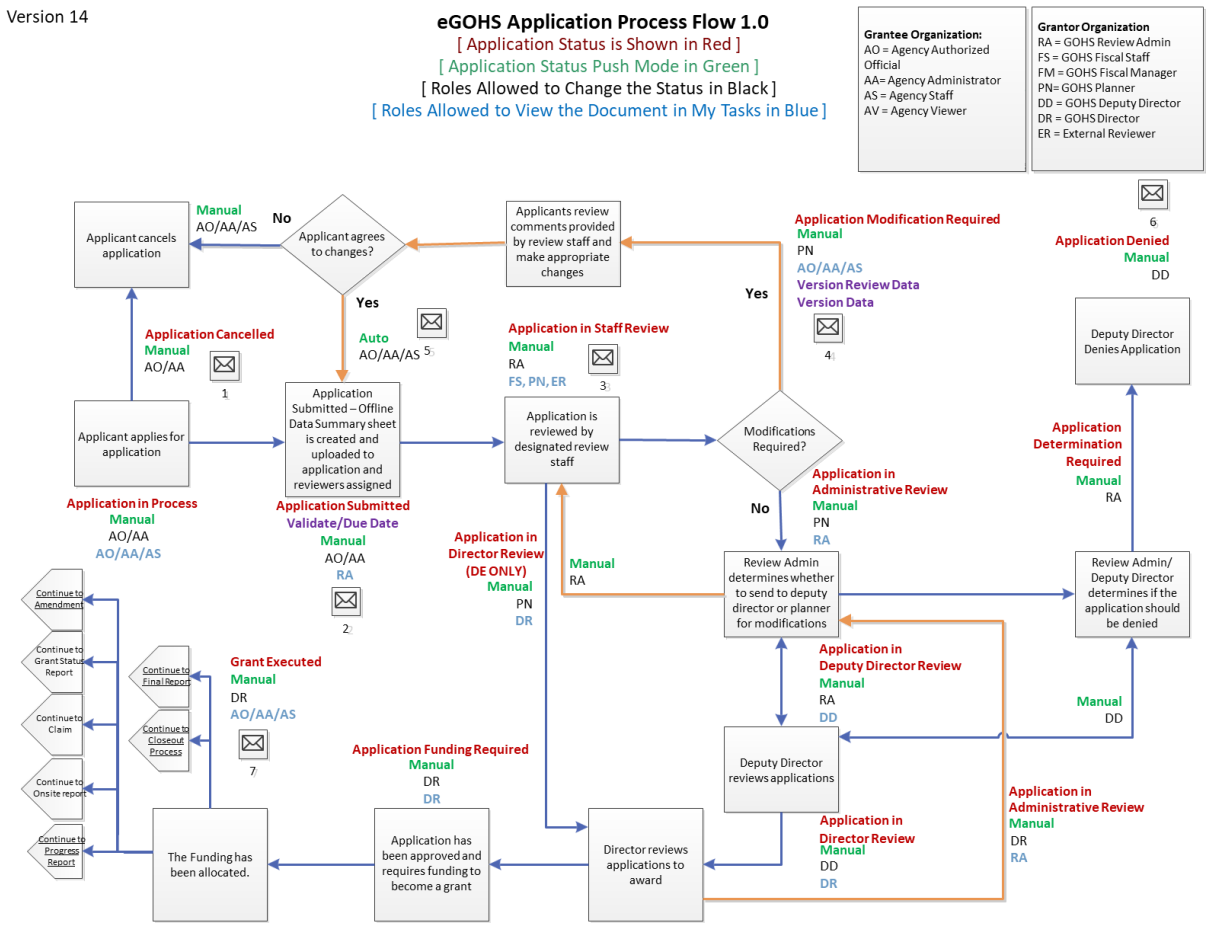
Application Scoring and Ranking

Once applications are submitted through the eGOHS-Plus system, they are reviewed using a staggered-review process. All external applications are assigned to a review panel which includes a GOHS grant manager, a staff member from the finance division, the contracted injury epidemiologist, and for new applications, an external reviewer. Due to their nature, new traffic enforcement networks (TEN), new students against destructive decisions (SADD), and new young adult (YA) applications do not receive an external reviewer. In-house projects do not require a formal review.

The applications are rated against several criteria that include, but not limited to, the strength of the proposed program to address traffic safety problems, potential traffic safety impact, crash injury and fatality rankings with the region of focus, pre-award risk assessment, and performance on previous grants. The final review includes the GOHS compliance manager, deputy director, and the director. The applications selected are those that address the prioritized highway safety problems and have the greatest likelihood of success. Projects that have been deemed vital to the GOHS mission may receive funding for multiple years based on the availability of funds.

The figure below illustrates the application review process in the eGOHS-Plus system.

Electronic Grants of Highway Safety (eGOHS) Plus Application Review Process Flow



Grant Selection Notification

The authorized official and the agency administrator of the awarded grants receive written notification of the grant award which includes the Governor's Office of Highway Safety Grant Terms and Conditions, and certifications. The applicant is notified electronically via eGOHS Plus and a hard copy is sent via U.S. Mail of the approval or denial of the highway safety grant application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities October 1 through September 30 of the designated federal fiscal year.

Grantee Training

Following grant award notification, grantees are invited to attend training to learn about GOHS procedures. This training is intended to inform grantees, especially new grantees of GOHS' expectations for the grant year. This training may be conducted via webinar, in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the proper reporting procedures and the use of eGOHS Plus for the submission of claims, progress reports, travel requests, amendments, and final reports. GOHS' Grant Terms and Conditions are also highlighted. Depending on the Risk Assessment the grantee receives from GOHS, grant training may be a requirement.

Project Funding Period

The federal government operates on a fiscal year that commences on October 1 and ends on September 30. Generally, projects will only be funded during this time span. Occassionally, prior years funds are rolled over into the current fiscal year to continue a project but this practives is neither encouraged nor frequent.

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS director. The diminished levels of funding are designated to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. Upon the recommendation of the GOHS review team and approval from the GOHS director, a project may be funded beyond 3 years and at different levels of funding. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquistion cost of $5,000 or more must be pre-approved from both The Governor's Office of Highway Safety and The National Highway Traffic Safety Administration (NHTSA). Grantees must ensure the equipment items follow Buy America Act and are purchased using their agency procurement policy.

Grant Monitoring

Throughout the grant year, GOHS grant managers and other GOHS staff, monitor all grants through monthly desktop reviews, Grant Status Reports, and onsite visits (if applicable). Grantees submit monthly progress reports which are reviewed by the GOHS grant manager. Monthly claims for reimbursement are also submitted monthly and reviewed by the GOHS grant manager and assigned GOHS fiscal staff to ensure compliance with the GOHS Grant Terms and Conditions. Grant Status Reports are completed on all grants each year. Depending on

funding level, risk assessment, and the numbers of years as a grantee will determine if an onsite visit is completed. Grantees will receive an onsite visit at least once every other year.

Grant Evaluation

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety utilizes an evaluation team to review application objectives and activities to ensure they are reasonable and attainable. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from the grantee.

LIST OF INFORMATION AND DATA SOURCES

The identification of highway safety problems, scoring of grant applications, and description of highway safety program areas were created using the most recent data and information available from the following sources:

- **Fatality Analysis Reporting System (FARS)**

  FARS is a nationwide database developed by the National Highway Traffic Safety Administration (NHTSA), to provide the public with yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where fatal crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e., alcohol-impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).

- **Georgia Electronic Accident Reporting System (GEARS) and Numetric**

  The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. GOHS uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where all motor vehicle crashes occur. Additionally, there is an online query system, called Numetric, which will allow authorized users to conduct more detailed and specific analyses. The Numetric platform is a data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures.

- **Occupant Protection Observational Survey**

  Dr. James Bason conducted an observational survey of safety belt use and child safety seat use between January and August 2021. This research was conducted on behalf of GOHS and the University of Georgia Department of Health Promotion and Behavior. GOHS uses the survey findings to identify usage rates across the state and by geographic region, gender, race/ethnicity, and age group (e.g., children under 5 years of age).

  Source: Bason, James. J. 2021. "Statewide Use of Occupants Restraints: An Observational Study of Safety Restraint Use in Georgia, 2021". Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia: Athens, Georgia

- **Georgia Crash Outcomes Data Evaluation System (CODES)**

  CODES is funded by GOHS and brings together multiple agencies and highway safety data owners to identify opportunities to prevent injury and fatal crashes. CODES use probabilistic linking to determine the health outcomes and cost of individuals involved in motor vehicle crashes. By linking data from various sources, CODES creates comprehensive datasets used to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs. The data used for linking includes information from: Georgia Department of Transportation (GDOT), Georgia Department of Driver Services (DDS), and Georgia Emergency Medical Services Information System (GEMSIS). Each year, CODES improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.

- **Georgia Emergency Medical Services Information System (GEMSIS)**

  GEMSIS is an electronic system that provides timely, accurate, and efficient data from the Emergency Medical Services (EMS) patient care reports. A purpose of GEMSIS is to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.

- **Georgia Department of Drivers Services and the Georgia Electronic Conviction Processing System (GECEPS)**

  GOHS obtains licensing information from the Department and Driver Services and GECPS. GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical as Federal law requires all states to have conviction data

reported to the defendant's home jurisdiction within ten days of the date of the conviction.

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

  Hospitalization and emergency room records (discharge data) are constructed from the information and files supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals across the state through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient and emergency room data includes everyone seen and discharged from the emergency room. A hospital or emergency room record is classified as motor vehicle crash related based on the ICD10-CM system of disease classification – if the first (principal) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. Classified records are analyzed in OASIS by age, race, place, time, and gender. Measures such as discharge counts, population-based rates (crude and age-adjusted), and percentages of total discharges are also calculated in OASIS.

- **Attitudinal Surveys**

  GOHS uses the most recent attitude surveys like the Georgia Behavioral Risk Factor Surveillance System (BRFSS), Georgia Youth Risk Behavior Surveillance System (YRBSS), and Georgia Pedestrian Safety Attitudes and Behaviors Survey to obtain greater insight into the behaviors of road users, vehicle passengers, and driver behaviors.

DESCRIPTION OF THE OUTCOMES FROM THE COORDINATION OF THE HSP, DATA COLLECTION, AND INFORMATION SYSTEMS WITH THE STATE SHSP

The Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the "4 Safety E's" – Engineering, Education, Enforcement, and Emergency Medical Services. The 2022-2024 SHSP establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users.

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and the SHSP task teams. The SHSP Summit will be held in September of FFY2022. Georgia's most recent SHSP has incorporated the Safe System as our new approach to safety. Collaboration and coordination galvanized by the SHSP ensure uniformity among the prioritized traffic safety goals in Georgia, encourages a team effort in implementing safety programs, and promotes diversity in field disciplines and representation of stakeholder groups.

As such, the SHSP, HSP, and HSIP core performance measure target values are in alignment. The HSP and HSIP common performance measures are updated annually using the most recent FARS and crash data available and have the same annual target values. *The SHSP is updated at least every five years, and as such, the SHSP, HSP, and HSIP have the same target values for FY2022 when the SHSP was last updated.* The table below shows the matching HSP and HSIP target values from FY2021 to FY2023.

Alignment of 5-Year Rolling Average Targets in the Highway Safety Plan (HSP), Highway Safety Improvement Program (HSIP), and Strategic Highway Safety Plan (SHSP)

Common Core Performance Measures		Highway Safety Plan (HSP)			Highway Safety Improvement Program (HSIP)			Strategic Highway Safety Plan (SHSP)
		2021	2022	2023	2021	2022	2023	2022
C-1 HSIP-1	**Traffic fatalities** *(5-year rolling avg)*	1,715	1,671	1,680	1,715	1,671	1,680	1,671
C-2a HSIP-2	**Serious traffic injuries** *(5-year rolling avg)*	6,407	8,443	8,966	6,407	8,443	8,966	8,443
C-2b HSIP-3	**Serious injuries in traffic crashes per 100M VMT** *(5-year rolling avg)*	4.422	6.080	7.679	4.422	6.080	7.679	6.080
C-3 HSIP-4	**Traffic fatalities per 100M VMT** *(5-year rolling avg)*	1.23	1.21	1.36	1.23	1.21	1.36	1.21
HSIP-5	**Non-motorist serious injuries and fatalities** *(5-year rolling avg)*	686	818	802	686	818	802	818

Section 3:

PERFORMANCE REPORT

- Traffic Safety Core Performance Measure Outcomes Compared to Baseline and Target
  - C-1 / HSIP-1: Number of traffic fatalities
  - C-2 / HSIP-2: Number of serious injuries in traffic crashes
  - HSIP-3: Serious Injuries per 100 Million Vehicle Miles Traveled
  - C-3 / HSIP-4: Fatalities per 100 Million Vehicle Miles Traveled
  - HSIP-5: Number of non-motorist serious injuries and fatalities
  - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - C-6: Number of speeding-related fatalities
  - C-7: Number of motorcyclist fatalities
  - C-8: Number of un-helmeted motorcyclist fatalities
  - C-9: Number of drivers aged 20 or younger involved in fatal crashes
  - SHSP: Number of drivers aged 65 or older involved in fatal crashes
  - C-10: Number of pedestrian fatalities
  - C-11: Number of bicyclist fatalities
  - B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants

FY2022 TRAFFIC SAFETY PERFORMANCE PROGRESS REPORT

Georgia used the most recent data available (2020 FARS data, 2020-2021 crash reports, and 2021 seat belt observation survey) to determine if Georgia is *'on track'* or *'not on track'* to meet the FY2022 traffic safety targets established in the FY2022 HSP. **Based on the projection calculations, Georgia is 'on track' to meet seven out of fifteen FY2022 targets and 'not on track' to meet eight FY2022 targets.** The table below shows the FY2022 target assessment, and the status of each measure based on the projections.

Georgia FY2022 Target Achievement Assessment

- On Track — The projected value is ***less than or equal*** to the target value established in the FY2022 HSP
- Not on Track — The projected value is ***greater than*** the target value established in the FY2022 HSP

Traffic Safety Performance Measure		**FY2022** HSP Target Assessment			
		Target Year(s)	**Target** Value[3]	**Projected** Value[4]	**Progress Status**
C-1 HSIP-1	Number of traffic fatalities	5-year: 2018-2022	1,671	1,644	On Track
C-2 HSIP-2	Number of serious injuries in traffic crashes	5-year: 2018-2022	8,443	7,955	On Track
HSIP-3	Serious Injuries per 100M VMT	5-year: 2018-2022	6.080	6.626	Not on Track
C-3 HSIP-4	Fatalities per 100M VMT	5-year: 2018-2022	1.21	1.31	Not on Track
HSIP-5	Number of non-motorist serious injuries and fatalities	5-year: 2018-2022	818	783	On Track
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	5-year: 2018-2022	446	470	Not on Track
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	5-year: 2018-2022	399	395	On Track
C-6	Number of speeding-related fatalities	5-year: 2018-2022	301	322	Not on Track
C-7	Number of motorcyclist fatalities	5-year: 2018-2022	180	189	Not on Track
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2018-2022	26	17	On Track
C-9	Number of drivers aged 20 or younger involved in fatal crashes	5-year: 2018-2022	202	204	Not on Track
SHSP	Number of drivers aged 65 or older involved in fatal crashes	5-year: 2018-2022	381	307	On Track
C-10	Number of pedestrian fatalities	5-year: 2018-2022	281	287	Not on Track
C-11	Number of bicyclist fatalities	5-year: 2018-2022	25	30	Not on Track
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	1-year: 2022	Above 90.0%	94.4%	On Track

[3] The **target values** reported in the FY2022 HSP were derived from the most recent data available at the time of the report compilation – 2019 FARS data and 2020 preliminary state crash data. The FY2022 targets were determined using statistical projections of the five-year rolling average with a baseline of 2015-2019 five-year rolling average. Refer to the FY2022 HSP (Section: Performance Plan, page 37) for more details on the FY2022 target methodology and justification. Available here: https://www.nhtsa.gov/sites/nhtsa.gov/files/2021-11/ga_fy22_hsp-tag.pdf

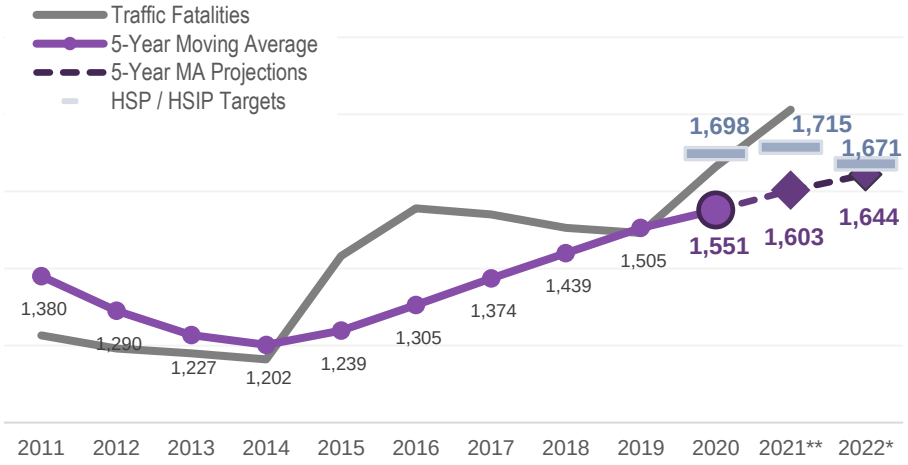
[4] **Progress status** is determined using statistical projections with the most recent data available at the time of the FY2023 HSP compilation – 2020 FARS data.

FY2022 TRAFFIC SAFETY PERFORMANCE REPORT NARRATIVE

C-1 / HSIP-1: Number of Traffic Fatalities (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-1 HSIP-1	Number of traffic fatalities (FARS)	5-year: 2018-2022	1,671	1,644	On Track



Program-Area-Level Report

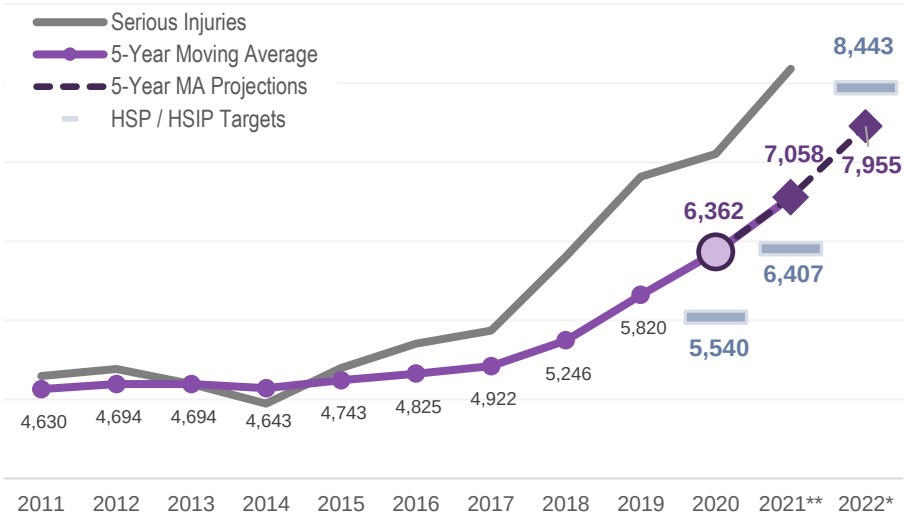
While the 5-year rolling average number of traffic fatalities has steadily increased since 2014, Georgia experienced three consecutive years of decreases in the annual number of traffic fatalities between 2017 and 2019. However, the traffic-related fatalities increased in 2020 and in 2021, perhaps as an indirect impact of the COVID-19 pandemic responses. There were less traffic volume and fewer vehicle miles traveled than in 2019 in response to the "shelter-in-place" Executive Order effective in March and April 2020. Despite the decrease in the number of crashes, injury surveillance sources (police crash reports, emergency medical services, and emergency department / hospital) show an increase in motor vehicle traffic-related fatalities and serious injuries – indicative of drivers engaging in more risky driving behaviors such as speeding. In 2020, there was a 12 percent increase in the number of traffic-related fatalities that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 1,491 in 2019 to 1,664 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 1,671 traffic fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of traffic fatalities outcome was 1,644. **Georgia is 'on track' to meet this FY2022 HSP target.**

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

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-2 HSIP-2	Number of serious injuries in traffic crashes (State Crash Data)	5-year: 2018-2022	8,443	7,955	On Track



Program-Area-Level Report

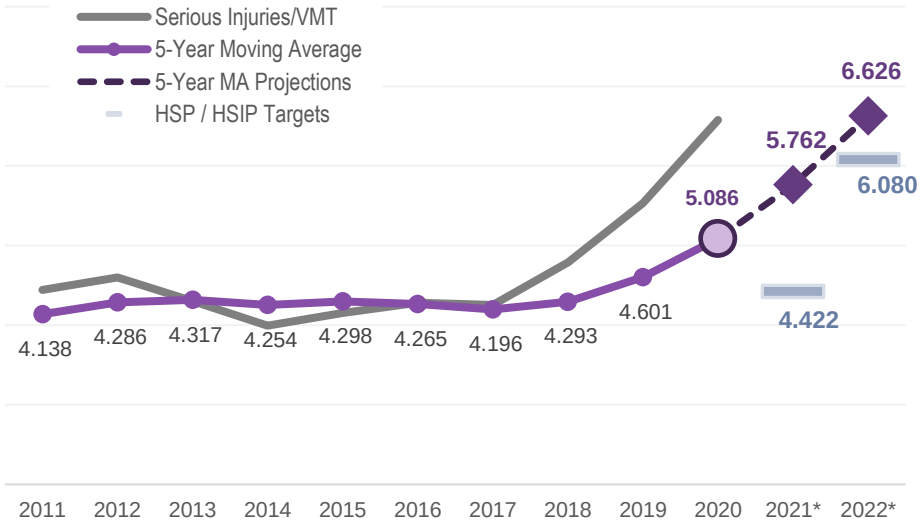
The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, with substantial increases in 2020 and 2021. Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe – indicative of drivers engaging in more risky driving behaviors such as speeding. In 2020, there was a 4 percent increase in the number of traffic-related serious injuries that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 7,319 in 2019 to 7,606 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 8,443 serious traffic injuries. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of serious injuries is 7,955. **Georgia is 'on track' to meet this FY2022 HSP target.**

HSIP-3: Number of serious injuries / VMT (State crash data files)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
HSIP-3	Number of serious injuries in traffic crashes per 100M VMT (State Crash Data)	5-year: 2018-2022	6.080	6.626	Not on Track



Program-Area-Level Report

The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, and the annual number of serious injuries increased substantially between 2017 and 2020.

Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe. Therefore, the rate of fatal injuries and serious injuries for every 100 million VMT increased in 2020:

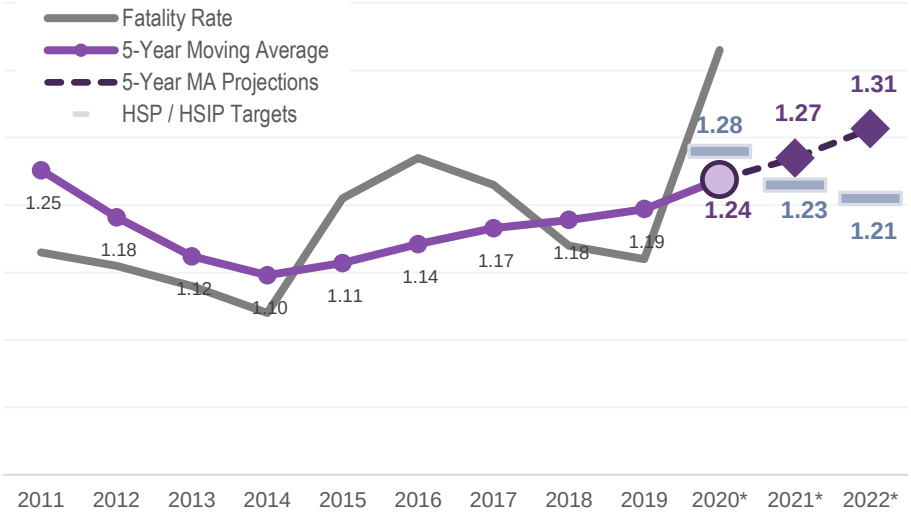
- 34 percent increase in the fatality rate (from 1.12 in 2019 to 1.49 in 2020), and
- 20 percent increase in the serious injury rate (from 5.47 in 2019 to 6.58 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 6.080 serious traffic injuries per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of serious injuries per 100M VMT is 6.626. **Georgia is 'not on track' to meet this FY2022 HSP target.**

C-3 / HSIP-4: Fatalities/VMT (FARS, FHWA)

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-3 HSIP-4	Fatalities per 100 Million Vehicle Miles Traveled (FARS)	5-year: 2018-2022	1.21	1.31	Not on Track



Program-Area-Level Report

Similar to the overall traffic fatalities performance measure (C-1), the 5-year rolling average traffic fatality rate per 100M VMT has steadily increased since 2014.

Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe. Therefore, the rate of fatal injuries and serious injuries for every 100 million VMT increased in 2020:

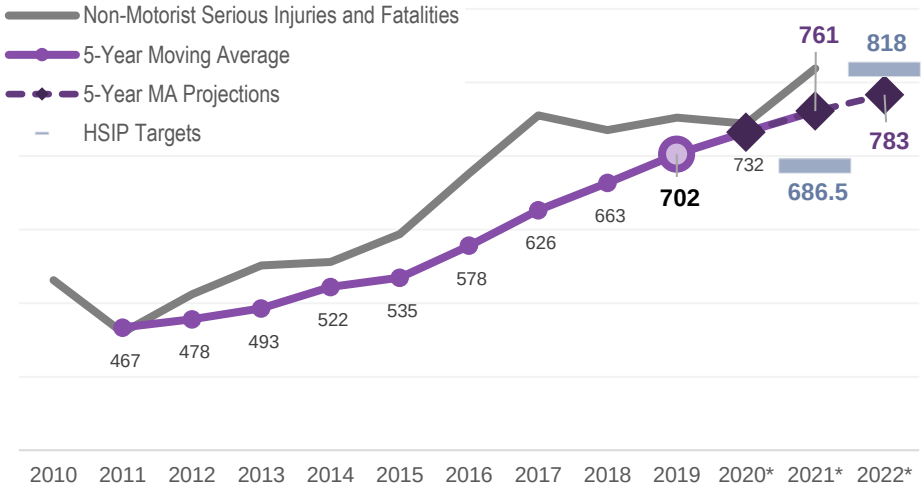
- 34 percent increase in the fatality rate (from 1.12 in 2019 to 1.49 in 2020), and
- 20 percent increase in the serious injury rate (from 5.47 in 2019 to 6.58 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 1.21 traffic fatalities per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average traffic fatality rate is 1.31. **Georgia is 'not on track' to meet this FY2022 HSP target.**

HSIP-5: Number of non-motorist serious injuries and fatalities (FARS and State crash data files)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
HSIP-5	Number of non-motorist serious injuries and fatalities (FARS and State crash data files)	5-year: 2018-2022	818	783	On Track



Program-Area-Level Report

The 5-year rolling average number of bicyclist fatalities has steadily increased since 2011.

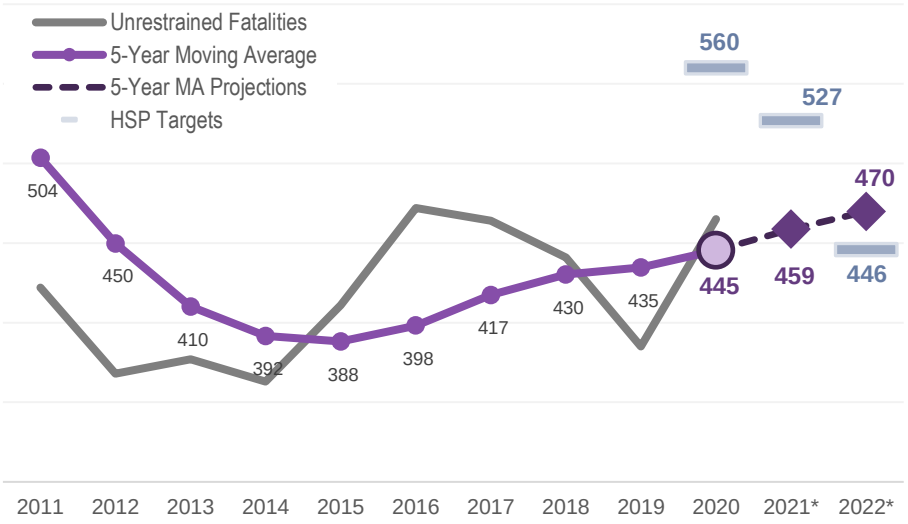
- The number of *pedestrian fatalities* increased by 18% from 236 in 2019 to 279 in 2020. Between 2016 and 2020, there was an average of 271 pedestrian fatalities each year.
- The number of *bicyclist fatalities* increased by 11 fatalities from 21 in 2019 to 32 in 2020. Between 2016 and 2020, there was an average of 25 bicyclist fatalities each year.
- The number of *non-motorist serious injuries* decreased by 48 (10%) from 480 in 2019 to 432 in 2020. Between 2016 and 2020, there was an average of 462 non-motorist serious injuries each year.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 818 non-motorist serious injuries and fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of non-motorist serious injuries and fatalities was 783. **Georgia is 'on track' to meet this FY2022 HSP target.**

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

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year: 2018-2022	446	470	Not on Track



Program-Area-Level Report

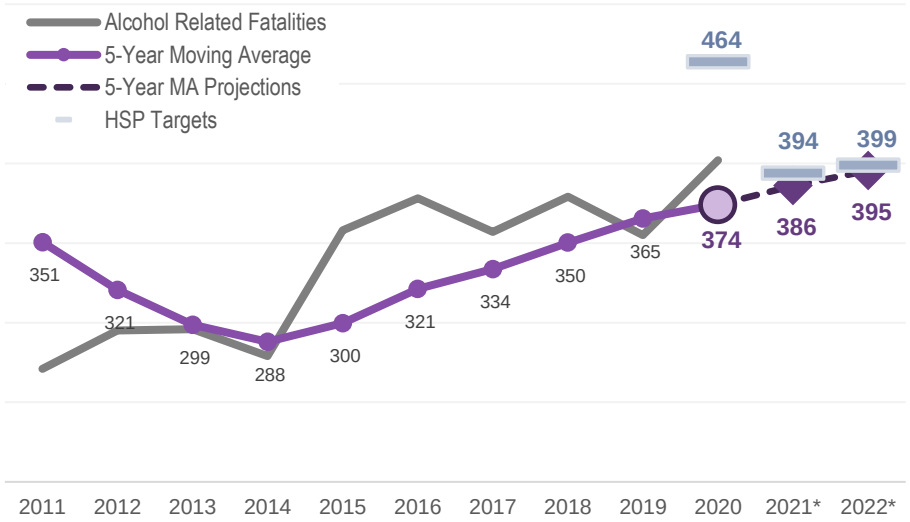
While the 5-year rolling average number of unrestrained passenger vehicle occupant fatalities has steadily increased since 2015, Georgia experienced three consecutive years of decreases in the actual number of unrestrained passenger fatalities between 2017 and 2019. Between 2019 and 2020, however, Georgia experienced 80 more unrestrained fatalities (21% increase).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 446 unrestrained fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of unrestrained fatalities is 470. ***Georgia is 'on track' to meet this FY2022 HSP target.***

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

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ (FARS)	5-year: 2018-2022	399	395	On Track



Program-Area-Level Report

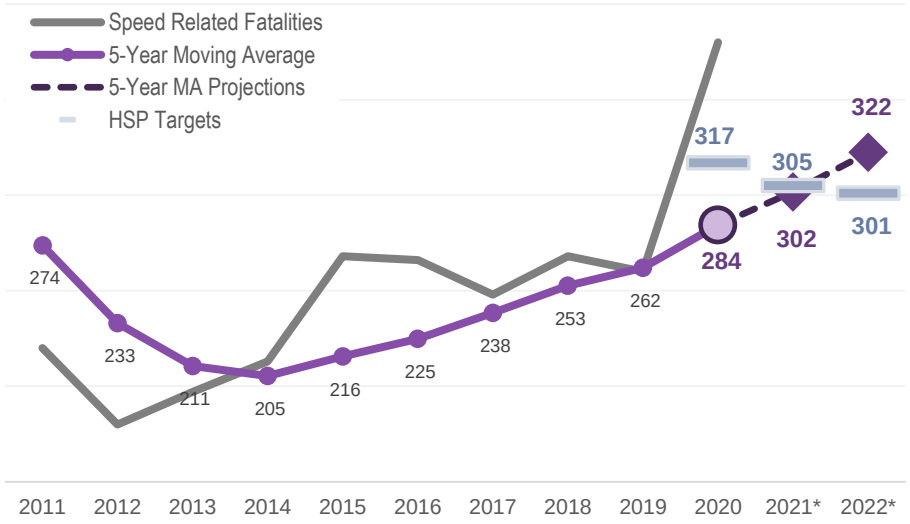
The 5-year rolling average number of alcohol-related fatalities has steadily increased since 2014. In 2020, Georgia experienced a 13% increase in the number of alcohol-related traffic fatalities compared to the previous year (from 355 in 2019 to 402 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 399 alcohol-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of alcohol-related fatalities is 395. ***Georgia is 'on track' to meet this FY2022 HSP target.***

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

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-6	Number of speeding-related fatalities (FARS)	5-year: 2018-2022	301	322	Not on Track



Program-Area-Level Report

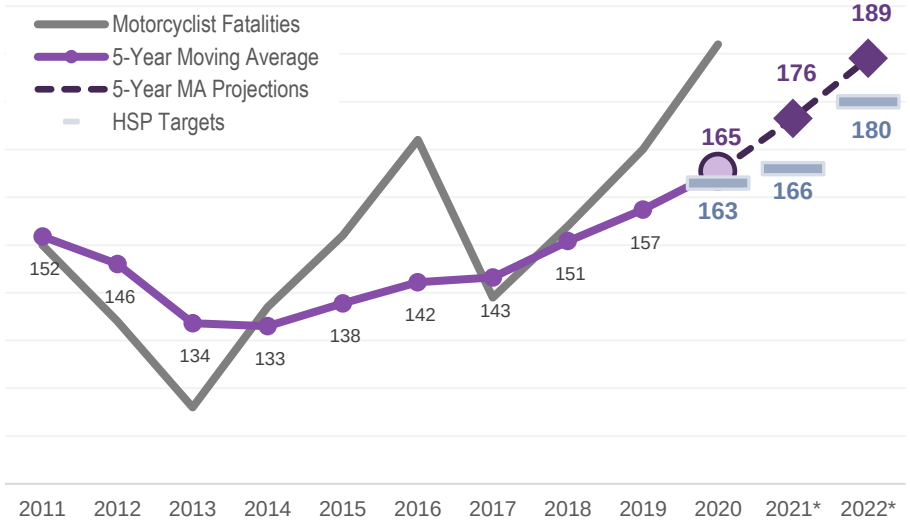
The 5-year rolling average number of speed-related fatalities has steadily increased since 2014. However, the actual number of speed-related fatalities has fluctuated between 2014 and 2020. In 2020, however, Georgia experienced a substantial increase (46%, 120 more fatalities) in the number of speed-related traffic fatalities compared to the previous year (from 260 in 2019 to 380 in 2020). Despite the decrease in the number of crashes in response to the COVID-19 public health emergency response, data shows that there is an increase in motor vehicle traffic-related fatalities and serious injuries – indicative of drivers engaging in more risky driving behaviors such as speeding.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 301 speed-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of speed-related fatalities is 322. **Georgia is 'not on track' to meet this FY2022 HSP target.**

C-7: Number of motorcyclist fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2018-2022	180	189	Not on Track



Program-Area-Level Report

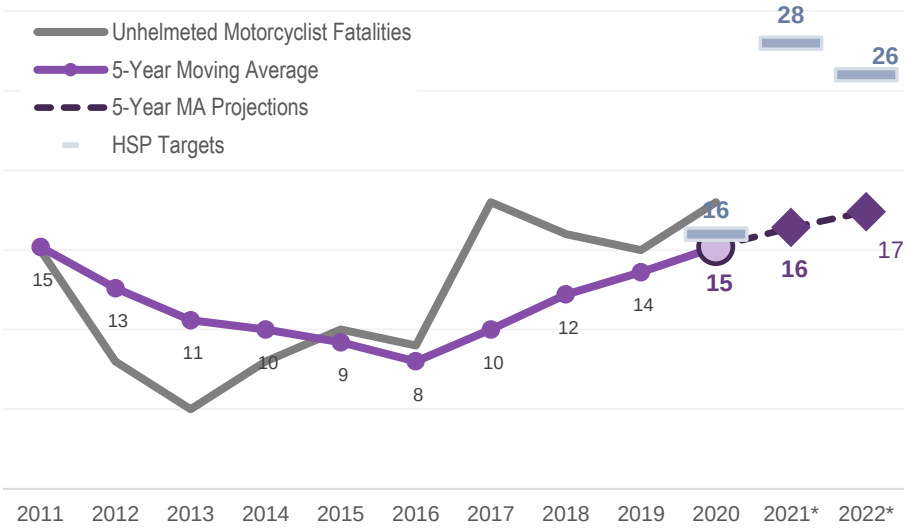
The 5-year rolling average number of motorcyclist fatalities has steadily increased since 2014. The number of motorcyclist fatalities increased by 13% from 170 fatalities in 2019 to 192 fatalities in 2020.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 180 motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of motorcyclist fatalities is 189. **Georgia is 'not on track' to meet this FY2022 HSP target.**

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

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	5-year: 2018-2022	26	17	On Track



Program-Area-Level Report

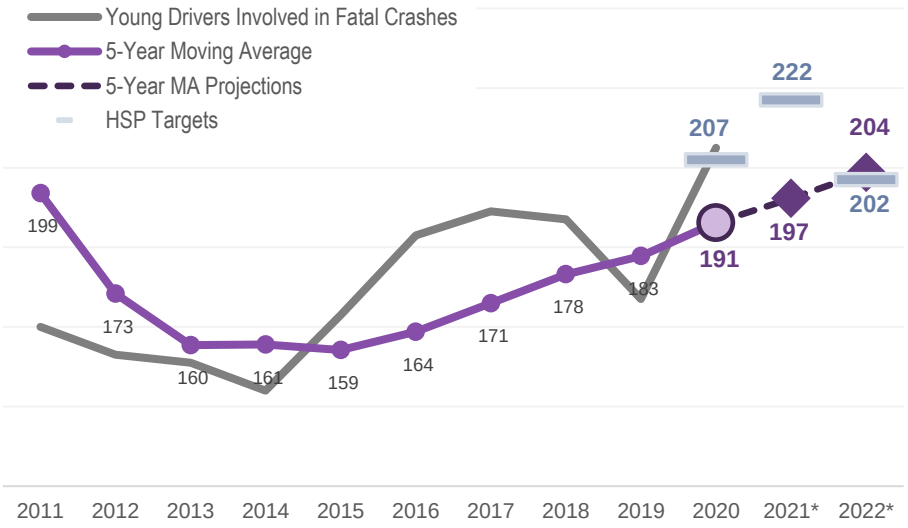
Similar to motorcyclist fatality measure (C-7), the 5-year rolling average number of un-helmeted motorcyclist fatalities has steadily increased over recent years. The number of un-helmeted motorcyclist fatalities doubled from 9 in 2016 to 18 to 2017 and decreased by three fatalities between 2019 and 2020.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 26 un-helmeted motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of un-helmeted motorcyclist fatalities is 17. **Georgia is 'on track' to meet this FY2022 HSP target.**

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

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-year: 2018-2022	202	204	● Not on Track



Program-Area-Level Report

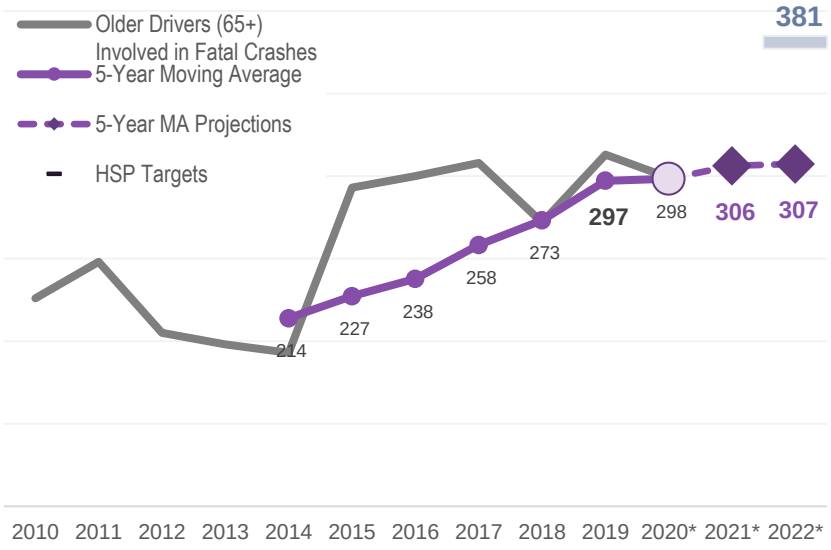
The 5-year rolling average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers (age 20 years or younger) involved in fatal crashes increased from 172 young drivers in 2019 to 210 young drivers in 2020 (22% increase, 38 more young drivers).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 202 young drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of young drivers involved in fatal crashes was 204. **Georgia is 'not on track' to meet this FY2022 HSP target.**

SHSP: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-9	Number of drivers aged 65 or older involved in fatal crashes (FARS)	5-year: 2018-2022	381	307	On Track



FHWA Special Rule:

Rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years

Year	Older Population	Older Driver		Older Pedestrians		Total Older Drivers & Pedestrians Fatalities & Serious Injuries	Rate per 100,000 population	
		Fatalities	Serious Injuries	Fatalities	Serious Injuries		Number	% Change from Previous Year
2016	1,354,662	203	302	26	28	559	41.3	3%
2017	1,407,810	190	338	36	36	600	42.6	3%
2018	1,460,409	165	413	42	27	647	44.3	4%
2019	1,516,954	204	534	30	40	808	53.3	20%
2020	1,574,667	183	517	42	40	782	49.7	-7%

The Older Drivers and Pedestrians Special Rule at 23 U.S.C. 148(g)(2) provides: "If traffic fatalities and serious injuries per capita for drivers and pedestrians over the age of 65 in a State increases during the most recent 2-year period for which data are available, that State shall be required to include, in the subsequent Strategic Highway Safety Plan of the State, strategies to address the increases in those rates, taking into account the recommendations included in the publication of the Federal Highway Administration entitled 'Highway Design Handbook for Older Drivers and Pedestrians' (FHWA-RD-01-103), and dated May 2001, or as subsequently revised and updated." (available at https://safety.fhwa.dot.gov/hsip/rulemaking/docs/Section148_SpecialRule_Guidance.pdf, dated 2/2/22)

Program-Area-Level Report

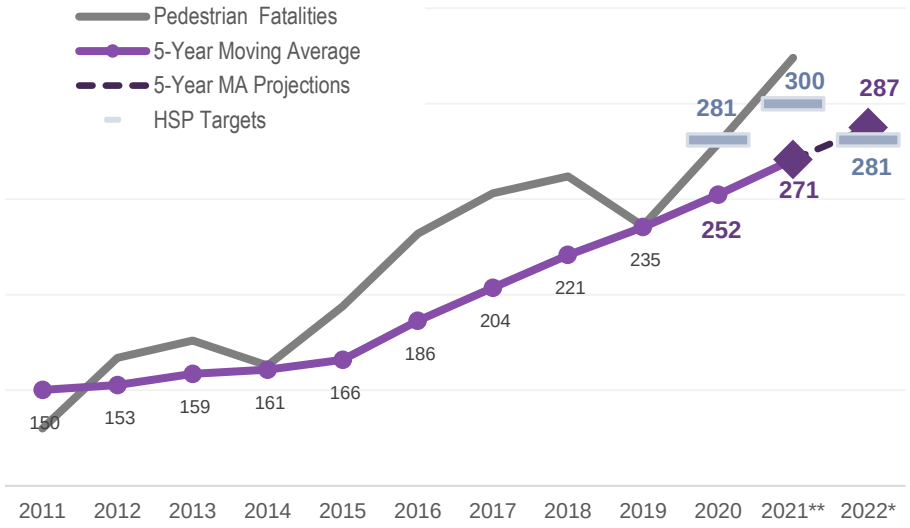
The 5-year rolling average number of older drivers (age 65 years or older) involved in fatal crashes has steadily increased since 2014. The number of older drivers involved in fatal crashes decreased from 313 older drivers in 2019 to 299 older drivers in 2020 (4% decrease, 14 fewer older drivers).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 381 older drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of older drivers involved in fatal crashes was 307. **Georgia is 'on track' to meet this FY2022 SHSP target.**

C-10: Number of pedestrian fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-10	Number of pedestrian fatalities (FARS)	5-year: 2018-2022	281	287	Not on Track



**Preliminary data from crash records

Program-Area-Level Report

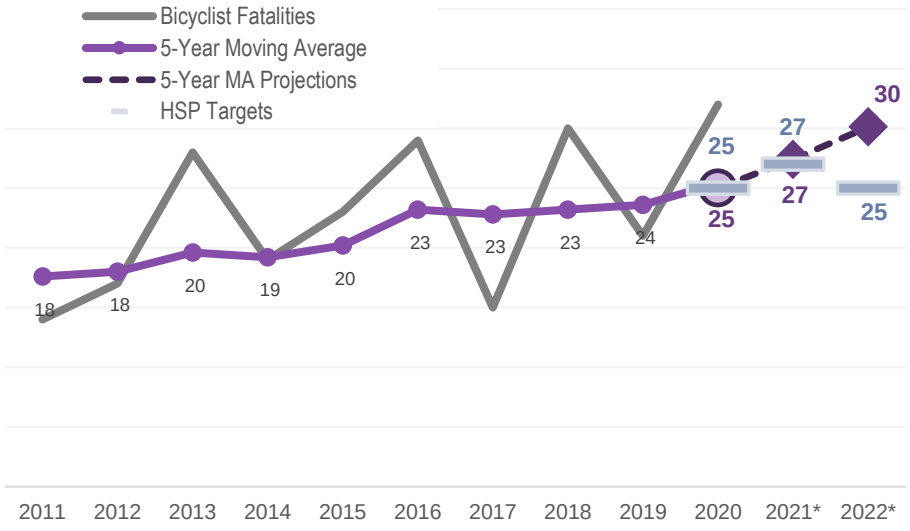
The 5-year rolling average number of pedestrian fatalities has steadily increased since 2012. The number of pedestrian fatalities increased from 236 in 2019 to 279 in 2020 (18% increase, 43 more pedestrian fatalities).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 281 pedestrian fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of pedestrian fatalities was 287. **Georgia is 'not on track' to meet this FY2022 HSP target.**

C-11: Number of bicyclist fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-11	Number of bicyclist fatalities (FARS)	5-year: 2018-2022	25	30	Not on Track



Program-Area-Level Report

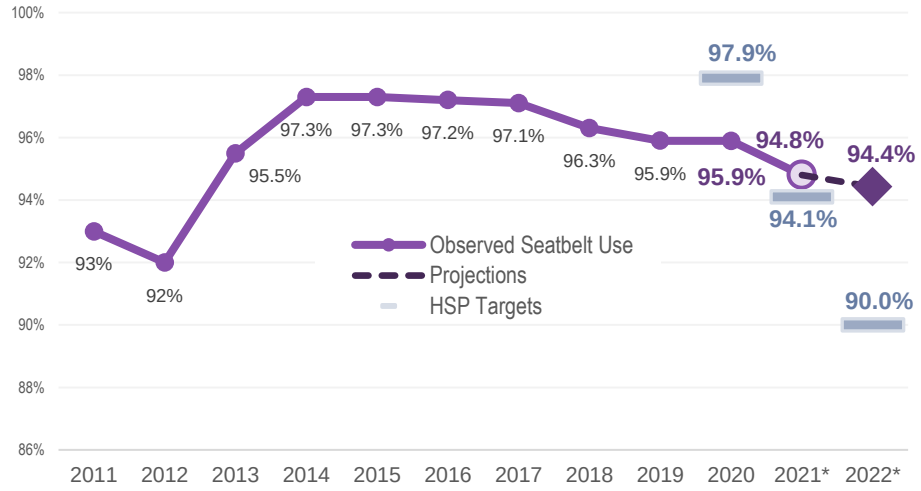
The 5-year rolling average number of bicyclist fatalities has steadily increased since 2014. The number of bicyclist fatalities increased from 21 to 2019 to 32 in 2020 (11 more bicyclist fatalities).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 25 bicyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of bicyclist fatalities was 30. **Georgia is 'not on track' to meet this FY2022 HSP target.**

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

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (state survey)	1-year: 2022	90.0%	94.4%	On Track



In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

Program-Area-Level Report

Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. However, since 2015 the statewide observed seatbelt usage rate has steadily declined, and the number of unrestrained fatalities has increased. In 2020 the number of unrestrained passenger vehcile fatalities increased by 80 fatallities (21%) from the 2019 year. The statewide safety belt usage in 2021 for drivers and passengers of passenger cars, trucks, and vans was 94.8% — a 1.1% net decrease from 2019. Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

In FY2022, GOHS established a target to maintain the annual average seatbelt usage rate above the projected 90.0%. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2022 annual usage rate is 94.4%. **Georgia is 'on track' to meet this FY2022 HSP target.** GOHS is working collaboratively with researcher to modify the methodology and approach to the annual seat belt observation survey to yield findings that are in alignment with other data systems that track restraint use and traffic injuries.

