FFY24-FFY26

Triennial

GEORGIA HIGHWAY SAFETY PLAN

PREPARED BY THE

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

GAHIGHWAYSAFETY.ORG

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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 FFY24-FFY26 triennial Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives for federal grant funding from the National Highway Traffic Safety Administration (NHTSA).

Georgia's triennial 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 triennial Highway Safety Plan is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the next three federal fiscal years. 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.

The GOHS 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 guide GOHS to meaningful community engagement in an effort to 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.

GOHS designs 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 Georgia General Assembly began the 2023-2024 legislative term January 9, 2023. The session began with the inauguration of Governor Brian P. Kemp for a second term of office and the swearing in of Lieutenant Governor Burt Jones and six constitutional officers to each serve four-year terms.

One of the first bills to make it out of both chambers and to the governor's desk for his signature was HB 242, which reinstates the Joshua's Law fee to fund driver education scholarships. The General Assembly reinstated the scholarship program and raised the fee tacked on to all traffic fines from 1.5% to 3% after a bill to extend the scholarship program failed to make it out of the previous year's session. The fee will resume being collected on traffic citations issued after July 1, 2023, and will fund scholarships for teen drivers to take required classroom and on-the-road training at an approved public or private provider of the recipient's choosing. Scholarships are awarded first to all applicants who are a child or dependent of a Georgia first responder killed in the line of duty or member of the United States military killed in action and to applicants who are in state custody under the care of the Georgia Department of Family and Children Services. Second priority is given to scholarship applicants who can demonstrate a need based on family income and all other applicants are considered after the first two priority levels have been met.

The General Assembly also passed, and Governor Kemp signed HB 120, which adds persons convicted of driving under the influence of marijuana to the list of individuals with a suspended, revoked or canceled driver's license who are eligible to apply for a limited driving permit.

The Georgia General Assembly also passed HB 189, which provides a 10% variance for trucks hauling agricultural products from a farm to the first point of marketing or processing with 150-mile radius of the farm or point or origin, and outside the 13-county metro Atlanta region. The bill raises the weight limit for these vehicles from 80,000 to 93,000 pounds and became effective with the Governor's signature.

Governor Kemp did veto HB 541, which originally added postal service vehicles delivering mail to the list of qualified vehicles under Georgia's "Move Over Law". Governor Kemp said in his veto statement that changes to the bill that would require motorists to move over for any vehicle displaying flashing lights or parked on the side of the road would create safety and enforcement issues.

Several bills aimed at making changes to the Georgia's Automated Enforcement in School Zones failed to pass out of the General Assembly, and the Georgia State Senate defeated SB 196, which would have exempted front-seat pickup truck riders performing agricultural-related businesses and certain off-road vehicles from wearing seat belts.

The 40-day Legislative Session concluded on March 29, 2023, with all bills still pending eligible for consideration in the next session that will begin January 8, 2024.

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS

Georgia plans to apply for the following incentive grants during the next 3 years:

1. 405 (b) – Occupant Protection
2. 405 (c) – State Traffic Safety Information System Improvements
3. 405 (d) – Impaired Driving Countermeasures
4. 405 (e) – Distracted Driving
5. 405 (f) – Motorcyclist Safety Grants
6. 405 (g) – Non-motorized Safety
7. 405 (h) – Preventing Roadside Deaths
8. 405 (i) – Driver and Officer Safety Education

EPIDEMOLOGIST PARTNERSHIP

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the triennial Highway Safety Plan. The contracted epidemiologist has over fourteen (14) years of experience dealing with Georgia crash data and records.

CONTINUOUS FOLLOW-UP AND ADJUSTMENT

GOHS will regularly review 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 and outreach efforts will be revised as needed.

COVID-19 (Coronavirus Pandemic)

Georgia, as with all other states, was affected by the COVID-19 Coronavirus Pandemic. Driver behavior changed tremendously during that time and continues to be problematic on the roadways. The GOHS will make every effort to meet the Performance Measures and Targets within this triennial Highway Safety Plan; however, some measures and targets are still being affected by the 5-year moving averages.

Section 1

HIGHWAY SAFETY PLANNING PROCESS & PROBLEM IDENTIFICATION

1.1 PROBLEM IDENTIFICATION

1.2 PROCESS PARTICIPANTS

1.3 METHODS FOR PROJECT SELECTION

1.1 **PROBLEM IDENTIFICATION**

In 2021, there were 1,797 fatalities and 8,937 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 8% from 1,664 fatalities in 2020. 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 2021, 151 out of 159 Georgia counties experienced at least one traffic-related fatality.

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 2020 the statewide observed seatbelt usage rate declined, and the number of unrestrained fatalities increased. In 2021 the number of unrestrained passenger vehicle fatalities increased by 94 fatalities (20%) from 461 in 2019 to 555 in 2021. Rural areas have a higher proportion of unrestrained seriously injured and fatally injured passenger vehicle occupants compared to other regions. In 2021, 52% of fatally injured occupants (in all seating positions) in rural areas were unrestrained – compared to 42% in other urban regions and 48% in the Atlanta region.