Section 4:

PERFORMANCE PLAN

- Traffic Safety Performance Measures, Targets and Justification
  - C-1 / HSIP-1: Number of traffic fatalities
  - C-2 / HSIP-2: Number of serious injuries in traffic crashes
  - HSIP-3: Serious Injuries per 100 Million Vehicle Miles Traveled
  - C-3 / HSIP-4: Fatalities per 100 Million Vehicle Miles Traveled
  - HSIP-5: Number of non-motorist serious injuries and fatalities
  - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - C-6: Number of speeding-related fatalities
  - C-7: Number of motorcyclist fatalities
  - C-8: Number of un-helmeted motorcyclist fatalities
  - C-9: Number of drivers aged 20 or younger involved in fatal crashes
  - SHSP: Number of drivers aged 65 or older involved in fatal crashes
  - SHSP: Number of distraction-related fatalities
  - C-10: Number of pedestrian fatalities
  - C-11: Number of bicyclist fatalities
  - B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants
- Grant Program Activity Reporting

FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES AND TARGETS

Georgia determined the FY2023 traffic safety performance measure targets by statistically projecting the statewide five-year rolling average using the five most recent years of data available. Using 2016-2020 FARS data as baseline, the projections showed an increase in the five-year rolling average for each traffic safety performance measure. Therefore, Georgia established the targets to stay below the projected values. The increasing target *(target values higher than baseline values)* does not mean that Georgia welcomes more traffic-related fatalities, rather that Georgia's goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

> **INCREASING TRENDS**
> Georgia's goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

Georgia FY2023 Performance Measures & Targets (5-Year Rolling Average)

Core Outcome Measures		Metric Type	FY2023 Target	Base Years				
				2016	2017	2018	2019	2020
C-1 **HSIP-1**	**Traffic Fatalities**	FARS Annual		1,556	1,540	1,505	1,491	1,664
	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**1,680**	1,305	1,374	1,439	1,505	1,551
C-2 **HSIP-2**	**Serious Injuries in Traffic Crashes**	State Crash Data Annual		5,206	5,370	6,401	7,308	7,606
	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**8,966**	4,825	4,922	5,264	5,836	6,362
HSIP-3	**Serious Injuries in Traffic Crashes/100M VMT**	State Crash Data Annual		4.282	4.251	4.788	5.531	6.577
	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**7.679**	4.265	4.196	4.293	4.601	5.086
C-3 **HSIP-4**	**Fatalities/100M VMT**	FARS Annual		1.27	1.23	1.14	1.12	1.43
	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**1.36**	1.14	1.17	1.18	1.19	1.24
HSIP-5	**Number of non-motorist serious injuries and fatalities**	FARS Annual		676	755	735	752	744
	To maintain the number of non-motorist serious injuries and fatalities under the projected **802** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**802**	578	626	663	702	732

Core Outcome Measures		Metric Type	FY2023 Target	Base Years				
				2016	2017	2018	2019	2020
C-4	**Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**	FARS Annual		472	464	441	385	465
	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**481**	398	417	430	435	445
C-5	**Alcohol-Impaired Driving Fatalities**	FARS Annual		378	357	379	355	402
	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**404**	321	334	350	365	374
C-6	**Speeding-Related Fatalities**	FARS Annual		266	248	268	260	380
	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**345**	225	238	253	262	284
C-7	**Motorcyclist Fatalities**	FARS Annual		172	139	154	170	192
	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**203**	142	143	151	157	165
C-8	**Un-helmeted Motorcyclist Fatalities**	FARS Annual		9	18	16	15	18
	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**18**	8	10	12	14	15
C-9	**Drivers Aged 20 or Younger involved in Fatal Crashes**	FARS Annual		188	194	192	172	210
	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**210**	164	171	178	183	191
SHSP	**Drivers Aged 65 or Older involved in Fatal Crashes**	FARS Annual		300	308	272	313	299
	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**304**	238	258	273	297	298
SHSP	**Distraction-Related Fatalities**	FARS Annual		77	82	65	43	61
	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**73**	60	67	71	68	66
C-10	**Pedestrian Fatalities**	FARS Annual		232	253	262	236	279
	To maintain pedestrian fatalities under the projected **305** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**305**	186	204	221	235	252
C-11	**Bicyclist Fatalities**	FARS Annual		29	15	30	21	32
	To maintain bicyclist fatalities under the projected **33** (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	**33**	23	23	23	24	25
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	State Annual	**Above 90%**	97.2%	97.1%	96.3%	95.9%	95.9% (2019)*

* In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate. The annual Georgia Seat Belt Observational Survey resumed in 2021 and the report seat belt usage rate was 94.8%.

METHODOLOGY & CONSIDERATIONS

METHODOLOGY

GOHS, our state agency partners, and local organizations use the statewide five-year rolling average (2016-2020 FARS data) to determine the annual targets and progress status for each traffic safety performance measure. Specifically, GOHS plots the five most recent data points to determine the "best fit" model (linear or quadratic polynomial) that shows the relationship between the five-year rolling average and time. The model with the highest R^2 value (the square of the correlation that measures the variation between the five-year rolling average and time) is used to derive the FY2023 target values and determine FY2022 progress status. It's important to note that five-year rolling averages are designed to smooth the data and reduce the variations that may appear in the raw annual time series; therefore, the correlation values (R^2) are usually higher for models with the five-year moving average compared to models with annual raw values.

OTHER CONSIDERATIONS

The public health emergency responses to the COVID-19 pandemic had unprecedented restrictions on travel in the state of Georgia. Due to the Governor of Georgia's Executive Order declaring a public health state of emergency issued on March 14, 2020, a substantial proportion of the population did not travel, particularly on roadways and public transportation systems. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020, Georgia experienced an increase in traffic-related fatalities and serious injuries—indicative that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. Traffic-related data, such as VMT and motor vehicle crashes, show that the travel environment in Georgia is returning to the pre-pandemic norms as of early 2021.

Many traffic safety practitioners and data analysts consider the 2020 year to be an anomaly; however, the full impact of the COVID-19 pandemic on traffic safety is still unknown. The methodology used to determine the FY2022 traffic safety performance measures progress status and the FY2023 targets were **not adjusted** to address the rise in 2020 traffic fatalities due to the COVID-19 public health emergency responses. As such, the statistical projections show that many of the FY2022 targets were not met. Additionally, future targets that will be established may be distorted and perhaps overestimated since the 2020 anomaly will be included in the 5-year rolling average analyses for fiscal years 2023-2028.

The annual seat belt observational survey was also impacted by COVID-19 public health emergency responses. In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate. Georgia's assessment of the FY2022 progress status and FY2023 targets used the 2019 seat belt usage rate for the 2020 seat belt usage rate. The annual Georgia Seat Belt Observational Survey resumed in 2021.

FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES TARGET JUSTIFICATION

C-1 / HSIP-1: Number of Traffic Fatalities (FARS)

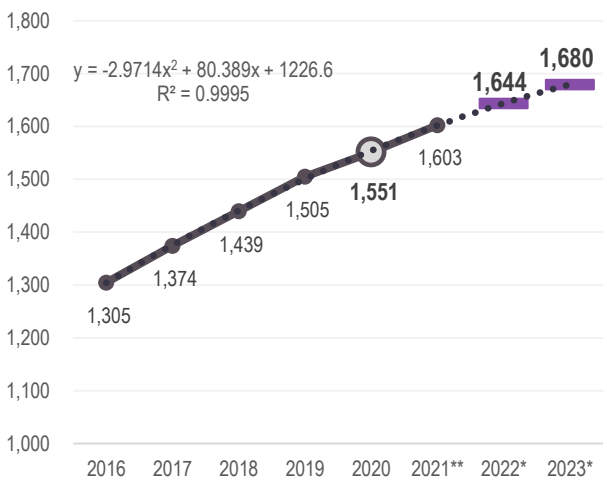
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected 1,680 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	1,551	1,680

Performance Target Justification

During the period of 2016-2020, there was an increase in the unweighted 5-year rolling average number of traffic fatalities. The number of traffic fatalities increased by 12% from 1,492 in 2019 to 1,664 in 2020. Using the 5-year rolling average and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain traffic fatalities under the projected 1,680 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities in 2021 – 1,812 traffic fatalities.

Year	Traffic Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2011	1,226	1,380	
2012	1,192	1,290	
2013	1,180	1,227	
2014	1,164	1,202	
2015	1,432	1,239	
2016	1,556	1,305	
2017	1,540	1,374	
2018	1,505	1,439	
2019	1,492	1,505	
2020	1,664	**1,551**	1,551
2021**	1,812	1,603	1,603
2022*			1,644
2023*			**1,680**

Graphic of Projection Analysis



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

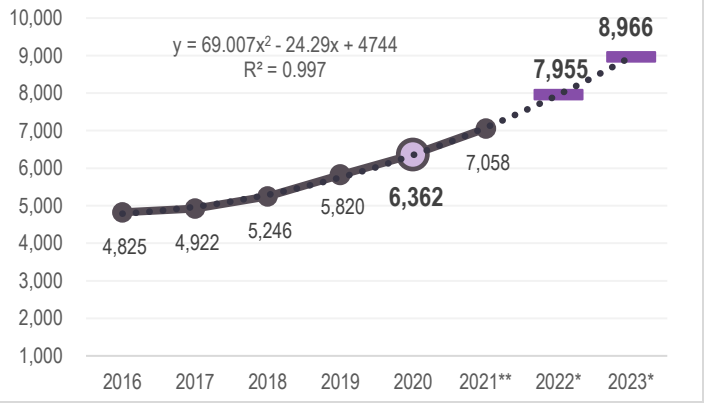
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-2 HSIP-2	To maintain serious injuries in traffic crashes under the projected 8,966 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	6,362	8,966

Performance Target Justification

During the period of 2014-2020, there was an increase in the number of recorded traffic serious injuries. The number of serious injuries increased by 4% (+287 injuries) from 7,319 in 2019 to 7,606 in 2020. Using 5-year rolling average and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain serious injuries in traffic crashes under the projected 8,966 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of serious injuries in 2021 – 8,682 serious injuries.

Year	Serious Injuries	5-Year Rolling Average	Target (Projected 5MA)
2011	4,797	4,630	
2012	4,884	4,694	
2013	4,694	4,694	
2014	4,446	4,643	
2015	4,896	4,743	
2016	5,206	4,825	
2017	5,370	4,922	
2018	6,311	5,246	
2019	7,319	5,820	
2020	7,606	**6,362**	
2021**	8,682	7,058	7,058
2022*			7,955
2023*			**8,966**

Graphic of Projection Analysis



Serious Injury Data Considerations:

The Traffic Records Coordinating Committee (TRCC), Georgia Department of Transportation (GDOT), and Crash Outcomes Data Evaluation System (CODES) are making great strides in improving the quality of traffic serious injuries reporting in Georgia. After expanding the serious injury definitions (more detailed and specific for law enforcement) to meet the requirements of the Model Minimum Uniform Crash Criteria (MMUCC) KABCO[5] scale in 2013, GDOT modified the Georgia Uniform Vehicle Accident Report and conducted a series of training for law enforcement. Part of the training emphasized how to properly report critical accident fields (such as the new 'suspected' serious injury definitions) and how to submit crash reports (electronic and/or paper) to GDOT. In addition to the police training, the data subcommittee is developing a process for checking police-reported serious injuries in the crash database by cross-referencing the queried values with Emergency Medical Services data and Hospital Records. Additionally, CODES is performing data linkages across all three data sources to assess the quality of recent crash reports and to recalibrate the values from serious injury values in previous years. In June 2020, the data subcommittee took the first step towards redefining and recalibrating the 'suspected serious injuries' from 2009 to 2019.

[5] KABCO scale is a functional measure of the injury severity for any person involved in the crash. K-Fatal Injury, A-Suspected Serious Injury, B-Suspected Minor Injury, C-Possible Injury, and O-No Apparent Injury.

HSIP-3: Number of serious injuries in traffic crashes/VMT (State crash data files)

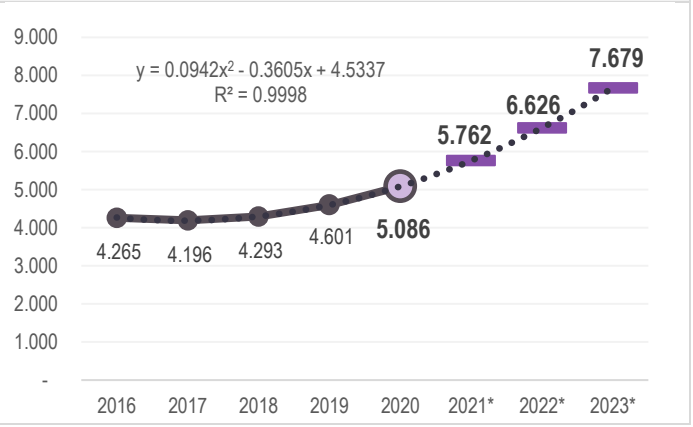
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected 7.679 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	5.086	7.679

Performance Target Justification

Since 2017, the 5-year rolling average traffic-related serious injuries per 100M VMT has steadily increased. During the COVID-19 public health emergency response, the number of serious injuries increased despite the reduction in traffic volumes and VMT on Georgia roadways. As such, the serious injury rate increased from 5.531 serious injuries/100M VMT in 2019 to 6.577 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain serious injuries per 100M VMT under the projected 7.679 (2019-2023 rolling average) by 2023.**

Year	Serious Injuries	5-Year Rolling Average	Target (Projected 5MA)
2011	4.444	4.138	
2012	4.598	4.521	
2013	4.301	4.448	
2014	3.993	4.334	
2015	4.152	4.298	
2016	4.282	4.265	
2017	4.251	4.196	
2018	4.788	4.293	
2019	5.531	4.601	
2020	6.577	**5.086**	
2021**			5.762
2022*			6.626
2023*			**7.679**

Graphic of Projection Analysis



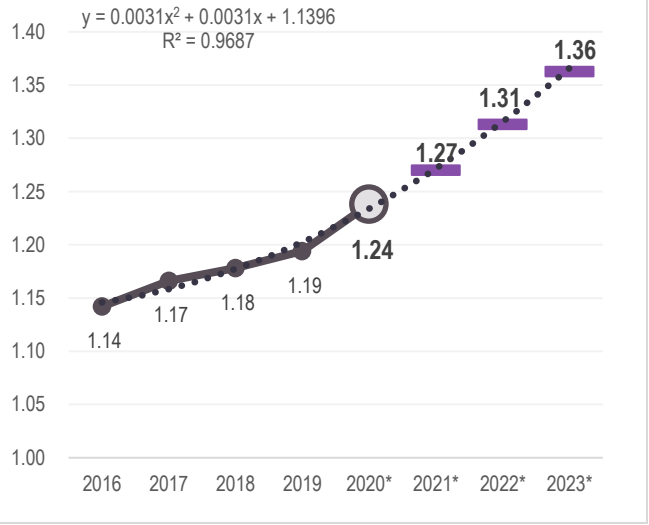
C-3 / HSIP-4: Fatalities/VMT (FARS, FHWA)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected 1.36 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	1.24	1.36

Performance Target Justification

Since 2015, the 5-year rolling average traffic fatalities per 100M VMT has steadily increased. During the COVID-19 public health emergency response, the number of traffic fatalities increased despite the reduction in traffic volumes and VMT on Georgia roadways. As such, the fatality rate increase from 1.12 fatalities/100M VMT in 2019 to 1.43 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.96), **GOHS set the target to maintain traffic fatalities per 100M VMT under the projected 1.36 (2019-2023 rolling average) by 2023.**

Year	Overall Fatality Rate	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	1.13	1.25		
2012	1.11	1.18		
2013	1.08	1.12		
2014	1.04	1.10		
2015	1.21	1.11		
2016	1.27	1.14		
2017	1.23	1.17		
2018	1.14	1.18		
2019	1.12	1.19		
2020*	1.43	**1.24**		
2021*			1.27	
2022*			1.31	
2023*			**1.36**	



HSIP-5: Number of non-motorist serious injuries and fatalities (FARS and State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected 802 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	732	802

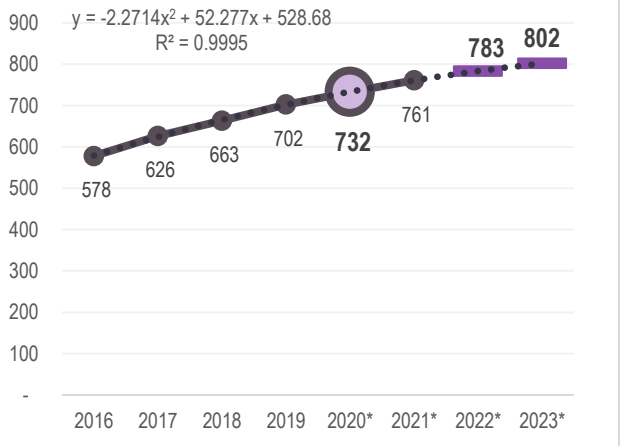
Performance Target Justification

Since 2015, the 5-year rolling average non-motorist (pedestrian and bicyclist) fatalities and serious injuries has steadily increased over time.

- The number of pedestrian *fatalities* increased by 18% from 236 in 2019 to 279 in 2020. Between 2016 and 2020, there was an average of 271 pedestrian each year. GOHS set the target to maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023 (see C-10).
- The number of bicyclist *fatalities* increased by 11 fatalities from 21 in 2019 to 32 in 2020. Between 2016 and 2020, there was an average of 25 bicyclist fatalities each year. GOHS set the target to maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023 (see C-11).
- The number of *non-motorist serious injuries* decreased by 48 (10%) from 480 in 2019 to 432 in 2020. Between 2016 and 2020, there was an average of 462 non-motorist serious injuries each year.

Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain the number of non-motorist *serious injuries and fatalities* under the projected 802 (2019-2023 rolling average) by 2023.**

Year	Non-Motorist Serious Injuries and Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	460	467		
2012	512	478		
2013	551	493		
2014	556	522		
2015	594	535		
2016	676	578		
2017	755	626		
2018	735	663		
2019	752	702		
2020*	744	**732**		
2021*	819	761		
2022*			783	
2023*			**802**	



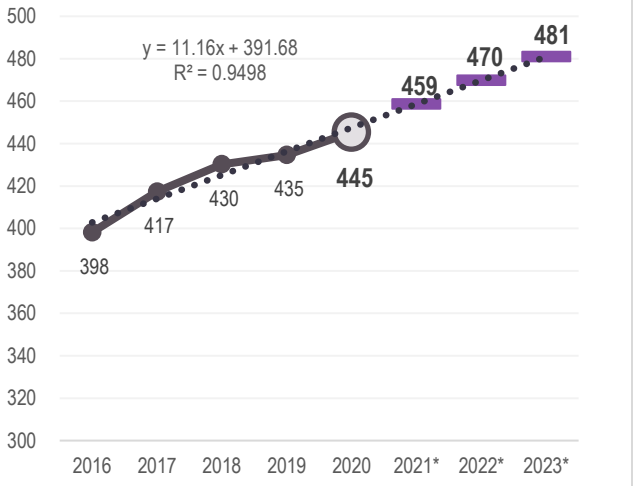
C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

	Traffic Safety Performance Measures	Metric Type	Baseline 2016-2020	Target 2019-2023
C-4	To maintain the unrestrained traffic fatalities under the projected 481 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	445	481

Performance Target Justification

Since 2015, the 5-year rolling average unrestrained traffic fatalities has steadily increased. However, the number of unrestrained fatalities decreased by 19% from 472 in 2016 to 385 in 2019. However, in 2020 the number of unrestrained passenger vehcile fatalities increased by 80 fatallities (21%) from the 2019 year. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.95), **GOHS set the target to maintain the unrestrained traffic fatalities under the projected 481 (2019-2023 rolling average) by 2023.**

Year	Unrestrained Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	422	504		
2012	368	450		
2013	377	410		
2014	363	392		
2015	411	388		
2016	472	398		
2017	464	417		
2018	441	430		
2019	385	435		
2020	465	**445**		
2021*			459	
2022*			470	
2023*			**481**	



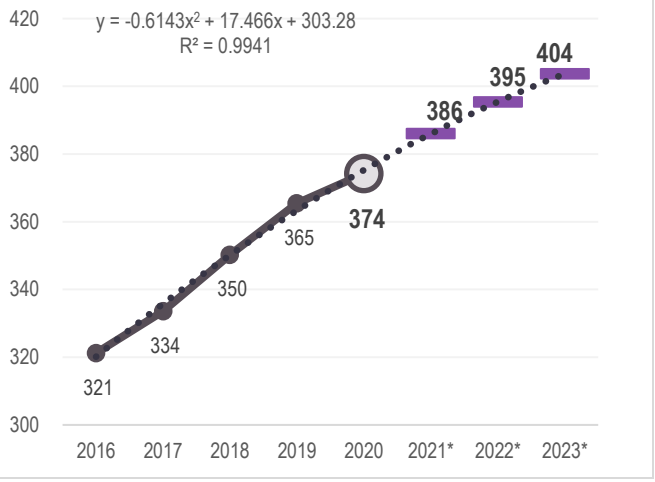
C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-5	To maintain alcohol-related fatalities under the projected 404 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	374	404

Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of alcohol-related fatalities increased by 13% (47 more fatalities) from 355 in 2019 to 402 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain alcohol-related fatalities under the projected 404 (2019-2023 rolling average) by 2023.**

Year	Alcohol Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	271	351		
2012	295	321		
2013	296	299		
2014	279	288		
2015	358	300		
2016	378	321		
2017	357	334		
2018	379	350		
2019	355	365		
2020	402	**374**		
2021*			386	
2022*			395	
2023*			**404**	



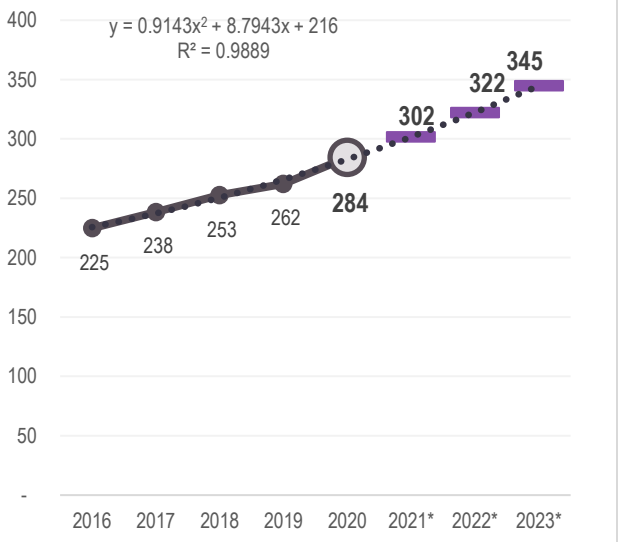
C-6: Number of speeding-related fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-6	To maintain speeding-related fatalities under the projected 345 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	284	345

Performance Target Justification

Since 2015, the 5-year rolling average speeding-related fatalities has steadily increased. The number of speeding-related fatalities increased substantially between 2019 and 2020 as a result of the COVID-19 public health emergency response and decrease in traffic volumes. Speeding-related fatalities increased by 46% (120 more fatalities) from 260 in 2019 to 380 in 2020. Using the 5-year rolling averaging method and a more conservative logarithmic modeling (R^2 of 0.98), **GOHS set the target to maintain speeding-related fatalities under the projected 345 (2019-2023 rolling average) by 2023.**

Year	Speed Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	220	274		
2012	180	233		
2013	197	211		
2014	213	205		
2015	268	216		
2016	266	225		
2017	248	238		
2018	268	253		
2019	260	262		
2020	380	**284**		
2021*			302	
2022*			322	
2023*			**345**	



C-7: Number of motorcyclist fatalities (FARS)

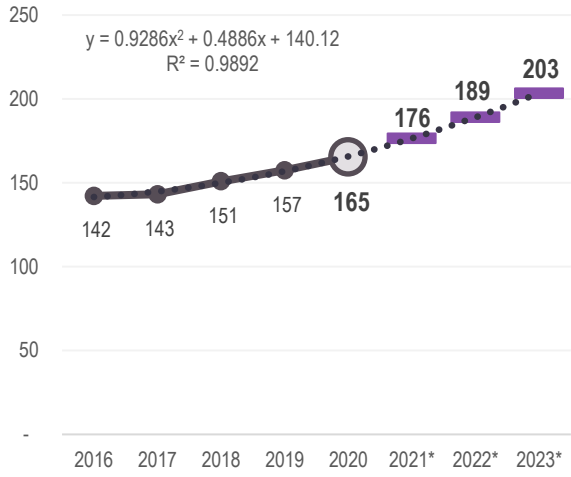
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-7	To maintain motorcyclist fatalities under the projected 203 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	165	203

Performance Target Justification

Since 2015, the 5-year rolling average motorcyclists fatalities has steadily increased. The number of motorcyclist fatalities increased by 13% (22 more fatalities) from 170 in 2019 to 192 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.98), **GOHS set the target to maintain motorcyclist fatalities under the projected 203 (2019-2023 rolling average) by 2023.**

Year	Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2011	150	152	
2012	134	146	
2013	116	134	
2014	137	133	
2015	152	138	
2016	172	142	
2017	139	143	
2018	154	151	
2019	170	157	
2020	192	**165**	
2021*			176
2022*			189
2023*			**203**

Graphic of Projection Analysis



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

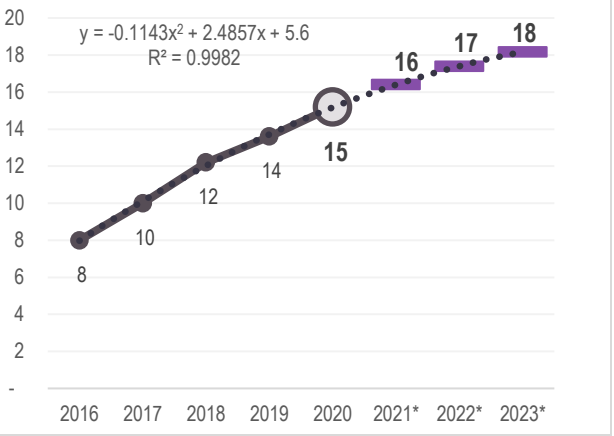
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected 18 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	15	18

Performance Target Justification

Since 2015, the 5-year rolling average of un-helmeted motorcyclist fatalities has steadily increased. In 2020, there were 18 un-helmeted motorcyclist fatalities – three more fatalities compared to the previous year. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain the un-helmeted motorcyclist fatalities under the projected 18 (2019-2023 rolling average) by 2023.**

Year	Un-helmeted Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2011	15	15	
2012	8	13	
2013	5	11	
2014	8	10	
2015	10	9	
2016	9	8	
2017	18	10	
2018	16	12	
2019	15	14	
2020	18	**15**	
2021*			16
2022*			17
2023*			**18**

Graphic of Projection Analysis



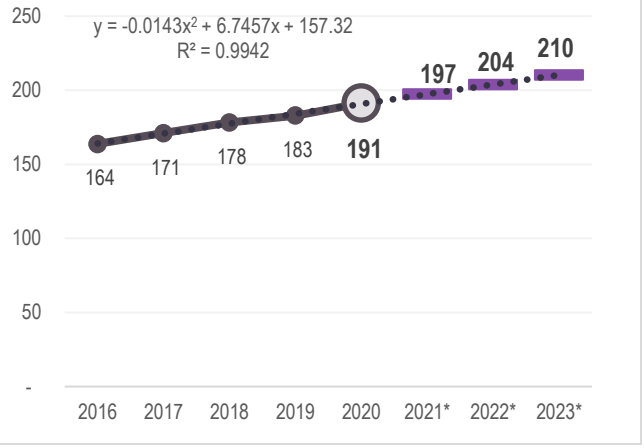
C-9: Number of drivers aged 20 or younger involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-9	To maintain young drivers involved in fatal crashes under the projected 210 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	191	210

Performance Target Justification

The 5-year rolling average number of young drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers involved in fatal crashes increased by 22% (38 more young drivers) from 172 in 2019 to 210 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain young drivers involved in fatal crashes under the projected 210 (2019-2023 rolling average) by 2023.**

Year	Young Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	165	199		
2012	158	173		
2013	156	160		
2014	149	161		
2015	168	159		
2016	188	164		
2017	194	171		
2018	192	178		
2019	172	183		
2020	210	**191**		
2021*			197	
2022*			204	
2023*			**210**	



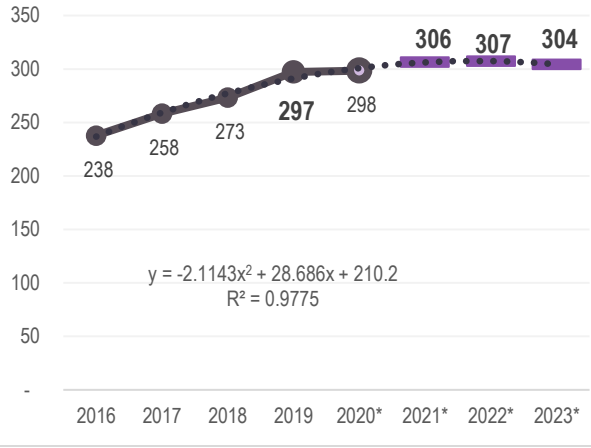
SHSP: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-9	To maintain older drivers involved in fatal crashes under the projected 304 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	298	304

Performance Target Justification

The 5-year rolling average number of older drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of older drivers involved in fatal crashes decreased by 4% (14 fewer older drivers) from 313 in 2019 to 299 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.97), **GOHS set the target to maintain older drivers involved in fatal crashes under the projected 304 (2019-2023 rolling average) by 2023.**

Year	Older Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	248			
2012	205			
2013	198			
2014	193	214		
2015	293	227		
2016	300	238		
2017	308	258		
2018	272	273		
2019	313	297		
2020*	299	**298**		
2021*			306	
2022*			307	
2023*			**304**	



SHSP: Number of distraction-related fatalities (FARS)

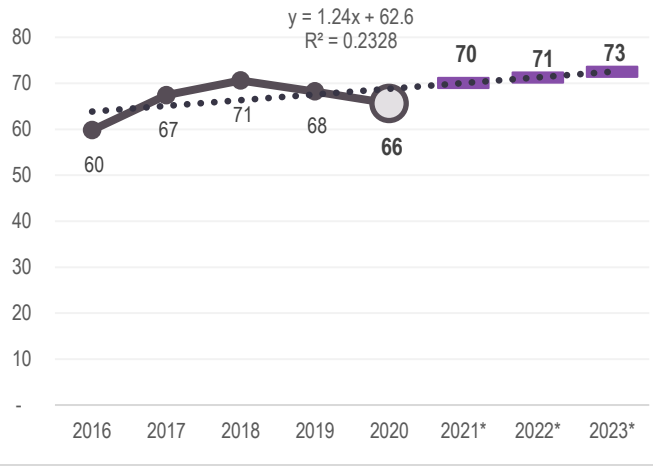
	Traffic Safety Performance Measures	Metric Type	Baseline 2016-2020	Target 2019-2023
C-9	To maintain number of distraction-related fatalities under the projected 73 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	66	73

Performance Target Justification

Over the decade, the number distraction-related traffic fatalities have increased unsteadily, reaching a beach in 2017 with 82 traffic fatalities that involved at least one confirmed distracted driver. In 2020, the number of distraction-related traffic fatalities increased by 42 percent (18 more fatalities compared to the previous year). Using the 5-year rolling averaging method and linear modeling (a more conservative model, R^2 of 0.23), **GOHS set the target to maintain the number of distraction-related fatalities under the projected 73 (2019-2023 rolling average) by 2023.**

Year	Distraction-Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2011	46	38	
2012	44	42	
2013	49	45	
2014	55	50	
2015	74	54	
2016	77	60	
2017	82	67	
2018	65	71	
2019	43	68	
2020*	61	**66**	
2021*			70
2022*			71
2023*			**73**

Graphic of Projection Analysis



C-10: Number of pedestrian fatalities (FARS)

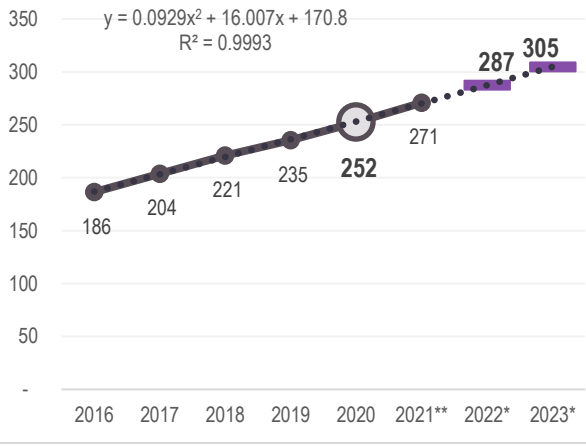
Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-10	To maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	252	305

Performance Target Justification

Since 2015, the 5-year rolling average pedestrian fatalities has steadily increased over time. The number of pedestrian fatalities increased by 18% from 236 in 2019 to 279 in 2020. Using the 5-year rolling averaging method and polynomial modeling (R^2 of 0.99), **GOHS set the target to maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of pedestrian fatalities in 2021 – 324 pedestrian fatalities.

Year	Pedestrian Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2011	130	150	
2012	167	153	
2013	176	159	
2014	163	161	
2015	194	166	
2016	232	186	
2017	253	204	
2018	262	221	
2019	236	235	
2020	279	**252**	
2021**	324	271	271
2022*			287
2023*			**305**

Graphic of Projection Analysis



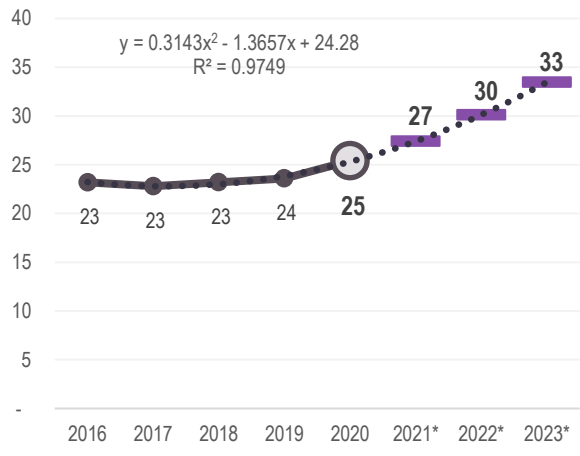
C-11: Number of bicyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-11	To maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	25	33

Performance Target Justification

Despite the fluctuations of bicyclist fatalities over the past decade, the 5-year rolling average bicyclist fatalities remained steadily around 23 between 2016-2018. However, in recent years, the number of bicyclist fatalities increased by 11 fatalities from 21 in 2019 to 32 in 2020. Using the 5-year rolling averaging method conservative polynomial modeling (R^2 of 0.97), **GOHS set the target to maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023.**

Year	Bicyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	14	18		
2012	17	18		
2013	28	20		
2014	19	19		
2015	23	20		
2016	29	23		
2017	15	23		
2018	30	23		
2019	21	24		
2020	32	**25**		
2021*			27	
2022*			30	
2023*			**33**	



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

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above 90% by 2023.	Numeric, **Annual Value**	95.9%	Above 90%

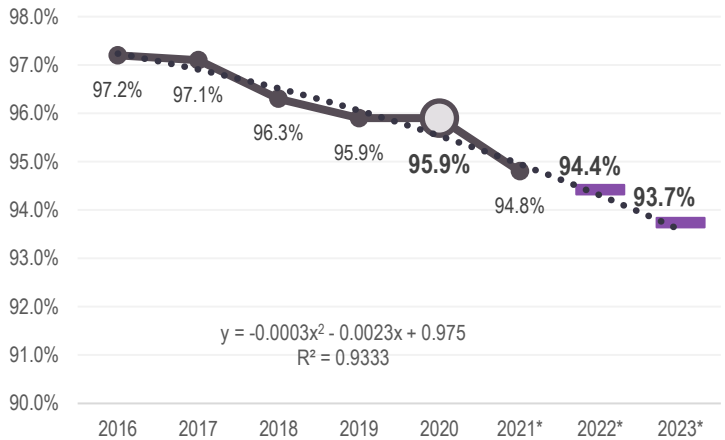
Performance Target Justification

The statewide safety belt usage in 2021 for drivers and passengers of passenger cars, trucks, and vans was 94.8% — a 1.1% net decrease from 2019. Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

GOHS and other stakeholders will be revising the methodology and approach used to conduct the seatbelt observational survey to obtain a more accurate picture of restraint use that better aligns with measures presented in other datasets. Understanding that the new methodology will impact the observed seatbelt usage trends from 2010-2019, **GOHS set the target to maintain the annual observed seat belt use for passenger vehicles, front seat outboard occupants above 90% by 2023.**

Year	Observed Seatbelt Use	Target (Projected 5MA)
2011	93.0%	
2012	92.0%	
2013	95.5%	
2014	97.3%	
2015	97.3%	
2016	97.2%	
2017	97.1%	
2018	96.3%	
2019	95.9%	
2020	**95.9%**** (2019)	
2021*	94.8%	94.4%
2022*		93.7%
2023*		**93.0%**

Graphic of Projection Analysis



Observed Seatbelt Use Data Considerations:

GOHS will be working collaboratively with the new researchers at the Emory University Injury Prevention Research Center to revise the methodology and approach used to conduct the seatbelt observational survey. GOHS and other stakeholders would like to obtain a more accurate picture of restraint use in the state that aligns with measures presented in other datasets (i.e., seatbelt citations, unrestrained daytime passenger vehicle occupant fatalities, unrestrained serious injuries, and other seatbelt misuse data). As such, GOHS and other stakeholders understand that the observed seatbelt values may decrease or not align with the trendlines presented in this analysis.

GRANT PROGRAM ACTIVITY REPORTING

A-1: Number of seat belt citations issued during grant-funded enforcement activities

Seat belt citations: 19,075 (NOT including child restraint which was 3,497)

Fiscal Year A-1: FY 2021

A-2: Number of impaired driving arrests made during grant-funded enforcement activities

Impaired Driving arrests: 12,690

Fiscal Year A-2: FY 2021

A-3: Number of speeding citations issued during grant-funded enforcement activities

Speeding citations: 125,683

Fiscal Year A-3: FY 2021

Section 5:

PROGRAM AREAS

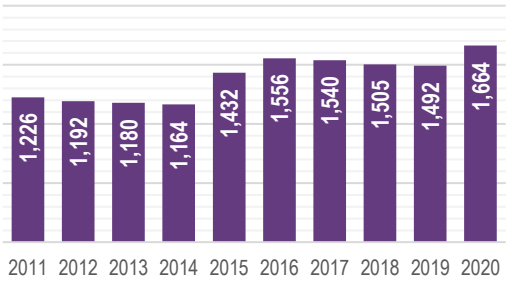
5.1 PLANNING & ADMINISTRATION

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

As directed by the Highway Safety Act of 1966, 23 USC Chapter 4, the governor is responsible for the administration of a program through a state highway safety agency that has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Brian P. Kemp has authorized the Governor's Office of Highway Safety (GOHS) to assemble staff and resources for planning and administering effective programs and projects to save lives, reduce injuries and reduce crashes. This responsibility is guided by written policies and procedures for the efficient operation of personnel, budgetary and programmatic functions. The major Governor's Office of Highway Safety (GOHS) document produced annually is the Highway Safety Plan (HSP). The Highway Safety Plan (HSP) is prepared by highway safety professionals who are driven by leadership principles for finding solutions to state and local highway safety problems. The Governor's Office of Highway Safety (GOHS) manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. Georgia's Strategic Highway Safety Plan is used to document the problems and to propose countermeasures. The Governor's Office of Highway Safety's (GOHS) Planning and Administration (P&A) staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The target of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. The top five counties with the highest roadway fatalities were: Fulton (145 fatalities, +1% increase from the previous year), DeKalb (92, +16%), Cobb (85, +27%), Gwinnett (57, -7%), and Clayton (49, -4%).

Overall Traffic Fatalities, 2011-2020



Source: FARS 2011-2020

Although these statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries, and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support are among the proven means of reducing crashes, injuries, and fatalities. The Governor's Office of Highway Safety (GOHS) will continue to leverage the benefits initiated during the last planning cycle. The agency's Highway Safety Plan provides the direction and guidance for the organization.

STRATEGIC HIGHWAY SAFETY PLANNING

The majority of activities undertaken by the Governor's Office of Highway Safety (GOHS) are oriented towards encouraging the use of passenger restraint systems (both adult and child passenger safety), minimizing dangers associated with individuals driving under the influence of drugs and alcohol, reducing unlawful speeds, and encouraging safe behavior while driving in general. While these activities are associated with behavioral aspects of transportation system usage, it is clear that the substantive safety issues these programs are seeking to address require further transportation planning efforts aimed at increasing transportation system safety. The relationship between the highway safety agency and the planning efforts of various transportation agencies is one that needs to be strengthened and strategies found to better integrate these processes.

The effective integration of safety considerations into transportation planning requires the collaborative interaction of numerous groups. In most cases, parties involved will depend on what issue is being addressed. Governor’s Office of Highway Safety (GOHS) has collaborated with the Georgia Department of Transportation (GDOT), the Georgia Department of Public Safety (DPS), the Department of Driver Services (DDS), the Georgia Department of Public Health (DPH), the Office of State Administrative Hearings, the Georgia Association of Chiefs of Police, the Georgia Sheriff’s Association, the Atlanta Regional Commission (ARC), other Metropolitan Planning Organizations (MPOs), local law enforcement, health departments, fire departments, and other stakeholder groups to produce Georgia’s Strategic Highway Safety Plan (SHSP). Collectively we will develop and implement on a continual basis a highway safety improvement program that has the overall objective of reducing the number and severity of crashes and decreasing the potential for crashes on all highways. The comprehensive SHSP is data driven and aligns safety plans to address safety education, enforcement, engineering, and emergency medical services. The requirements for our highway safety improvement program include:

• **Planning**	A process of collecting and maintaining a record of crashes, traffic, highway data, and analyzing the available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.
• **Implementation**	A process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.
• **Evaluation**	A process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the crash experience before and after implementation, and a comparison of the pre- and post-project crash numbers, rates, and severity.
• **Target Population**	Planning, implementing, and evaluating highway safety programs and efforts that will benefit all of Georgia’s citizens and visitors.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 **HSIP-1**	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a **HSIP-2**	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b **HSIP-3**	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 **HSIP-4**	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected **802** (2019-2023 rolling average) by 2023.	732	**802**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**
C-9a	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**
C-9b **SHSP**	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	298	**304**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
C-10	To maintain pedestrian fatalities under the projected **305** (2019-2023 rolling average) by 2023.	252	**305**
C-11	To maintain bicyclist fatalities under the projected **33** (2019-2023 rolling average) by 2023.	25	**33**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PLANNED ACTIVITIES

Planning & Administration (P&A)	
Planned Activity Description:	This internal grant is responsible for the overall management of the Highway Safety Plan. The P&A grant supports eight (8) GOHS staff as follows: Director, Deputy Director, Executive Assistant, Finance Director, Grant Specialist III, Grant Specialist II, Financial Analyst III, and Network Administrator. P&A staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The goal of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation. See Appendix C for GOHS Organizational Chart.
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PA-2023-GA-01-37	GAGOHS - Grantee	402PA: Planning and Administration	BIL 402PA	$565,967.08
			TOTAL	**$565,967.08**

5.2 COMMUNICATIONS (MEDIA)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

The communications and media initiatives cover a variety of highway safety emphasis areas. The campaigns and initiatives for each emphasis areas are as follows:

Highway Safety Emphasis Areas	Communications and Media Initiatives
Alcohol-Impairment	Drive Sober or Get Pulled Over
Motorcycle Safety	Share the Road
Occupant Protection	Click It or Ticket
Distracted Driving	Hands Free Georgia/Hands Free for Safety/Know When to Hit Send
Speeding	100 Days of Summer H.E.A.T./Operation Southern Slow Down
Non-Motorist	Pedestrian and Bicycle Safety Months

In 2020, there were 1,552 fatal crashes that resulted in 1,664 traffic fatalities on Georgia roadways – the largest number of traffic fatalities since 2006. Forty percent of fatal crashes involved at least one driver that was engaged in a known risky driving behavior – a 28 percent increase compared to 2019. The main contributing factor to traffic crashes and injuries were drivers, passengers, and non-motorists engaging in risky behaviors. These behaviors include not using the appropriate restraint system (unrestrained), alcohol impairment, drug use, speeding, distracted driving, and drowsy driving.

Highway Safety Emphasis Areas Description

- *Impaired Driving*

  Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2020, there were 402 traffic fatalities that involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. These alcohol-impaired fatalities represented 24 percent of all traffic fatalities that occurred on Georgia roadways in 2020. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is $7.8 billion a year. There continues to be underreporting for alcohol-impaired driving and there are many records in the crash data and FARS with missing blood alcohol test results.

- *Motorcycle Safety*

  In 2020, there were 192 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia—the highest number of motorcyclists fatally injured within the past decade. Motorcycles consistently represent 2 percent of all registered vehicles and 1 percent of all motor vehicle crashes in Georgia; however, motorcycle operators represented 17 percent of all driver fatalities and 12 percent of all traffic fatalities.

Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes. The top contributing factors among motorcycle operators involved in multi-vehicle crashes were following too closely (15 percent) and risky/aggressive driving (12 percent). The top factors for other drivers involved in multi-vehicle crashes with motorcyclists were failure to yield (25 percent) and following too closely (9 percent).

- *Occupant Protection*

  Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

  Although Georgia's observed day-time seat belt use rate averaged 96.5% from 2016-2020, an average of 53% of the people killed in passenger vehicle crashes during this same five-year period were either unrestrained or unknown restrained at the time of the crash. In 2020, van type vehicles have the highest proportion of unrestrained fatalities among drivers (57 percent). Pickup trucks continues to have more than half of fatally injured vehicle occupants to be unrestrained (57 percent for drivers and 53 percent for passengers).

- *Distracted Driving*

  Driver distraction occurs when drivers divert their attention from the driving task to focus on some other activity. Often discussions regarding distracted driving center around cell phone use and texting, however distracted driving also includes other distraction-related activities that are manual, visual, or cognitive. In 2020, 47 percent of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. Among the drivers involved in motor vehicle traffic crashes, 2 percent were confirmed to be distracted seconds before the crash, 26 percent were suspected of distraction, and 23 percent were *un*distracted drivers—the other 49 percent of drivers were not involved distraction related crashes.

  According to FARS data, there were 55 fatal crashes that involved confirmed distraction (4% of all fatal crashes) in 2020. In these confirmed distraction-related crashes, 61 fatalities occurred (4% of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely much higher as distracted driving is underreported.

  Georgia's 'hands-free law' is believed to be one of the reasons why the number of distracted driving deaths in the state has decreased since the law was enacted on July 1, 2018. Since the Hands-Free Law took effect, the number of distracted driving convictions processed by the Department of Driver Services continues to increase. Additionally, statewide and national studies shows that distracted driving remains a growing traffic safety concern.

- *Speeding*

  A ten-year trend shows that speeding-related fatalities increased by 73 percent, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46 percent, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17 percent (260 out of 1,492) in 2019.

  Due to the COVID-19 pandemic responses in 2020, vehicle miles traveled (VMT) on Georgia roadways decreased by 13 percent compared to 2019. Despite the decrease in VMT, Georgia experienced more speeding-related traffic crashes, serious injuries, and fatalities. Recent national studies observed higher speeds across all roadway classifications in urban settings in 2020 compared to 2019. Additionally, Elvik (2005) found that a 10% increase in the average speed of traffic was likely to have an adverse impact on traffic fatalities. Despite the impact of COVID-19 on the traffic safety, speeding remains an issue and growing concern in Georgia.

- *Non-Motorist*

  In 2020, there were 279 pedestrians and 32 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia—approximately 3 non-motorist fatalities for every 100,000 population. The number of pedestrian fatalities in traffic crashes increased by 18% from 236 pedestrian fatalities in 2019 to 279 in 2020. There was an average of 25 bicyclist fatalities in traffic crashes between 2016-2020. Although non-motorists represented less than 1% of all persons involved in motor vehicle crashes (0.9 percent), they accounted for 19% of all traffic fatalities—a net 2-point increase from the previous year.

Target Population - Georgia's Primary Audience

The occupant protection/impaired driving paid media message is directed at a statewide audience. NHTSA relies on the results of a national study which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically, has a greater impact on "younger drivers in the 18-to-34-year-old demographic". Based on NHTSA audience research data, Georgia's occupant protection and impaired driving messages are directed at two target audiences during regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34.

As the nation continues to push for Transportation Equity in all highway safety programs, GOHS will continue to use media programs to reach Black/African American, non-Hispanic and Hispanic populations of Georgia drivers with occupant protection and impaired driving highway safety messages. With NHTSA FARS data showing a 5% increase in overall traffic deaths among the Black, Non-Hispanic population group and a 4% decrease in the Hispanic population between 2019 and 2020, GOHS recognizes the critical need to increase highway safety messages and educational efforts. These populations are often hard to reach with media and other programs, but GOHS will use Hispanic radio and TV to reach the growing Hispanic

population and will devote more resources to radio and television outlets with diverse audiences in paid media campaign planning.

Overview of Communication and Media Initiatives

GOHS will maintain the following strategies of using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

- *Drive Sober or Get Pulled Over*

  For both paid and earned media projects, Georgia's impaired driving campaigns promote the "Operation Zero Tolerance" (OZT) and "Drive Sober or Get Pulled Over" campaign messages in coordination with GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television public service announcements (PSAs) use one or a combination of these messages.

- *Share the Road*

  As part of a speed and impaired driving countermeasure message strategy, GOHS uses paid media funds when available to target motorists in Georgia's secondary audience with awareness messages such as "Share the Road," "Look Twice, Save A Life" to remind motorists to yield when required by law for motorcyclists. Funds are used to pay for a statewide radio/television campaign in March when traffic data shows a 67% increase in persons killed in motorcycle crashes from February to March and a second campaign in May to increase public awareness on sharing the road with motorcycles during "National Motorcycle Safety Awareness Month."

- *Click It or Ticket*

  GOHS believes Paid Media Occupant Protection messaging supporting the "Click It or Ticket" enforcement mobilizations prior to the pandemic is one reason for the decrease in unrestrained and unknown restrained passenger vehicle fatalities in 2019 and GOHS will continue to use Paid Media OP campaigns to support enforcement mobilizations with the goal of reducing the number of unrestrained and unknown restrained passenger vehicle fatalities.

- *Hands Free Georgia/Hands Free for Safety/Know When to Hit Send*

  Georgia's 'hands-free' law is encouraging, and more lives can be saved by increasing compliance with the hands-free law. GOHS' countermeasure message strategy is to target young adult drivers, including those between the ages 16-to-24, where cell phone use is the highest. This public information and education campaign will continue statewide with paid, earned, and owned media.

- *100 Days of Summer H.E.A.T./Operation Southern Slow Down*

  A multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer driving period from Memorial Day through Labor Day. GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional, paid media PSA's run-in rotation with occupant safety and alcohol countermeasure campaign ads.

- *Operation Southern Slow Down*

  GOHS will plan and execute a media plan for Operation Southern Slow Down (formerly Southern Shield) using earned and owned/paid media. The earned media will include news releases sent out to weekly newspapers to publish the week prior to the campaign and to daily newspapers and television and radio stations the week before the campaign. GOHS will also schedule in-depth interviews for radio and television stations before the campaign. During the week of Southern Slow Down, GOHS will conduct joint news conferences with other Region 4 states along the respective state lines and will have 2-3 daily messages posting on social media channels.

- *Non-Motorists*

  GOHS will continue to use data to target safety messages to educate motorists on Georgia law requiring them to stop for pedestrians and to educate motorists on Georgia's new bicycle safety law enacted in 2021 that requires drivers to give room when passing bicyclists.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected **802** (2019-2023 rolling average) by 2023.	732	**802**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**
C-9a	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	298	**304**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
C-10	To maintain pedestrian fatalities under the projected **305** (2019-2023 rolling average) by 2023.	252	**305**
C-11	To maintain bicyclist fatalities under the projected **33** (2019-2023 rolling average) by 2023.	25	**33**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Communication Campaign:
	  ○ Impaired Driving
	  ○ Motorcycle Safety
	  ○ Occupant Protection
	  ○ Non-Motorized Safety
	• Communication Paid Media:
	  ○ Impaired Driving
	  ○ Motorcycle Safety
	  ○ Occupant Protection
	  ○ Distracted Driving
	  ○ Non-Motorized Safety

Communication Campaign

Impaired Driving

Project Safety Impacts

GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices of the four Region IV states. GOHS will conduct earned media events prior to holidays and occasions that are normally associated with the consumption of alcohol such as the Super Bowl, St. Patrick's Day, July 4th, and the Christmas/New Year's holidays. GOHS will also support enforcement efforts during the July 4th, Labor Day and Christmas/New Year's holidays with paid radio and television message campaigns. GOHS will also use social media to promote sober driving and discourage those who are impaired from getting behind the wheel using graphics, videos and other material created by GOHS and provided by NHTSA.

Linkage Between Program Areas

With alcohol-related traffic deaths in Georgia increasing by 6% from 2016-2020, enforcement efforts with "Drive Sober or Get Pulled Over" and "Operation Zero Tolerance" will continue. Recent studies have indicated an increase in alcohol consumption and substance abuse for persons who have been working or confined to their home during the COVID-19 health emergency. The only way to prevent alcohol-impaired crashes is to keep impaired drivers from getting behind the wheel. The earned media, paid media and social media projects will be aimed at influencing behavior and promoting sober driving with concentrated messaging on the enhanced enforcement, risks to public health and the consequences of being arrested for a DUI. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television PSA's use one or a combination of these messages.

Rationale for Selection

The countermeasure supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Motorcycle Safety

Project Safety Impacts

GOHS will use paid and social media during Motorcycle Safety Awareness Month in May to promote drivers sharing the road with motorcyclists with “Look Twice” and sober operation of motorcyclists by all riders. GOHS will also use social media to promote sober motorcycle operation and “Share the Road” and “Be Seen” messages to reduce all types of motorcycle-related crashes, deaths, and injuries. The “Look Twice” paid media campaign in May will promote the increase of motorcycles on the roads as the weather gets warmer. GOHS will also run a paid media campaign in March with FARS data showing a 67% increase in persons killed in crashes involving motorcycles from February to March over the last ten years.

Linkage Between Program Areas

The number of motorcycle fatalities in Georgia (192) in 2020 is an 28% increase from the previous year and is a 12% increase over a five-year period (2016-2020). The total number of motorcycle fatalities for the year is higher than the five-year moving average of 165 for 2020 and above the estimate of 171 for 2020.

Rationale for Selection

The Motorcycle Communications Outreach countermeasure goal is to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May, which NHTSA has designated as Motorcycle Safety Awareness Month. With the five-year moving average set even higher at 190 motorcycle fatalities for 2023, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Occupant Protection

Project Safety Impacts

GOHS will use paid, earned and social media to promote seat belt and child passenger seat use for all drivers and passengers. We will work with partners in state agencies and other groups to hold earned media events prior to major travel holidays such as Memorial Day and

Thanksgiving. Paid media and social media messages will support Click It or Ticket seat belt enforcement efforts prior to these holidays. GOHS will also continue existing campaigns to promote seat belt use in teen and younger drivers with Buckle Up Georgia and child passenger safety seats with outdoor messaging at popular family attractions. GOHS will also have earned media events and interviews to promote the use and assistance available with the inspection and installation of child passenger safety seats.

Linkage Between Program Areas

Even though Georgia had one of the highest seat belt use rates in the nation at 95.9% in 2020, 53% of person killed in vehicle crashes in Georgia were not wearing or it could not be determined if they were wearing seat belts. This is a 5% increase as the number of unrestrained and unknown restrained passenger vehicle fatalities in 2019 was below 50% for the first time in more than a decade and the total number of unrestrained and unknown restrained passenger vehicle fatalities decreased by 8% from 2016 to 2020. The seat belt use data in fatal passenger vehicle crashes before the COVID-19 health emergency in 2020 is encouraging and shows it needs to continue with the goal or reversing the increase in 2020. In 2020, five children killed in crashes were not restrained in Georgia and it could not be determined if one child killed in a passenger vehicle crash was restrained at the time of the crash. GOHS will continue efforts to influence behavior with messaging and data that shows the benefits of seat belt use and proper safety restraints for younger passengers on every trip. The Buckle Up Georgia campaign will continue its message of seat belt use on every trip for teen and young adult drivers. Traffic crashes are one of the leading causes of death for this age group and a significant number of persons in this age group were not restrained at the time of their crash.

Rationale for Selection

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high-visibility seat belt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Non-Motorized Safety

Project Safety Impacts

With the number of pedestrian and bicycle fatalities having increased by more than 100% over a ten-year period (2011-20), GOHS will use paid, earned, and owned media to educate motorists and non-motorists on state laws that have been enact so that both groups can safely interact on roads and highways with the goal to reduce the number of fatality and serious-injury crashes. The paid and earned media events will happen in conjunction with National Pedestrian Safety Month in October and owned media efforts will continue throughout the year. Paid and earned

media efforts will happen at the start of fall when the data shows that 40% of pedestrian fatalities have each year in Georgia. Bicycle messaging will continue in May during National Bicycle Safety Month, which is a time when warmer weather brings more bicyclist on the road for recreation and exercise. State of Georgia, Share the Road, funds will be used to promote compliance with Georgia's new bicycle safety law that requires motorists when passing a bicyclist(s) to either move into the adjacent lane or to slow down to a speed of ten miles per hour below the legal posted limit and give at least three feet of space if unable to move into the adjacent lane.

Linkage Between Program Areas

The five-year average of pedestrians killed in crashes in Georgia rose by 53% with 830 pedestrian fatalities from 2011-2015 and 1,262 pedestrian fatalities from 2016-2020. The number of bicyclists killed in Georgia over a five-year period increased by 16% with 101 bicyclists' fatalities from 2011-2015 and 127 bicyclists' fatalities from 2016-2020. The number of pedestrian fatalities increased in Georgia from 2019 to 2020 by 18% and the number of bicyclists fatalities increased by 43% over a one-year period and the number of overall speed-related fatalities in Georgia from 2019 to 2020 increased by 46%.

Rationale for Selection

With FARS data showing three out of four pedestrian fatalities in Georgia occur at night and 40% of pedestrian fatalities in Georgia each year happen during the fall months when the number of daylight hours decreases each day, GOHS will implement a paid media radio/tv campaign during National Pedestrian Safety month in October to educate motorists on Georgia law requiring drivers to stop for pedestrians in crosswalks. The paid media campaign will be supported by earned media statewide news conference and other radio/television/internet interviews promoting pedestrian safety. The campaign will also educate drivers and pedestrians on state law requiring pedestrians to cross in crosswalks. Pedestrian safety owned media will continue throughout the year with messages focusing on the importance for motorists to drive the speed limit and keep focus on the road in areas where people are walking and bicycling. Owned media scheduling will include late afternoon and evening to coincide with majority of pedestrian fatalities happening during nighttime hours. GOHS will also work to increase safe interaction with bicyclists and motorist by educating on motorists on Georgia's new bicycle safety law that requires motorists to move into an adjacent lane if safe and legal to do so or if they cannot, to slow down to a speed 10 miles below the legal posted limit or no slower than 25mph and give at least three feet between their vehicle and bicyclist(s). GOHS will conduct earned media events during National Bicycle Safety month on radio, television and digital platforms.

Communication Paid Media

Paid/Earned Media

Paid and earned media programs represent a major component GOHS' effort to reduce the prevalence of traffic crashes, injuries, and fatalities. GOHS has adopted a "year-round messaging" approach delivered through statewide media campaigns to reach Georgians. Lifesaving highway safety messages are utilized to increase awareness, promote safety belt and child restraint use, promote sober driving, and encourage safe driving practices overall.

GOHS will continue to produce paid media in conjunction with NHTSA campaigns and according to campaign buy guidelines. Market buys will be NHTSA-approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in markets statewide to provide the best possible reach. These markets include Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville that include coverage in Georgia. GOHS will continue to make sure Occupant Protection and Impaired Driving messaging is delivered to rural areas with direct buys with radio stations located outside of the major cities. Targeted buys will also occur in counties where data indicates a weakness or where we wish to reinforce existing strong numbers. Percentages of the buys will vary based on metro Atlanta, outside metro Atlanta, urban and rural counties.

Paid Media campaigns and dates include:

Click it or Ticket:	Thanksgiving 2022
Drive Sober:	Christmas/New Year's 2022-2023
Click It or Ticket:	Memorial Day 2023
Drive Sober:	Independence Day 2023
Drive Sober:	Labor Day 2023

Impaired Driving

Project Safety Impacts

With alcohol remaining a factor in roughly one out of four traffic deaths in Georgia according to the latest FARS data, the paid media campaigns for the three NHTSA holiday enforcement mobilizations, GAB campaign, All South Highway Safety Team, and Georgia and Georgia Tech athletics will continue to point out the risky behavior for impaired driving in terms of the risk to health and the consequences of being arrested/convicted for DUI. These messages remind drivers to 1) not get behind the wheel when impaired, 2) plan for alternate transportation when they know they will be consuming alcohol, and 3) encourage others who are impaired to not get behind the wheel and drive. With the University of Georgia and Georgia Institute of Technology recently approving the in-game sales of alcoholic beverages during athletic contests, GOHS will work with the marketing partners at both institutions for a new radio and stadium messaging

campaign to promote impaired driving prevention during the 2022-23 academic year. The campaign will feature impaired driving prevention messages for all home games on the video scoreboards on both stadiums and messaging before, during and after the game on the radio broadcasts for both schools. With an overwhelming majority of fans consuming alcoholic beverages during tailgate parties and the games, it is important for everyone to be reminded not to get behind the wheel when they are too impaired to operate a motor vehicle.

Linkage Between Program Areas

According to FARS Data, the five-year moving average for alcohol-related deaths in traffic crashes in Georgia from 2016-2020 was 374. This is a 25% increase from the five-year average from 2011-2015 of 300 alcohol-related deaths in traffic crashes. Nearly one out of four traffic deaths in Georgia in 2020 was alcohol related. Drive Sober or Get Pulled Over and Operation Zero Tolerance enforcement mobilizations are needed lower these numbers. Paid media television and radio campaigns will support the enforcement efforts by dissuading impaired persons from getting behind the wheel to avoid the risk of being arrested for DUI. The other media campaigns will continue to remind drivers the importance of making smart decisions by planning for a sober ride and keeping others from getting behind the wheel if they are legally too impaired to drive.

Rationale for Selection

The countermeasure for 405(d) supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Motorcycle Safety

Project Safety Impacts

A statewide paid media campaign using radio and television during National Motorcycle Awareness Month in May will continue the “Born to be Seen, Look Twice Save a Life” Campaign (Share the Road type messaging). With the number of motorcycles on the road increasing as the weather warms in spring, the goal of radio/tv campaign is to remind vehicle operators, who may have grown accustomed to not seeing motorcycles on the road during the cold weather months, to be aware for motorcycles on the road and yield to them when motorcycles have the legal right of way. GOHS will also have a television only campaign in March when data shows a 65% increase in fatal crashes involving motorcycles from February to March. Weather is believed to be a factor with more motorcyclists getting on the road when the weather starts to warm with the arrival of spring.

Linkage Between Program Areas

Motorcycle fatalities (192) accounted for 12% of the traffic deaths (1,664) in Georgia in 2020 and have risen by 12% over the last five years. Many crashes involving vehicles vs motorcycles unfortunately result in either death or permanent injury for the motorcyclist. The trend for motorcycle fatalities is expected to increase in 2021 and 2022 according to the GOHS Strategic Highway Safety Plan.

Rationale for Selection

With many vehicle operators stating they did not see a motorcyclist prior to a crash, the countermeasure Motorcycle Communications Outreach countermeasure is designed to increase driver awareness for motorcycles on the road, especially during warmer weather months when more motorcyclists are on the road. Safety messages look to increase the awareness by reminding drivers to share the road and yield when required by law for motorcyclists when drivers are turning, changing lanes or entering a roadway.

Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. In addition to airing seat belt messages on high school football games on Georgia Public Broadcasting, GOHS will also run the same messages during high school football regular season and playoff games that will be broadcast by ScoreAtlanta on WPCH Television in Atlanta in the 2022 and 2023 seasons. The All-South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. GOHS will continue to promote occupant protection for passengers of all ages, including child safety seats at areas where large groups of people travel by vehicle such amusement parks, athletic venues, and other family and recreation areas.

Linkage Between Program Areas

While Georgia has enjoyed a seat belt use rate of more than 90% for 10 consecutive years, 53% of the people killed in passenger vehicles fatalities in Georgia in 2020 were not restrained or it could not be determined if they were restrained at the time of the crash. This is a 5% increase from 2019 when, for the first time in over a decade, the number of unrestrained and unknown restrained passenger vehicle fatalities was under 50%. The number of unrestrained

and unknown restrained passenger vehicle fatalities also has decreased by 8% from 2015 (520) to 2019 (476). While Georgia and the rest of the nation has seen an increase in traffic deaths along all classifications in the last two years due to a number of factors related to the pandemic, the pre-pandemic data shows that an effective paid media, earned media and social media campaign supporting a seat belt/occupant protection enforcement mobilization is effective in reducing the number of unrestrained and unknown restrained passenger vehicle fatalities. The messaging will include NHTSA data that shows 73% on passenger vehicle occupants involved in serious crashes in the United States survive when wearing seat belts correctly and that seat belts have been proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

Distracted Driving

Project Safety Impacts

Even though FARS data shows a 42% increase in persons killed in crashes involving a distracted driver in Georgia from 2019 to 2020, the 61 persons killed in crashes involving a distracted driver in the state is still 25% lower than 82 persons killed in crashes in Georgia involving a distracted driver in 2017, which was the last year before Georgia enacted a 'hands-free' distracted driving law. The 'hands-free' law makes it illegal for drivers to have a phone in their hand or supported by their body when on the road, including when the vehicle is stopped for a traffic device. GOHS will continue to support the 'Connect2Disconnect' distracted driving awareness enforcement campaign with a month long buy during National Distracted Driving Awareness Month in April. GOHS will spend $16,000 of the $192,000 annual expenditure with the Georgia Association of Broadcasters on member radio and television stations during the month of April. GOHS will include distracted driving prevention and education messages as part of a propose new comprehensive safety campaign to be developed and implemented in 2023.

Linkage Between Program Areas

The three-year average of persons killed in distracted driving crashes in Georgia from 2018-2020 is 28% less than for the prior three-year period (2015-2017) before the 'hands-free' law took effect on July 1, 2018. The three-year average from 2015-2017 is 78 compared to 56 for the three-period of 2018-2020.

Rationale for Selection

While surveys show virtually all drivers know about the state's hands-free law, the increase in persons killed in crashes involving distracted drivers from 2019 to 2020 shows the continued need for educational and awareness messaging to increase compliance with the new distracted driving law. The goal of paid media campaigns to support enforcement mobilizations and increase compliance which could lead to a further decrease in crashes, injuries, and deaths.

Non-Motorized Safety

Project Safety Impacts

Georgia FARS data shows an 137% increase in non-motorized fatalities in the past ten years (2011-2020) with an 114% increase in pedestrian fatalities and 130% increase in bicyclists' deaths. Specifically, Georgia has seen an 18% percent increase in pedestrian deaths in the state from 2019 to 2020 and a 46% increase in overall speed-related deaths in the same time period. GOHS will spend $25,000 to produce radio and television safety messages aimed at educating drivers on state law requiring them to stop for pedestrians in crosswalk and for pedestrians to follow state law requiring them to cross at crosswalks. The radio/tv safety message will teach a new bicycle safety law enacted in 2021 that requires drivers to move over to another lane, if safe and legal to do so, when passing bicyclists and if drivers cannot move to another lane they are required to slow down to a speed of 10 miles below the posted limit or no slower than 25 mph and give at least three feet when passing bicyclists on the road.

Linkage Between Program Areas

The five-year average of pedestrians killed in crashes in Georgia rose by 53% with 830 pedestrian fatalities from 2011-2015 and 1,262 pedestrian fatalities from 2016-2020. The number of bicyclists killed in Georgia over a five-year period increased by 16% with 101 bicyclists' fatalities from 2011-2015 and 127 bicyclists' fatalities from 2016-2020. The number of pedestrian fatalities increased in Georgia from 2019 to 2020 by 18% and the number of bicyclists fatalities increased by 43% over a one-year period and the number of overall speed-related fatalities in Georgia from 2019 to 2020 increased by 46%.

Rationale for Selection

With FARS data showing three out of four pedestrian fatalities in Georgia occur at night and

40% of pedestrian fatalities each year happen during the fall months when the number of daylight hours decreases each day, GOHS will implement a paid media radio/tv campaign during National Pedestrian Safety month in October that will focus on educating drivers on Georgia law requiring drivers to stop for pedestrians and for pedestrians to follow Georgia law and use crosswalks when available. GOHS will also work to increase safe interaction with bicyclists and motorist by educating on motorists on Georgia's new bicycle safety law that requires motorists to move into an adjacent lane if safe and legal to do so or if they cannot, to slow down to a speed 10 miles below the legal posted limit or no slower than 25mph and give at least three feet between their vehicle and bicyclist(s).

FY 2023 Paid Media Campaigns

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Click It or Ticket	402 PM OP	November 17-25 2022	TV/Radio	$245,000	Existing
Drive Sober or Get Pulled Over	405 d	Dec 15, 2022 -Jan 2, 2023	TV/Radio	$245,000	Existing
Click It or Ticket	402 PM OP	May 18-29, 2023	TV/Radio	$245,000	Existing
Drive Sober or Get Pulled Over	405 d	June 22-July 4, 2023	TV/Radio	$245,000	Existing
Drive Sober or Get Pulled Over	405 d	August 24 – Sept 4, 2023	TV/Radio	$245,000	Existing
Georgia Association of Broadcasters OP	405 b M1*CP	Nov 2022 Jan, July, Sept 2023	TV/Radio	$64,000	Existing
Georgia Association of Broadcasters DD	405 b M1*DD	April 2022	TV/Radio	$16,000	Existing
Georgia Association of Broadcasters Drive Sober	405 d	Dec 2022 Feb, Mar, June, Aug 2023	TV/Radio	$80,000	Existing
Georgia Association of Broadcasters Look Twice	405f	May 2023	TV/Radio	$16,000	Existing
Georgia Association of Broadcasters Stop for Pedestrians	405h	October 2022	TV/Radio	$16,000	Existing
Hunt Billboard	402 PM OP	Oct 2022-Sept 2023	Outdoor Billboards	$17,200	Existing
Trailhead Media	402 PM OP	Oct 2022-Sept 2023	Outdoor Billboards	$45,000	Existing
Ga/Florida Driver Sober	405 d	Oct 2022	TV	$35,000	Existing
Huddle	405 b M1*CP	Oct 2022-Dec 2022 Jan-May, Aug-Sept 2023	Print	$156,000	Existing
Marquee Broadcasting	405 b M1*CP	Oct-Nov 2022 Aug-Sept 2023	TV	$12,500	Existing
GACA Radio	405 b M1*CP	Oct-Nov 2022 Aug-Sept 2023	Radio	$6,000	Existing
Herschend Parks	405b M1*CP	Oct 2022-Sept 2023	Outdoor Billboards	$225,000	Existing
Bally's Sports All South Highway Safety Team OP	405 b M1*CP	April, May, July, Sept 2023	TV	$280,000	Existing
Bally's Sports ASHT Impaired	405 d	June, Aug 2023	TV	$123,500	Existing
Georgia Public Broadcasting Buckle Up Georgia	405 b M1*CP	Oct-Dec 2022 Jan-May; Aug-Sept 2023	TV	$425,000	Existing
Distracted Driving Awareness Month	405 b M1*DD	April 2022	TV/Radio/Internet	$250,000	Existing
Atlanta Motor Speedway	**405b M1*DD**	**Oct 22-Sept. 23**	**Billboard**	**$55,000**	**NEW**
Georgia Football	405 d	Oct-Dec 2022 Jan, Aug-Sept 2023	Radio/ Billboards/ Video Message	$175,000	Existing
Georgia Tech Football	405 d	Oct-Dec 2022 Jan, Aug-Sept 2023	Radio/ Billboards/ Video Message	$125,000	Existing
SCOREAtlanta High School Football	405b M1*CP	Oct-Dec 2022 Aug-Sept 2023	TV spots/signs/segments	$150,000	Existing

PLANNED ACTIVITIES

GOHS Communications – Distracted Driving Paid Media	
Planned Activity Description:	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving on Georgia roads. GOHS will spend $250,000 to run hands free compliance messaging to coincide with NHTSA's Distracted Driving Awareness Month campaign in April 2023. GOHS will spend $16,000 for radio/tv spots through Georgia Association of Broadcasters in April 2023. GOHS will also spend $55,000 with Atlanta Motor Speedway for outdoor billboards promoting compliance for Georgia's hands-free law. These signs will be placed in parking lots and inside the track where spectators will see them during events and leaving the facility.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving	
Planned Activity Description:	To use paid media to support ongoing OZT/Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. This paid media campaign will cost $735,000 for NHTSA-designated national campaigns for Christmas/New Year's, July 4th, and Labor Day.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications- Huddle Tickets Occupant Protection Awareness	
Planned Activity Description:	Partner with Huddle Inc. Ticket Program to continue to promote seat belt use on ticket backs for high school sporting and extracurricular via CIOT and Buckle Up programs at a cost of $156,000.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving Media	
Planned Activity Description:	GOHS will spend $123,500 to run impaired driving prevention messages during Atlanta Braves baseball telecasts on Bally's Sports South regional cable network. This project is a combined effort with highway safety offices in Tennessee, South Carolina, and North Carolina. GOHS will spend $80,000 to air radio and television impaired driving messages on Georgia Association of Broadcaster member stations for five months of the FFY 2023. The months these messages will air coincide with holiday or celebratory occasions that are associated with the consumption of alcoholic beverages and increased number of impaired drivers on the road. GOHS will spend $300,000 to run impaired driving prevention messages on radio broadcasts and in the stadiums for University of Georgia and Georgia Tech athletic events. Both institutions are now selling alcoholic beverages at events and these messages will seek to prevent attendees from getting behind the wheel they are legally too impaired to drive. GOHS will once again partner with the FDOT Safety Office to promote sober driving during the Georgia/Florida football game in Jacksonville, Florida. GOHS will spend $35,000 to air television spots on WTLV-TV (NBC/ABC affiliates) in Jacksonville starting ten days prior to the game reminding fans and others in the Southeast Georgia/Northeast Florida area that state troopers and local law enforcement officers in both states will be conducting enhanced enforcement in the area due to the large number of people visiting the area for social purposes involving the consumption of alcohol.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications – Paid Media Click It or Ticket	
Planned Activity Description:	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving and unbelted drivers on Georgia's highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving. Georgia GOHS will spend $245,000 for CIOT paid media messaging in November 2022 and $245,000 for messaging in May 2023.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-BuckleUP Occupant Protection Awareness	
Planned Activity Description:	To continue the BuckleUPGeorgia marketing partnership and public service with Georgia Public Broadcasting for high school football, basketball, cheerleading championships, GPB kids, and weekly rotation spots for a cost of $425,000. Campaign will include other segments, testimonials, and student videos to promote seat belt use. GOHS will also spend $150,000 with SCOREAtlanta to air seat belt awareness messages aimed at teen and young adult drivers during high school football regular season and playoff games from October – December 2022 and August – September 2023. There will also be opportunities to use GOHS staff and equipment to promote seat belt usage. GOHS will spend $12,500 to run CIOT television messages during 25 high school football games aired by Marquee Broadcasting's WSST-TV in middle and southern Georgia. GOHS will spend $6,000 to air CIOT messaging on high school football games aired by Georgia Carolina Broadcasting stations in Lavonia, Toccoa and Clayton.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

G**OHS Communications- Occupant Protection Awareness**	
Planned Activity Description:	GOHS will spend $280,000 to promote occupant protection with highway safety offices in Tennessee, South Carolina, and North Carolina to promote seat belt use and restraining small children in appropriate safety seats during Fox Sports coverage of Atlanta Braves baseball games. GOHS will spend $17,200 to run OP seat billboard messages on Interstate 75 in Turner County and $45,000 for outdoor billboard messages along Interstate 75 in Houston County. GOHS will also spend $328,000 to run seat belt and CPSS messaging at Herschend Entertainment managed family attractions across the state. These messages will include promoting seat belt use and education on Georgia's child safety seat law and resources available for free safety seat checks.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Motorcycle Safety	
Planned Activity Description:	GOHS will spend $100,000 for television and radio paid media coverage during Motorcycle Awareness Safety Month from February through May when many motorcycle riders return to the road when spring arrives, and temperatures begin to warm. GOHS will spend $84,000 with SOG contracted vendor to run a television campaign in February and March of 2023 when the weather is warming, and more motorcycles are on the road. GOHS will also spend $16,000 to run spots with the GAB contract in May, which is National Motorcycle Safety Awareness Month.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Governor’s Office of Highway Safety 405h – Non-Motorized Safety Grant Program	
Planned Activity Description:	The funds will be used for outdoor advertising campaign in the spring and fall when data shows there is a higher likelihood of non-motorized fatality crashes. GOHS will spend $150,000.00 to run radio and television paid messages educating the public that Georgia law does not allow pedestrians on interstate or controlled-access highways. GOHS will spend $450,000 to run place billboards and signs with Outfront Media to educate the public that Georgia law requires drivers to stop for pedestrians in crosswalks and Georgia law requires pedestrians to look before stepping into the road.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor’s Office of Highway Safety

Governor’s Office of Highway Safety 402PM Highway Safety Campaign	
Planned Activity Description:	GOHS will partner with a media advertising firm that is qualified to do business with the State of Georgia to develop a highway safety campaign focusing on reducing the increase of traffic deaths in all program areas in the last two years. The goal of this campaign is fill in the gaps between the five holiday buys with safety messaging focusing on speed, occupant protection, distracted driving, motorcycle safety, and non-motorized safety.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor’s Office of Highway Safety

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2023-GA-00-11	GAGOHS - Grantee	405h: Pedestrian and Bicycle: Paid Media	FAST Act 405h	$600,000.00
M11X-2023-GA-00-10	GAGOHS - Grantee	405f: Motorcycle Safety: Paid Media	FAST Act 405f	$100,000.00
PM-2023-GA-00-05	GAGOHS - Grantee	402PM: Paid Media	BIL 402 PM	$552,200.00
M6X-2023-GA-00-06	GAGOHS - Grantee	405d M6X	BIL 405d M6X	$1,488,500.00
M1*CP-2023-GA-00-07	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	FAST Act 405b M1*CP	$827,407.26
M1*CP-2023-GA-00-07	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	BIL 405b M1*CP	$491,092.74
M1*DD-2023-GA-00-09	GAGOHS - Grantee	405b M1*DD: Distracted Driving	FAST Act 405b M1*DD	$105,529.48
M1*DD-2023-GA-00-09	GAGOHS - Grantee	405b M1*DD: Distracted Driving	BIL 405b M1*DD	$215,470.52
			TOTAL	**$4,380,200.00**

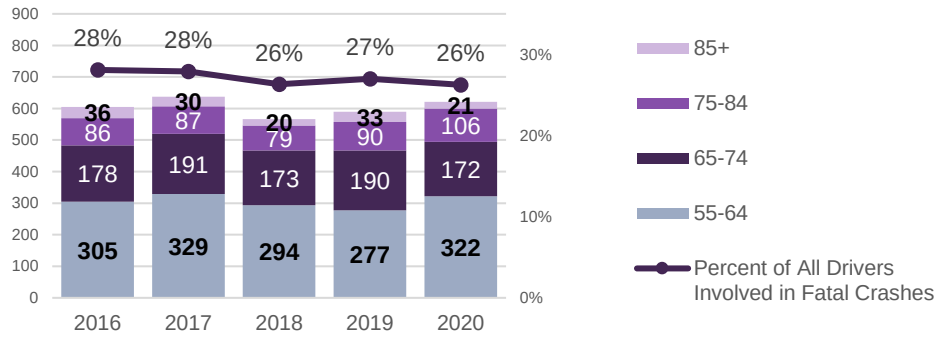
5.3 COMMUNITY TRAFFIC SAFETY PROGRAM

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Older Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of older persons involved in fatal crashes. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2020 there were 322 drivers ages 55-to-64 years and 172 drivers ages 65 and older that were involved in fatal crashes. Older drivers made up 26 percent of all drivers involved in fatal crashes in 2020. Compared to the previous year (2019), there was a net 1% decrease in the proportion of drivers involved in fatal crashes that were in the older age group. The figure below shows the five-year trend of number older drivers involved in fatal crashes by age group and the proportion of all drivers involved in fatal crashes that were age 55+ years.

Older Drivers Involved in Fatal Crashes by Age (55-64 Years and 65+ Years), 2011-2020



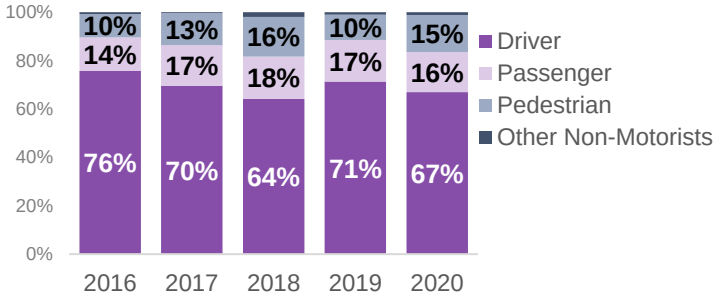
Source: FARS 2016-2020

Drivers aged 55-to-64 and 65+ years have less involvement in fatal or serious crashes, speeding, alcohol- and/or drug-impairment, and distraction, relative to the proportion of licensed drivers. Compared to drivers in other age groups, drivers aged 65+ years represented:

- 17 percent of all licensed drivers;
- 10 percent of all drivers involved in a fatal or serious injury crash;
- 3 percent of all speeding drivers involved in a crash;
- 3 percent of all drivers confirmed or suspected of alcohol- and/or drug-impairment involved in a crash; and
- 7 percent of all drivers confirmed or suspected of distracted driving involved in a crash.

The to the right shows the percentage of fatalities in crashes involving older persons by person type and year. In 2020, 67 percent of all older person fatalities were the driver themselves, 16 percent were motor vehicle passengers, 15 percent were pedestrians, and 2 percent were other non-motorists. The proportion of older person fatalities that were pedestrians increased from 10 percent in 2019 to 15 percent in 2020. Out of the 279 pedestrian fatalities that occurred in 2020, 42 (15 percent) were 65+ years of age.

Involvement of the Older Population (aged 65+ years) in Traffic Fatalities by Person Type, 2016-2020



Source: FARS 2016-2020

FHWA Special Rule: The Older Drivers and Pedestrians Special Rule at 23 U.S.C. 148(g)(2) states, "If traffic fatalities and serious injuries per capita for drivers and pedestrians over the age of 65 in a State increases during the most recent 2-year period for which data are available, that State shall be required to include, in the subsequent Strategic Highway Safety Plan of the State, strategies to address the increases in those rates, taking into account the recommendations included in the publication of the Federal Highway Administration entitled 'Highway Design Handbook for Older Drivers and Pedestrians' (FHWA-RD-01-103), and dated May 2001, or as subsequently revised and updated."

In 2020, the rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years decreased by 7 percent compared to the previous year – from 53.3 in 2019 to 49.7 in 2020.

Rate per Capita of Traffic Fatalities and Serious Injuries for Drivers and Pedestrians Aged 65+ Years

Year	Older Population	Older Driver		Older Pedestrians		Total Older Drivers & Pedestrians Fatalities & Serious Injuries	Rate per 100,000 population	
		Fatalities	Serious Injuries	Fatalities	Serious Injuries		Number	% Change from Previous Year
2016	1,354,662	203	302	26	28	559	41.3	▲ 3%
2017	1,407,810	190	338	36	36	600	42.6	▲ 3%
2018	1,460,409	165	413	42	27	647	44.3	▲ 4%
2019	1,516,954	204	534	30	40	808	53.3	▲ 20%
2020	1,574,667	183	517	42	40	782	49.7	▽ -7%

Source: FARS 2016-2020, OASIS 2016-2020, CODES 2016-2020

CarFit Program

Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed: however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. Older drivers are more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them. The CarFit Program partners with CarFit technicians, event coordinators, and occupational therapists to check how well an individual's vehicle "fits" them. The CarFit technician reviews vehicle safety features with the participant, including how to correctly adjust their mirrors. The CarFit Program also provides information and materials on community-specific resources that could enhance their safety as drivers and increase their mobility in the community.

Yellow Dot Program

First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders' ability to obtain information on medical conditions, medications, or medical allergies. It also makes it difficult to retrieve other medical and contact information in which the medical professionals can use in making the best decision regarding emergency medical treatment. Individuals complete the Yellow Dot Packet and record their medical conditions and medications. The individual then places the decal on their vehicle. The decal then alerts first responders that vital medical information is stored in the glove compartment of their vehicle.

Resource Information Center and Clearing House

The public is often uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way to determine the needs and/or what types of resources would be most useful. The Governor's Office of Highway Safety (GOHS) reviews and updates its website frequently (www.gahighwaysafety.org), to increase the public and stakeholder's ability to have access to highway safety data and resources. The GOHS website also provides access to an online store which is a clearinghouse for brochures and resource materials related to traffic safety.

Georgia Highway Safety Conference

GOHS will host the 2023 Georgia Highway Safety Conference in late summer or early fall. Typically, this is a 2 ½ day conference where the focus is on highway safety issues including impaired driving, speed, occupant protection, pedestrian, bicycle, etc.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	298	**304**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Older Driver: General Communications and Education • Public Education and Outreach

Older Driver: General Communications and Education

Project Safety Impacts

The 55+ Driver Safety Program educates drivers, pedestrians, first responders (law enforcement, EMS/Fire) & medical professionals about the challenges that aging road users face. It continues to identify and evaluate methods to reduce crashes, injuries, and fatalities, and maintain mobility for Georgia drivers aged 55+. This project has amended the name and scope of the grant because of feedback received during previous grant cycles. The target audience does not identify with the term “older driver”. Assessments also indicate that to reach the frailest population and to address physical risks of crashes (e.g., reduced reaction time), we need to start education efforts sooner.

Since 2006, the 55+ Driver Safety program has engaged in leading and building sustainability for the 55+ Driver Safety Task Team (TT), a collaboration of more than 70 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2021-2022), the project will convene 55+ Driver Safety TT meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (MVCs) are the second leading cause of

unintentional injury deaths among Georgia's older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. This audience is reached by collaborating with Georgia's aging network and other organizations. This supports the program's goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

Linkage Between Program Areas

The Governor's Office of Highway Safety recognizes that education plays an extremely important role in highway safety in the state of Georgia. To combat crashes, fatalities, and injuries on the roadways, the Governor's Office of Highway Safety plans to develop activities to help educate Georgia's public and help fund these educational experiences for communities around the state. This will allow communities to focus on providing the public with educational materials and events for those on Georgia roadways.

EMS: The Yellow Dot Program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The 55+ Driver Safety Program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program is currently active in 20 locales and have over 80 communities interested in learning about launching the program. Participants in the program remark positively about the program. The state-wide Yellow Dot Program saw a documented save with the Dunwoody partners. After a request for a wellness check and getting no response, a Dunwoody Police Officer observed the Yellow Dot sticker. He accessed the information which led him to believe the citizen was in danger. He eventually found the citizen unconscious due to a medical condition. He alerted EMS which saved the person's life.

EDUCATION: The 12 Area Agencies on Aging (AAAs) serve adults and their families in Northwest Georgia, Georgia Mountains, Atlanta Region, Northeast Georgia, Southern Crescent, Middle Georgia, Central Savannah River Area, River Valley, Heart of Georgia, Coastal Georgia, SOWEGA, and Southern Georgia. The 55+ Driver Safety Program will reach out to them to increase their representation on the 55+ Driver Safety Task Team, provide educational presentations, provide technical support, and collaborate on 55+ driver safety events. The program consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support Older Driver Safety Awareness Week. This nationally recognized event is guided by the American Occupational Therapy Association (AOTA) and promotes an understanding of the importance of mobility and transportation. As one of the co-creators of CarFit, the AOTA plays a critical role in national efforts to address older driver safety.

The 55+ Driver Safety Program will work to stabilize and expand the reach of the CarFit program with the assistance of a .75FTE program consultant, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. In the 2018-2019 grant year, the 55+ Drive Safety program hosted four events and served 50 people. CarFit events were limited in the 2019-2020 and 2020-2021 grant years due to COVID-19.

The 55+ Driver Safety Program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues. This will be done through the SHSP, the importance of transportation options, mobility beyond driving, and GOHS's support of older driver safety. The 55+ Driver Safety Program will collaborate with community partners in healthcare-related industries, transportation safety agencies, and regional transportation planning coalitions. Partnerships with national coalitions such as the Aging Road User National Coalition and Federal Highway Administration have allowed the program to share resources and learn about innovations in transportation.

Rationale for Selection

Funding for the 55+ Driver Safety Program will go to the Department of Public Health, and they will handle communication and outreach across Georgia.

Public Education and Outreach

Project Safety Impacts

According to FARS data in 2020, Georgia suffered 1,664 fatalities from motor vehicle crashes. This is an increase from the calendar year 2019. The data for 2020 shows unrestrained fatalities were responsible for the deaths of 465 persons. Although Georgia has one of the highest seatbelt usage rates at 94.8% in 2021, known unrestrained fatalities was 43%. Alcohol-impaired driving accounted for 402 of those deaths, which means fatal alcohol-related crashes accounted for almost 24% of all crash deaths in Georgia in 2020. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is $7.8 billion a year.

Linkage Between Program Areas

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the state of Georgia. To educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge. The 55+ Driver Safety Program also distributes these educational materials at CarFit events, Yellow Dot presentations, and other venues. GOHS will host the Georgia Highway Safety Conference in the FFY2023 in which invitees will receive updated information on laws, CPST, impaired driving, speed enforcement, and the Safe System Approach to saving lives on the roadways.

Rationale for Selection

By funding staff, activities, and brochures, the Governor's Office of Highway Safety can provide the most current safety information to the citizens, visitors, law enforcement, and other traffic safety professionals in Georgia. GOHS has established a Resource Information Center and Clearinghouse for community partners, advocates, professionals, and other agencies to obtain educational outreach materials related to highway safety.

PLANNED ACTIVITIES

Georgia Governor's Office of Highway Safety - 402CP	
Planned Activity Description:	Fund GOHS personnel and outreach, including the Georgia Highway Safety Conference and GOHS resource center, focused on public information, education, and outreach, statewide to reduce the number of crashes, injuries, and fatalities attributed to unsafe driving.
Countermeasure strategies:	• Public Education and Outreach
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Department of Public Health- 55+ Driver Safety Program	
Planned Activity Description:	The 55+ Driver Safety Program works with partners throughout Georgia to identify and foster the implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers aged 55+ with other road users.
Countermeasure strategies:	• Older Driver- General Communication and Education
Intended Subrecipients:	Georgia Department of Public Health

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
CP-2023-GA-00-17	Public Health, Georgia Department of	Road Safety for Drivers 55+ (GA's older driver safety project)	BIL 402 CP	$192,420.99
CP-2023-GA-00-80	GA Governor’s Office of Highway Safety	402CP: Community Traffic Safety Project	BIL 402 CP	$1,503,980.01
			TOTAL	**$1,696,401.00**

5.4 DISTRACTED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Distracted Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of distraction-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2020, 47 percent of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. This finding is in alignment with naturalistic driving studies that used video cameras and sensors installed in vehicles to determine driver risk factors seconds before a crash. According to a multi-state naturalistic study, 51.93 percent of all crashes involved distracted, non-impaired drivers.[6] Despite the decrease in traffic volume on Georgia roadways due to the COVID-19 pandemic responses, the proportions of confirmed distracted drivers involved in motor vehicle crashes remained the same in 2019 and 2020— 4 percent. See the "Traffic Safety During the COVID-19 Public Health Emergency" issue brief for more information on Georgia travel patterns in 2019 and 2020.

Among the drivers involved in motor vehicle traffic crashes, 2 percent were confirmed to be distracted seconds before the crash, 26 percent were suspected of distraction, and 23 percent were *un*distracted drivers. Most distraction-related crashes involved other vehicles

- 83 percent of all distraction-related crashes involved at least one other vehicle besides the distracted driver.
- 17 percent of all distraction-related crashes were single-vehicle crashes that only involved the distracted driver.

Percent of All Traffic Crashes that were Distraction-Related, 2020

Traffic Measure	2020
Crashes	
Distraction-Related Crashes	47%
Confirmed distraction-related crashes	*4%*
Suspected distraction-related crashes	*43%*
Not distraction-related crashes	53%
Drivers	
Drivers involved in distraction-related crashes	51%
Confirmed distracted driver	*2%*
Suspected distracted driver	*26%*
*Un*distracted driver	*23%*
Other drivers *not* involved in distraction-related crashes	49%

Source: CODES 2020

Furthermore, among all single-vehicle crashes, 34 percent involved at least one confirmed or suspected distracted driver. Among all multi-vehicle crashes, 51 percent involved at least one confirmed or suspected of distracted driver.

[6] Dingus, T. A., Guo, F., Lee, S., Antin, J. F., Perez, M., Buchanan-King, M., & Hankey, J. (2016). Driver crash risk factors and prevalence evaluation using naturalistic driving data. Proceedings of the National Academy of Sciences, 113(10), 2636-2641. doi:10.1073/pnas.1513271113

Distraction-Related Traffic Fatalities and Serious Injuries

In 2020, there were 55 fatal crashes that involved confirmed distraction (4 percent of all fatal crashes). In these confirmed distraction-related crashes, 61 fatalities occurred (4 percent of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely much higher. Table 2 shows the number and percent of confirmed distraction-related fatal crashes and traffic fatalities that occurred between 2016 and 2020.

Although it is challenging for law enforcement to determine whether distraction is a contributing factor in a fatal crash, the police crash report may be the only source available for this information. Therefore, the number of confirmed distraction-related fatalities and serious injuries are usually underreported.

Confirmed Distraction-Related Fatal Crashes and Traffic Fatalities, 2016-2020

Year	Fatal Crashes			Fatalities		
	Total Fatal Crashes	Confirmed Distraction-Related		Total Traffic Fatalities	Confirmed Distraction-Related	
		Number	Percent		Number	Percent
2016	1,424	67	5%	1,556	77	5%
2017	1,440	75	5%	1,540	82	5%
2018	1,408	59	4%	1,505	65	4%
2019	1,378	43	3%	1,492	43	3%
2020	1,522	55	4%	1,664	61	4%

Source: FARS 2016-2020

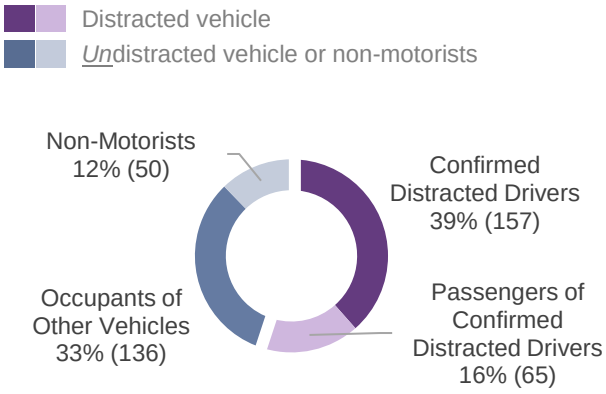
In 2020, **30 percent** of all serious injury crashes involved at least one driver confirmed or suspected of distraction. The number of serious injuries that involved a *confirmed* distracted driver decreased by 9 percent— from 381 serious injuries in 2019 to 347 serious injuries in 2020.

The figure to the right shows the percent of fatalities or serious injuries involving at least one confirmed distracted driver by person type in 2020.

- 55 percent were in the confirmed distracted driver's vehicle (represented by purple in the figure).
  - 34 percent were the distracted drivers themselves.
  - 4 percent were passengers of the distracted driver.
- 45 percent were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 33 percent were occupants of other vehicles that were *not* operated by the distracted driver.
  - 12 percent were non-motorists (i.e., pedestrians or bicyclists).

Most *confirmed* distracted drivers involved in motor vehicle crashes did not have passenger occupants with them in the vehicle—82 percent. Eighteen percent of confirmed distracted drivers had other passenger occupants riding with them.

Percent of Persons Fatally or Seriously Injured in Confirmed Distraction-Related Crashes by Person Type, 2020



61 Fatal Injuries
347 Serious Injuries

Source: CODES 2020, FARS 2020

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
C-9a	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**

Countermeasure Strategy	• Distracted Driving: Communications and Outreach

Distracted Driving: Communications and Outreach

Project Safety Impacts

The countermeasure for this performance measure will be “Distracted: Communications and Outreach on Distracted Driving.” The main aspect of this performance measure will be the NHTSA designated “Distracted Driving Awareness” month for April 2023. The communications and outreach effort will include a statewide paid media radio and television during the NHTSA enforcement mobilization in April 2023 and earned media events to coincide with NHTSA’s national enforcement week for FY 2023. The earned media events will take place throughout Georgia and will include neighboring states. Paid media, earned media, and social media efforts will continue to focus on increasing compliance with Georgia’s ‘hands-free’ law that went into effect in July 2018. The ‘hands-free’ law has also allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations.

Since the Hands-Free Law took effect, the number of distracted driving convictions processed by Department of Driver Services continues to increase. Additionally, state and national studies show that distracted driving remains a growing traffic safety concern. The overall number of traffic deaths and serious injuries in traffic crashes involving a distracted driver are still too high and communication efforts to boost education and enforcement mobilizations need to continue.

Linkage Between Program Areas

The Governor's Office of Highway Safety's countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest with a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of "Hands Free for Safety", "Know When to Hit Send". The campaign will look to reach this age group with paid media messaging on television, radio, digital and social media platforms they utilize the most. GOHS will also continue its public education and outreach campaign for Georgia's hands-free law that has outlawed all hand-held cellphone use for all drivers. This PI&E campaign will continue statewide in 2023 with paid, earned and social media.

Rationale for Selection

The countermeasure supports distracted driving mobilizations throughout the year including the NHTSA designated "Distracted Driving Awareness" month. While the paid media strategies only have a 1-star effectiveness rating in Countermeasures That Work, GOHS is using the rationale that combining simultaneous paid, earned and owned media messaging will prove to be an effective strategy in bringing the number of traffic deaths under projected 5-year measures.

GOHS chose this countermeasure strategy because of: Distracted and Drowsy Driving: Communication and outreach on Distracted Driving (CTW, Chapter 4: Page 17). Educating the public through outreach with paid media earned media and owned media to support high-visibility enforcement campaigns.

PLANNED ACTIVITIES

Distracted driving communications and outreach planned activities are listed on pages 82 and 83 in Section **5.2 Communications (Media)**, project title "405b M1*DD: Distracted Driving".

PROJECTS

Distracted driving communications and outreach projects are listed on page 87 in Section **5.2 Communications (Media)**, project title "405b M1*DD: Distracted Driving".

5.5 IMPAIRED DRIVING (DRUG & ALCOHOL)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

The table below presents the five-year trend of traffic-fatalities that involved drivers with a confirmed risky-driving behavior. *The risky-driving-related fatalities include all fatally injured persons in a crash involving a confirmed risky driver — this includes the risky driver, their passengers, occupants in other vehicles, and non-motorists.* Between 2019 and 2020, all traffic-fatalities involving risky behaviors increased.

- Unrestrained passenger vehicle occupant fatalities increased by 80 (21 percent).
- Alcohol-impaired-related fatalities increased by 47 (13 percent).
- Speeding-related fatalities increased by 120 (46 percent).
- Drowsy-related fatalities increased by 2 (11 percent).

Drug-related fatalities increased more than 7 times, from 43 fatalities in 2019 to 331 fatalities in 2020. This increase, however, may not indicate an exacerbated or growing problem compared to previous years. The increase of drugged-driving and related traffic-fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

Risky-Driving-Related Fatalities* by Type, 2016-2020

Measure Type	2016	2017	2018	2019	2020
***Un*restrained Fatalities in Passenger Vehicles**	472	464	441	385	465
Annual % Change	▲ *15%*	▽ *-2%*	▽ *-5%*	▽ *-13%*	▲ *21%*
Alcohol-Impaired Driving Fatalities	378	357	379	355	402
Annual % Change	▲ *6%*	▽ *-6%*	▲ *6%*	▽ *-6%*	▲ *13%*
Speeding-Related Fatalities	266	248	268	260	380
Annual % Change	▽ *-1%*	▽ *-7%*	▲ *8%*	▽ *-3%*	▲ *46%*
Drug-Related Fatalities	93	90	81	43	331
Annual % Change	▲ *4%*	▽ *-3%*	▽ *-10%*	▽ *-47%*	***
Drowsy Driving Fatalities	13	22	24	18	20
Annual % Change	▽ *-24%*	▲ *69%*	▲ *9%*	▽ *-25%*	▲ *11%*
All Traffic-Related Fatalities	1,556	1,540	1,505	1,492	1,664
Annual % Change	▲ *9%*	▽ *-1%*	▽ *-2%*	▽ *-1%*	▲ *12%*

* Risking-driving-related fatalities include all persons involved in the fatal crash including risky drivers, passengers, occupants in other vehicles, and non-motorists. *** The increase of reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2016–2020

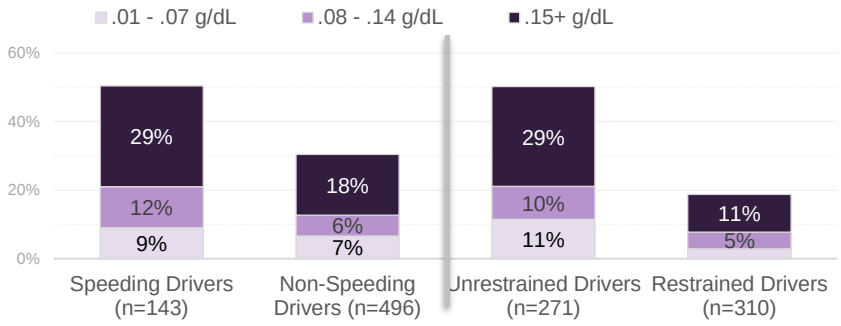
Alcohol is known to reduce brain functionality, muscle coordination, and other abilities needed for operating a vehicle safely. Even a small amount of alcohol can affect driving ability.

In 2020, drivers involved in fatal crashes with a positive BAC were 2.3 times more likely to be speeding and 4.3 times more likely to be unrestrained. Nearly 40 percent of speeding drivers and unrestrained drivers with known BAC were impaired (.08+ g/dL).

Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2020, there were 402 traffic fatalities that involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. These alcohol-impaired fatalities represented 24 percent of all traffic fatalities that occurred on Georgia roadways in 2020.

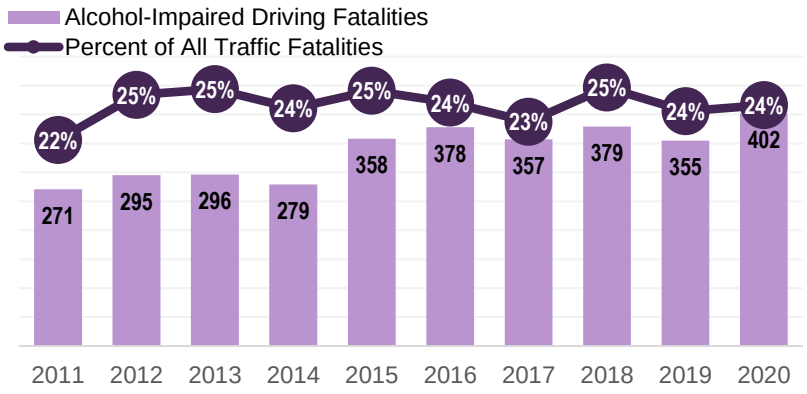
Reported drug-related fatalities increased more than 7 times—from 43 fatalities in 2019 to 331 fatalities in 2020. The increase of *confirmed* drugged driving and related traffic fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

Speeding Drivers and Unrestrained Drivers Involved in Fatal Crashes by BAC Status*, 2020



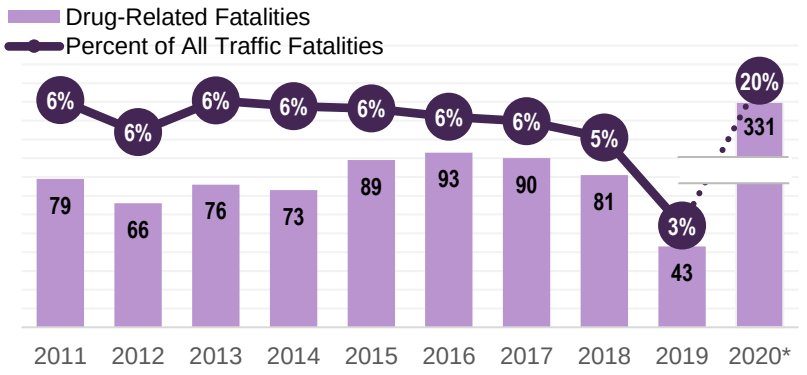
*Percent calculated across drivers with known BAC. In Georgia, drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. Source: FARS 2020

Alcohol-Impaired Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020



Source: NHTSA Motor Vehicle Crash Data Querying and Reporting, 2011–2020

Drug-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020*



The increase of confirmed drugged driving and related traffic fatalities in 2020 may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation. Source: FARS 2011-2020

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-9	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Impaired Driving: Enforcement • Impaired Driving: Education and Outreach

Impaired Driving Enforcement

Project Safety Impacts

In 2020, there were 1,664 fatalities in Georgia. Of those fatalities, 402 involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. Additionally, the reported drug-related fatalities increased more than 7 times—from 43 fatalities in 2019 to 331 fatalities in 2020. This increase of reported drugged drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and changes in the drug test reporting process. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes, injuries, and fatalities over the years. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. NHTSA's findings show that the highest percentage of alcohol-impaired drivers was for drivers in the 21 to 24-year age group. This aligns with the Georgia Traffic Safety Facts, where the proportion of alcohol-impaired drivers involved in traffic crashes decreased with the increasing age of the driver after the age of 25 years. Young adult drivers (age 21-to-24 years) represented 17 percent of all alcohol-impaired drivers involved in fatal crashes (21 out of 176). Additionally, the highest proportions of drugged drivers involved in fatal crashes were among male drivers in the 15-to-24 age group (19 percent) and female drivers in the 35-to-44 age group (18 percent).

Linkage Between Program Areas

The Governor's Office of Highway Safety's (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the highest within the state of Georgia. Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. This includes but is not limited to overseeing and managing both in-house and external grants and contracts that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to provide training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2022 and FY 2023. The plan includes the following:

1. Strategic impaired driving enforcement which is designed to reach motorcyclist and motorist in geographic subdivisions that account for a majority of the state's population and half of the state's alcohol-related fatalities.
2. Three statewide impaired driving mobilizations that occur during the December holidays, July 4th, and Labor Day (September).
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies, including The Georgia State Patrol Nighthawks, will participate in four impaired driving mobilizations, including Thunder Task Force, by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2023.

The four (4) impaired driving mobilizations are as follows:

1. December 2022/January 2023
2. Thunder Task Force (Three Dates TBD)
3. July Fourth, 2023
4. Labor Day 2023

Statewide Impaired Driving Mobilization

Georgia participates in four annual statewide mobilizations, including the Thunder Task Force, to combat impaired driving. These campaigns occur during the December holiday, Fourth of July, Labor Day, and at least three (3) local deployments of the Thunder Task Force. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators, and others. The 16 regional networks are instrumental in carrying out this statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia Department of Public Safety.

FFY2023 Georgia Mobilizations*

Click it or Ticket Mobilization
November 18 – November 28, 2022

Drive Sober or Get Pulled Over
December 14, 2022 - January 1, 2023
(National Mobilization)

Click it or Ticket Mobilization
May 22 – June 5, 2023
(National Mobilization)

One Hundred Days of Summer HEAT
May 22 - September 4, 2023

CIOT Border to Border
May 22, 2023

Operation Zero Tolerance
June 26 - July 5, 2023

Operation Southern Slow Down
July 17 - 22, 2023

Hands Across the Border
August 28 – 31, 2023

Drive Sober or Get Pulled Over
August 21 - September 4, 2023
(National Mobilization)

*Estimated Dates

Strategic Thunder Mobilizations

The Governor's Office of Highway Safety has established a task force consisting of Highway Enforcement of Aggressive Driving (H.E.A.T.) officers, troopers, and local law enforcement. The "Thunder" Task Force is a specialized traffic enforcement unit designed to help Georgia communities combat unusually high amount of traffic crashes, injuries, and fatalities. Their mission is to reduce highway deaths and serious injuries by changing the illegal driving behaviors of motorcyclist and motorists in the region through an increased law enforcement presence in those high crash corridors. The task force was established in 2007 and continues to be very effective in reducing highway crashes, injuries, and deaths.

Rationale for Selection

Impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FY 2022, the Governor's Office of Highway Safety (GOHS) funded twenty-one (21) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units, including the Georgia State Patrol Nighthawks, in communities where impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FY 2023. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. The Georgia State Patrol Nighthawks will continue to focus on impaired driving in the Fulton Co, Gwinnett Co, and Chatham Co areas. Cobb County Police Department will focus on removing impaired drivers from the roadways within that county This will be accomplished through enforcement and education. Georgia will continue to fund the H.E.A.T. projects in 2023.

Impaired Driving: Education and Outreach

Project Safety Impacts

Education and outreach will be used throughout FY 2023 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engage in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

Linkage Between Program Areas

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways regarding impaired driving. Georgia law enforcement will remain innovative in their education efforts and to communicate both successes and failures.

Education and outreach contribute to heightened public awareness, which when combined with enforcement, have been beneficial in addressing impaired-driving issues faced by the state, as determined through its problem identification process.

Mothers Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff will engage volunteers at colleges and universities and community organizations in drunk driving prevention advocacy. MADD attends local health fairs, community events, school rallies, coalition meetings, and the impaired driving task team. MADD is also the presenter for the annual Golden Shield Honors, to recognize law enforcement and prosecutors across the state in their enforcement and adjudication of the impaired driving laws.

GOHS and The Prosecuting Attorney's Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and community awareness. To meet these needs, Georgia's Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

GOHS coordinates with The GA Department of Driver Services to run the Alcohol and Drug Awareness Program (ADAP). It is an educational component that focuses on educating young drivers on the dangers of combining driving with the use of alcohol or drugs. This is an important part of the prevention equation. The ADAP is an effective tool in the multi-pronged approach to protecting Georgia's drivers and passengers. Obtaining an ADAP certificate is mandatory before GA teens can receive their driver's license. There is still much to be done to increase awareness among Georgia's teen drivers and their parents of the dangers of alcohol and drugs, particularly behind the wheel.

The Georgia Public Safety Training Center provides law enforcement training such as Standardized Field Sobriety (SFST), Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and other impaired driving courses that officers can receive. These trainings build on each other and give officers the necessary information to increase their enforcement of the impaired driving laws.

In 2021, Georgia initiated a pilot project to train law enforcement officers as phlebotomists to streamline the DUI investigation process. A law enforcement phlebotomy program is a proven strategy to mitigate the time and cost issues associated with drawing blood from drivers suspected of driving while impaired and therefore obtain the evidence necessary to prosecute impaired drivers. This program helps eliminate the need for a suspect to be transported to a hospital or other facility to obtain a blood sample. By the end of FFY2022, Georgia will have trained close to 100 phlebotomists and the program is gaining more interest. As DUI-drug cases become more prevalent, having blood test results will aid in the successful prosecution of these cases. In 2023, the Georgia Public Safety Training Center will continue management and oversight of the law enforcement phlebotomy training program.

Rationale for Selection

Impaired driving is one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FY 2023, the Governor's Office of Highway Safety (GOHS) funded education and outreach projects across the state with a focus on deterring impaired driving. Including the planned activities listed in this Highway Safety Plan, the Governor's Office of

Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FY 2023. Each of these projects contain an educational component to educate local drivers on the dangers of impaired driving.

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, Georgia will continue to offer education and outreach.

PLANNED ACTIVITIES

Alcohol and Drug Awareness Program	
Planned Activity Description:	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Georgia Department of Driver Services

Impaired Driving Training Programs; SFST, DRE, and Phlebotomy	
Planned Activity Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Georgia Public Safety Training Center

Traffic Safety Adjudication Program	
Planned Activity Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Prosecuting Attorney’s Council

Mothers Against Drunk Driving - Georgia	
Planned Activity Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes, and prevent underage drinking. MADD does this through community activations, delivering MADD's signature Power of You(th) and Power of Parents programs, supporting law enforcement agencies; participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over, and serving as a member of the state's Impaired Driving Task Force.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Mothers Against Drunk Driving-Georgia

Fund two (2) Highway Enforcement of Aggressive Traffic (H.E.AT.) DUI Task Forces	
Planned Activity Description:	To more effectively address the problem related to impaired drivers. The Nighthawk task force will provide intense enforcement coverage of the Atlanta and Savannah area. The Cobb County Board of Commissioners – Police Department will provide DUI enforcement within their jurisdiction.
Countermeasure strategies:	• Impaired Driving: Enforcement
Intended Subrecipients:	Georgia Department of Public Safety, Cobb County Board of Commissioners – Police Department

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M6X-2023-GA-00-59	Georgia Department of Driver Services	Alcohol and Drug Awareness Program	FAST ACT 405d	$43,018.41
M6X-2023-GA-00-70	Mothers Against Drunk Driving-Georgia	Mothers Against Drunk Driving Georgia	FAST ACT 405d	$212,245.94
M6X-2023-GA-00-87	Prosecuting Attorney's Council	Traffic Safety Adjudication Program	FAST ACT 405d	$522,866.00
FDLDATR-2023-GA-00-42	Georgia Public Safety Training Center	Impaired Driving Training Programs/ SFST & DRE	FAST ACT 405d	$673,913.54
M6X-2023-GA-00-23	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	FAST ACT 405d	$881,392.76
M6X-2023-GA-00-23	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	BIL 405d	$1,322,322.14
M6X-2023-GA-00-68	Cobb County Board of Commissioners – Police Department	H.E.A.T. Cobb County Police Department	FAST ACT 405d	$76,090.56
			TOTAL	**$3,731,849.35**

5.6 MOTORCYCLE SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

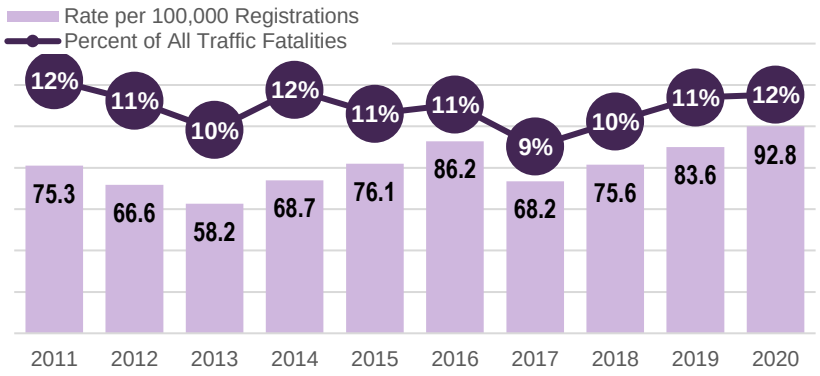
This section contains excerpts from the *2020 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities. To access the full report, visit: https://www.gahighwaysafety.org/traffic-safety-facts-sheets/.

In 2020, there were 1,664 fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The 192 motorcyclist fatalities that occurred in 2020 represented 12 percent of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade. Between 2019 and 2020:

- Motorcycle registrations increased by 2 percent, from 203,343 to 206,834.
- Motorcyclist fatalities increased by 13 percent, from 170 to 192.
- The rate of motorcycle fatalities increased by 11 percent, from 83.6 to 92.8 motorcycle fatalities per 100,000 motorcycle registrations.

The table presents the number of total traffic fatalities, Georgia motorcycle registrations, and motorcyclist fatalities from 2011 to 2020.

Rate and Percent of Motorcyclist Fatalities, 2011-2020



Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Rate and Percent of Motorcyclist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
2011	1,226	199,253	150	12%	75.3
2012	1,192	201,206	134	11%	66.6
2013	1,180	199,287	116	10%	58.2
2014	1,164	199,445	137	12%	68.7
2015	1,432	199,796	152	11%	76.1
2016	1,556	199,504	172	11%	86.2
2017	1,540	203,783	139	9%	68.2
2018	1,504	203,639	154	10%	75.6
2019	1,491	203,343	170	11%	83.6
2020	1,664	206,834	192	12%	92.8

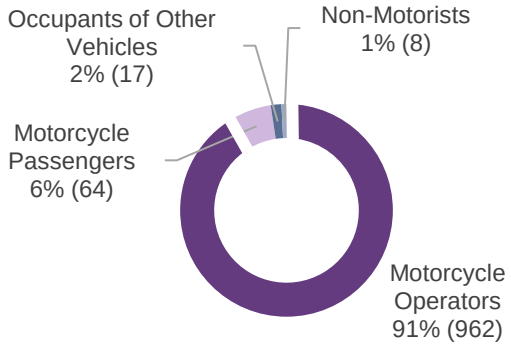
Note: Motorcycle registrations include commercial and non-commercial motorcycles.
Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Out of the 3,786 crashes that involved motorcyclists, 58 percent were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 40 percent were single vehicles (only involving one motorcyclist), and 2 percent were crashes involved two or more motorcycles. Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes.

The figure to the right shows the percent of fatalities or serious injuries among all persons involved in crashes with at least one motorcyclist in 2020. Among all the serious injuries involving motorcyclists:

- 97 percent rode on a motorcycle (represented by purple in Figure 4).
  - 91 percent were the motorcyclist operator
  - 6 percent were motorcycle passengers
- 3 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 2 percent were occupants of vehicles that were *not* a motorcycle vehicle body type.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

Percent of Persons Fatally or Seriously Injured in Crashes involving Motorcyclists by Person Type, 2020



852 Serious Injuries
199 Fatal Injuries

Source: CODES 2020, FARS 2020

In 2020, there were 1,830.5 motorcycle crashes for every 100,000 motorcycle registrations statewide (Table 8). Motorcycle crashes are more frequent in urban areas than in rural areas.

- The Atlanta Region accounted for 37 percent (1,407 out of 3,786) of all motorcycle crashes and 33 percent of all motorcycle registrations.
- Other urban counties accounted for 40 percent (1,517 out of 3,786) of all motorcycle crashes and 40 percent of all motorcycle registrations.

Motorcycle Crashes, Motorcycle Registrations, and Motorcycle Crash Rate by Region Type, 2020

Region	Motorcycle Crashes		Registered Motorcycles		Motorcycle Crash Rate
	Number	Percent	Number	Percent	per 100,000 Registrations
Atlanta Region[7] (10 counites)	1,407	37%	68,314	33%	2,059.6
Other Urban (31 counties)	1,517	40%	83,365	40%	1,819.7
Rural Counties (118 counties)	862	23%	55,155	27%	1,562.9
Statewide	3,786	100%	206,834	100%	1,830.5

Source: CODES 2020, DOR 2020

[7] The Atlanta Region includes the ten counties that are defined by the Atlanta Regional Commission (ARC): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties.

The table below shows the number of motorcycle crashes that were multi-vehicle and single vehicle by county. In 2020, there were a total of 2,259 multi-vehicle and 1,527 single-vehicle motorcycle crashes in the state of Georgia.

Multi-Vehicle vs. Single Vehicle Motorcycle Crashes (2020)

Source: GDOT, DOR, FARS

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
STATEWIDE	**2,259**	**1,527**
Fulton	279	83
Dekalb	156	66
Cobb	152	74
Gwinnett	136	58
Chatham	118	63
Clayton	78	31
Hall	56	33
Henry	55	31
Richmond	52	43
Bibb	47	29
Douglas	45	23
Muscogee	43	32
Cherokee	40	35
Carroll	38	36
Paulding	35	27
Houston	33	21
Bartow	32	34
Forsyth	32	27
Newton	29	26
Floyd	28	20
Coweta	27	26
Lowndes	27	15
Rockdale	26	18
Lumpkin	25	37
Clarke	25	13
Whitfield	23	18
Walton	23	11
Dougherty	23	9
Bulloch	21	5
Liberty	20	13
Spalding	20	9
Catoosa	19	15
Glynn	18	13
Columbia	16	17
Jackson	16	14
Pickens	14	14
Murray	13	20
Walker	13	9
Peach	13	8
Troup	12	17
Effingham	12	15
Gordon	12	15
Polk	12	13
Fayette	12	9
Union	11	14
White	11	14
Tift	11	4
Laurens	10	10
Rabun	9	14
Stephens	9	10
Monroe	9	9
Chattooga	9	4
McDuffie	9	2
Dawson	8	13
Habersham	8	11
Bryan	8	8
Harris	8	8
Hart	8	7
Fannin	7	12
Baldwin	7	8
Haralson	7	7
Thomas	7	7
Burke	7	3
Coffee	7	2
Sumter	7	2
Gilmer	6	9
Ware	6	7
Colquitt	6	6
Oconee	6	5
Toombs	6	3
Franklin	6	2
Barrow	5	6
Lamar	5	5
Worth	5	1
Camden	4	7

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Madison	4	7
Upson	4	4
Crisp	4	1
Butts	3	6
Morgan	3	6
Appling	3	5
Decatur	3	5
Grady	3	5
Wayne	3	5
Turner	3	2
Dade	3	1
Ben Hill	3	--
Berrien	3	--
Greene	3	--
Towns	2	11
Meriwether	2	7
Heard	2	4
Dodge	2	3
Lee	2	3
Mitchell	2	3
Banks	2	2
Crawford	2	2
Montgomery	2	2
Randolph	2	2
Atkinson	2	1
Baker	2	1
Jeff Davis	2	1
Pierce	2	1
Johnson	2	--
Lincoln	2	--
Cook	1	4
Jones	1	4
Pulaski	1	4
Bleckley	1	3
Brantley	1	3
Jasper	1	3
Pike	1	3
Putnam	1	3
Twiggs	1	3
Long	1	2
Taylor	1	2
Telfair	1	2
Warren	1	2
Wilkinson	1	2
Clinch	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Lanier	1	1
McIntosh	1	1
Screven	1	1
Tattnall	1	1
Candler	1	0
Hancock	1	0
Stewart	1	0
Taliaferro	1	0
Treutlen	1	0
Oglethorpe	--	4
Bacon	--	3
Elbert	--	3
Talbot	--	3
Dooly	--	2
Seminole	--	2
Emanuel	--	1
Evans	--	1
Irwin	--	1
Jefferson	--	1
Miller	--	1
Terrell	--	1
Washington	--	1
Webster	--	1
Wheeler	--	1
Wilkes	--	1
Brooks	--	--
Calhoun	--	--
Charlton	--	--
Chattahoochee	--	--
Clay	--	--
Early	--	--
Echols	--	--
Glascock	--	--
Jenkins	--	--
Macon	--	--
Marion	--	--
Quitman	--	--
Schley	--	--
Wilcox	--	--

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

Georgia's communication plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards that promote motorcyclists' awareness for operators of motor vehicles on the road in the "Born to Be Seen" campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month, and "Ride to Work." These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

1. The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a public information and awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).
2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

Linkage Between Program Areas

In 2020, the counties with the highest number of motorcyclists fatalities were: Fulton (14 motorcyclist fatalities), Gwinnett (14), Cobb (13), DeKalb (9), and Chatham (8). The table to the right shows the number and proportion of crashes and the number and proportion of suspected serious injuries and fatalities that occurred in these five counties. Nearly 30 percent of all motorcycle crashes (1,100 out of 3,786) and 30 percent of all motorcyclists' serious injuries and fatalities (308 out of 1,026) occurred within these five counties alone. With the five-year rolling average (2019-2023) target set to stay below the projected 203 motorcycle fatalities in 2023, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

Rationale for Selection

The countermeasure supports motorcycle communications outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as “Ride to Work Day”, which supports the countermeasures to provide motorcycles a platform to reach the public about Share the Road, and Seen and be Seen messaging used for motorcycles, bicycles and pedestrians. According to FARS, there was a 38 percent increase from 139 motorcyclist fatalities in 2017 to 192 in 2020. Additionally, preliminary crash data shows an increase in motorcyclist fatalities in 2021. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.” The chart below describes the proposed FFY 2023 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities.

2023 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Bibb	*DPS-NightHawks* / *Bibb County SO*	28	34	33	35	33	4	6	7	10	9	1	1	1	8	7
Bulloch	*DPS-NightHawks*	18	14	8	14	24	2	5	1	3	6	0	3	1	1	3
Burke	*Burke County SO*	8	12	10	10	6	4	5	3	3	2	0	1	0	0	1
Carroll	*Carroll County SO*	20	28	22	25	23	2	7	5	5	7	4	2	2	1	3
Chatham	*DPS-NightHawks*	44	29	37	30	34	14	6	8	8	12	2	3	3	5	8
Clayton	*Clayton Co PD*	48	32	45	51	49	11	9	9	15	14	11	3	6	4	3
Cobb	*Cobb County PD*	59	53	57	67	85	19	16	16	16	24	13	9	8	8	13
Coweta	*Coweta County SO*	22	23	14	22	24	8	3	1	5	10	1	3	2	2	5
Dawson	*Dawson County SO*	5	7	7	3	4	1	2	1	1	1	1	1	0	0	0
Douglas	*Douglas County SO*	21	17	18	23	13	4	4	4	6	2	3	1	3	1	0
Floyd	*Floyd County PD*	18	12	24	15	10	3	3	6	3	1	2	0	0	2	2
Fulton	*DPS-NightHawks* / *Atlanta PD*	130	115	130	144	145	36	28	27	42	33	15	14	21	22	14
Glynn	*Glynn County PD*	7	16	11	21	17	1	5	2	10	3	2	0	0	2	1
Gwinnett	*DPS-NightHawks* / *Snellville PD*	61	66	62	61	57	22	22	13	16	14	12	4	10	10	14
Habersham	*Habersham Co SO*	12	7	3	11	4	4	1	1	2	2	1	0	0	1	1
Hall	*Hall County SO*	31	31	24	20	30	8	7	4	4	6	4	4	5	1	2
Henry	*Henry County PD*	26	27	24	23	28	7	6	7	2	6	1	7	3	0	6
Laurens	*Dublin PD*	9	13	10	11	13	3	1	0	2	2	0	1	0	1	2
Liberty	*Liberty County SO*	8	14	7	8	32	1	1	6	4	7	0	1	0	0	2
Muscogee	*DPS-NightHawks*	27	26	21	21	20	8	11	5	4	3	6	3	3	3	4
Newton	*Newton County SO*	21	17	24	9	22	2	7	9	1	7	1	0	5	1	3
Rockdale	*Rockdale County SO*	13	14	8	16	17	1	6	3	5	3	4	1	0	3	3
Spalding	*Spalding County SO*	11	10	12	10	15	2	1	4	1	3	1	0	0	0	2

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.
Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team
Muscogee/Bibb – Middle GA Team

Linkage Between Program Areas

In 2020, there were 81 confirmed alcohol-impaired motorcyclist operators involved in crashes and 100 operators suspected of alcohol-impairment. This accounts for 5 percent of all motorcycle crashes. GOHS and their partners continue to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2020 which involved an impaired operator (181 operators confirmed or suspected of alcohol-impairment).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2020)

Source: CODES 2020

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
* Cobb	14	5
* Chatham	6	13
* Richmond	4	1
* Cherokee	3	2
* Dekalb	3	1
* Hall	3	1
* Carroll	3	1
* Habersham	3	1
Forsyth	3	-
* Gwinnett	2	5
* Fulton	2	2
* Bartow	2	2
* Fannin	2	2
* Newton	2	-
Walker	2	-
Clarke	2	-
Columbia	2	-
* Dawson	2	-
* Bibb	1	5
* Douglas	1	1
* Coweta	1	1
* Floyd	1	1
Stephens	1	1
Effingham	1	1
Jones	1	1
Wayne	1	1
Pierce	1	1
Catoosa	1	-
Lumpkin	1	-
Hart	1	-
Dade	1	-
Gordon	1	-
Rabun	1	-
McDuffie	1	-
Upson	1	-
Oconee	1	-
Decatur	1	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Madison	1	-
Morgan	1	-
Paulding	-	3
Houston	-	3
Henry	-	3
Murray	-	3
Haralson	-	3
Randolph	-	3
Troup	-	2
Thomas	-	2
White	-	2
Burke	-	2
Toombs	-	2
Clayton	-	1
Muscogee	-	1
Bulloch	-	1
Liberty	-	1
Heard	-	1
Whitfield	-	1
Bryan	-	1
Tift	-	1
Polk	-	1
Fayette	-	1
Colquitt	-	1
Laurens	-	1
Ware	-	1
Lanier	-	1
Taylor	-	1
Davis	-	1
Barrow	-	1
Lincoln	-	1
Bleckley	-	1
Talbot	-	1
Tattnall	-	1
Emanuel	-	1
Montgomery	-	1

GOHS' planned awareness activities will target the 18 counties above highlighted in purple, which represent 68% of all confirmed impaired motorcyclists involved in crashes in 2020. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occur. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

PLANNED ACTIVITIES

2023 Motorcycle Programs	
Planned Activity Description:	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the "Share the Road with Motorcycles," rider coach professional development and training.
Countermeasure strategies:	• Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
Intended Subrecipients:	Georgia Department of Driver Services

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M11X-2023-GA-00-60	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	$135,487.58
			TOTAL	**$135,487.58**

5.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

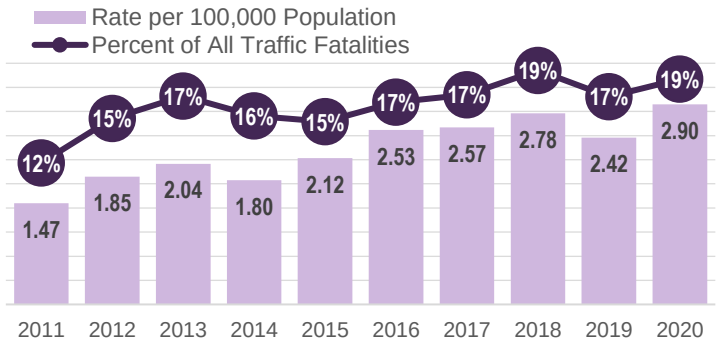
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Pedestrians and Bicyclists Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of non-motorist fatalities. To access the full report, visit: https://www.gahighwaysafety.org/traffic-safety-facts-sheets/.

In 2020, there were 279 pedestrians and 32 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The number of pedestrian fatalities in traffic crashes increased by 18 percent from 236 pedestrian fatalities in 2019 to 279 in 2020. There was an average of 25 bicyclist fatalities in traffic crashes between 2016-2020.

Although non-motorists represented less than one percent of all persons involved in motor vehicle crashes (0.9 percent), they accounted for 19 percent of all traffic fatalities. This a net 2% increase from the previous year. There were approximately 3 pedestrian and bicyclist fatalities for every 100,000 population in 2020. The figure to the right shows the rate and percent of non-motorist traffic fatalities for the past decade.

Rate and Percent of Non-Motorist Traffic Fatalities, 2011-2020



Source: FARS 2011-2020; OASIS 2011-2020

The table on the next page presents the number of total traffic fatalities, Georgia population, and non-motorist fatalities (pedestrians and bicyclists) from 2011 to 2020.

- The number of total traffic fatalities increased by 12 percent from 1,491 in 2019 to 1,664 in 2020.
- The number of non-motorist fatalities increased by 21 percent from 257 in 2019 to 311 in 2020.
- The rate of non-motorist fatalities increased by 20 percent from 2.42 to 2.90 fatalities per 100,000 population.

Rate and Percent of Non-Motorist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Georgia Population	Pedestrian		Bicyclist		Non-Motorists Fatalities		
			Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Rate per 100,000 Population
2011	1,226	9,815,210	130	11%	14	1%	144	12%	1.47
2012	1,192	9,919,945	167	14%	17	1%	184	15%	1.85
2013	1,180	9,992,167	176	15%	28	2%	204	17%	2.04
2014	1,164	10,097,343	163	14%	19	2%	182	16%	1.80
2015	1,432	10,214,860	194	14%	23	2%	217	15%	2.12
2016	1,556	10,310,371	232	15%	29	2%	261	17%	2.53
2017	1,540	10,429,379	253	16%	15	1%	268	17%	2.57
2018	1,504	10,519,475	262	17%	30	2%	292	19%	2.78
2019	1,491	10,617,423	236	16%	21	1%	257	17%	2.42
2020	1,664	10,710,017	279	17%	32	2%	311	19%	2.90

Source: FARS 2011-2020; OASIS 2011-2020

According to the police crash reports, there were 2,332 pedestrian crashes and 625 serious and fatal injuries among pedestrians in 2020 statewide. In the same year, the crash reports show 654 bicyclist crashes and 100 serious and fatally injures among bicyclists. This table shows the number of non-motorist crashes, persons involved in crashes, and suspected serious injuries between 2016-2020.

There were 21.77 pedestrians per 100,000 population and 6.11 bicyclists per 100,000 population involved in motor vehicle traffic crashes across the state of Georgia in 2020. In Georgia, non-motorist crashes are more frequent in the urban areas than rural areas (residential population less than 50,000 people).

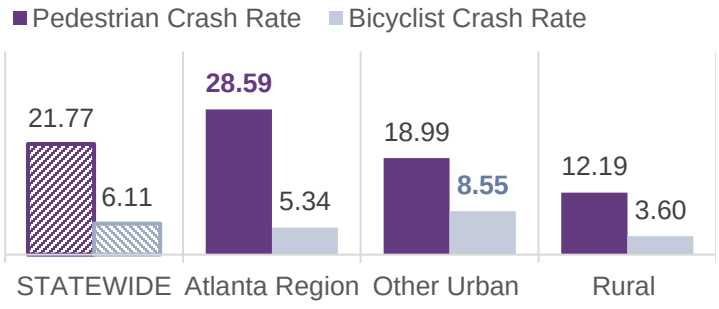
- Pedestrian crashes and crash rate are highest within the ten counties of the Atlanta Region – 28.59 pedestrians per 100,000 population. Bicyclist crashes and crash rate are highest within the 31 other urban counties – 6.11 bicyclists per 100,000 population.
- The Atlanta Region accounted for 44 percent of the state population. However, 58 percent (1,343 out of 2,332) of all pedestrian crashes, 25 percent (165 out of 651) of all pedestrian suspected serious injuries, and 45 percent (126 out of 279) of all pedestrian fatal injuries occurred within this area.

Non-Motorist Crashes and Serious Injury and Fatal (most severe) Crashes, 2016-2020

Year	Pedestrian		Bicyclist	
	Crashes	Serious Injury and Fatal Crashes	Crashes	Serious Injury and Fatal Crashes
2016	3,834	822	695	57
2017	3,681	909	686	75
2018	2,172	581	550	69
2019	2,986	613	793	108
2020	2,332	625	654	100

Note: There can be multiple non-motorists involved in a single motor vehicle crash. Source: CODES 2016-2020, FARS 2016-2020

Pedestrian and Bicyclist Crash Rate per 100,000 Population by Region Type, 2020



Source : CODES 2020 ; OASIS 2020

Demographics

The table to the right contains the number of pedestrians and bicyclists fatally injured in 2020 by age group. Within each age group, the percentages are calculated as the total number of pedestrian or bicyclist fatalities divided by the total number of people fatally injured in motor vehicle crashes within the age group.

Non-Motorists Serious Injuries Fatalities by Age Group, 2020

Age Group	Pedestrian Serious Injuries and Fatalities			Bicyclist Serious Injuries and Fatalities		
	Number	Percent	Rate per 100,000 Population	Number	Percent	Rate per 100,000 Population
<10	14	2%	0.72	8	8%	0.41
10-14	18	3%	2.48	8	8%	1.10
15-20	54	9%	6.09	6	6%	0.68
21-24	49	8%	8.57	6	6%	1.05
25-34	120	**19%**	7.97	12	12%	0.80
35-44	113	18%	**8.10**	16	16%	1.15
45-54	73	12%	5.25	18	18%	1.29
55-64	107	17%	8.09	19	**19%**	**1.44**
65+	76	12%	5.01	7	7%	0.46
Total*	**624**	**100%**	**5.83**	**100**	**100%**	**0.93**

Source: CODES 2020
*Total include serious injuries of unknown age

In 2020, Black/African American, Non-Hispanics represented half (42 percent) of pedestrians fatally injured in motor vehicle traffic crashes and 32 percent of the Georgia residential population – compared to White, Non-Hispanics that represent 37 percent of pedestrian fatalities and 52 percent of the population.

The Black/African American, Non-Hispanic pedestrian fatality rate was higher than any other race – 3.46 per 100,000 population. Black/African American, Non-Hispanics are nearly twice (1.8 times) as likely to be fatally injured compared to White, Non-Hispanics.

Pedestrian Fatalities by Race/Hispanic Origin, 2020

Race / Hispanic Origin	Percent of Georgia Population	Pedestrian Fatalities		Rate per 100,000 Population
		Number	Percent	
Hispanic	10%	21	8%	1.97
White, Non-Hispanic	52%	104	37%	1.88
Black/African American, Non-Hispanic	32%	118	42%	3.46
American Indian, Non-Hispanic/ Unknown	<1%	1	<1%	**
Asian, Non-Hispanic	4%	5	2%	**
Multiple Races Unspecified	2%	2	1%	**
All Other Non-Hispanic or Race	<1%	1	<1%	**
Unknown Race and Unknown Hispanic	--	27	10%	**
TOTAL	**100%**	**279**	**100%**	**2.61**

Note: Race and Hispanic origin is not available in crash records.
Source: FARS 2020; OASIS 2020

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected **802** (2019-2023 rolling average) by 2023.	732	**802**
SHSP	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	298	**304**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
C-10	To maintain pedestrian fatalities under the projected **305** (2019-2023 rolling average) by 2023.	252	**305**
C-11	To maintain bicyclist fatalities under the projected **33** (2019-2023 rolling average) by 2023.	25	**33**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Bicycle Safety – Education and Awareness • Pedestrian Safety – Education and Enforcement

Bicycle Safety – Education and Awareness

Project Safety Impacts

Georgia plans to provide funds to agencies to increase bicycle education and awareness regarding training the driver in how to correctly share the road with bicyclists. Grantees will increase bicycle education and awareness to encourage the ability for vehicles to safely “share the road”. This will increase the sensitivity of drivers to the presence of bicycles and their shared responsibility as drivers to prevent crashes to enhance the safety of all road users. The active approach to driver training will allow projects to correctly inform the drivers in impacted areas to spot the bicyclists, and how to successfully navigate the road with these groups.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of bicyclists. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are working together to address these emerging safety concerns.

Linkage Between Program Areas

Georgia will use non-motorized funds across the state, in areas where data shows higher fatalities occur. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Bicycling is encouraged as an alternate mode of transportation to motor vehicle travel. Education will allow bicyclists a safer environment because there is a heightened sense of awareness from the drivers. It is within Georgia's bicycle education programs that allow the driver to become a more knowledgeable driver, as well as a bicyclist.

The number of non-motorized fatalities and serious injuries has steadily increased. More and more people are riding bicycles as their main form of transportation. GOHS will aid in the education of adults and children who are choosing bicycles as forms of transportation and recreation, and safety aspects regarding bicycles.

Rationale for Selection

Georgia wants to help combat the issue of growing data, by working within the bicycling fields. By educating the drivers, walkers, and bicyclists on Georgia's roadways through our innovative programs, there is a better chance that the bicyclists will have the right of way and continue in their travels. This education would allow an increased sensitivity of drivers to the presence of bicyclists, and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

The purpose of education programs is to increase obedience with bicycle and motorist traffic. This compliance will enhance the safety of bicyclists in areas where crashes are happening or most likely to happen due to increased bicycle and motorist exposure. With the implementation of education and awareness, Georgia's bicycle and motorist population will see a behavior change and an increased awareness for all those on Georgia's roadways.

Pedestrian Safety – Education and Enforcement

Project Safety Impacts

Georgia plans to fund projects to educate and enforce the Georgia pedestrian laws. Grantees will increase enforcement and education to encourage the ability for vehicles and pedestrians to safely "share the road". GOHS will coordinate with the SHSP Pedestrian Task Force to implement projects and provide education in the areas where data indicates a problem, including those areas where Black/African American and Non-Hispanic populations exist. Educational efforts are best-practice and targeted for school-aged children, older adults, and the general public. Partners include fire departments, local county governments, police departments, non-profits, engineers, and public health educators. The impact of these projects will increase education to the motoring public and the non-motorized public.

Linkage Between Program Areas

Walking is encouraged as an alternate mode of transportation to motor vehicle travel. The metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state.

Rationale for Selection

According to FARS, there were 279 pedestrian fatalities in 2020 across the state of Georgia. This is an 18 percent increase from the 236 individuals who were killed as a pedestrian in motor vehicle crashes in Georgia in 2019. GHSA reports that Georgia is ranked fourth in the country for pedestrian safety fatalities. GOHS has actively been recruiting new grantees and partnering with new organizations to address this alarming traffic trend. With the implementation of enforcement and education strategies, Georgia's pedestrian and motorist population will begin to see a positive behavior change and an increased awareness for all on Georgia's roadways. The purpose of these education projects is to increase compliance and awareness with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians. GOHS will work with the Pedestrian Task Force to find ways to implement the Safe Systems Approach in low-income and minority areas where pedestrian fatalities are higher.

PLANNED ACTIVITIES

2023 Bicycle Safety Programs	
Planned Activity Description:	Bicycle safety outreach programs to communities and schools; classes to the public on bicycle and helmet safety in the overall state, and within six different communities. GOHS will fund bicycle projects focused on community programs and outreach on bicycle safety. These projects will focus on training the public regarding bicycle safety information and will include social media campaigns.
Countermeasure strategies:	• Bicycle Safety – Education and Awareness
Intended Subrecipients:	Bike Athens, Bike-Walk Macon, Georgia Bikes, Savannah Bicycle Coalition, Bike Walk Golden Isles, Propel ATL

2023 Pedestrian Safety Programs	
Planned Activity Description:	To fund pedestrian projects focused on community programs and outreach on pedestrian safety. These projects will focus on training the public regarding pedestrian safety information and targeting school-aged youth and older adults, as well as the general public.
Countermeasure strategies:	• Pedestrian Safety – Education and Enforcement
Intended Subrecipients:	Bike-Walk Macon, Bike Walk Golden Isles

Georgia Governor’s Office of Highway Safety – 402PS	
Planned Activity Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle-related traffic crashes, injuries, and fatalities.
Countermeasure strategies:	• Pedestrian Safety – Education and Enforcement
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FDL*PS-2023-GA-00-52	BikeAthens	Athens Area Bicycle Education Program	FAST Act 405d FDL*PS	$45,164.67
FDL*PS-2023-GA-00-78	Bike Walk Macon	Reducing bicycle and pedestrian injuries and fatalities in Macon-Bibb County, Georgia	FAST Act 405d FDL*PS	$50,154.81
FDL*PS-2023-GA-01-49	Bike Walk Golden Isles	Promoting safe walking, bicycling, and driving in Glynn County and Coastal Georgia.	FAST Act 405d FDL*PS	$54,225.00
PS-2023-GA-00-81	GAGOHS - Grantee	402PS	BIL 402PS	$50,905.00
FDL*PS-2023-GA-00-53	Georgia Bikes	Promoting Safe Bicycling in GA	FAST Act 405d FDL*PS	$129,548.66
FDL*PS-2023-GA-01-64	Propel ATL	Atlanta Bicycle Safety	FAST Act 405d FDL*PS	$70,947.84
FDL*PS-2023-GA-00-51	Savannah Bicycle Campaign	Reducing Bicycle and Pedestrian Injuries and Fatalities in Chatham County	FAST Act 405d FDL*PS	$39,554.90
			TOTAL	**$440,500.88**

5.8 OCCUPANT PROTECTION
(ADULT & CHILD PASSENGER SAFETY)

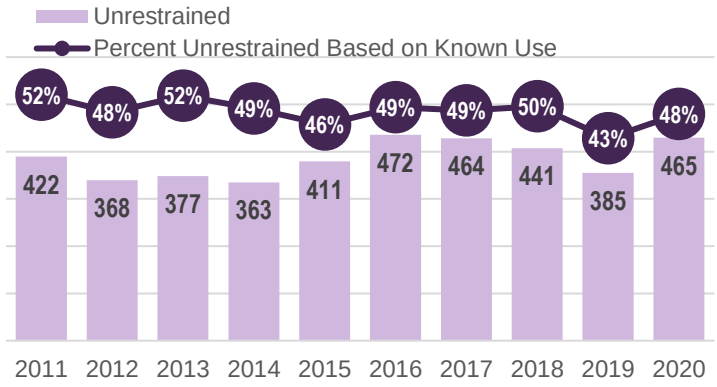
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Occupant Protection Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of unrestrained traffic-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles (PV). Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

The figure to the right shows the percent and number of unrestrained passenger vehicle occupants fatally injured in traffic crashes when the restraint use was known. The percentage of unrestrained fatalities increased by five percentage points, from 43 percent in 2019 to 48 percent in 2020. The number of fatally injured passenger vehicle occupants by restraint use for 2016 to 2020 is shown in the table below.

Percent and Number of Unrestrained* Passenger Vehicle Occupants Fatally Injured (All Ages), 2011-2020



*Percent is calculated based on known restraint use. Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2011–2020

Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2016-2020

Year	Restraint Use						Total		Percent Restrained Based on Known Use	Percent Unrestrained Based on Known Use
	Restrained		Unrestrained		Unknown					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
2016	484	46%	476	45%	91	9%	1,051	100%	50%	50%
2017	488	46%	464	44%	104	10%	1,056	100%	51%	49%
2018	448	45%	441	44%	105	11%	994	100%	50%	50%
2019	514	52%	384	39%	91	9%	989	100%	57%	43%
2020	505	47%	465	43%	102	10%	1,072	100%	52%	48%

Note: The appropriate restraint system for children was not taken into consideration in the restraint classification.
Source: FARS 2016–2020

Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. **According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the front seat daytime passenger seat belt use was 94.8 percent in 2021** and the child safety seat use was 95.4 percent in 2020.

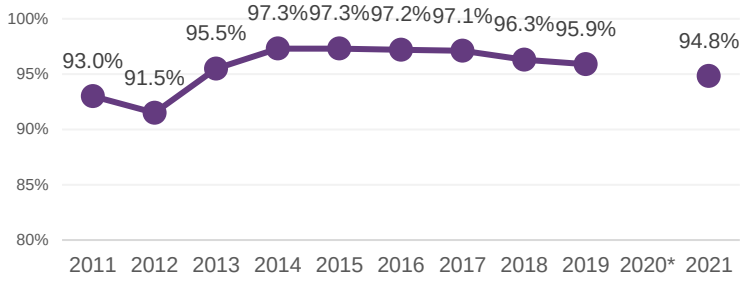
See notes under figure for more information regarding the observational surveys.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2021 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (97.2%), followed by non-Atlanta MSAs (95.3%), and rural areas (94.0%).
- Safety belt usage for white occupants was higher (98.1%) than for non-white occupants (96.3%).
- Safety belt usage was higher for women (98.6%) than for men (93.2%).
- Safety belts usage was 97.9% in passenger cars, 96.4% in vans, and 90.9% in trucks.

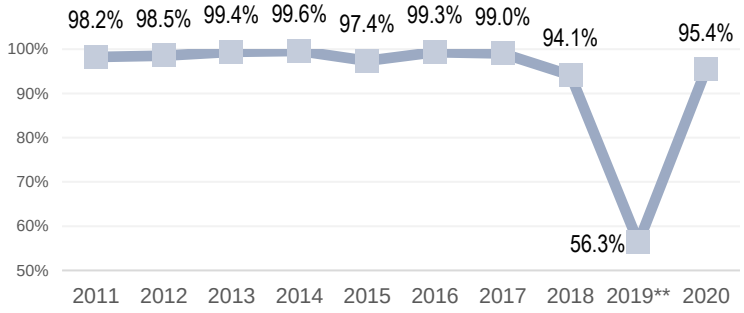
Observed Safety Belt Use (2009-2019)

Front Seat Passenger Vehicle Occupants



*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

Children Safety Seat



**NOTE: Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2016-2019, 2021)*

		2016	2017	2018	2019	2021
Overall Safety Belt Use:		**97.2**	**97.1**	**96.3**	**95.9**	**94.8**
Location:	Atlanta MSA	97.3	97.4	96.0	96.8	97.2
	Non-Atlanta MSA	96.6	96.4	96.0	95.0	95.3
	Rural	96.0	94.8	96.8	95.0	94.0
Driver Ethnicity:	White	97.0	96.1	94.0	96.1	98.1
	Non-White	97.3	96.3	96.6	95.0	96.3
Driver Gender:	Male	95.2	94.4	94.3	94.2	93.2
	Female	99.4	99.2	99.0	98.1	98.6
Vehicle Type:	Car	98.5	98.3	97.3	97.3	97.9
	Truck	94.5	95.5	94.7	92.6	90.9
	Van	96.3	97.3	97.0	97.2	96.4

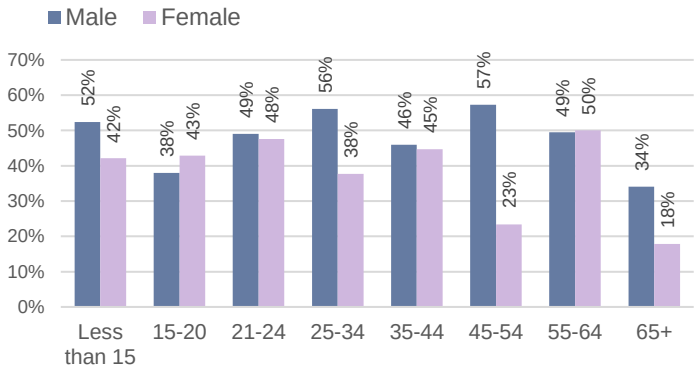
Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

The figure to the right shows the percent of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2020.

- 43 percent of fatally injured **female** PV occupants **15-to-20** years of age were unrestrained, compared to 38 percent of **male** PV occupants.
- 56 percent of fatally injured **male** PV occupants **25-to-34** years of age were unrestrained, compared to 38 percent of **female** PV occupants.

Percent of Unrestrained* Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2020

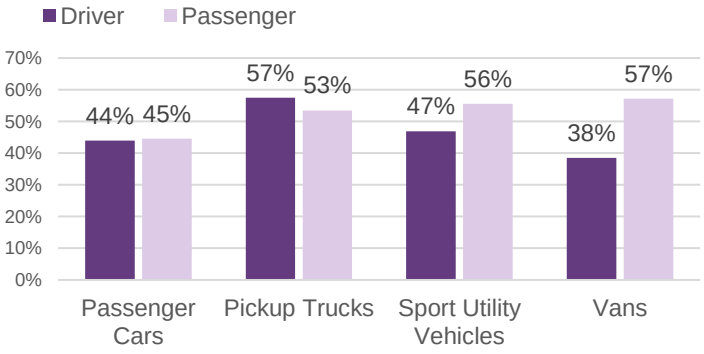


731 Male Passenger Vehicle Occupants with known age
360 Female Passenger Vehicle Occupants with known age

Note: Based on known restraint use
Source: FARS 2020

There were 272 passengers fatally injured in passenger vehicles in 2020. Fifty-eight percent of the passengers fatally injured were riding in passenger cars. Among the 241 fatalities for which restraint use was known, 48 percent were unrestrained, but use varied by vehicle type: 57 percent of the passengers fatally injured in vans were unrestrained, compared to 56 percent in SUVs, 53 percent in pickup trucks, and 45 percent in passenger cars.

Percent of Unrestrained* Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2020 (All Ages)



Source: FARS 2020
*Based on known restraint use.

Additional Note:

In Georgia, programs exist that focus on select demographics to promote vehicle and occupant safety; child occupants and restraints, drivers over the age of 55, and teenage drivers. These are some of the populations of focus for programmatic activities funded by the Governor's Office of Highway Safety. The design of programs to reach a particular demographic increases certain aspects of validity and helps the programs meet their goals. A high-risk demographic missing from these efforts are preteens, or "tweens." Within a social context, the tween age group is hard to capture because of their social development spans from upper elementary school to upper middle school. There are strong correlations between adult behavior modeling and restraint use.

To effectively provide coverage for tweens across the state, a train-the-trainer model will be required. Existing contacts through the Child Occupant Safety Project and the GOHS law enforcement liaisons in their respective regions can be leveraged to enable the program to reach as many schools as possible. By recruiting participants from these networks and providing the necessary materials and training, the targeted number of children can be educated. To enable the success of this effort, the Child Occupant Safety Project will hire a new staff member assigned to lead and coordinate the efforts.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 **HSIP-1**	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a **HSIP-2**	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b **HSIP-3**	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 **HSIP-4**	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PLANNED PARTICIPATION IN CLICK-IT-OR-TICKET

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 38,768 sworn law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click It or Ticket mobilizations each fiscal year. During FFY 2023, GOHS will also participate in the Click It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 850 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click It or Ticket enforcement initiatives across the entire state.

Jurisdictions that are overrepresented with unbelted fatalities are targeted with extra efforts and stepped-up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two-week Click It or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2023, the Governor's Office of Highway Safety (GOHS) has two Click It or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

1. November 2022, which covers the Thanksgiving holiday period
2. May 2023, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.

FFY2023 Georgia Mobilizations*

Click it or Ticket Mobilization
November 18 – November 28, 2022

Drive Sober or Get Pulled Over
December 14, 2022 - January 1, 2023
(National Mobilization)

Click it or Ticket Mobilization
May 22 – June 5, 2023
(National Mobilization)

One Hundred Days of Summer HEAT
May 22 - September 4, 2023

CIOT Border to Border
May 22, 2023

Operation Zero Tolerance
June 26 - July 5, 2023

Operation Southern Slow Down
July 17 - 22, 2023

Hands Across the Border
August 28 – 31, 2023

Drive Sober or Get Pulled Over
August 21 - September 4, 2023
(National Mobilization)

*Estimated Dates

The chart below contains a list of 245 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2023 Click It or Ticket Participating Agencies				
Abbeville	Chatsworth	Grady County	Meriwether County	Stewart County
Adairsville	Chattahoochee Hills	Graham	Metter	Stone Mountain
Adel	Chattooga County	Grantville	Milledgeville	Sumter County
Albany	Chickamauga	Greene County	Milner	Suwanee
Alma	Clarkston	Greensboro	Milton	Sycamore
Alpharetta	Clay County	Grovetown	Monroe	Talbot County
Alto	Clayton	Gwinnett County	Montezuma	Tallapoosa
Americus	Clayton County PD	Habersham County	Montgomery County	Tattnall County
Appling County	Cleveland	Hall County	Morgan County	Telfair County
Aragon	Clinch County	Hampton	Morrow	Temple
Ashburn	Cobb County	Hapeville	Mt. Airy	Tift County
Atkinson County	Cohutta	Haralson County	Nahunta	Tifton
Atlanta	Columbus State Univ.	Harris County	Nashville	Toombs County
Attapulgus	Conyers	Hart County	Newton County	Treutlen County
Avondale Estates	Cordele	Hazlehurst	Ocilla	Tunnel Hill
Ball Ground	Covington	Henry County	Oglethorpe	Turner County
Banks County	Coweta County	Hinesville	Oglethorpe County	Twiggs County
Barnesville	Crawford County	Hoboken	Omega	Tybee Island
Bartow	Crisp County	Holly Springs	Palmetto	Tyrone
Bartow County	Dalton	Homeland	Patterson	Union City
Baxley	Dalton State College	Homerville	Peachtree City	Union County
Ben Hill County	Danielsville	Houston County	Pearson	Univ. of West Georgia
Bibb County	Darien	Jacksonville	Pelham	Uvalda
Blackshear	Dawson County	Jasper County	Perry	Valdosta
Blythe	Dekalb County	Jeff Davis County	Pine Mountain	Valdosta St. Univ.
Boston PD	Demorest	Jefferson	Plains	Varnell
Brantley County	Dooly County	Jesup	Polk County	Vidalia
Braswell	Douglas	Johnson County	Pooler	Vienna
Bremen	Douglas County	Jonesboro	Port Wentworth	Villa Rica
Brookhaven	DPS	Kingsland	Poulan	Walthourville Police
Brooklet	Dublin	Kingston	Rabun County	Walton County
Broxton	Dunwoody	LaFayette	Reidsville	Ware County
Brunswick	Eastman	Lake City	Reynolds	Warner Robins
Buchanan	Effingham County	Lake Park	Richland	Warrenton
Burke County	Elberton	Lakeland	Ringgold	Warwick
Butler	Emerson	Lamar County	Rochelle	Washington County
Byron	Eton	Lavonia	Rockdale County	Waverly Hall
Cairo	Euharlee	Leesburg PD	Rockmart	Waycross
Calhoun	Fannin County	Liberty County	Rome	Wayne County
Camden County	Fayette County	Lincoln County	Roswell	Waynesboro
Candler SO	Fayetteville	Locust Grove	Sandersville	White
Canton	Floyd County	Long County	Screven	Wilcox County
Carroll County	Forsyth	Lowndes County	Screven County	Wilkinson County
Carrollton	Forsyth County	Ludowici	Senoia	Worth County
Cartersville	Fort Stewart	Lumber City	Sky Valley	Zebulon
Catoosa County	Franklin	Lyons	Snellville	
Cave Spring	Franklin County	Marietta	Social Circle	
Cedartown	Gainesville	Marshallville	Soperton	
Chamblee	Glennville	Maysville	Spalding County	
Charlton County	Glynn County	McCaysville	Stephens County	

CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket (CIOT) holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and child passenger safety educational programs and seat inspections are making a difference. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43%) were unrestrained, and 505 (47%) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Between 2019 and 2020, the number of unrestrained passenger fatalities increased by 21% – from 385 in 2019 to 465 in 2020.

Considering this increase in the number and proportion of unrestrained passenger occupants in passenger vehicle fatalities, the paid media campaigns need to continue to boost CIOT enforcement mobilizations and other educations programs with the goal to further reduced the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The 21% increase in the number of unrestrained persons killed in passenger vehicles fatalities from 2019 (385) to 2020 (465) shows the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide occupant protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Child Restraint Inspection stations • Child Passenger Safety Technicians • Project Evaluation and Annual Seatbelt Survey • Communications: Occupant Protection

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2022, Georgia has a total of 81 registered inspection stations readily available to provide parents and other caregivers with" hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-three (43) of the fitting stations are in rural communities, thirty-eight (38) of the fitting stations are in urban communities, and 74 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a document that is updated regularly. The locations served are in both urban and rural Georgia and include minority and low-income areas which are considered high-risk areas, such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Thomas	alicia.thomas@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Bibb	Bibb County Health Department	Brandilyn Jackson	Brandi.jackson@dph.ga.gov	478-749-0144		Appointment	Yes	Urban
Bulloch	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385		Appointment	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer McCowen	kmccowen@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department (Spanish speaking)	Natalia Plasencia	Natalia.plasencia@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Woodstock Fire Department	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	225 Arnold Mill Rd Woodstock, Ga 30188	Mondays	Yes	Urban
Clarke	Clarke County Sheriff's Office	Glenn Cliver	Glenn.cliver@ accgov.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health	Melissa Chan-Leiba	safekidscobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2nd Wednesday of every month – By appointment		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Decatur	Bainbridge Police Department	Courtney Chavers	courtneyc@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Sergeant Bayshawn Fleming	Bayshawn.fleming@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	4445 Buford Hwy NE, Chamblee, GA 30341	Appointment	Yes	Urban
DeKalb	DeKalb Fire Rescue	Sherry Galvez	sgalvez@dekalbcountyga.gov		1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County – Douglas Dept. of Health	Lanisha Harris	Lanish.Harris@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Turnbull	aturnbull@alpharetta.ga.us	678-297-6272	2565 Old Milton Pkwy Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue Station 2	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 5	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 9	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 10	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 12	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 13	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 15	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 16	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1048 Joseph E Boone Blvd NE Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 18	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 23	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1545 Howell Mill Rd Atlanta, GA 30318	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Atlanta Fire Rescue Station 25	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 26	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 29	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 30	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Public Safety Annex	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3493 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Kelly Sizemore	kellysizemore@gohs.ga.gov	470-366-3020	7 Martin Luther King Junior Drive, Suite 643, Atlanta, GA 30334	Appointment	Yes	Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Dr, Johns Creek GA, 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Chad Miller	cmiller@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon William Pilner	rmcclendon@sandyspringsga.gov wpilner@sandyspringsga.gov	770-206-2047 770-296-8200	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Britney Dixon	bdixon@glynncounty-ga.gov	912-563-9049	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8-5PM, excluding holidays		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Sgt. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Dept./Safe Kids Houston County	Jason Jones	jjones@cfd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon thru Fri 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000 Ext. 133	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Mon to Thurs 8 - 4 & Fri 8 - 1	Yes	Urban
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19th Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonyia Wallace-Burchett	swallace@oconeesheriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Mon to Fri 7am-7pm		Rural
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	833-337-1749	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment on 1st Fri and 4th Wed of each month	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment (M-Th 9am-3pm)	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Tattnall	UGA Extension – Tattnall County	Rachel Stewart	restewar@uga.edu	912-557-6724 Ext 1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Nikee Rooks	Nikee.rooks@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Kathy Lee	Kathy.lee@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylors	dsaylors@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Waiting on call back	@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provide), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	October 2022	October 2022	March 2023	March 2023
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2023	April 2023	May 2023	July 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Lead	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2023	August 2023		
Location	DeKalb/Decatur	Clayton/Morrow Clayton Safe Kids		
Lead	Rainbow Park Baptist Church	Sam's		
Population	Urban/Metro	Urban/Metro		
At Risk	Low Income/MO	Low Income/MO		

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

151

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

74

Populations Served – Rural

62

Populations Served – At-Risk

117

Linkage Between Program Areas

There are approximately 81 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state

population. In the city of Atlanta, the fire department consistently operates 15 inspection stations located in lower socioeconomic areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Councils, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 1,186 certified Child Passenger Safety Technicians (CPST) and 75 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 57 Child Passenger Safety Technician courses in the calendar year 2020. Of these, there were 54 certification courses and 3 renewal courses. Georgia's recertification rate for 2021 was 30.4%, with 397 technicians recertifying. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST Instructors reminding them to renew their CPST certification. The regional coordinators at DPH

send reminder CPST certification emails to the CPSTs in their area.

Linkage Between Program Areas

Based upon the 2016 observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the FFy2021 child safety restraint survey showed child safety restraint use at 95.5%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State's problem identification. In 2019, Georgia's Hispanic population represented the largest percentage of unrestrained occupants of all ages, at 53%, followed by Black/African American/Non-Hispanic at 46%. Lower socioeconomic factors have also correlated with lower child restraint use. Because these demographics are overrepresented in fatalities and injuries, these demographics are considered higher risk groups. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems, and childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	October 2022	January 2023	April 2023	October 2022
Location	Fannin	Lumpkin	Heard	Johnson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income/ Minority	Low Income	Low Income
Date	November 2022	February 2023	May 2023	November 2022
Location	Floyd	Morgan	Butts	Pulaski
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income
Date	December 2022	March 2023	June 2023	December 2022
Location	Catoosa	Clarke	DeKalb	Wilkinson/ Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Rural
At Risk	Low Income	Low Income/Minority	Low Income/Minority	Low Income

	Augusta	Columbus	Valdosta	Jesup
Date	January 2023	April 2023	October 2022	January 2023
Location	Wilkes	Talbot	Dougherty	Wheeler
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income/Minority	Low Income/Minority
Date	February 2023	May 2023	November 2022	February 2023
Location	Emanuel	Stewart	Seminole	Clinch
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income/Minority
Date	March 2023	June 2023	December 2022	March 2023
Location	Richmond/Columbia	Muscogee	Echols/Brook	Wayne/Glynn
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Rural	Rural
At Risk	Low Income	Low Income/Minority	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department				
Date	October 2022	October 2022	November 2022	November 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	December 2022	December 2022	January 2023	January 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban/Metro
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

CPST CEU and/or Renewal Courses- Georgia Department of Public Health				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	TBD	TBD	TBD
Location	Bremen (CEU)	Monroe (CEU)	Newnan/ Peachtree City (CEU)	Dublin (CEU)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income/Minority	Low Income/Minority	Low Income/Minority
Date	TBD	TBD	TBD	TBD
Location	Cherokee (CEU)	Rabun (CEU)	Roswell (CEU)	Milledgeville (CEU)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Rural	Urban	Rural
At Risk	Low Income/Minority	Low Income	Low Income/Minority	Low Income
Date	TBD	TBD	TBD	TBD
Location	Dalton (Renewal)	Athens (Renewal)	Dunwoody (Renewal)	Macon (Renewal)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	TBD	TBD	TBD	TBD
Location	Augusta (CEU)	Americus (CEU)	Moultrie (CEU)	Hinesville (CEU)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Urban
At Risk	Low Income/Minority	Low Income	Low Income/Minority	Low Income
Date	TBD	TBD	TBD	TBD
Location	Augusta (CEU)	Dawson (CEU)	Thomas County (CEU)	Vidalia (CEU)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income/Minority
Date	TBD	TBD	TBD	TBD
Location	Richmond (Renewal)	Muscogee (Renewal)	Valdosta (Renewal)	Wayne (Renewal)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Urban	Rural
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2022	November 2022	December 2022	January 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2023			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban/Metro			
At Risk	Low Income / MO			

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals that provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	Quarterly	Quarterly	TBD
Location	Northside Cherokee	NGHS Gainesville	Northside	Atrium Macon
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low income/Minority	Low income/Minority	Low income/Minority	Low income/Minority
Date	TBD	May 2023	TBD	TBD
Location	Piedmont Cartersville	NSH Forsyth	Northside Gwinnett	BKO Children's Hospital
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low income/Minority	Low income/Minority	Low income/Minority	Low Income/Minority
Date	TBD	Biannually		
Location	Floyd Medical	Braselton NGHS		
Lead	Thomas Smith	Allison Craig		
Population	Urban	Urban		
At Risk	Low income/Minority	Low income/Minority		
Date		TBD		
Location			Piedmont Athens	
Lead		Allison Craig		
Population		Urban		
At Risk		Low income/Minority		
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	TBD	TBD	September 2023	TBD
Location	Augusta University	St. Francis	South GA Medical	Savannah Memorial
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Urban	Urban
At Risk	Low income	Low income	Low income/Minority	Low income

Date	TBD	TBD	TBD
Location	Piedmont Augusta	Phoebe Putney	Meadows Regional
Lead	Nadira Bolden	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Rural
At Risk	Low income	Low income	Low income
Date	TBD		TBD
Location	Doctor's Hospital		Wayne Memorial
Lead	Nadira Bolden		Carol Irvin
Population	Urban		Rural
At Risk	Low income		Low income

Transporting Children with Special Healthcare Needs			
**All locations are tentative, pending training staff and room confirmation*			
Location	**Date**	**Population**	**At Risk**
Ringgold	November 2022	Urban	Low Income
Metro Atlanta	April 2023	Urban	Low Income / Minority

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes.

70

Estimated total number of technicians.

480

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because

Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the state.

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented) but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive Highway Safety Program Evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA Evaluation Team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

GOHS will also produce the federally required occupant protection survey. Georgia has been able to maintain seatbelt usage at over 90%.

Linkage Between Program Areas

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data-driven, and impact-driven. For new and existing grantees, the process of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past

data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2023, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

As Georgia's population and vehicle miles traveled both continue to increase and as patterns of income, demographics, and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Areas

While Georgia has enjoyed a seat belt use rate of more than 90% for ten consecutive years, on average 50% of the people killed in passenger vehicle fatalities were not restrained (based on known restraint use). This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

PLANNED ACTIVITIES

Department of Public Health-Occupant Protection	
Planned Activity Description:	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19. DPH will also pilot a “tween” seatbelt program for the 2023 grant year
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Department of Public Health

City of Atlanta Fire Rescue Department	
Planned Activity Description:	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	City of Atlanta Fire Rescue Department

Georgia Governor's Office of Highway Safety – 402 Occupant Protection	
Planned Activity Description:	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Evaluation and Seatbelt Survey	
Planned Activity Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
Countermeasure strategies:	• Project Evaluation and Annual Seatbelt Survey
Intended Subrecipients:	University of Georgia, Emory University

PROJECTS

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2023-GA-00-16	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	BIL 402 OP	$187,161.91
M1*OP-2023-GA-00-90	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	$301,222.73
OP-2023-GA-00-85	GAGOHS- Grantee	402OP: Occupant Protection	SUP BIL 402 OP	$84,084.89
OP-2023-GA-00-01	Georgia Department of Public Health	Child Occupant Safety Project	BIL 402 OP	$1,567,881.91
M1*OP-2023-GA-00-93	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	$189,870.01
			TOTAL	**$2,330,221.45**

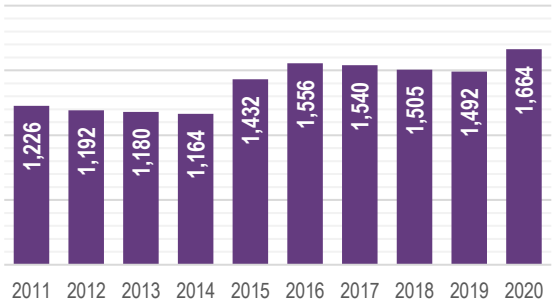
5.9 POLICE TRAFFIC SERVICES

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. The top five counties with the highest roadway fatalities were: Fulton (145 fatalities, +1% increase from the previous year), DeKalb (92, +16%), Cobb (85, +27%), Gwinnett (57, -7%), and Clayton (49, -4%).

Overall Traffic Fatalities, 2011-2020



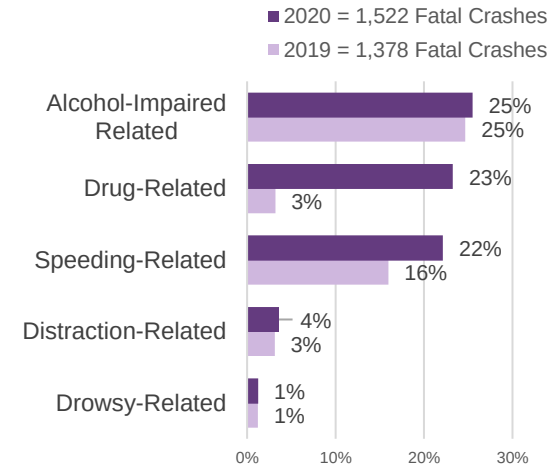
Source: FARS 2011-2020

The figure to the right shows the percent of fatal crashes that involved at least one driver confirmed to be engaging in a risky behavior. This does not imply that a crash or a fatality was caused by the driver, only that a driver involved in the crash was engaging in risky driving behaviors. Out of the 1,552 fatal crashes the occurred in 2020:

- 25 percent involved at least one ***alcohol-impaired*** driver;
- 23 percent involved at least one ***drugged*** driver;
- 22 percent involved at least one ***speeding*** driver;
- 4 percent involved at least one confirmed ***distracted*** driver (47 percent of **all traffic crashes** involved at least one suspected or confirmed distracted driver–not shown in Figure 1); and
- 1 percent involved at least one ***drowsy*** driver.

Additionally, 45 percent of all fatal crashes involved at least one ***unrestrained*** motor vehicle occupant or ***un-helmeted*** motorcyclist.

Percent of Fatal Crashes that Involved at Least One Driver with a Risky Behavior, 2019 and 2020



Note: Percentages are rounded
Source: FARS 2019-2020

The table below presents the five-year trend of traffic-fatalities that involved drivers with a confirmed risky-driving behavior. *The risky-driving-related fatalities include all fatally injured persons in a crash involving a confirmed risky driver — this includes the risky driver, their passengers, occupants in other vehicles, and non-motorists.* Between 2019 and 2020, all traffic-fatalities involving risky behaviors increased.

- Unrestrained passenger vehicle occupant fatalities increased by 80 (21 percent).
- Alcohol-impaired-related fatalities increased by 47 (13 percent).
- Speeding-related fatalities increased by 120 (46 percent).
- Drowsy-related fatalities increased by 2 (11 percent).

Drug-related fatalities increased more than 7 times, from 43 fatalities in 2019 to 331 fatalities in 2020. This increase, however, may not indicate an exacerbated or growing problem compared to previous years. The increase of drugged-driving and related traffic-fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

Risky-Driving-Related Fatalities* by Type, 2016-2020

Measure Type	2016	2017	2018	2019	2020
***Un*restrained Fatalities in Passenger Vehicles**	472	464	441	385	465
Annual % Change	▲ *15%*	▽ *-2%*	▽ *-5%*	▽ *-13%*	▲ *21%*
Alcohol-Impaired Driving Fatalities	378	357	379	355	402
Annual % Change	▲ *6%*	▽ *-6%*	▲ *6%*	▽ *-6%*	▲ *13%*
Speeding-Related Fatalities	266	248	268	260	380
Annual % Change	▽ *-1%*	▽ *-7%*	▲ *8%*	▽ *-3%*	▲ *46%*
Drug-Related Fatalities	93	90	81	43	331
Annual % Change	▲ *4%*	▽ *-3%*	▽ *-10%*	▽ *-47%*	***
Distraction-Related Fatalities	77	82	65	43	61
Annual % Change	▲ *4%*	▲ *6%*	▽ *-21%*	▽ *-34%*	▲ *42%*
Drowsy Driving Fatalities	13	22	24	18	20
Annual % Change	▽ *-24%*	▲ *69%*	▲ *9%*	▽ *-25%*	▲ *11%*
All Traffic-Related Fatalities	1,556	1,540	1,505	1,492	1,664
Annual % Change	▲ *9%*	▽ *-1%*	▽ *-2%*	▽ *-1%*	▲ *12%*

* Risking-driving-related fatalities include all persons involved in the fatal crash including risky drivers, passengers, occupants in other vehicles, and non-motorists. *** The increase of reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2016–2020

Alcohol is known to reduce brain functionality, muscle coordination, and other abilities needed for operating a vehicle safely. Even a small amount of alcohol can affect driving ability. In 2020, drivers involved in fatal crashes with a positive BAC were 2.3 times more likely to be speeding and 4.3 times more likely to be unrestrained. Nearly 40 percent of speeding drivers and unrestrained drivers with known BAC were impaired (.08+ g/dL).

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Integrated Enforcement

Integrated Enforcement

Project Safety Impacts

Mobilization Enforcement: Includes increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically. Mobilization enforcements efforts coordinate with specialized NHTSA campaigns such as Drive Sober or Get Pulled Over, Click It or Ticket, Operation Southern Slow Down, and 100 Days of Summer HEAT.

Agencies are encouraged to conduct multi-jurisdictional efforts. The multi-jurisdictional approach is a critical countermeasure in traffic safety. By having more participating agencies, a greater police presence is created, which in turn creates general deterrence because it increases the

risk (or perceived risk) that the motoring public will be caught. The enforcement must be highly visible and include an equal balance of enforcement and publicity.

Agencies are encouraged to utilize crash and speed data to identify high-risk areas for concentrated enforcement. Law Enforcement Liaisons (LELs) and network coordinators regularly emphasize the importance of enforcement countermeasures during the network meetings as a way of encouraging them to be a part of the agency's culture. Strategies discussed include stationary patrols, mobile patrols, high visibility enforcement, corridor safety programs, and neighborhood speed watch.

In order to strengthen state safety initiatives on the local level and to achieve community support for them, the LELs in Georgia established 16 traffic enforcement networks across the state. These networks are made up of law enforcement officers from agencies in groups of adjacent counties who hold regular meetings to discuss safety initiatives in their areas.

The state will seek to increase the safety belt usage rate through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law. GOHS will continue conducting a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with the national enforcement mobilizations.

Aggressively enforcing the primary safety belt law and continuing a Memorial Day safety belt and child passenger safety seat high-visibility enforcement mobilization which conforms to the national Click It or Ticket model help increase the safety belt usage rate as well as the correct usage of child passenger safety seats. Occupant protection programs that are funded by the highway safety program will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety seat check events, certify child passenger safety fitting stations, conduct educational presentations, and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization. It is anticipated that performance of the chosen countermeasure strategy will provide a beneficial traffic safety impact in the area of occupant protection in FFY 2023.

Police traffic services program grants are highly effective in reducing traffic-related injuries and fatalities through prevention efforts, public information and education, selective enforcement countermeasures, and use of the community's public or private resources to identify and address all its significant traffic safety problems. These comprehensive programs achieve a significant and long-lasting impact in reducing fatal and injury crashes. To maximize program effectiveness, law enforcement agencies must organize an effective community-based program by involving public agencies, private sector organizations, and private citizens.

Major police traffic services include the following:

1. Enforcement of traffic laws;
2. Training in traffic enforcement skills;
3. Crash and injury prevention activities such as leadership and outreach in communities to encourage seat belt and child safety seat use, use of helmets, and use of protective gear; and

4. Support for community-based efforts to address impaired driving, occupant protection, speed violations, distracted driving, aggressive drivers, and other unsafe driving behaviors.

Linkage Between Program Areas

Based on the analysis of the problem identification data, allocating funds to high-visibility enforcement of the state's primary seatbelt law will facilitate the state's achievement of the outlined occupant protection performance targets. Achievement of these performance targets will serve to reduce crashes, injuries, and fatalities in the state.

The local area TEN coordinators and assistant coordinators are called upon to make a major investment of time and effort. Contacting and following up with network members, recruiting support and new members in the communities, planning meetings, recruiting speakers for pertinent programs, and coordinating GOHS initiatives all require an extensive time commitment on the part of the network coordinator. Network coordinators and assistants have several responsibilities:

1. Provide assistance to the regional LEL as required;
2. Participate in the national/state campaigns as directed by the GOHS;
3. Solicit network agencies to participate in national campaigns;
4. Conduct monthly network meetings;
5. Conduct regional enforcement efforts (impaired road checks, speed details, distracted driving/seatbelt details)
6. Participate in GOHS-sponsored press events;
7. Personally, contact each chief of police and sheriff or representative in the local area network in order to explain the GOHS campaigns and solicit agency participation;
8. Promote the use of Georgia Reporting (gareporting.com) as the data collection tool for law enforcement statistics for each GOHS campaign;
9. Attend GOHS meetings as directed;
10. Attend at least one regional LEL meeting during the grant period; and
11. Other duties as may be assigned by the GOHS/LEL.

The police traffic services program focuses on support for community-based efforts to address impaired driving, occupant protection, work zone safety, speed violations, distracted driving, aggressive driving, and other unsafe driving behaviors. The grants are highly effective in reducing traffic collisions through selective enforcement and education. The High-Visibility Enforcement (HVE) concept is a departure from traditional law enforcement traffic enforcement tactics. HVE incorporates enforcement strategies, such as enhanced patrols using visibility elements (e.g., electronic message boards, road signs, command posts, mobile sobriety checkpoint operations, etc.) designed to make enforcement efforts obvious to the public. It is supported by a coordinated communication strategy and publicity. HVE may also be enhanced through multi-jurisdictional efforts and partnerships between people and organizations dedicated to the traffic safety of their community.

Rationale for Selection

The state currently complies with countermeasures deemed highly effective by the Countermeasures that Work 10th Edition, such as Integrated Enforcement. According to NHTSA, impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired-driving checkpoints and saturation patrols. Integration of impaired driving enforcement with other special enforcement activities, such as speed or seatbelt enforcement can be effective, including when used at nighttime.

The strategies and implementation of the proposed projects will increase driver awareness regarding certain behaviors, leading to a reduction in the number of fatalities, injuries, and crashes on Georgia roadways.

By bolstering, strengthening, and encouraging growth of the law enforcement networks currently in place, the network program significantly encourages and strengthens response to the GOHS's highway safety programs. Network meetings serve as an important tool in training area law enforcement officials to implement the safety program.

Targeted traffic law enforcement has been shown to be effective. According to NHTSA's Countermeasures that Work, 10th Edition, deterrence through law enforcement is the basic behavioral strategy that has been used to control speeding and aggressive driving actions. Consequently, specialized enforcement projects such as speed enforcement waves, aggressive driving patrols, impaired driving saturations may contribute to the public's awareness of specific types of unsafe driver behaviors and at the same time the presence of traffic patrols serves as a general deterrent to the wide variety of undesirable behaviors that are not being targeted. For instance, detecting a law enforcement presence is oftentimes enough for a driver to slow down.

PLANNED ACTIVITIES

Fund 20 Highway Enforcement of Aggressive Traffic (H.E.A.T.) Projects	
Planned Activity Description:	H.E.A.T. enforcement/activity hours will be dedicated to enforcing the laws that govern speed, impaired driving, distracted driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Atlanta Police Department, Bibb County Government, Burke County SO, Carroll County SO, Clayton County Police Department, Coweta County SO, Dawson County SO, Douglas County SO, Dublin Police Department, Floyd County Police Department, GA Department of Public Safety – Middle GA Nighthawks, Glynn County Police Department, Habersham County SO, Hall County SO, Henry County PD/Henry Co BOC, Liberty County SO, Newton County SO, Rockdale County SO, Snellville Police Department, Spalding County SO

Fund 16 Traffic Enforcement Network Projects	
Planned Activity Description:	Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Calhoun Police Department, Charlton County SO, Clay County SO, Demorest Police Department, Douglasville Police Department, Effingham County SO, Grovetown Police Department, Fayetteville Police Department, Grady County SO, Holly Springs Police Department, Newton County SO, Oglethorpe County SO, Twiggs County SO, Valdosta Police Department, Washington County SO, Zebulon Police Department

Fund 12 High Visibility Enforcement Projects	
Planned Activity Description:	Projects will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturation patrols in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Appling County SO, Berrien County SO, Bryan County SO, Camden County SO, Clinch County SO, Effingham County SO, Johnson County SO, Morgan County SO, Pooler Police Department, Rabun County SO, Telfair County SO, Treutlen County SO

Fund GA Governor's Office of Highway Safety	
Planned Activity Description:	Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related crashes, injuries, and fatalities. This includes one Law Enforcement Challenge event and participation in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Distracted Driving Awareness Month, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GA Public Safety Training Center	
Planned Activity Description:	Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives.
Countermeasure strategies:	• High Visibility Enforcement and Education
Intended Subrecipients:	Georgia Public Safety Training Center

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2023-GA-01-17	Appling County Sheriff's Office	Appling County High Visibility Enforcement Project	BIL 402 PT	$50,297.60
PT-2023-GA-00-77	Atlanta Police Department, City of	H.E.A.T (Highway Enforcement of Aggressive Traffic)	BIL 402 PT	$134,528.16
PT-2023-GA-01-16	Berrien County Sheriff's Office	Berrien County Sheriff's Office High Visibility Enforcement Project	BIL 402 PT	$23,120.00
PT-2023-GA-00-71	Bibb County Government	HEAT Bibb County Sheriff's Office	BIL 402 PT	$90,620.86
PT-2023-GA-01-39	Bryan County Sheriff's Office	The Bryan County Sheriff's Office High Visibility to Reduce Speed Related Fatalities Project	BIL 402 PT	$41,028.20
PT-2023-GA-00-15	Burke County Sheriff's Office	HEAT - Burke County Sheriff's Office	BIL 402 PT	$49,944.35
PT-2023-GA-01-10	Camden County Sheriff's Office	High Visibility Enforcement Grant	BIL 402 PT	$42,320.00
PT-2023-GA-00-62	Carroll County Sheriff's Office	Carroll County Sheriff's Office HEAT Unit	BIL 402 PT	$122,371.68
PT-2023-GA-00-34	Clayton County Police Department	HEAT - Clayton County	BIL 402 PT	$191,951.60
PT-2023-GA-01-11	Clinch County Sheriff's Office	High Visibility Enforcement Project	BIL 402 PT	$27,200.00
PT-2023-GA-01-03	Coweta County Sheriff's Office	Coweta County H.E.A.T. Unit	BIL 402 PT	$334,701.21
PT-2023-GA-00-30	Dawson County Sheriff's Office	Dawson County Sheriff's Office HEAT	BIL 402 PT	$96,583.49
PT-2023-GA-00-46	Douglas County Sheriff's Office	HEAT Douglas County Sheriff's Office	BIL 402 PT	$138,639.55
PT-2023-GA-00-21	Dublin Police Department	H.E.A.T. Dublin Police Department	BIL 402 PT	$48,364.26
PT-2023-GA-00-32	Effingham County Sheriff's Office	Speed / DUI Detection	BIL 402 PT	$61,990.00
PT-2023-GA-00-29	Floyd County Police Department	Floyd County Police Department HEAT Grant	BIL 402 PT	$171,311.14
PT-2023-GA-00-14	GAGOHS – Grantee (in-house grant)	402PT: Police Traffic Services	BIL 402 PT	$936,410.00
PT-2023-GA-00-41	Georgia Public Safety Training Center	Speed Enforcement & Current Trends in Traffic Enforcement	BIL 402 PT	$69,196.07

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2023-GA-00-66	Glynn County Police Department	"Slow Down Brunswick" and "Drive Sober or Get Pulled Over" Glynn County HEAT Program	BIL 402 PT	$99,495.36
PT-2023-GA-00-91	Habersham County Sheriff's Office	HEAT Habersham County Sheriff's Office	BIL 402 PT	$22,357.30
PT-2023-GA-00-61	Hall County Sheriff's Office	Hall County Sheriff's Office HEAT	BIL 402 PT	$324,999.00
PT-2023-GA-00-31	Henry County PD/ Henry Co BOC	HEAT Henry County Police Department	BIL 402 PT	$98,760.48
PT-2023-GA-01-59	Johnson County Sheriff's Office	High Visibility Enforcement Project	BIL 402 PT	$26,010.00
PT-2023-GA-00-35	Liberty County Sheriff's Office	H.E.A.T. Liberty County	BIL 402 PT	$165,145.92
PT-2023-GA-01-52	Morgan County Sheriff's Office	Morgan County Traffic Safety	BIL 402 PT	$51,320.00
PT-2023-GA-01-25	Newton County Sheriff's Office	Newton County Sheriff's Office HEAT Unit	BIL 402 PT	$325,889.70
PT-2023-GA-00-74	Pooler Police Department	Speed Related Crashes from Following too closely	BIL 402 PT	$57,508.80
PT-2023-GA-00-22	Public Safety, Georgia Department of	HEAT/Nighthawks - Middle- GA	BIL 402 PT	$632,635.68
PT-2023-GA-00-43	Rabun County Sheriff's Office	Rabun County Sheriff's Office High Visibility Enforcement Program	BIL 402 PT	$24,724.00
PT-2023-GA-01-18	Rockdale County Sheriff's Office	HEAT Rockdale County Sheriff's Office	BIL 402 PT	$108,876.60
PT-2023-GA-00-38	Snellville Police Department	HEAT Snellville Police Department	BIL 402 PT	$95,096.06
PT-2023-GA-01-34	Spalding County Sheriff's Office	HEAT Unit	BIL 402 PT	$223,646.64
PT-2023-GA-01-12	Telfair County Sheriff's Office	Telfair County Sheriff's Office High Visibility Enforcement Project	BIL 402 PT	$40,920.00
PT-2023-GA-01-19	Treutlen County Sheriff's Office	Treutlen County High Visibility Enforcement Project	BIL 402 PT	$43,400.00
PT-2023-TE-00-02	Calhoun Police Department	TEN Mountain Area (MNTEN)	BIL 402 PT	$22,695.68
PT-2023-TE-00-06	Charlton County Sheriff's Office	TEN - Coastal Area (CATEN)	BIL 402 PT	$29,355.20
PT-2023-TE-00-10	Clay County Sheriff's Office	TEN - West Central (WCTEN)	BIL 402 PT	$21,678.88

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2023-TE-00-09	Demorest Police Department	TEN- Northeast Georgia	BIL 402 PT	$25,181.84
PT-2023-TE-00-15	Douglasville Police Department	TEN- Western Region	BIL 402 PT	$22,739.44
PT-2023-TE-00-01	Effingham County Sheriff's Office	TEN - Southeast Area	BIL 402 PT	$27,852.16
PT-2023-TE-00-13	Fayetteville Police Department	TEN Metro Atlanta (MATEN)	BIL 402 PT	$29,475.84
PT-2023-TE-00-11	Grady County Sheriff's Office	TEN - Southwest (SWTEN)	BIL 402 PT	$20,929.36
PT-2023-TE-00-20	Grovetown Police Department	TEN - East Central	BIL 402 PT	$25,346.56
PT-2023-TE-00-04	Holly Springs Police Department	TEN - Appalachian Trail	BIL 402 PT	$23,711.44
PT-2023-TE-00-12	Newton County Sheriff's Office	TEN - Central Region (CRTEN)	BIL 402 PT	$22,977.04
PT-2023-TE-00-16	Oglethorpe County Sheriff's Office	TEN - Piedmont Area (PATEN)	BIL 402 PT	$23,510.56
PT-2023-TE-00-21	Twiggs County Sheriff's Office	TEN – Middle Georgia (MGTEN)	BIL 402 PT	$21,480.16
PT-2023-TE-00-07	Valdosta Police Department, City of	TEN- Southern Region	BIL 402 PT	$23,279.44
PT-2023-TE-00-14	Washington County Sheriff's Office	TEN - South Central Traffic Enforcement Network (SCTEN)	BIL 402 PT	$21,527.68
PT-2023-TE-00-08	Zebulon Police Department	TEN- Central Georgia	BIL 402 PT	$22,192.96
			TOTAL	**$5,355,297.95**

Equipment Request over $5000

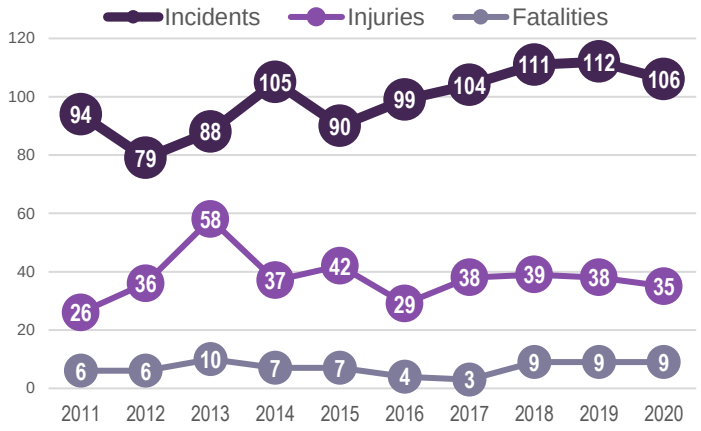
Project Number/ Funding Source	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
PT-2023-GA-01-03 BIL 402PT	Coweta County Sheriff's Office	Ford Explorer	Illinois	3	$47,735.00	$143,205.00
PT-2023-GA-00-14 BIL 402PT	GAGOHS - Grantee	Seat Belt Convincer	Kansas	1	$22,000.00	$22,000.00
PT-2023-GA-00-61 BIL 402PT	Hall County Sheriff's Office	Ford Explorer	Illinois	3	$45,348.00	$136,044.00
PT-2023-GA-01-25 BIL 402PT	Newton County Sheriff's Office	Ford Explorer	Illinois	3	$38,016.00	$114,048.00
PT-2023-GA-01-34 BIL 402PT	Spalding County Sheriff's Office	Dodge Durango	Michigan	2	$44,899.92	$89,799.84
					TOTAL	**$505,096.84**

5.10 RAILROAD SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the Federal Railroad Administration, there were 106 incidents involving Georgia railways and highways in 2020. Those 106 incidents resulted in 35 injuries and 9 fatalities. The number of railway and motor vehicle incidents, injuries, and fatalities have steadily increased since 2015. The figure to the right shows the trend of highway-rail incidents, injuries, and fatal injuries between 2011 and 2020.

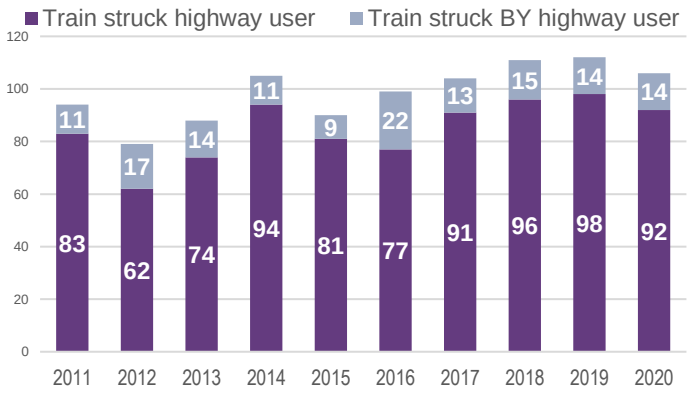
Highway-Rail Incidents, Injuries, and Fatal Injuries (2011-2020) Georgia



2020-2019: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at http://safetydata.fra.dot.gov/OfficeofSafety/Default.aspx as of June 7, 2022.

Across the years, rail incidents most often involved the train striking the highway user. In 2020, 92 out of the 106 incidents (87 percent) involved the train striking the highway user and 14 incidents involved the train being struck by the highway user. The figure to the right shows the type of highway-railway crash events from 2011-2020.

Type of Highway-Railway Crashes, 2011-2020, Georgia



Source: Federal Railroad Administration

Passenger cars are the most common highway users involved in highway-railway incidents, followed by trucks with trailers. In 2020, there were 16 injuries and three fatal injuries involving passenger cars and one fatal injury involving a pedestrian.

Highway Users Involved in Highway-Railway Incidents, 2020 Georgia

Highway User	Incidents	Fatal Injuries	Injuries
Cars	45	3	16
Trucks	24	3	3
Truck & Trailers	20	1	9
Van	2	-	2
Other Motor Vehicles	9	1	3
Pedestrians	2	1	-
Other Motor Vehicles	4	-	2
Total	*106*	*9*	*35*

Source: Federal Railroad Administration

Most of the highway-railway incidents in 2020 occurred in the following counties: Fulton, Cobb, Chatham, and Gwinnett counties. Majority of these incidents occurred at public crossing.

Georgia provides a statewide program that is geared towards educating the general public and training First Responders on the importance of railroad safety. The Operation Lifesaver program conducts exhibits with the OL Mobile Exhibit Truck/ desktop presentation and training in partnership with The Georgia Public Safety Training Center for First Responders statewide. The training covers trespassing, state statutes, and corrective reporting for first responders.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Railroad Safety: Outreach and Education

Railroad Safety: Outreach and Education

Project Safety Impacts

Operation Lifesaver (OL) is a nationwide nonprofit rail safety education program. Each state has its own program to address the specific needs of that state, headed by a state coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequaled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL truck for the larger outdoor events.

Linkage Between Program Areas

The OL Mobile Exhibit Truck activities include scheduling the truck for community events where large audiences can be reached of both adults and children, as well as special audiences including schools, first responders, school bus drivers, etc. Over the years, OL has worked very well and when the exhibit truck is unable to attend an event, the requestor is offered the use of a tabletop display and handout safety materials. Having the unique OL truck to augment regular safety presentations is extremely beneficial as it allows OL to visit outlying communities where citizens of all ages and demographic backgrounds are educated accordingly. Requests for exhibiting with the truck come in from all over Georgia including referrals from a long list of affiliate members, many of whom also are authorized volunteers who then assist. Their participation at no cost to OL provides an enormous in-kind service. Volunteers come from the

Georgia Railroads, other businesses, civic groups, and government agencies including the Federal Railroad Administration, Georgia DOT, Georgia Department of Public Safety, and many others.

Rationale for Selection

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, the program reaches all the major counties where rail traffic is the highest. Additionally, Georgia Operation Lifesaver exhibits are scheduled at many annual conferences where law enforcement and other highway safety professionals attend. Operation Lifesaver program efforts encourage highway safety professionals to include railroad safety training on their websites, newsletters, etc.

PLANNED ACTIVITIES

Georgia Operation Lifesavers	
Planned Activity Description:	Georgia Operation Lifesaver will provide training and education to both the "first responders" and "general public" about safety around trains and railroad tracks.
Countermeasure strategies:	• Railroad Safety
Intended Subrecipients:	Georgia Operation Lifesaver

PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
RH-2022-GA-00-96	Georgia Operation Lifesaver, Inc.	First Responders Training and Mobile Truck Exhibit	BIL 402RH	$29,884.00
			TOTAL	**$29,884.00**

5.11 SPEED MANAGEMENT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

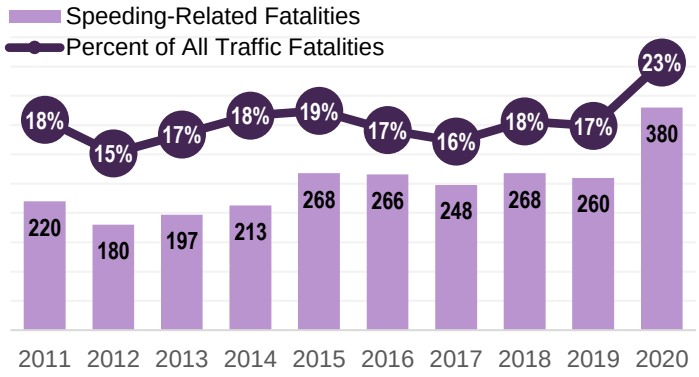
This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of speeding-related fatalities.
To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

A ten-year trend shows that speeding-related fatalities increased by 73 percent, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46 percent, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17 percent (260 out of 1,492) in 2019.

In 2020, there were 1,127 persons with suspected serious injuries involved in speeding-related crashes — a 13 percent increase from the 976 speeding-related serious injuries in 2019. The figure to the right shows the percent of fatalities or serious injuries involving a least one confirmed speeding driver by person type in 2020.

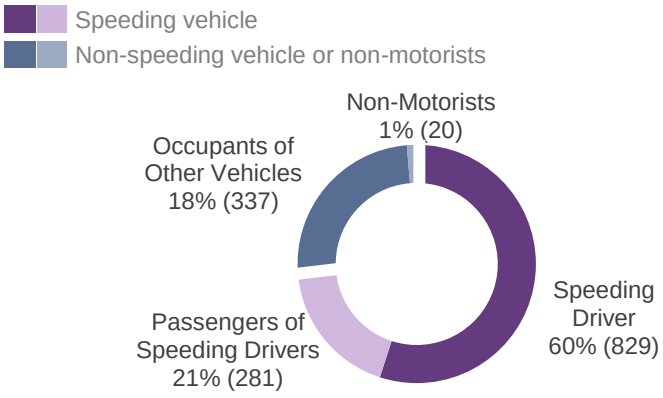
- 81 percent were in the speeding vehicle (represented by purple in Figure 4).
  - 60 percent were the speeding drivers themselves.
  - 21 percent were passengers of the speeding drivers.
- 19 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 18 percent were occupants of other vehicles that were *not* operated by the speeding driver.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

Speeding-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020



Source: FARS 2011–2020

Percent of Persons Fatally or Seriously Injured in Speeding-Related Crashes by Person Type, 2020



380 Fatal Injuries
1,127 Serious Injuries

Source: CODES 2020, FARS 2020

Speeding-Related Traffic Injuries During COVID-19 Public Health Emergency Response

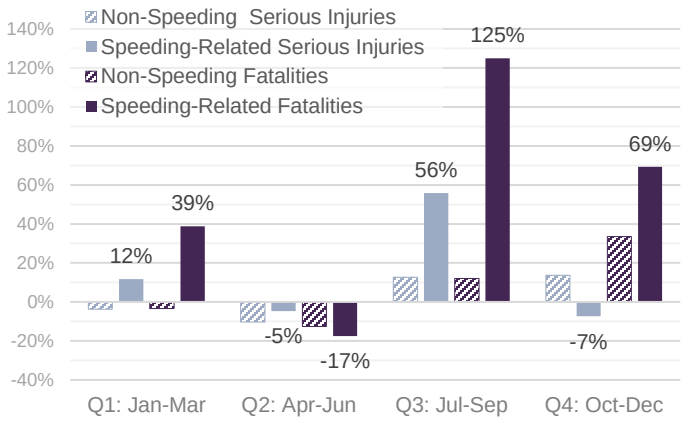
Due to the COVID-19 pandemic responses in 2020, vehicle miles traveled (VMT) on Georgia roadways decreased by 13 percent compared to 2019 – from 133,333 million miles in 2019 to 115,884 million miles in 2020. Despite the decrease in VMT, Georgia experienced more speeding-related traffic crashes, serious injuries, and fatalities. Recent national studies observed higher speeds across all roadway classifications in urban settings in 2020 compared to 2019 (Center for Advanced Transportation Technology, 2020). Additionally, Elvik (2005) found that a 10% increase in the average speed of traffic was likely to have an adverse impact on traffic fatalities.

The figure to the right shows the percent change from 2019 in speeding-related and non-speeding serious injuries and fatalities by quarter for 2020. The number of speeding-related and non-speeding fatalities and serious injuries increased in the 3rd quarter 2020 in comparison to 2019.

- Speeding-related fatalities increased by 125 percent (more than doubling).
- Speeding-related serious injuries increased by 56 percent.
- Non-speeding fatalities and non-speeding serious injuries increased by 12 and 13 percent, respectively.

In the 2nd quarter of 2020, the number of speeding-related and non-speeding fatalities and serious injuries decreased in comparison to the previous year.

Percentage Change from 2019 of Serious Injuries and Fatalities by Speeding Involvement and Quarter, 2020



Source: CODES 2019-2020, FARS 2019-2020

See the "Traffic Safety During the COVID-19 Public Health Emergency" issue brief for VMT and stay-at-home monthly trends in 2019 and 2020.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
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C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Speed: High Visibility Enforcement and Education

Speed: High Visibility Enforcement and Education

Project Safety Impacts

Speed, a form of aggressive driving, has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Excessive speed can contribute to both frequency and severity of motor vehicle crashes. For close to 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2022, the Governor's Office of Highway Safety funded 21 H.E.A.T. teams and six High Visibility Enforcement (H.V.E.) projects across the state where speed crashes and fatalities are consistently high. The Governor's Office of Highway Safety will maintain the H.E.A.T. and H.V.E. programs in FFY 2023. The H.E.A.T Units were established for the purpose of reducing the number of driving incidents and will continue to focus on speed, along with impaired driving and occupant protection. The H.V.E projects will be solely focused on speed enforcement and education.

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the state of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Slow Down, with participation from H.E.A.T. and H.V.E., have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways.

Linkage Between Program Areas

Speed enforcement is crucial to helping Georgia reduce the number of crashes, injuries, and fatalities. GOHS' H.E.A.T. teams and High Visibility Enforcement projects are focused on educating and enforcing the speed laws in Georgia. The Georgia Public Safety Training Center trains law enforcement on proper procedures for operating both a radar unit and a lidar unit. Both items are proven effective in the enforcement of speed laws. The training center offers online and in-person certification and re-certification courses as well as provides training for radar and lidar instructors.

Rationale for Selection

According to NHTSA (Countermeasures That Work- CTW 10th Edition, chapter 3), speed enforcement is the most common traffic enforcement activity conducted by law enforcement across the country. The speed problem is national in scope but requires local decision making and action to be managed effectively. Local communities are in the best position to make judgments in balancing risk against mobility and are encouraged to use all the tools that are available to make determinations regarding speed management.

PLANNED ACTIVITIES

Fund (3) High Visibility Speed Enforcement Projects	
Planned Activity Description:	Activity hours will be dedicated to enforcing the laws that govern speed and aggressive driving on the roadways of county/city through saturated patrols in areas identified by data to be high-risk locations for speed related crashes, injuries, and fatalities occur.
Countermeasure strategies:	• Speed: High Visibility Enforcement and Education
Intended Subrecipients:	Lowndes County SO, Oglethorpe County SO, Twiggs County SO

PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
SC-2023-GA-00-33	Lowndes County Sheriff's Office	SPEED - Sheriff's Patrol to Enforce Effective Driving	BIL 402 SC	$42,147.20
SC-2023-GA-01-47	Oglethorpe County Sheriff's Office	Fatality/Serious Injury, Speed Related Crashes	BIL 402 SC	$25,435.00
SC-2023-GA-01-38	Twiggs County Sheriff's Office	Twiggs County High Visibility Enforcement	BIL 402 SC	$51,320.80
			TOTAL	**$118,903.00**

5.12 TRAFFIC RECORDS

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors.

Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia's traffic records system consists of data about Georgia's roadway transportation network and the people and vehicles that use it. This data is critical to effective safety programming, operational management, and strategic planning. Georgia's traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core system components— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—as well as the organizations and people responsible for them as indicated below.

Crash Component

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are inputted either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically. Additionally, GDOT advanced their partnership with Numetric Inc. The Numetric platform is a data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. This platform is also available to authorized users from the general public.

Roadway Component	The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.
Driver Component	The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).
Citation & Adjudication Component	The State of Georgia has a non-unified court system where local courts are autonomous, these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts are able to securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.
Vehicle Component	The Georgia Department of Revenue (DOR), Motor-Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out- of- state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.
Injury Surveillance Component	The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and (c) a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected **802** (2019-2023 rolling average) by 2023.	732	**802**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**
C-9a	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected **304** (2019-2023 rolling average) by 2023.	298	**304**
C-10	To maintain pedestrian fatalities under the projected **305** (2019-2023 rolling average) by 2023.	252	**305**
C-11	To maintain bicyclist fatalities under the projected **33** (2019-2023 rolling average) by 2023.	25	**33**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

Traffic Records FFY 2023 Performance Measures

	Traffic Safety Performance Measure	Measurable Target	Target Value
1.	Track progress of performance measures for each system in the TRSP	Provide updates for each data system at TRCC Meetings	6 Times Annually (Updates shared every other month at TRCC meetings)
2.	Record a comprehensive meeting summary for each TRCC Meeting	Record and share meeting minutes with TRCC	6 Times Annually (Every other month following TRCC meetings)
3.	Establish and monitor progress of at least one TRCC Subcommittee	Attend and report regular meetings with subcommittee to develop Traffic Safety Fact Sheets	Attend biweekly CODES Data meetings (record progress on monthly progress report)
4.	Submit a TRCC approved Section 405(c) Application to by July 1st annually	405(c) grant application submitted by July 1st	July 1st Submission
5.	Submit TRSP Update to NHTSA by July 1st annually	Updated TRSP submitted by July 1st	July 1st Submission

Traffic Records Data Systems FFY 2023 Performance Measures

Data System	Performance Area to be Impacted	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline 4.1.2020-3.31.2021	Baseline 4.1.2021-3.31.2020
EMS/ Injury Surveillance	Accuracy Timeliness Completeness Uniformity	Increase the average incident validity score for all calls submitted to GEMSIS Elite.	The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.	97.61 (Total Incident Count: 2,759,869)	98.59 (Total Incident Count: 2,885,100)
EMS/ Injury Surveillance	Timeliness	The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve (decrease).	The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.	149.98 Hours (PCRs entered: 1,743,552)	95.39 Hours (PCRs entered: 1,937,496)

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.

GA Traffic Records Information System

Project Safety Impacts

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia’s traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

Linkage Between Program Areas

Georgia’s Traffic Records Program is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources. The Georgia Traffic Records Program mission is to maximize the overall quality of safety data and analysis based on State traffic records data across all six core data systems.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of developing and implementing effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of state traffic safety data needed to identify priorities for federal, state, and local highway and traffic safety programs; evaluate the effectiveness of such efforts; link state data systems, including traffic records and systems that contain medical roadway, and economic data; improve the compatibility and interoperability of state data systems with national data systems and the data systems of other states; and to enhance the agency's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

The Georgia TRCC continues to utilize the Traffic Safety Information System funding, received in FFY 2006- FFY 2022 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c) to advance its mission to maximize the overall quality of traffic safety data and analysis based on state traffic records data across all six core systems.

405(c) grant funding will be allocated for planned activities, which is directly related to the problem identification, performance targets, and countermeasure strategies for Georgia traffic records improvements.

Rationale for Selection

Georgia’s traffic records system is important in ensuring that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision making, which is central to identifying traffic safety problems, and designing countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads. All planned activities will be allocated to 405(c) state traffic safety information system improvement grant funds.

PLANNED ACTIVITIES

GECPS Outreach	
Planned Activity Description:	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication utilizing the Georgia Electronic Citation Processing System (GECPS) as well as to train and educate courts on the GECPS system for this purpose.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Driver Services

405(c) Traffic Records Program	
Planned Activity Description:	To fund the GOHS Georgia Traffic Records program staff and traffic records information system projects to improve Georgia's traffic records data to identify traffic safety problems and design countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

LEA Technology Grant GACP	
Planned Activity Description:	To identify law enforcement agencies and provide funding needed for mobile hardware units to submit crash reports electronically to the Georgia Electronic Accident Reporting System (GEARS). 3-7 electronic crash reporting units are provided for approximately 20 law enforcement agencies.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Association of Chiefs of Police

Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	
Planned Activity Description:	The Online Analytical Statistical Information System (OASIS), DPH's web query and custom data requests, provides the public, stakeholders, and traffic safety partners online access to data visualizations using the departmental data warehouse of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT).
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

Support for CODES Crash Data Linkage	
Planned Activity Description:	This project creates linked crash and injury surveillance data for analysis by Georgia's highway safety partners and provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

DPH - OEMS GEMSIS Elite	
Planned Activity Description:	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0 (preparation in CY2022, with planned implementation in CY2023), maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

PROJECTS

GTS Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
M3DA-2023-GA-00-58	Georgia Department of Driver Services	GECPS Outreach	FAST Act 405c	$240,487.22
M3DA-2023-GA-00-12	GAGOHS-Grantee	405c: Traffic Records Program	FAST Act 405c	$164,625.00
M3DA-2023-GA-00-44	Georgia Association of Chiefs of Police	LEA Technology Grant GACP	FAST Act 405c	$430,500.00
M3DA-2023-GA-00-18	Georgia Department of Public Health	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	FAST Act 405c	$196,698.82
M3DA-2023-GA-00-13	Georgia Department of Public Health	Support for CODES Crash Data Linkage	FAST Act 405c	$308,690.09
M3DA-2023-GA-00-27	Georgia Department of Public Health (EMS & Trauma)	DPH - OEMS GEMSIS Elite	FAST Act 405c	$230,141.04
			TOTAL	**$1,571,142.17**

5.13 YOUNG DRIVER
(TEEN TRAFFIC SAFETY PROGRAMS)

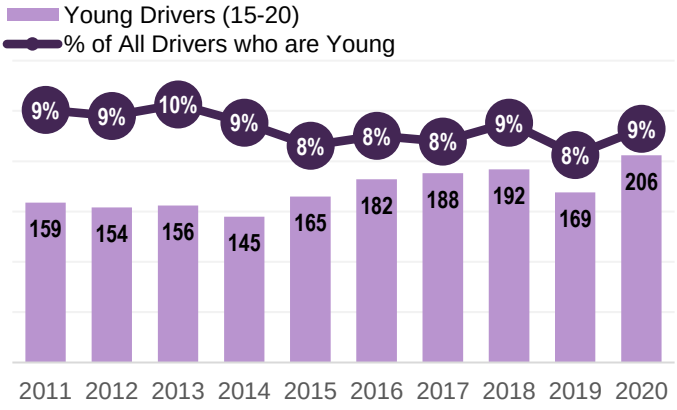
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Young Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of young drivers involved in fatal crashes. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

Young drivers (15-to-20 years old) generally obtain their licenses for the first time under a graduated driver licensing program as they learn driving skills. Across the state, 86 percent of all youth (15-20 years) holds either an instructional permit or driver's license in 2019. Young drivers (ages 15-20 years) accounted for 9.1 percent (759,520) of all licensed drivers in 2020.

In 2020, the number of young drivers (ages 15-to-20 years) involved in fatal crashes increased by 22 percent (from 169 drivers in 2019 to 206 drivers in 2020). This does not imply that young drivers caused the crash either by their actions or failure to act. The figure to the right shows the number of young drivers involved in fatal crashes in 2011-2020.

Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2011–2020



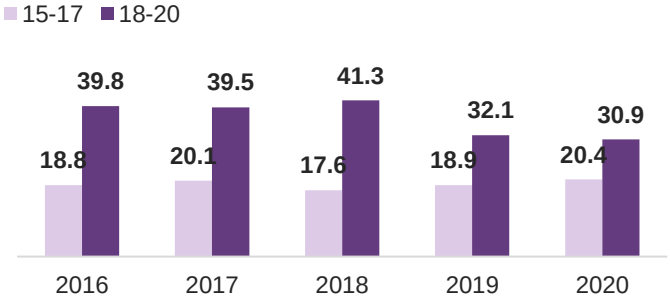
Source: FARS 2011–2020

Young drivers represented 9 percent of all drivers involved in fatal crashes in 2020. Over the past 5-years (2016-2020), young drivers represented an average of 8 percent of all drivers involved in fatal crashes.

Over the past five years, the majority of young drivers involved in fatal crashes were 18-to-20 years. Additionally, they had the higher rate of drivers involved in fatal crashes per 100,000 licensed drivers within that age group. In 2020:

- 73 percent of young drivers involved in fatal crashes were 18-to-20 years of age (150 out of 206).
- 30.9 out of every 100,000 licensed drivers aged18-to-20 were involved in fatal crashes.

Rate of Young Drivers (15-to-17 and 18-to-20 Years) Involved in Fatal Crashes per 100,000 licensed drivers, 2016–2020



Source: FARS 2016–2020, DDS 2016-2020

The table below shows the number of total fatalities in crashes with young drivers between 2016 and 2020. In fatal crashes involving young drivers for the 5-year period from 2016 to 2020:

- Young drivers fatally injured decreased by 20 percent (from 96 fatalities in 2016 to 77 fatalities in 2020).
- Fatalities among the passengers of young drivers increased by 56 percent (from 32 fatalities to 50 fatalities).
- Occupant fatalities of other vehicles that were not operated by the young driver increased by 46 percent (from 52 fatalities to 76 fatalities).
- Non-motorist fatalities – pedestrians, bicyclists, or other non-motorists – decreased by 61 percent (from 16 fatalities to 15 fatalities).

Number of Fatalities in Crashes Involving Young Drivers by Person Type and Year, 2016-2020

Year	Young Drivers (15 - 20)	Passengers of Young Drivers by Age				Occupants of Other Vehicles	Non-Motorists	Total
		< 15	15 - 20	21 +	Total			
2016	96	7	18	7	32	52	16	196
2017	71	3	32	6	41	67	24	203
2018	72	3	16	15	34	56	34	196
2019	59	9	20	7	36	73	17	185
2020	77	5	34	11	50*	76	15	216

Source: FARS 2016-2020
*Total includes a fatally injured passenger of a young driver with unknown age

Drivers aged 15-to-24 and 25-to-34 years involvement in crashes are overrepresented relative to the proportion of licensed drivers across the following: fatal or serious crashes, speeding, alcohol- and/or drug-impairment, and distraction. Older drivers aged 45 years or older, however, represent a lower proportion of involvement in crashes, speeding, impairment, and distraction compared to the proportion of licensed drivers.

Compared to drivers in other age groups, drivers aged 15-to-24 years represented:

- 16 percent of all licensed drivers (a net 1-point increase from 2019);
- 20 percent of all drivers involved in a fatal or serious injury crash (no change from 2019);
- 42 percent of all speeding drivers involved in a crash (a net 1-point increase from 2019);
- 20 percent of all drivers confirmed or suspected of alcohol- and/or drug-impairment involved in a crash (a net 1-point increase from 2019); and
- 22 percent of all drivers confirmed or suspected of distracted driving involved in a crash (a net 1-point increase from 2019).

Licensed Drivers, Drivers Involved in a Fatal or Serious Injury Crash, Speeding Drivers, Alcohol- and/or Drug- Impaired Drivers, and Distracted Drivers Involved in a Crash, 2020

3% **more** than percent of licensed drivers 3% **less** than percent of licensed drivers

Age Group	Licensed Drivers	Involved* in a Fatal or Serious Injury Crash	Speeding Drivers Involved in a Crash	Confirmed or Suspected Alcohol and/or Drug-Impaired Driver Involved in a Crash	Confirmed or Suspected Distracted Driver Involved in a Crash
15-24	16%	20%	42%	20%	22%
15-20	*9%*	*10%*	*24%*	*7%*	*11%*
21-24	*7%*	*10%*	*18%*	*13%*	*11%*
25-34	18%	25%	28%	32%	24%
35-44	16%	18%	14%	21%	18%
45-54	16%	15%	9%	13%	16%
55-64	16%	12%	5%	10%	12%
65+	17%	10%	3%	3%	7%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**

Source: DDS 2020, CODES 2020 * The involvement of drivers in fatal or serious injury traffic crashes does not imply the drivers caused the crash either by their actions or failure to act. Note: Percent are calculated using records with known age.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2016-2020	Target 2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-6	To maintain speeding-related fatalities under the projected **345** (2019-2023 rolling average) by 2023.	284	**345**
C-9a	To maintain young drivers involved in fatal crashes under the projected **210** (2019-2023 rolling average) by 2023.	191	**210**
SHSP	To maintain the number of distraction-related fatalities under the projected **73** (2019-2023 rolling average) by 2023.	66	**73**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Youth Programs

Youth Programs

Project Safety Impacts

Recognizing the need to go beyond GDL, Georgia develops and implements teen traffic safety programs that address the behavioral issues typically associated with novice driver crashes – alcohol, drugs, distraction caused by cell phones and other teen passengers, drowsiness, late-night driving, low seat belt use, and speeding. Many of these are peer-to-peer, school-based programs designed to help teens not only identify those behaviors that cause them the greatest risk on the road, but also recognize that they have the ability and power to address them. Motor vehicle crashes are the leading cause of death for children and young adults ages 5 to 24. GOHS currently provides funding for colleges and high schools through our Student Against

Destructive Decisions (SADD), and Youth and Young Adult (YA) programs. Both programs work to reach the youth of Georgia, SADD primarily focusing on high school students, and YA focusing on the college population of the state. Additionally, efforts to reach the 50 colleges and over 1.3 million high school students across the state are growing within the agency. The agency works with Georgia Public Broadcasting (GPB) to incorporate messaging directed to teen and young drivers. There are many PSAs surrounding high school sporting events. These also allow the programs to expand media presence and allows for the agency to then come back with program information. The young driver program activities are conducted jointly with the rollover simulator and driving events. These events incorporate information and program details to schools that reach out to the GOHS. The rollover simulator and educational programs are initially requested by individual schools. Recruitment then happens following the program. Peer to peer educational youth programs, and young adult program details are given as well as any support that is needed regarding establishing the programs. The notion that teens and young drivers are both willing and able to successfully undertake educating their peers about this problem, and should be encouraged to do so, is supported by the state.

The efforts to expand youth programs are hampered by the reimbursement-based system of operation in regard to funding these programs as well as the lack of innovation when it comes to non- incentive-based purchases. Through the reimbursement-based grants, the youth program numbers across the state are dwindling. These schools find it difficult to provide the initial overhead costs to fund these programs and find that the reports needed for the grant outweigh the program itself. The additional commitment of teachers, volunteers, and any aspect of the program is a big call to action. Colleges in particular have also experienced turnover in staffing for both agency administrator rolls and financial staff.

The Governor’s Office of Highway Safety appreciates the effort of these schools and will initiate a pilot program with Students Against Destructive Decisions (SADD) that will mirror a national model in order to combat these struggles. SADD will take on a statewide coordinator to work with schools throughout the state to increase new chapters. The strong name recognition and expansive chapter base puts SADD at an advantage to take a leadership role in implementing model prevention practices within local communities across the country.

In this era of science-based prevention and increased accountability, Students Against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of SADD. Through Students Against Destructive Decisions chapters, young people of all ages and backgrounds become skilled, educated advocates for youth initiatives developed by local, state, and national organizations working to promote youth safety and health.

The peer-to-peer education programs are flourishing because of the peer-to-peer aspect; however, school programs still require participation from school and staff. It is because of this issue, recruitment has been focused to tertiary program partners like the school resource officers, board of education, county offices, and the state school superintendent. A new and innovative program creates ways in which an incentive is not needed to impact societal change. The agency is working with programs to establish new and innovative ways in which these youth programs can create a lasting impact on their surroundings without the need for

incentives for education.

The Governor's Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (GYAP) is to promote education and awareness among young adults about highway safety issues, such as distracted driving, 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 training to campus students, faculty, and staff.

Linkage Between Program Areas

Georgia's colleges, universities, and high schools conduct school year activities focused on educating students and faculty about highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. High schools, colleges, and universities across Georgia are conducting educational programs during peak times, like prom, spring break, graduation and back-to-school to remind students to be safe on the roadways. These programs focus primarily on impaired driving, distracted driving, seat belt use, and other highway safety topics that affect young adult drivers. Schools coordinate prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Red Ribbon week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and any school specific events. Schools will also participate in GOHS planned events for National Teen Driver Safety Week, as well as virtual state-wide chapter meetings as long as schools are virtual due to COVID-19. Additionally, GOHS hosts a Youth and Young Adult conference every other year that helps guide students in these projects and provide training for the advisors. FY23, however, is not a conference year.

Programs are also presented to these students and young drivers. These programs are achieved by presenting an exciting, interactive 3-D and segmented reality driving simulation, using video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. The use of a pre and post surveys are given to the students to show how the information has impacted their choices.

Rationale for Selection

All Students Against Destructive Decisions (SADD) chapters and Young Adult college and University programs have a common target: to empower young people to help their peers live safer, healthier, more positive lives.

PLANNED ACTIVITIES

2023 SADD Grants	
Planned Activity Description:	Initiate a pilot program that mirrors a national model. A SADD state coordinator will oversee the project while working with the schools to meet SADD objectives. Each chapter will continue to complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns (Rock the belt, 21& Bust), and participate in a distracted/impaired driving event around Prom or graduation in each high school.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Students Against Destructive Decisions (SADD), Inc.

2023 Young Adult Programs	
Planned Activity Description:	Fund eleven (11) college programs targeting young adults to provide educational opportunities to the student population on the effects of alcohol and other highway safety issues, seat belt checks, train new peer health educators on alcohol and impaired driving issues, participate in GOHS Impaired Driving Campaigns.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Abraham Baldwin Agriculture College (ABAC) Advancement Foundation, Inc., Augusta University, Clayton State University, Fort Valley State University, Georgia College and State University, Georgia Southwestern State University, Georgia State University, Kennesaw State University Research and Service Foundation, University of North Georgia, Valdosta State University, University of West Georgia.

Governor’s Office of Highway Safety 402TSP	
Planned Activity Description:	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.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

2023 Youth Presentations	
Planned Activity Description:	This program allows students to attend a 3-D presentation, or augmented reality presentation on highway safety topics effecting youth. These experiences use video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant’s driving skills. It will give a real-life scenario that will help the student visualize real-life situations. The program will also collect data from a pre and post survey given to students before and after the presentation.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Children and Parent Resource Group

Savannah Technical College	
Planned Activity Description:	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Savannah Technical College

PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2023-YA-00-02	ABAC Advancement Foundation, Inc	YA	BIL 402TSP	$8,595.00
TSP-2023-YA-00-05	Augusta University	YA	BIL 402TSP	$16,356.00
TSP-2023-YA-00-13	Clayton State University	YA	BIL 402TSP	$3,425.00
TSP-2023-YA-00-08	Fort Valley State University	YA	BIL 402TSP	$9,535.71
TSP-2023-YA-00-03	Georgia College & State University	YA	BIL 402TSP	$9,359.00
TSP-2023-YA-00-12	Georgia Southwestern State University	YA	BIL 402TSP	$12,595.60
TSP-2023-YA-00-04	Georgia State University	YA	BIL 402TSP	$11,722.00
TSP-2023-YA-00-06	Kennesaw State University Research and Service Foundation	YA	BIL 402TSP	$22,378.22
TSP-2023-YA-00-07	North Georgia, University of	YA	BIL 402TSP	$21,124.78
TSP-2023-YA-00-11	Valdosta State University	YA	BIL 402TSP	$8,102.49
TSP-2023-YA-00-09	West Georgia, University of	YA	BIL 402TSP	$10,500.00
TSP-2023-GA-01-30	Students Against Destructive Decisions, Inc.	Modernizing Teen Mobility Safety: A New Approach to GA SADD	BIL 402TSP	$169,939.51
TSP-2023-GA-00-37	Children and Parent Resource Group, Inc	Life Changing Experience Community Education Project	BIL 402TSP	$175,000.00
TSP-2023-GA-00-82	GAGOHS-Grantee (In-house grant)	402TSP: Teen Traffic Safety Program	BIL 402TSP	$108,468.40
TSP-2023-GA-00-02	Savannah Technical College	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	BIL 402TSP	$144,474.12
			TOTAL	**$731,575.83**

5.14 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

CRASH ANALYSIS

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 (HEAT), 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.

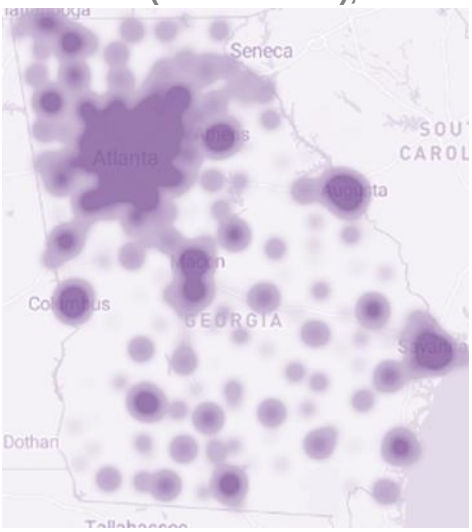
Problem Identification and Program Description

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. The figure to the right shows the hotspots of the crashes across the state of Georgia.

The most common contributed factors for crashes in 2020 were distracted driving (47%) and speeding/aggressive driving (19%). Other contributing factors include:

- Following Too Close (29%)
- Failed to Yield (15%)
- Driver Lost Control (7%)
- Improper Turn (3%)

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2020



Source: Numetric, Georgia Electronic Crash Reporting (June 2022), CODES 2020

See the "Risky Driving" Georgia Traffic Safety Facts for 2018-2020 alcohol-related fatal crashes and 2018-2020 speeding related fatal crashes by regional traffic enforcement network and county.

The Strategic Highway Safety Plan (SHSP) task teams determined traffic safety emphasis areas to monitor throughout the programmatic year. The table below shows the number and percent of crashes for selected measures that are tracked within each emphasis area for 2019 and 2020.

The public health emergency responses to the COVID-19 pandemic had unprecedented restrictions on travel in the state of Georgia. In response to the Georgia governors Executive Order, declaring a public health state of emergency on March 14, 2020, a substantial proportion of the population did not travel, particularly on roadways and public transportation systems.

Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020, Georgia experienced an increase in traffic-related fatalities and serious injuries—indicative that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. Traffic-related data, such as VMT and motor vehicle crashes, show that the travel environment in Georgia is returning to the pre-pandemic norms as of early 2021.

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2019-2020

Strategic Highway Safety Plan Emphasis Areas	2019		2020		% change	
	Number	Percent	Number	Percent	Number	Percent
Intersection	184,548	45.67%	166,996	50.34%	-17,552	-9.51%
Roadway Departure	56,729	14.53%	45,237	13.64%	-11,492	-20.26%
Distracted Driver (Suspected)	195,018	48.26%	174,536	52.62%	-20,482	-10.50%
Older Driver (55-64)	81,064	20.06%	63,159	19.04%	-17,905	-22.09%
Older Driver (65+)	62,329	15.42%	46,326	13.97%	-16,003	-25.68%
Young Driver	51,838	12.83%	44,585	13.44%	-7,253	-13.99%
Hit & Run	47,953	11.86%	44,249	13.34%	-3,704	-7.72%
CMV Related	18,233	4.51%	15,342	4.63%	-2,891	-15.86%
Aggressive Driving	10,222	2.53%	6,157	1.86%	-4,065	-39.77%
Distracted Driver (Confirmed)	7,492	1.96%	3,256	0.98%	-4,236	-56.54%
Impaired (Suspected)	16,128	3.99%	14,361	4.33%	-1,767	-10.96%
Impaired Driving (Confirmed)	7,356	1.82%	7,093	2.14%	-263	-3.58%
Motorcycle	3,972	0.98%	3,821	1.15%	-151	-3.80%
Pedestrian	2,928	0.72%	2,333	0.70%	-595	-20.32%
Bicycle	787	0.19%	656	0.20%	-131	-16.65%

Source: Numetric, Georgia Electronic Crash Reporting (June 2022)

Georgia continues to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities. The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in “Countermeasures That Work, 2020, Tenth Edition” (CTW). Data throughout this Highway Safety Plan is in response to 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 38,768 law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of whom partner with the Governor's Office of Highway Safety on a regular basis.

DEPLOYMENT OF RESOURCES

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

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers.

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. For over 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2022, the Governor's Office of Highway Safety (GOHS) funded 21 H.E.A.T. units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FY 2023.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The concept is to identify a county or area of the state to deploy the Task Force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the regions with high visibility enforcement and earned media. The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units, Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. All local crash data is reviewed, including time of day, location, and causation (DUI, Seatbelt, Speed, Motorcycles).

With this continued effort of putting resources where the traffic fatality problems are, the Governor's Office of Highway Safety (GOHS) can support local jurisdictions with a proven effective and cost-efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the state of Georgia. While conducting a Thunder Task Force mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force often returns to the jurisdiction for a follow up visit and evaluation.

Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are managed by a coordinator and an assistant coordinator, both who are full time law enforcement officers. The dedicated support GOHS receives from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training, and networking opportunities to the attending officers. Prosecutors, judges, and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

Traffic enforcement networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. GOHS law enforcement liaisons (LELs) and the network coordinators utilize the Georgia Electronic Accident Reporting System (GEARS) system to identify specific areas of their network that have high crash activity. GOHS has worked with GEARS system designers to create a “Crashes by Network” report that can be generated for a specific period of time by network coordinators and LELs. This report coupled with other reports from GEARS such as “high crash locations” and “crashes by contributing circumstances” assist local law enforcement agency personnel in identifying specific roadway locations within their jurisdiction that should be targeted for enforcement.

The regional traffic enforcement networks (TEN), working with law enforcement, play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional enforcement, education, and media activities for NHTSA campaigns such as Drive Sober or Get Pulled Over, 100 Days of Summer HEAT, Click It or Ticket, and Operation Southern Slow Down. They also assist the GOHS LES team with state campaigns such as One Hundred Days of Summer Heat, Hands Across the Border and Operation Zero Tolerance. These campaigns bolster our mobilization efforts to nine each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serv where participating law enforcement officers can receive up-to-date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are more than 850 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Effectiveness Monitoring

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (Impaired driving, safety belts, and pedestrian/bicycle safety) will also be included.

Surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the state Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will continue throughout the year and outreach efforts will be revised as needed.

5.15 HIGH VISIBILITY ENFORCEMENT

Effective, high-visibility communications and outreach are an essential part of successful high-visibility enforcement programs. Paid advertising can be a critical part of the media strategy and brings with it the ability to control message content, timing, placement, and repetition. In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoints. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys. The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in Georgia. NHTSA campaigns such as Drive Sober or Get Pulled Over, 100 Days of Summer HEAT and Click It or Ticket have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

The regional traffic enforcement networks (TEN), working with law enforcement play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional high visibility enforcement, education, and media activities for NHTSA campaigns such as Drive Sober or Get Pulled Over,100 Days of Summer HEAT, Click it or Ticket, Click it or Ticket B2B, and Operation Southern Slow Down. They also assist the GOHS LES team with state campaigns such as One Hundred Days of Summer HEAT, Hands Across the Border and Operation Zero Tolerance. These campaigns bolster our mobilization efforts to nine each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

Drive Sober or Get Pulled Over

GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message. GOHS partners with the Georgia State Patrol, sheriff’s offices, police departments and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with TEAM Georgia to hold news conferences in Atlanta prior to the Christmas/New Year’s holiday season and St. Patrick’s Day. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the nine mobilizations. During the St Patrick’s Day period in March, Chatham County Georgia holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by three days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers. During the FY 2022 deployment, officers conducted six sobriety checkpoints and arrested 48 impaired drivers, issued 23 seat belt citations, 43 speeding citations, and 90 “other” traffic citations.

Click It or Ticket

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data showing that proper use of lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants by 45%. In 2019, more front-seat passenger occupants (ages 18+ years) involved in a motor vehicle traffic crash were restrained (84%) compared to backseat occupants (77%). If all Georgia passenger vehicle occupants (ages 5+ years) had been restrained during 2015-2019, an average of 675 lives would have been saved per year.

Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 94.8% in 2021, sustaining this number necessitates a rigorous, ongoing high visibility enforcement campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high-profile enforcement measures. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during this time which resulted in 597 seat belt citations, 153 child restraint citations, 2,452 speeding citations, 538 distracted driving citations, and 153 impaired drivers in FY 2021.

100 Days of Summer H.E.A.T. *(Highway Enforcement of Aggressive Traffic)*

Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there is a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. Most drivers in those speed-related crashes fall within the demographics of Georgia's primary audience for paid media. The 100 Days of Summer H.E.A.T. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day to Labor Day. GOHS public affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media. Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol countermeasure campaign ads as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conference includes GOHS LES and TEN personnel demonstrating rollover simulators and seat belt convincers for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border (HAB) campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as bordering states. During this week, media and enforcement events are held in five different cities around the state. At each location Georgia meets with the adjoining state and conducts these operations. The goal of the HAB Campaign is to raise awareness and lower fatalities as we reach the end of the summer.

FFY2023 Georgia Mobilizations*

Click it or Ticket Mobilization
November 18 – November 28, 2022

Drive Sober or Get Pulled Over
December 14, 2022 - January 1, 2023
(National Mobilization)

Click it or Ticket Mobilization
May 22 – June 5, 2023
(National Mobilization)

One Hundred Days of Summer HEAT
May 22 - September 4, 2023

CIOT Border to Border
May 22, 2023

Operation Zero Tolerance
June 26 - July 5, 2023

Operation Southern Slow Down
July 17 - 22, 2023

Hands Across the Border
August 28 – 31, 2023

Drive Sober or Get Pulled Over
August 21 - September 4, 2023
(National Mobilization)

*Estimated Dates

Section 6:

SECTION 405 APPLICATIONS

- 405(b) Occupant Protection Grant
- 405(c) State Traffic Safety Information System Improvements Grant
- 405(d) Impaired Driving Countermeasures Grant
- 405(f) Motorcyclist Safety Grant
- 405(h) Nonmotorized Safety Grant

405(b) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION

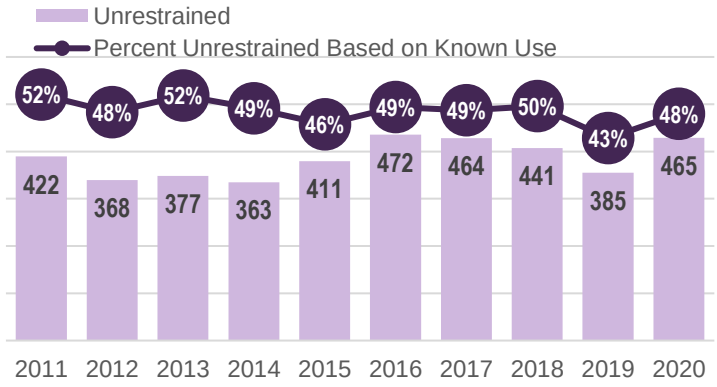
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Occupant Protection Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of unrestrained traffic-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles (PV). Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

The figure to the right shows the percent and number of unrestrained passenger vehicle occupants fatally injured in traffic crashes when the restraint use was known. The percentage of unrestrained fatalities increased by five percentage points, from 43 percent in 2019 to 48 percent in 2020. The number of fatally injured passenger vehicle occupants by restraint use for 2016 to 2020 is shown in the table below.

Percent and Number of Unrestrained* Passenger Vehicle Occupants Fatally Injured (All Ages), 2011-2020



*Percent is calculated based on known restraint use. Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2011–2020

Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2016-2020

Year	Restraint Use						Total		Percent Restrained Based on Known Use	Percent Unrestrained Based on Known Use
	Restrained		Unrestrained		Unknown					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
2016	484	46%	476	45%	91	9%	1,051	100%	50%	50%
2017	488	46%	464	44%	104	10%	1,056	100%	51%	49%
2018	448	45%	441	44%	105	11%	994	100%	50%	50%
2019	514	52%	384	39%	91	9%	989	100%	57%	43%
2020	505	47%	465	43%	102	10%	1,072	100%	52%	48%

Note: The appropriate restraint system for children was not taken into consideration in the restraint classification.
Source: FARS 2016–2020

Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. **According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the front seat daytime passenger seat belt use was 94.8 percent in 2021** and the child safety seat use was 95.4 percent in 2020.

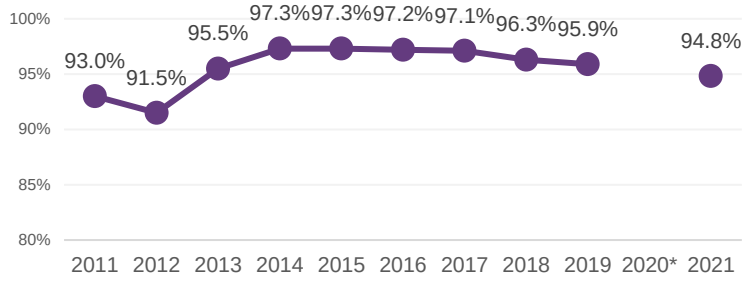
See notes under figure for more information regarding the observational surveys.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2021 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (97.2%), followed by non-Atlanta MSAs (95.3%), and rural areas (94.0%).
- Safety belt usage for white occupants was higher (98.1%) than for non-white occupants (96.3%).
- Safety belt usage was higher for women (98.6%) than for men (93.2%).
- Safety belts usage was 97.9% in passenger cars, 96.4% in vans, and 90.9% in trucks.

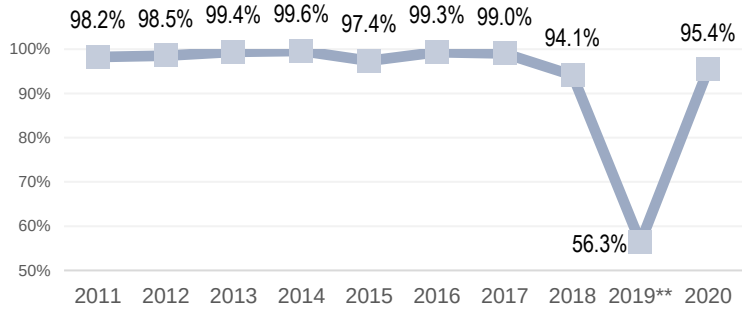
Observed Safety Belt Use (2009-2019)

Front Seat Passenger Vehicle Occupants



*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

Children Safety Seat



**NOTE: Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2016-2019, 2021)*

		2016	2017	2018	2019	2021
Overall Safety Belt Use:		**97.2**	**97.1**	**96.3**	**95.9**	**94.8**
Location:	Atlanta MSA	97.3	97.4	96.0	96.8	97.2
	Non-Atlanta MSA	96.6	96.4	96.0	95.0	95.3
	Rural	96.0	94.8	96.8	95.0	94.0
Driver Ethnicity:	White	97.0	96.1	94.0	96.1	98.1
	Non-White	97.3	96.3	96.6	95.0	96.3
Driver Gender:	Male	95.2	94.4	94.3	94.2	93.2
	Female	99.4	99.2	99.0	98.1	98.6
Vehicle Type:	Car	98.5	98.3	97.3	97.3	97.9
	Truck	94.5	95.5	94.7	92.6	90.9
	Van	96.3	97.3	97.0	97.2	96.4

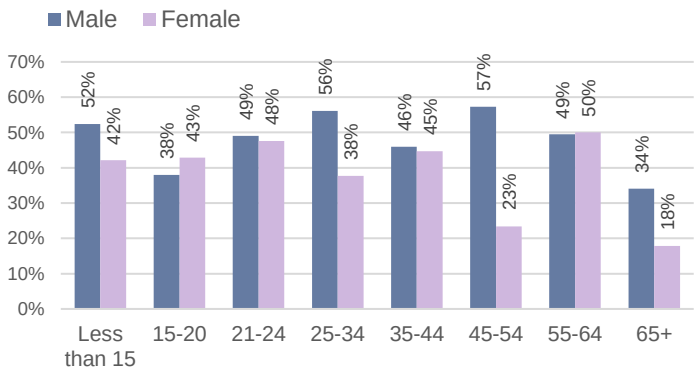
Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

The figure to the right shows the percent of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2020.

- 43 percent of fatally injured **female** PV occupants **15-to-20** years of age were unrestrained, compared to 38 percent of **male** PV occupants.
- 56 percent of fatally injured **male** PV occupants **25-to-34** years of age were unrestrained, compared to 38 percent of **female** PV occupants.

Percent of Unrestrained* Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2020

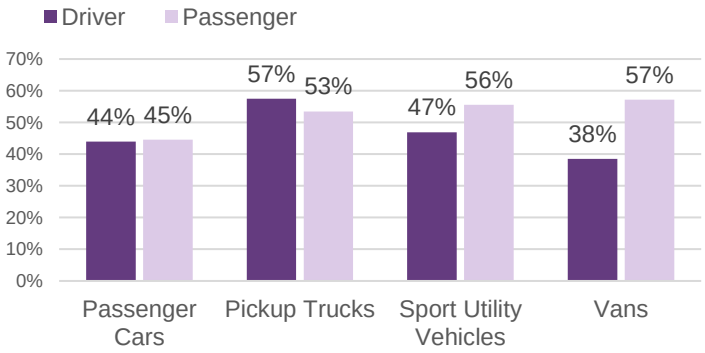


731 Male Passenger Vehicle Occupants with known age
360 Female Passenger Vehicle Occupants with known age

Note: Based on known restraint use
Source: FARS 2020

There were 272 passengers fatally injured in passenger vehicles in 2020. Fifty-eight percent of the passengers fatally injured were riding in passenger cars. Among the 241 fatalities for which restraint use was known, 48 percent were unrestrained, but use varied by vehicle type: 57 percent of the passengers fatally injured in vans were unrestrained, compared to 56 percent in SUVs, 53 percent in pickup trucks, and 45 percent in passenger cars.

Percent of Unrestrained* Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2020 (All Ages)



Source: FARS 2020
*Based on known restraint use.

Additional Note:

In Georgia, programs exist that focus on select demographics to promote vehicle and occupant safety; child occupants and restraints, drivers over the age of 55, and teenage drivers. These are some of the populations of focus for programmatic activities funded by the Governor's Office of Highway Safety. The design of programs to reach a particular demographic increases certain aspects of validity and helps the programs meet their goals. A high-risk demographic missing from these efforts are preteens, or "tweens." Within a social context, the tween age group is hard to capture because of their social development spans from upper elementary school to upper middle school. There are strong correlations between adult behavior modeling and restraint use.

To effectively provide coverage for tweens across the state, a train-the-trainer model will be required. Existing contacts through the Child Occupant Safety Project and the GOHS law enforcement liaisons in their respective regions can be leveraged to enable the program to reach as many schools as possible. By recruiting participants from these networks and providing the necessary materials and training, the targeted number of children can be educated. To enable the success of this effort, the Child Occupant Safety Project will hire a new staff member assigned to lead and coordinate the efforts.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 **HSIP-1**	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a **HSIP-2**	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b **HSIP-3**	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 **HSIP-4**	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-4	To maintain the unrestrained traffic fatalities under the projected **481** (2019-2023 rolling average) by 2023.	445	**481**
B-1	To maintain the **annual** observed seat belt use for passenger vehicles, front seat outboard occupants above **90%** by 2023.	95.9% (2019)*	**Above 90%**

PLANNED PARTICIPATION IN CLICK IT OR TICKET

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as Click It or Ticket have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 38,768 sworn law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click It or Ticket mobilizations each fiscal year. During FFY 2023, GOHS will also participate in the Click It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 850 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click It or Ticket enforcement initiatives across the entire state.

Jurisdictions that are overrepresented with unbelted fatalities are targeted with extra efforts and stepped-up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two-week Click It or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2023, the Governor's Office of Highway Safety (GOHS) has two Click It or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

3. November 2022, which covers the Thanksgiving holiday period
4. May 2023, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.

FFY2023 Georgia Mobilizations*

Click it or Ticket Mobilization
November 18 – November 28, 2022

Drive Sober or Get Pulled Over
December 14, 2022 - January 1, 2023
(National Mobilization)

Click it or Ticket Mobilization
May 22 – June 5, 2023
(National Mobilization)

One Hundred Days of Summer HEAT
May 22 - September 4, 2023

CIOT Border to Border
May 22, 2023

Operation Zero Tolerance
June 26 - July 5, 2023

Operation Southern Slow Down
July 17 - 22, 2023

Hands Across the Border
August 28 – 31, 2023

Drive Sober or Get Pulled Over
August 21 - September 4, 2023
(National Mobilization)

*Estimated Dates

The chart below contains a list of 245 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2023 Click It or Ticket Participating Agencies				
Abbeville	Chatsworth	Grady County	Meriwether County	Stewart County
Adairsville	Chattahoochee Hills	Graham	Metter	Stone Mountain
Adel	Chattooga County	Grantville	Milledgeville	Sumter County
Albany	Chickamauga	Greene County	Milner	Suwanee
Alma	Clarkston	Greensboro	Milton	Sycamore
Alpharetta	Clay County	Grovetown	Monroe	Talbot County
Alto	Clayton	Gwinnett County	Montezuma	Tallapoosa
Americus	Clayton County PD	Habersham County	Montgomery County	Tattnall County
Appling County	Cleveland	Hall County	Morgan County	Telfair County
Aragon	Clinch County	Hampton	Morrow	Temple
Ashburn	Cobb County	Hapeville	Mt. Airy	Tift County
Atkinson County	Cohutta	Haralson County	Nahunta	Tifton
Atlanta	Columbus State Univ.	Harris County	Nashville	Toombs County
Attapulgus	Conyers	Hart County	Newton County	Treutlen County
Avondale Estates	Cordele	Hazlehurst	Ocilla	Tunnel Hill
Ball Ground	Covington	Henry County	Oglethorpe	Turner County
Banks County	Coweta County	Hinesville	Oglethorpe County	Twiggs County
Barnesville	Crawford County	Hoboken	Omega	Tybee Island
Bartow	Crisp County	Holly Springs	Palmetto	Tyrone
Bartow County	Dalton	Homeland	Patterson	Union City
Baxley	Dalton State College	Homerville	Peachtree City	Union County
Ben Hill County	Danielsville	Houston County	Pearson	Univ. of West Georgia
Bibb County	Darien	Jacksonville	Pelham	Uvalda
Blackshear	Dawson County	Jasper County	Perry	Valdosta
Blythe	Dekalb County	Jeff Davis County	Pine Mountain	Valdosta St. Univ.
Boston PD	Demorest	Jefferson	Plains	Varnell
Brantley County	Dooly County	Jesup	Polk County	Vidalia
Braswell	Douglas	Johnson County	Pooler	Vienna
Bremen	Douglas County	Jonesboro	Port Wentworth	Villa Rica
Brookhaven	DPS	Kingsland	Poulan	Walthourville Police
Brooklet	Dublin	Kingston	Rabun County	Walton County
Broxton	Dunwoody	LaFayette	Reidsville	Ware County
Brunswick	Eastman	Lake City	Reynolds	Warner Robins
Buchanan	Effingham County	Lake Park	Richland	Warrenton
Burke County	Elberton	Lakeland	Ringgold	Warwick
Butler	Emerson	Lamar County	Rochelle	Washington County
Byron	Eton	Lavonia	Rockdale County	Waverly Hall
Cairo	Euharlee	Leesburg PD	Rockmart	Waycross
Calhoun	Fannin County	Liberty County	Rome	Wayne County
Camden County	Fayette County	Lincoln County	Roswell	Waynesboro
Candler SO	Fayetteville	Locust Grove	Sandersville	White
Canton	Floyd County	Long County	Screven	Wilcox County
Carroll County	Forsyth	Lowndes County	Screven County	Wilkinson County
Carrollton	Forsyth County	Ludowici	Senoia	Worth County
Cartersville	Fort Stewart	Lumber City	Sky Valley	Zebulon
Catoosa County	Franklin	Lyons	Snellville	
Cave Spring	Franklin County	Marietta	Social Circle	
Cedartown	Gainesville	Marshallville	Soperton	
Chamblee	Glennville	Maysville	Spalding County	
Charlton County	Glynn County	McCaysville	Stephens County	

CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and child passenger safety educational programs and seat inspections are making a difference. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43%) were unrestrained, and 505 (47%) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10%) occupants. Between 2019 and 2020, the number of unrestrained passenger fatalities increased by 21% – from 385 in 2019 to 465 in 2020.

Considering this increase in the number and proportion of unrestrained passenger occupants in passenger vehicle fatalities, the paid media campaigns need to continue to boost CIOT enforcement mobilizations and other educations programs with the goal to further reduced the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The 21% increase in the number of unrestrained persons killed in passenger vehicles fatalities from 2019 (385) to 2020 (465) shows the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide occupant protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Child Restraint Inspection stations • Child Passenger Safety Technicians • Project Evaluation and Annual Seatbelt Survey • Communications: Occupant Protection

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2022, Georgia has a total of 81 registered inspection stations readily available to provide parents and other caregivers with" hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-three of the fitting stations are in rural communities, 38 of the fitting stations are in urban communities, and 74 fitting stations specifically serve at-risk families. Georgia has updated the inspection station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a document that is updated regularly. The locations served are in both urban and rural Georgia and include minority and low-income areas which are considered high-risk areas, such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County.

Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Thomas	alicia.thomas@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Bibb	Bibb County Health Department	Brandilyn Jackson	Brandi.jackson@dph.ga.gov	478-749-0144		Appointment	Yes	Urban
Bulloch	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385		Appointment	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer McCowen	kmccowen@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department (Spanish speaking)	Natalia Plasencia	Natalia.plasencia@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Woodstock Fire Department	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	225 Arnold Mill Rd Woodstock, Ga 30188	Mondays	Yes	Urban
Clarke	Clarke County Sheriff's Office	Glenn Cliver	Glenn.cliver@ accgov.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health	Melissa Chan-Leiba	safekidscobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2nd Wednesday of every month – By appointment		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Decatur	Bainbridge Police Department	Courtney Chavers	courtneyc@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Sergeant Bayshawn Fleming	Bayshawn.fleming@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	4445 Buford Hwy NE, Chamblee, GA 30341	Appointment	Yes	Urban
DeKalb	DeKalb Fire Rescue	Sherry Galvez	sgalvez@dekalbcountyga.gov		1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County – Douglas Dept. of Health	Lanisha Harris	Lanish.Harris@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Turnbull	aturnbull@alpharetta.ga.us	678-297-6272	2565 Old Milton Pkwy Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue Station 2	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 5	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 9	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 10	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 12	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 13	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 15	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 16	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1048 Joseph E Boone Blvd NE Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 18	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 23	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1545 Howell Mill Rd Atlanta, GA 30318	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Atlanta Fire Rescue Station 25	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 26	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 29	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 30	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Public Safety Annex	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3493 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Kelly Sizemore	kellysizemore@gohs.ga.gov	470-366-3020	7 Martin Luther King Junior Drive, Suite 643, Atlanta, GA 30334	Appointment	Yes	Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Dr, Johns Creek GA, 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Chad Miller	cmiller@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon William Pilner	rmcclendon@sandyspringsga.gov wpilner@sandyspringsga.gov	770-206-2047 770-296-8200	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Britney Dixon	bdixon@glynncounty-ga.gov	912-563-9049	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8-5PM, excluding holidays		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Sgt. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Dept./Safe Kids Houston County	Jason Jones	jjones@cfd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon thru Fri 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000 Ext. 133	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Mon to Thurs 8 - 4 & Fri 8 - 1	Yes	Urban
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19th Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonyia Wallace-Burchett	swallace@oconeesheriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Mon to Fri 7am-7pm		Rural
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	833-337-1749	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment on 1st Fri and 4th Wed of each month	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment (M-Th 9am-3pm)	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Tattnall	UGA Extension – Tattnall County	Rachel Stewart	restewar@uga.edu	912-557-6724 Ext 1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Nikee Rooks	Nikee.rooks@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Kathy Lee	Kathy.lee@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylors	dsaylors@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Waiting on call back	@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provide), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	October 2022	October 2022	March 2023	March 2023
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2023	April 2023	May 2023	July 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Lead	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2023	August 2023		
Location	DeKalb/Decatur	Clayton/Morrow Clayton Safe Kids		
Lead	Rainbow Park Baptist Church	Sam's		
Population	Urban/Metro	Urban/Metro		
At Risk	Low Income/MO	Low Income/MO		

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

151

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

74

Populations Served – Rural

62

Populations Served – At-Risk

117

Linkage Between Program Areas

There are approximately 81 stations registered and GOHS is encouraging new ones to register

daily. Inspection stations should be located statewide and available to most of the state population. In the city of Atlanta, the fire department consistently operates 15 inspection stations located in lower socioeconomic areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Councils, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 1,186 certified Child Passenger Safety Technicians (CPST) and 75 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 57 Child Passenger Safety Technician courses in the calendar year 2020. Of these, there were 54 certification courses and three renewal courses. Georgia's recertification rate for 2021 was 30.4%, with 397 technicians recertifying. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST

Instructors reminding them to renew their CPST certification. The regional coordinators at DPH send reminder CPST certification emails to the CPSTs in their area.

Linkage Between Program Areas

Based upon the 2016 observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the FFy2021 child safety restraint survey showed child safety restraint use at 95.5%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State's problem identification. In 2019, Georgia's Hispanic population represented the largest percentage of unrestrained occupants of all ages, at 53%, followed by Black/African American/Non-Hispanic at 46%. Lower socioeconomic factors have also correlated with lower child restraint use. Because these demographics are overrepresented in fatalities and injuries, these demographics are considered higher risk groups. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems, and childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	October 2022	January 2023	April 2023	October 2022
Location	Fannin	Lumpkin	Heard	Johnson
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income/ Minority	Low Income	Low Income
Date	November 2022	February 2023	May 2023	November 2022
Location	Floyd	Morgan	Butts	Pulaski
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income
Date	December 2022	March 2023	June 2023	December 2022
Location	Catoosa	Clarke	DeKalb	Wilkinson/ Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Rural
At Risk	Low Income	Low Income/Minority	Low Income/Minority	Low Income

	Augusta	Columbus	Valdosta	Jesup
Date	January 2023	April 2023	October 2022	January 2023
Location	Wilkes	Talbot	Dougherty	Wheeler
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income/Minority	Low Income/Minority
Date	February 2023	May 2023	November 2022	February 2023
Location	Emanuel	Stewart	Seminole	Clinch
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income/Minority
Date	March 2023	June 2023	December 2022	March 2023
Location	Richmond/Columbia	Muscogee	Echols/Brook	Wayne/Glynn
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Rural	Rural
At Risk	Low Income	Low Income/Minority	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department

Date	October 2022	October 2022	November 2022	November 2022
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	December 2022	December 2022	January 2023	January 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban/Metro
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

CPST CEU and/or Renewal Courses- Georgia Department of Public Health

	Dalton	Athens	Atlanta	Macon
Date	TBD	TBD	TBD	TBD
Location	Bremen (CEU)	Monroe (CEU)	Newnan/ Peachtree City (CEU)	Dublin (CEU)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Rural	Urban	Urban	Rural
At Risk	Low Income	Low Income/Minority	Low Income/Minority	Low Income/Minority
Date	TBD	TBD	TBD	TBD
Location	Cherokee (CEU)	Rabun (CEU)	Roswell (CEU)	Milledgeville (CEU)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Rural	Urban	Rural
At Risk	Low Income/Minority	Low Income	Low Income/Minority	Low Income
Date	TBD	TBD	TBD	TBD
Location	Dalton (Renewal)	Athens (Renewal)	Dunwoody (Renewal)	Macon (Renewal)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	TBD	TBD	TBD	TBD
Location	Augusta (CEU)	Americus (CEU)	Moultrie (CEU)	Hinesville (CEU)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Urban
At Risk	Low Income/Minority	Low Income	Low Income/Minority	Low Income
Date	TBD	TBD	TBD	TBD
Location	Augusta (CEU)	Dawson (CEU)	Thomas County (CEU)	Vidalia (CEU)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Rural
At Risk	Low Income/Minority	Low Income	Low Income	Low Income/Minority

Date	TBD	TBD	TBD	TBD
Location	Richmond (Renewal)	Muscogee (Renewal)	Valdosta (Renewal)	Wayne (Renewal)
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Urban	Rural
At Risk	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2022	November 2022	December 2022	January 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2023			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban/Metro			
At Risk	Low Income / MO			

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals that provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	Quarterly	Quarterly	TBD
Location	Northside Cherokee	NGHS Gainesville	Northside	Atrium Macon
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low income/Minority	Low income/Minority	Low income/Minority	Low income/Minority
Date	TBD	May 2023	TBD	TBD
Location	Piedmont Cartersville	NSH Forsyth	Northside Gwinnett	BKO Children's Hospital
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
Population	Urban	Urban	Urban	Urban
At Risk	Low income/Minority	Low income/Minority	Low income/Minority	Low Income/Minority
Date	TBD	Biannually		
Location	Floyd Medical	Braselton NGHS		
Lead	Thomas Smith	Allison Craig		
Population	Urban	Urban		
At Risk	Low income/Minority	Low income/Minority		
Date		TBD		
Location			Piedmont Athens	
Lead		Allison Craig		
Population		Urban		
At Risk		Low income/Minority		

	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	September 2023	TBD
Location	Augusta University	St. Francis	South GA Medical	Savannah Memorial
Lead	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
Population	Urban	Urban	Urban	Urban
At Risk	Low income	Low income	Low income/Minority	Low income
Date	TBD		TBD	TBD
Location	Piedmont Augusta		Phoebe Putney	Meadows Regional
Lead	Nadira Bolden		Cynthia Sharper	Carol Irvin
Population	Urban		Urban	Rural
At Risk	Low income		Low income	Low income
Date	TBD			TBD
Location	Doctor's Hospital			Wayne Memorial
Lead	Nadira Bolden			Carol Irvin
Population	Urban			Rural
At Risk	Low income			Low income

Transporting Children with Special Healthcare Needs			
**All locations are tentative, pending training staff and room confirmation*			
Location	**Date**	**Population**	**At Risk**
Ringgold	November 2022	Urban	Low Income
Metro Atlanta	April 2023	Urban	Low Income / Minority

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes.

70

Estimated total number of technicians.

480

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented) but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive highway safety program evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA evaluation team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

GOHS will also produce the federally required occupant protection survey. Georgia has been able to increase seatbelt usage to over 90%.

Linkage Between Program Areas

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over one million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data-driven, and impact-driven. For new and existing grantees, the process

of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2023, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

As Georgia's population and vehicle miles traveled both continue to increase and as patterns of income, demographics, and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are

properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Areas

While Georgia has enjoyed a seat belt use rate of more than 90% for ten consecutive years, on average 50% of the people killed in passenger vehicle fatalities were not restrained (based on known restraint use). This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

PLANNED ACTIVITIES

Department of Public Health-Occupant Protection	
Planned Activity Description:	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19. DPH will also pilot a “tween” seatbelt program for the 2023 grant year
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Department of Public Health

City of Atlanta Fire Rescue Department	
Planned Activity Description:	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations are selected based on FARS data.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	City of Atlanta Fire Rescue Department

Evaluation and Seatbelt Survey	
Planned Activity Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
Countermeasure strategies:	• Project Evaluation and Annual Seatbelt Survey
Intended Subrecipients:	University of Georgia, Emory University

Georgia Governor's Office of Highway Safety – 402 Occupant Protection	
Planned Activity Description:	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

PROJECTS

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2023-GA-00-16	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	BIL 402 OP	$187,161.91
M1*OP-2023-GA-00-90	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	$301,222.73
OP-2023-GA-00-85	GAGOHS- Grantee	402OP: Occupant Protection	SUP BIL 402 OP	$84,084.89
OP-2023-GA-00-01	Georgia Department of Public Health	Child Occupant Safety Project	BIL 402 OP	$1,567,881.91
M1*OP-2023-GA-00-93	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	$189,870.01
			TOTAL	**$2,330,221.45**

REFERENCES

DESCRIPTION	HSP PAGE
Occupant Protection/Click It or Ticket media	132-135, 149-150
Paid Media Campaigns	69-70, 77-82
Media Planned Activities	83-87
Media Projects	88
Occupant Protection Program Area	128-152
Appendix B	

405(c) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT

TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

Mission & Vision Statements

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

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling State legislation. This authorization empowers each member to officially participate in the state's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

Program Overview

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia’s traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve

data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

Structure, Composition, and Function

TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees — the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (commissioners, directors, administrators, etc.) of those federal, state, and local member agencies that are responsible for major components of the Georgia Traffic Records System or their designated agent. All federal, state, and local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole. The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the state's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. **The Chair of the Technical Committee and Georgia Traffic Records Coordinator is Tanya Renaud with the Georgia Governor's Office of Highway Safety.** The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis of the traffic records data.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

TRCC Subcommittees

An additional common structural feature of Georgia's TRCC are subcommittees — both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FFY 2020 and onward, the TRCC Technical Committee created a subcommittee to develop data fact sheets for the Strategic Highway Safety Plan emphasis areas to inform traffic safety professionals and the public on traffic safety issues and resources in Georgia. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FFY 2020, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

TRCC Meeting Dates

TRCC Executive Committee

The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

- October 28, 2021
- April 28, 2022

TRCC Technical Committee

The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis. Meeting dates of the TRCC Technical Committee during the 12 months immediately preceding the application due date:

- July 14, 2021
- September 8, 2021
- November 10, 2021
- January 12, 2022
- March 9, 2022
- May 11, 2022

LIST OF TRCC MEMBERS

Georgia TRCC Executive Committee Membership

Allen Poole, Director, TRCC Executive Committee Chairman
Georgia Governor's Office of Highway Safety

Russell McMurry, Commissioner
Georgia Department of Transportation
Core Data System: Crash & Roadway

Spencer Moore, Commissioner
Georgia Department of Driver Services
Core Data System: Driver

Lisa Dawson, Director of Injury Prevention
Georgia Department of Public Health
Core Data System: Injury Surveillance

Peter J. Skandalakis, Executive Director
Prosecuting Attorneys' Council of Georgia
Core Data System: Adjudication

Robyn Crittendon, Commissioner
Georgia Department of Revenue
Core Data System: Vehicle

Col. Chris Wright, Commissioner
Georgia Department of Public Safety
Core Data System: Crash & Citation

A.A. "Butch" Ayers, Executive Director
Georgia Association of Chief Police
Core Data System: Crash & Citation

J. Terry Norris, Executive Director
Georgia Sheriffs Association
Core Data System: Crash & Citation

Darron J. Enns, Esq., Policy Analyst
Administrative Office of the Courts (AOC)
Core Data System: Citation & Adjudication

Carmen Hayes, Region 4, Regional Administrator
National Highway Traffic Safety Administration (NHTSA)

Moises Marrero, Georgia Division Administrator
Federal Highway Administration (FHWA)

Danny McPeters, Georgia Division Administrator
Federal Motor Carrier Safety Administration (FMCSA)

Georgia TRCC Technical Committee Membership

Georgia Governor's Office of Highway Safety
Tanya Renaud, Georgia Traffic Records Coordinator
Eshon Poythress, Strategic Planning Operations Manager
Roger Hayes, Director, Law Enforcement Services
Emerson Lundy, Law Enforcement Liaison
Shenee Bryan, GOHS Contracted Epidemiologist

Georgia Department of Transportation: Core Data System (s) - Crash & Roadway
Dave Adams, State Safety Program Manager
Brian Vann, Assistant State Safety Data Manager

Georgia Department of Public Health: Core Data System – Injury Surveillance
Injury Surveillance and Prevention Program:
Lisa Dawson, Director, Injury Prevention
Elizabeth Head, Deputy Director, Injury Prevention
Denise Yeager, CODES Manager and Lead/Data Evaluation
Patricia Daniel, CODES Quality Assurance Specialist
Office of Health Indicators for Planning (OHIP):
David Austin, Director of Data Quality & Analysis Team
Office of EMS and Trauma:
David Newton, Director, GA Office of EMS and Trauma
Cassie Longhart, EMS Data Manager
Dipti Patel, GEMSIS System Administrator
Renee Morgan, Trauma Program Director
Danlin Luo, Trauma Epidemiologist

Georgia Department of Driver Services: Core Data System - Driver
Selena Norris, Business Process Analysis Manager
Mechelle Cooper, GECPS, Court Auditor

Georgia Department of Revenue: Core Data System - Vehicle
Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support

Judicial Council of Georgia / Administrative Office of the Courts: Core Data System - Citation & Adjudication
Ben Luke, Chief Technology Officer

Injury Prevention Research Center @ Emory (IPRCE): Core System – Injury Surveillance
Jonathan Rupp, IPRCE Executive Associate Director

University of Georgia
Vacant

LexisNexis
Bob Dallas, Consultant

National Highway Traffic Safety Administration
Vacant - Region 4 Program Manager

TRAFFIC RECORDS ASSESSMENT

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019, by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

2019 Traffic Records Assessment Recommendations

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

10. Improve the data quality control program for the Roadway date system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The 2019 Georgia Traffic Records Assessment report and FFY 2022-2024 Traffic Records Strategic Plan are included as attachments within Appendix E and F.

TRAFFIC RECORDS FOR MEASURABLE PROGRESS

Recommendations in Progress

The state plans to address the following 2019 Traffic Records Assessment recommendations in FFY 2023.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has developed several additional data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee. SHSP and HSIP have been coordinated and the required reports have been completed to fulfil required recommendations.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has advanced our partnership with Numetric Inc. This software data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. We have added a public dashboard and provided access to the full software suite to our highway safety partners. We have updated the boundary data, updated the social vulnerability index data, added the 2021 data, improved query definitions (such as distracted driving), and conducted multiple training sessions over the previous year.

   Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporated all driver related data and processes into a single system. The DRIVES system provides programmatic controls to help ensure data is properly created, updated, and shared.

Timeliness measures are calculated by taking the monthly averages. Error rate measures are calculated by taking the average number of citations rejected per month. DDS saw an improvement of 5% in CDL citation submission timeliness and an overall improvement of 3% in citation submission timeliness for Commercial and Non-Commercial submissions combined. These improvements can be attributed to the weekly training and audits conducted by the DDS staff. DDS conducted trainings for 703 clerks and 91 Judges. DDS also conducted 75 court audits. The submission error rate from the courts over the last 12 months is 2.97%.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporates GECPS and MVR functionality. All DDS interfaces have been modernized and reflective of current industry best practices.

Note: Refer to FFY 2022 Traffic Records Projects GECPS Outreach and DRIVES.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.
9. Response: Over the past year, Georgia has updated traffic data and removed most overlapped segments in GIS. We have loaded our intersection locations for initial screening and evaluation. We have updated our crash mapping approach to focus on crash severity. These changes are being loaded our Numetric platform that is being used by more than 400 users statewide. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia is reviewing the attributes and updating process documents and the data dictionary to ensure that our editing processes are reflective of the standards of MIRE. MIRE implementation continues as planned.
10. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia has updated their process documents so that all updating is aligned with federal standards. MIRE implementation and documentation is ongoing.

Note: Refer to FFY 2022 Traffic Records Projects Numetric.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: The Office of EMS and Trauma (OEMST) has a variety of linked platforms that provides data related to injuries to all vested stakeholders. These components include access to direct or uploaded record entries from GEMSIS Elite for EMS (existing in NEMSIS v2.2 and v3.4 platforms). Trauma registry data is now being submitted to Biospatial for data visualization. The integration of Biospatial has allowed the visualization of EMS data and Trauma Registry data for all EMS, Trauma Centers, The Department of Public Health, and all other vested stakeholders.

    Data is collected from the hospital's emergency departments, discharge records, trauma registry, and vital records through the OASIS dashboard. The OASIS (Online Analytical Statistical Information System) offers access to summarized data to the public and professional audience.

    The trauma registry's current data set is NTDB compliant and available for analysis that includes severity. The reports are provided on request and for focused projects. The registry has a formal data dictionary but presently offers a limited means of EMS interface. It should be noted that the OEMST is in the process of implementing a new platform that will link Trauma and EMS data and will be available to Trauma Facilities.

    The trauma registry has made it easier to maintain data for all designated trauma facilities, and records are uploaded into the CDC data query program (WISQARS).

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: The OEMST is currently working on implementing a new arm band initiative which will allow for the deterministic linking of EMS data with crash records and hospital records.

    The OEMST is currently in the phase of pulling in all stakeholders who will be part of pilot testing the new arm band initiative. We are in the process of education, training, and preparing those involved for the pilot test to begin.

    Note: Refer to FFY 2022 Traffic Records Projects — OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage.

TRAFFIC RECORDS SUPPORTING NON-IMPLEMENTED RECOMMENDATIONS

The state does not intend to address the following 2019 Traffic Records Assessment recommendations in FFY 2022.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) deployed a major transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

   Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) deployed a major transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

   Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) deployed a major

transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

    Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

FFY 2023 TRAFFIC RECORDS PROJECTS

The following projects will address the 2019 Traffic Records Assessment recommendations in progress.

	Project Title	Status	Lead Agency	405c TR Funded
	Georgia Traffic Records Program	In Process	GOHS	Yes
Project Description	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
Project Objective	To improve the accuracy, timeliness, accessibility, integration, & uniformity ofthe Georgia traffic records information system			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	Georgia Department of Public Health	Yes
Project Description	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0, maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
Project Objective	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehiclecrashes with GDOTs crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	GECPS Outreach	In Process	Georgia Department of Driver Services	Yes
Project Description	This project provides a secure and accurate method of electronic transmissionof conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
Project Objective	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Support for CODES Crash Data Linkage	In Process	Georgia Department of Public Health	Yes
Project Description	The Georgia Crash Outcome Data Evaluation System (CODES) project uses probabilistic techniques to link crash data, injury surveillance data and other traffic records data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
Project Objective	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	LEA Technology Grant GACP	In Process	Georgia Association Chiefs of Police	Yes
Project Description	The GACP will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.			
Project Objective	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point ofdata entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	OASIS	In Process	Georgia Department of Public Health	Yes
Project Description	The Online Analytical Statistical Information System (OASIS), DPH's query system, provides online access to data visualizations. Data services to partners are supported using the departmental data warehouse with stewardship of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT). Value-additions included data quality controls, calculated variables such as injury severity scores, and geography variables. Updates will include injury severity cross-validations and population changes due to Census 2020.			
Project Objective	To improve the accessibility, completeness, and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Numetric	In Process	Georgia Department of Transportation	No
Project Description	Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular, and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures. Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.			
Project Objective	To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy, and completeness of their crash reports.			
Traffic Records System Components				

	ProjectTitle	Status	Lead Agency	405c TR Funded
	DRIVES	In Process	Georgia Department of Revenue Georgia Department of Driver Services	No
Project Description	The Georgia Department of Revenue (DOR) and the Department of Driver Services are implementing a joint modernization system, known as Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to transform the way Georgia provides driver licensing, vehicle registration, and titling system services.			
Project Objective	To ensure consistent customer data and improve the accuracy of driver information between the two agencies that support driver functions.			
Traffic Records System Components				

FFY 2023 PERFORMANCE MEASURES

Note: Crash records include crash occupants (drivers, passengers, and pedestrians).

	PERFORMANCE MEASURE	DEFINITION
CRASH		
Accuracy	Percent of crash records with an A injury linked to a hospital record with a defined serious injury by AIS	Number of A crash records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of crash records
Integration	Total (percent) of crash records linked to ED only records	Number of crash records linked to an ED record/total number of crash records
	Total (percent) of crash records linked to hospital discharge records	Number of crash records linked to a hospital discharge record/total number of crash records
	Total (percent) of crash records linked to EMS records	Number of crash records linked to EMS records/total number of crash records
	Total (percent) of linked crash records with an A injury	Number of linked crash records with an A injury/total number of A crash records
	Number of traffic records data systems linked with crash records	
VEHICLE		
Integration	Total (percent) of vehicle records linked to crash records	Number of vehicle records linked to a crash records/total number of vehicle records
DRIVER		
Integration	Total (percent) of driver records linked to crash records	Number of driver records linked to a crash record/total number of driver records
CITATION/ADJUDICATION		
Integration	Total (percent) of citation records linked to driver records	Number of citation records linked to a driver record/total number of citation records
INJURY SURVEILLANCE – EMS		
Accessibility	Number of users accessing Biospatial, GEMSIS Elite, and NEMSIS data for quality improvement or research	
Accuracy	Percent of EMS records with no errors in critical data elements (e.g., for eResponse.08 – Type of Dispatch Delay, you cannot answer both "Technical Failure" and "None/No Delay")	Number of EMS records with no errors in critical data elements/total number of EMS records Will implement validation rules for dispatch delay, response delay, scene delay, transport delay, and turn-around delay to address conflicting values.
Completeness	Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value	Reduce the number of unknown values by establishing validation rules that do not allow unknown or blank responses to patient location and facility destination
Integration	Total (percent) of EMS records linked to ED/hospital and crashrecords	Number of EMS records linked to an ED/hospital and crash record/total number of EMS records

	PERFORMANCE MEASURE	DEFINITION
Timeliness	Percent of EMS records submitted to the state within 24 hours of call completion	Number of EMS records submitted to the state within 24 hours of call completion/total number of EMS records
Uniformity	Percent of EMS records compliant to NEMSIS and Statedata submission standards	Number of EMS records compliant to NEMSIS and Statedata submission standards/total number of EMS records
INJURY SURVEILLANCE – TRAUMA REGISTRY		
Accessibility	Number of users who have access to Biospatial, NTDB, and OASIS data for quality improvement or research	
Accuracy	Percent of Trauma Registry records with no errors in critical data elements	Number of Trauma Registry records with no errors in critical data elements/total number of trauma records
Completeness	Percent of unknowns or blanks in critical data elements of Trauma Registry for which unknown is not an acceptable value	
Integration	Total (percent) of Trauma Registry records linked to EMS records	Number of Trauma Registry records linked to EMS records/total number of Trauma Registry records
Timeliness	Percent of trauma records submitted to the state within 60 days of patient discharge	Number of trauma records submitted to the state within 60 days of patient discharge/total number of Trauma records
Uniformity	Percent of Trauma Registry records compliant to National Trauma Data Standards	Number of Trauma Registry records compliant to National Trauma Data Standards/total number of Trauma Registry records
INJURY SURVEILLANCE – ED/HOSPITAL RECORDS		
Integration	Total (percent) of ED/hospitalrecords linked to EMS and crash records	Number of ED/hospital records linked to EMS and crash records/total number of ED/hospital records
Uniformity	Percent of shared fields that are uniformly defined	Number of ED/hospital records that have a common definition, list of valid values and format/total number of Vital Records
Accuracy	Percent of ED/hospital records with a hospital defined serious injury by AIS	Number of ED/hospital records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of ED/hospital records
INJURY SURVEILLANCE – STATE VITAL RECORDS		
Integration	Total (percent) of Vital Records (death) linked to crash records	Number of Vital Records linked to a crash record/total number of Vital Records
Uniformity	Percent of shared fields that are uniformly defined	Number of Vital Records that have a common definition, list of valid values and format/total number of Vital Records

Traffic Records FFY 2023 Performance Measures

	Traffic Safety Performance Measure	Measurable Target	Target Value
1.	Track progress of performance measures for each system in the TRSP	Provide updates for each data system at TRCC Meetings	6 Times Annually (Updates shared every other month at TRCC meetings)
2.	Record a comprehensive meeting summary for each TRCC Meeting	Record and share meeting minutes with TRCC	6 Times Annually (Every other month following TRCC meetings)
3.	Establish and monitor progress of at least one TRCC Subcommittee	Attend and report regular meetings with subcommittee to develop Traffic Safety Fact Sheets	Attend biweekly CODES Data meetings (record progress on monthly progress report)
4.	Submit a TRCC approved Section 405(c) Application to by July 1st annually	405(c) grant application submitted by July 1st	July 1st Submission
5.	Submit TRSP Update to NHTSA by July 1st annually	Updated TRSP submitted by July 1st	July 1st Submission

QUANTITATIVE AND MEASURABLE IMPROVEMENT

Traffic Records FFY 2023 Performance Measures

Data System	Performance Area to be Impacted	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline 4.1.2020-3.31.2021	Baseline 4.1.2021-3.31.2020
EMS/ Injury Surveillance	Accuracy Timeliness Completeness Uniformity	Increase the average incident validity score for all calls submitted to GEMSIS Elite.	The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.	97.61 (Total Incident Count: 2,759,869)	98.59 (Total Incident Count: 2,885,100)
EMS/ Injury Surveillance	Timeliness	The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve (decrease).	The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.	149.98 Hours (PCRs entered: 1,743,552)	95.39 Hours (PCRs entered: 1,937,496)

Section 405c Quantitative Progress Report

State: GA Report Date: 4/1/2022 Submitted by: C. Longhart & D. Patel

Regional Reviewer:

System to be Impacted	**__ __CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION ___X_EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**___X_ACCURACY __ _X_TIMELINESS ___X_COMPLETENESS ____ACCESSIBILITY ___X_UNIFORMITY ____INTEGRATION OTHER specify:**
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** Increase the average incident validity score for all calls submitted to GEMSIS Elite. Validity score is a method to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. Some rules even address timeliness. GEMSIS Elite currently has 317 active validation rules in place – these validations, or business logic, rules are assigned point values based on the relative importance of the respective rule. Most (n = 230) rules have a point value of 1. A point value of 1 means that if that rule is triggered, then that record loses 1 point – all records start at a score of 100, and each validation rule reduces the validation score. Agencies are required to maintain an average validation score of 95 or above on calls submitted. Agencies are also required to monitor their data on a weekly basis for accuracy, completeness, uniformity, and timeliness. **Accuracy Validation Rule Example(s):** The following rules address the accuracy of the data in GEMSIS Elite by not allowing conflicting values (e.g., for eResponse.08 – Type of Dispatch Delay, you can't answer both "Technical Failure" and "None/No Delay"). • Rule ID: 532 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point) • Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point) • Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point) • Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point) • Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point) **Timeliness Validation Rule Example(s):** The following rule addresses the timeliness of the data submitted to GEMSIS Elite, by deducting 5 points if the back in service time is more than 36 hours after the call started – this is usually due to the crew neglecting to show that the unit is in service, which delays the submission of the data to GEMSIS Elite. • Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points) **Completeness Validation Rule Example(s):** The following rules address the completeness of the data submitted to GEMSIS Elite.

	• Rule ID: 483 = Incident Street Address (eScene.15) is required (1 point) • Rule ID: 486 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point) • Rule ID: 491 = Destination County (eDisposition.06) is required on transports (1 point) • Rule ID: 492 = Destination Zip Code (eDisposition.07) is required on transports (1 point) **Uniformity Validation Rule Example(s):** The following rules address the uniformity of the data by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition. • Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point) • Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point) • Rule ID: 442 = Unit EnRoute Date/Time (eTimes.05) Out of Sequence (1 point) • Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point) • Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point) **Updated Validation Rules to Address Accuracy, Completeness, Timeliness, and Uniformity** Updates were made to current eTimes validation rules to improve documentation related to unit incident times are as follow: • Rule ID: 440 = PSAP Call Date/Time (eTimes.01) out of sequence (1 point) (Tested Rule for upcoming NEMSIS v3.5.0 conversion) • Rule ID: 445 = Patient Arrived at Destination Date/Time (eTimes.11) out of sequence (1 point) (Rule updated to no longer compare eTimes.11 to eTimes.08). • Rule ID: 2499 = Date/Time Vital Signs Taken (eVitals.01) must occur before unit back in service time (eTime.13) (Rule inactive) • Rule ID: 3019 = Date-Time Vital Signs Taken (eVitals.01) must occur before destination Patient Transfer of Care (eTimes.12) (1 point) (Rule created to replace previous rule 2499 to improve accuracy, completeness, and timeliness due to inaccurate documentation of vitals)
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27

Improvement(s)	**Narrative of the Improvement(s)**

Achieved or Anticipated	The overall average validity score improved from a baseline of 97.61 to the current value of 98.59. This improvement comes during the midst of COVID-19, when more validation rules were added (thereby increasing the chances that the validity could go down). The Office of EMS and Trauma has focused heavily on improving the data that is submitted to GEMSIS Elite. Our focus has been frequent training and communication with licensed EMS agencies and their respective software vendors.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.
Date and Baseline Value for the Measure	*Baseline: April 1, 2020 – March 31, 2021* *PCRs entered: 2,759,869* *Average Incident Validity Score: 97.61*
Date and Current Value for the Measure	*Current: April 1, 2021 - March 31, 2022* *PCRs entered: 2,885,100* *Average Incident Validity Score: 98.59*
Regional Reviewer's Conclusion	**Check one** **___Measurable performance improvement *has* been documented** **___Measurable performance improvement has *not* been documented** **___Not sure**
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (April 2020 - March 2021)		
Month	**Count of Incidents**	**Average Incident Validity Score**
April - 2020	189,781	97.60
May – 2020	207,171	97.35
June – 2020	217,302	97.04
July – 2020	248,240	97.54
August – 2020	243,641	97.95
September– 2020	222,696	97.09
October –2020	241,827	96.85
November – 2020	229,827	97.37
December – 2020	247,880	97.40
January – 2020	245,624	98.47
February – 2021	219,342	98.32
March – 2021	247,225	98.29
Overall Average Incident Validity Score		**97.61**
Total Incident Count		**2,759,869**

CURRENT (April 2021 – March 2022)		
Month	**Count of Incidents**	**Average Incident Validity Score**
April - 2021	241,292	98.30
May – 2021	248,756	98.26
June – 2021	243,464	98.86
July – 2021	253,798	98.66
August – 2021	268,406	98.93
September – 2021	248,456	98.89
October – 2021	244,421	97.89
November – 2021	232,086	98.50
December – 2021	249,955	98.74
January - 2021	244,887	98.82
February – 2022	211,740	98.33
March – 2022	197,839	98.90
Overall Average Incident Validity Score		**98.59**
Total Incident Count		**2,885,100**

Section 405c Quantitative Progress Report

State: GA Report Date: 4/01/2022 Submitted by: C. Longhart & D. Patel

Regional Reviewer:

System to be Impacted	**____CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION __X__EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**____ACCURACY ___X_TIMELINESS ____COMPLETENESS ____ACCESSIBILITY ____UNIFORMITY ____INTEGRATION OTHER specify:**
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve. This performance measure will look at the difference (in hours) between the EMS unit back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite. The goal is for all 911 calls to be present in GEMSIS Elite within 24 hours of the call completion. The above criteria allow individual hospitals the ability to access patient care reports in a more timely manner, for better continuity of care.
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27
Improvement(s) Achieved or Anticipated	**Narrative of the Improvement(s)** From April 2021 to March 2022 the total number of incidents equaled 1,937,496 the average submission time equaled 95.39 hours, which is a decrease of 63.6% from the baseline. Part of this improvement is due to the push by the Office of EMS and Trauma (OEMST) to get data into the system within 24 hours of call completion, and during COVID-19, OEMST published an Emergency Rule requiring EMS agencies to submit data within 24 hours. While this was secondary to the pandemic response, these changes showed proof that data could be entered and received by GEMSIS Elite in a more timely manner. The OEMST has formally adopted these data submission rules as part of the Department of Public Health rules and regulations.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.
Date and Baseline Value for the Measure	*Baseline: April 1, 2020 – March 31, 2021* *PCRs entered = 1,743,552* *Average time to enter 911 records: 149.98 hours*

Date and Current Value for the Measure	*Current: April 1, 2021 – March 31, 2022* *PCRs entered: 1,937,496* *Average time to enter 911 records: 95.39 hours*
Regional Reviewer's Conclusion	**Check one** **___Measurable performance improvement *has* been documented** **___Measurable performance improvement has *not* been documented** **___Not sure**
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Reporting Timeliness*

BASELINE (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2020	112,958	124.35
May- 2020	125,690	104.66
June - 2020	133,149	97.59
July - 2020	157,985	80.94
August - 2020	155,323	83.80
September - 2020	139,586	183.33
October - 2020	152,921	161.87
November - 2020	145,188	133.85
December - 2020	158,145	118.63
January - 2020	162,953	366.33
February - 2021	140,856	171.03
March - 2021	158,798	173.38
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		**149.98**
Total Incident Count		**1,743,552**

CURRENT (April 2021 - March 2022)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2021	156,976	214.69
May - 2021	164,291	163.50
June - 2021	160,724	157.74
July - 2021	169,376	146.11
August - 2021	186,063	100.82
September - 2021	168,760	82.68
October - 2021	163,456	66.24
November - 2021	152,461	54.25
December - 2021	167,813	48.29
January - 2021	169,673	47.08
February - 2022	142,702	44.99
March - 2022	135,201	18.26
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		**95.39**
Total Incident Count		**1,937,496**

*911 Calls only; average time from call completion to time of submission to GEMSIS Elite.

405(d) IMPAIRED DRIVING COUNTERMEASURES GRANT

Georgia is considered a “Low-range state” with an impaired driving fatality rate of 28%.

REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving program area	100-109
Communications	67-88
Appendix B	

405(f) MOTORCYCLIST SAFETY GRANT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

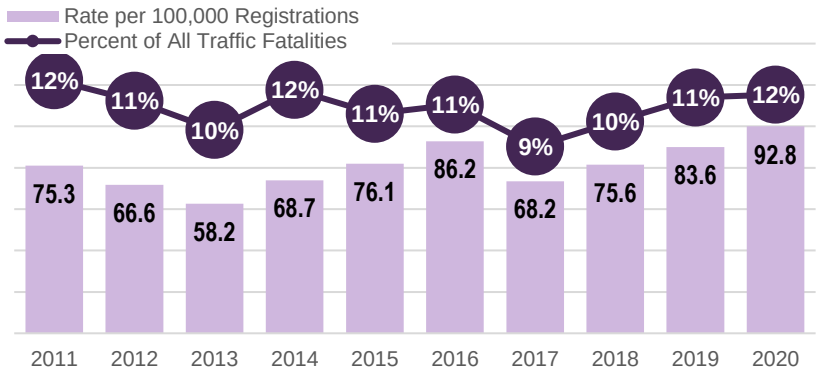
This section contains excerpts from the *2020 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities. To access the full report, visit: https://www.gahighwaysafety.org/traffic-safety-facts-sheets/.

In 2020, there were 1,664 fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The 192 motorcyclist fatalities that occurred in 2020 represented 12 percent of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade. Between 2019 and 2020:

- Motorcycle registrations increased by 2 percent, from 203,343 to 206,834.
- Motorcyclist fatalities increased by 13 percent, from 170 to 192.
- The rate of motorcycle fatalities increased by 11 percent, from 83.6 to 92.8 motorcycle fatalities per 100,000 motorcycle registrations.

The table presents the number of total traffic fatalities, Georgia motorcycle registrations, and motorcyclist fatalities from 2011 to 2020.

Rate and Percent of Motorcyclist Fatalities, 2011-2020



Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Rate and Percent of Motorcyclist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
2011	1,226	199,253	150	12%	75.3
2012	1,192	201,206	134	11%	66.6
2013	1,180	199,287	116	10%	58.2
2014	1,164	199,445	137	12%	68.7
2015	1,432	199,796	152	11%	76.1
2016	1,556	199,504	172	11%	86.2
2017	1,540	203,783	139	9%	68.2
2018	1,504	203,639	154	10%	75.6
2019	1,491	203,343	170	11%	83.6
2020	1,664	206,834	192	12%	92.8

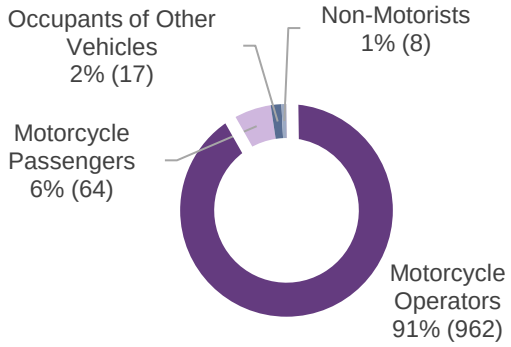
Note: Motorcycle registrations include commercial and non-commercial motorcycles.
Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Out of the 3,786 crashes that involved motorcyclists, 58 percent were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 40 percent were single vehicles (only involving one motorcyclist), and 2 percent were crashes involved two or more motorcycles. Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes.

The figure to the right shows the percent of fatalities or serious injuries among all persons involved in crashes with at least one motorcyclist in 2020. Among all the serious injuries involving motorcyclists:

- 97 percent rode on a motorcycle (represented by purple in Figure 4).
  - 91 percent were the motorcyclist operator
  - 6 percent were motorcycle passengers
- 3 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 2 percent were occupants of vehicles that were *not* a motorcycle vehicle body type.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

Percent of Persons Fatally or Seriously Injured in Crashes involving Motorcyclists by Person Type, 2020



852 Serious Injuries
199 Fatal Injuries

Source: CODES 2020, FARS 2020

In 2020, there were 1,830.5 motorcycle crashes for every 100,000 motorcycle registrations statewide (Table 8). Motorcycle crashes are more frequent in urban areas than in rural areas.

- The Atlanta Region accounted for 37 percent (1,407 out of 3,786) of all motorcycle crashes and 33 percent of all motorcycle registrations.
- Other urban counties accounted for 40 percent (1,517 out of 3,786) of all motorcycle crashes and 40 percent of all motorcycle registrations.

Motorcycle Crashes, Motorcycle Registrations, and Motorcycle Crash Rate by Region Type, 2020

Region	Motorcycle Crashes		Registered Motorcycles		Motorcycle Crash Rate
	Number	Percent	Number	Percent	per 100,000 Registrations
Atlanta Region[8] (10 counites)	1,407	37%	68,314	33%	2,059.6
Other Urban (31 counties)	1,517	40%	83,365	40%	1,819.7
Rural Counties (118 counties)	862	23%	55,155	27%	1,562.9
Statewide	**3,786**	**100%**	**206,834**	**100%**	**1,830.5**

[8] The Atlanta Region includes the ten counties that are defined by the Atlanta Regional Commission (ARC): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties.

QUALIFYING CRITERIA: MOTORCYCLIST AWARENESS PROGRAM

The name and organization of the head of the designated State authority over motorcyclist safety issues is **Mr. Spencer Moore, Commissioner of the Georgia Department of Driver Services.** Georgia's motorcyclist awareness program was developed in coordination with the Georgia Department of Driver Services and the Georgia Governor's Office of Highway Safety (see Appendix B for certification).

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**

The table below shows the number of motorcycle crashes that were multi-vehicle and single vehicle by county. In 2020, there were a total of 2,259 multi-vehicle and 1,527 single-vehicle motorcycle crashes in the state of Georgia.

Multi-Vehicle vs. Single Vehicle Motorcycle Crashes (2020)

Source: GDOT, DOR, FARS

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
STATEWIDE	**2,259**	**1,527**
Fulton	279	83
Dekalb	156	66
Cobb	152	74
Gwinnett	136	58
Chatham	118	63
Clayton	78	31
Hall	56	33
Henry	55	31
Richmond	52	43
Bibb	47	29
Douglas	45	23
Muscogee	43	32
Cherokee	40	35
Carroll	38	36
Paulding	35	27
Houston	33	21
Bartow	32	34
Forsyth	32	27
Newton	29	26
Floyd	28	20
Coweta	27	26
Lowndes	27	15
Rockdale	26	18
Lumpkin	25	37
Clarke	25	13
Whitfield	23	18
Walton	23	11
Dougherty	23	9
Bulloch	21	5
Liberty	20	13
Spalding	20	9
Catoosa	19	15
Glynn	18	13
Columbia	16	17
Jackson	16	14
Pickens	14	14
Murray	13	20
Madison	4	7
Upson	4	4

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Walker	13	9
Peach	13	8
Troup	12	17
Effingham	12	15
Gordon	12	15
Polk	12	13
Fayette	12	9
Union	11	14
White	11	14
Tift	11	4
Laurens	10	10
Rabun	9	14
Stephens	9	10
Monroe	9	9
Chattooga	9	4
McDuffie	9	2
Dawson	8	13
Habersham	8	11
Bryan	8	8
Harris	8	8
Hart	8	7
Fannin	7	12
Baldwin	7	8
Haralson	7	7
Thomas	7	7
Burke	7	3
Coffee	7	2
Sumter	7	2
Gilmer	6	9
Ware	6	7
Colquitt	6	6
Oconee	6	5
Toombs	6	3
Franklin	6	2
Barrow	5	6
Lamar	5	5
Worth	5	1
Camden	4	7
Lanier	1	1
McIntosh	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Crisp	4	1
Butts	3	6
Morgan	3	6
Appling	3	5
Decatur	3	5
Grady	3	5
Wayne	3	5
Turner	3	2
Dade	3	1
Ben Hill	3	--
Berrien	3	--
Greene	3	--
Towns	2	11
Meriwether	2	7
Heard	2	4
Dodge	2	3
Lee	2	3
Mitchell	2	3
Banks	2	2
Crawford	2	2
Montgomery	2	2
Randolph	2	2
Atkinson	2	1
Baker	2	1
Jeff Davis	2	1
Pierce	2	1
Johnson	2	--
Lincoln	2	--
Cook	1	4
Jones	1	4
Pulaski	1	4
Bleckley	1	3
Brantley	1	3
Jasper	1	3
Pike	1	3
Putnam	1	3
Twiggs	1	3
Long	1	2
Taylor	1	2
Telfair	1	2
Warren	1	2
Wilkinson	1	2
Clinch	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Screven	1	1
Tattnall	1	1
Candler	1	0
Hancock	1	0
Stewart	1	0
Taliaferro	1	0
Treutlen	1	0
Oglethorpe	--	4
Bacon	--	3
Elbert	--	3
Talbot	--	3
Dooly	--	2
Seminole	--	2
Emanuel	--	1
Evans	--	1
Irwin	--	1
Jefferson	--	1
Miller	--	1
Terrell	--	1
Washington	--	1
Webster	--	1
Wheeler	--	1
Wilkes	--	1
Brooks	--	--
Calhoun	--	--
Charlton	--	--
Chattahoochee	--	--
Clay	--	--
Early	--	--
Echols	--	--
Glascock	--	--
Jenkins	--	--
Macon	--	--
Marion	--	--
Quitman	--	--
Schley	--	--
Wilcox	--	--

GOHS' planned awareness activities related to other driver awareness of motorcycles will target the 15 counties identified above by yellow highlight. This represents 59% of counties with the highest number of motorcycle crashes with another vehicle.

PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	• Communication and Outreach: Other Driver Awareness of Motorcyclists

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards that promote motorcyclists' awareness for operators of motor vehicles on the road in the "Born to Be Seen" campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month, and "Ride to Work." These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

1. The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).
2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

Linkage Between Program Areas

In 2020, the counties with the highest number of motorcyclists fatalities were: Fulton (14 motorcyclist fatalities), Gwinnett (14), Cobb (13), DeKalb (9), and Chatham (8). The table to the right shows the number and proportion of crashes and the number and proportion of suspected serious injuries and fatalities that occurred in these five counties. Nearly 30 percent of all motorcycle crashes (1,100 out of 3,786) and 30 percent of all motorcyclists' serious injuries and fatalities (308 out of 1,026) occurred within these five counties alone. With the five-year rolling average (2019-2023) target set to stay below the projected 203 motorcycle fatalities in 2023, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

Rationale for Selection

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as "Ride to Work Day", which supports the countermeasures to provide motorcycles a platform to reach the public about Share the Road, and See and be Seen messaging used for motorcycles, bicycles and pedestrians. Despite the slight decrease in Georgia's motorcyclist fatalities between 2018 and 2019, preliminary crash data shows an increase in motorcyclist fatalities in 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned Activities

2023 Motorcycle Programs	
Planned Activity Description:	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the “Share the Road with Motorcycles,” rider coach professional development and training.
Countermeasure strategies:	• Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
Intended Subrecipients:	Georgia Department of Driver Services

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M11X-2023-GA-00-60	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	$135,487.58
			TOTAL	**$135,487.58**

References

DESCRIPTION	HSP PAGE
Motorcycle Safety Communications Plan	69, 73, 77-78
Motorcycle Paid Media Campaigns	82
Motorcycle Media Planned Activities	83-86
Paid Media Projects	87
Motorcycle Safety Program Area	109-118
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QUALIFYING CRITERIA: IMPAIRED DRIVING PROGRAM

Associated Performance Measures and Targets

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected **1,680** (2019-2023 rolling average) by 2023.	1,551	**1,680**
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected **8,966** (2019-2023 rolling average) by 2023.	6,362	**8,966**
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected **7.679** (2019-2023 rolling average) by 2023.	5.086	**7.679**
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected **1.36** (2019-2023 rolling average) by 2023.	1.24	**1.36**
C-5	To maintain alcohol-related fatalities under the projected **404** (2019-2023 rolling average) by 2023.	374	**404**
C-7	To maintain motorcyclist fatalities under the projected **203** (2019-2023 rolling average) by 2023.	165	**203**
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected **18** (2019-2023 rolling average) by 2023.	15	**18**

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Alcohol-Impaired Motorcyclists

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.”

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occur. The chart below describes the proposed FFY 2023 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

2023 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Bibb	*DPS-NightHawks*	28	34	33	35	33	4	6	7	10	9	1	1	1	8	7
	Bibb County SO															
Bulloch	*DPS-NightHawks*	18	14	8	14	24	2	5	1	3	6	0	3	1	1	3
Burke	*Burke County SO*	8	12	10	10	6	4	5	3	3	2	0	1	0	0	1
Carroll	*Carroll County SO*	20	28	22	25	23	2	7	5	5	7	4	2	2	1	3
Chatham	*DPS-NightHawks*	44	29	37	30	34	14	6	8	8	12	2	3	3	5	8
Clayton	*Clayton Co PD*	48	32	45	51	49	11	9	9	15	14	11	3	6	4	3
Cobb	*Cobb County PD*	59	53	57	67	85	19	16	16	16	24	13	9	8	8	13
Coweta	*Coweta County SO*	22	23	14	22	24	8	3	1	5	10	1	3	2	2	5
Dawson	*Dawson County SO*	5	7	7	3	4	1	2	1	1	1	1	1	0	0	0
Douglas	*Douglas County SO*	21	17	18	23	13	4	4	4	6	2	3	1	3	1	0
Floyd	*Floyd County PD*	18	12	24	15	10	3	3	6	3	1	2	0	0	2	2
Fulton	*DPS-NightHawks*	130	115	130	144	145	36	28	27	42	33	15	14	21	22	14
	Atlanta PD															
Glynn	*Glynn County PD*	7	16	11	21	17	1	5	2	10	3	2	0	0	2	1
Gwinnett	*DPS-NightHawks*	61	66	62	61	57	22	22	13	16	14	12	4	10	10	14
	Snellville PD															
Habersham	*Habersham Co SO*	12	7	3	11	4	4	1	1	2	2	1	0	0	1	1
Hall	*Hall County SO*	31	31	24	20	30	8	7	4	4	6	4	4	5	1	2
Henry	*Henry County PD*	26	27	24	23	28	7	6	7	2	6	1	7	3	0	6
Laurens	*Dublin PD*	9	13	10	11	13	3	1	0	2	2	0	1	0	1	2
Liberty	*Liberty County SO*	8	14	7	8	32	1	1	6	4	7	0	1	0	0	2
Muscogee	*DPS-NightHawks*	27	26	21	21	20	8	11	5	4	3	6	3	3	3	4
Newton	*Newton County SO*	21	17	24	9	22	2	7	9	1	7	1	0	5	1	3
Rockdale	*Rockdale County SO*	13	14	8	16	17	1	6	3	5	3	4	1	0	3	3
Spalding	*Spalding County SO*	11	10	12	10	15	2	1	4	1	3	1	0	0	0	2

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.
Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team
Muscogee/Bibb – Middle GA Team

Linkage Between Program Areas

In 2020, there were 81 confirmed alcohol-impaired motorcyclist operators involved in crashes and 100 operators suspected of alcohol-impairment. This accounts for 5% of all motorcycle crashes. GOHS and their partners continue to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2020 which involved an impaired operator (181 operators confirmed or suspected of alcohol-impairment).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2020)

Source: CODES 2020

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
* Cobb	14	5
* Chatham	6	13
* Richmond	4	1
* Cherokee	3	2
* Dekalb	3	1
* Hall	3	1
* Carroll	3	1
* Habersham	3	1
Forsyth	3	-
* Gwinnett	2	5
* Fulton	2	2
* Bartow	2	2
* Fannin	2	2
* Newton	2	-
Walker	2	-
Clarke	2	-
Columbia	2	-
* Dawson	2	-
* Bibb	1	5
* Douglas	1	1
* Coweta	1	1
* Floyd	1	1
Stephens	1	1
Effingham	1	1
Jones	1	1
Wayne	1	1
Pierce	1	1
Catoosa	1	-
Lumpkin	1	-
Hart	1	-
Dade	1	-
Gordon	1	-
Rabun	1	-
McDuffie	1	-
Upson	1	-
Oconee	1	-
Decatur	1	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Madison	1	-
Morgan	1	-
Paulding	-	3
Houston	-	3
Henry	-	3
Murray	-	3
Haralson	-	3
Randolph	-	3
Troup	-	2
Thomas	-	2
White	-	2
Burke	-	2
Toombs	-	2
Clayton	-	1
Muscogee	-	1
Bulloch	-	1
Liberty	-	1
Heard	-	1
Whitfield	-	1
Bryan	-	1
Tift	-	1
Polk	-	1
Fayette	-	1
Colquitt	-	1
Laurens	-	1
Ware	-	1
Lanier	-	1
Taylor	-	1
Davis	-	1
Barrow	-	1
Lincoln	-	1
Bleckley	-	1
Talbot	-	1
Tattnall	-	1
Emanuel	-	1
Montgomery	-	1

GOHS' planned awareness activities will target the 18 counties above highlighted in purple, which represent 68% of all confirmed impaired motorcyclists involved in crashes in 2020. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month, and outreach opportunities like “Ride to Work Day.” Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving Communications Plan	73-76, 83
Motorcycle Safety Communications Plan	73-76, 83
Impaired Driving Paid Media Campaigns	77-78, 83
Motorcycle Paid Media Campaigns	78-79, 83
Impaired Driving Media Planned Activities	84-87
Motorcycle Media Planned Activities	84-87
Paid Media Projects	83, 88
Impaired Driving Program Area	100-109
Motorcycle Safety Program Area	110-119
Police Traffic Services Program Area	153-164
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405(h) NONMOTORIZED SAFETY GRANT

Georgia's annual combined pedestrian and bicyclist fatality rate was 19% in 2020.

REFERENCES

DESCRIPTION	HSP PAGE
Non-motorized safety programs	120-127
Communications	67-88
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