> Stage 1 of the Public Participation & Engagement (*see Section 2.0*) revealed that rural communities have a higher rate of unbelted passenger vehicle fatalities compared to urban areas. The community survey administered throughout Stewart County (a rural county) showed that public education and awareness campaigns, strategic high-visibility enforcement, roadway infrastructure, and further research investigations is needed to sufficiently address these traffic safety concerns in the rural areas of Georgia.

- **Alcohol-Related Fatalities:** In 2021 there were 391 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 5% increase (18 more fatalities) compared to 2020 and a 9% increase (36 more fatalities) compared to 2019. These alcohol- impaired driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia.

- **Speed-Related Fatalities:** In 2021, speeding-related fatalities decreased by 3% (11 fewer fatalities) compared to the previous. In 2020 (during the covid-19 public emergency response) speeding-related fatalities increased 73% compared 2019. Twenty percent of all traffic fatalities (369 out of 1,797) were speeding-related in 2021, compared to 23% (380 out of 1,664) in 2020 and 17% (260 out of 1,492) in 2019.

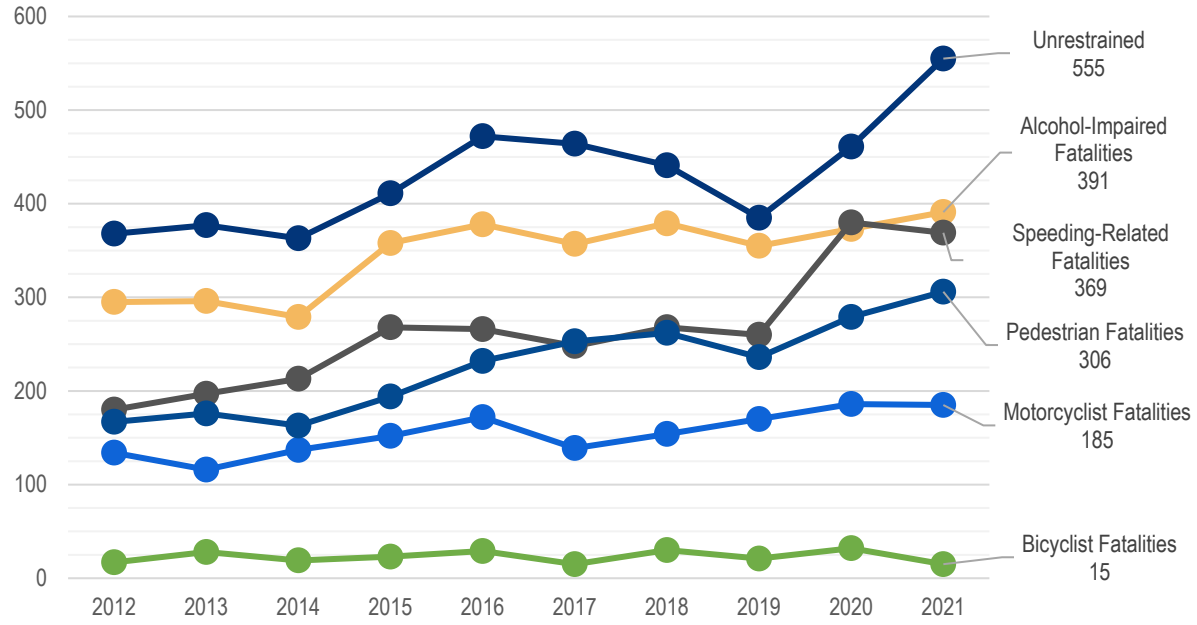
- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2021, there were 306 pedestrian fatalities in the state of Georgia — a 10% increase from 279

pedestrian fatalities in 2020. Seventeen percent of all traffic fatalities were pedestrians in 2021. Preliminary data[1] shows that pedestrian fatalities continue to increase.

- **Motorcyclist Fatalities:** In 2021, there were 185 motorcyclist fatalities in Georgia motor vehicle traffic crashes – one less fatality compared to 2020. Ten percent of all traffic fatalities were motorcyclists. The number of un-helmeted motorcyclist fatalities remains the same—an average of 14 un-helmeted fatalities per year.

- **Bicyclist Fatalities:** In 2021, bicyclist fatalities decreased by nearly half—from 32 bicyclist fatalities in 2020 to 15 bicyclist fatalities in 2021. Less than one percent of all traffic fatalities were bicyclists in 2021.

Georgia Traffic Fatalities by Traffic Safety Performance Measure (2012-2021)



Source: FARS 2012-2021

GOHS, along with partnering state agencies and local organizations, use the statewide five-year rolling average (2017-2021 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year. Specifically, GOHS contracted injury epidemiologist uses 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 that have projections above the previously established targets are prioritized as highway safety problem areas for the upcoming funding year.

[1] Preliminary data from the Numetric. 20 June 2023.

The table below shows the five-year rolling average (2017-2021) and the forecasted values (2022-2024) by each traffic safety performance measure.

Georgia 5-Year Moving Average Traffic Fatalities (2017-2021) and Forecasted 5-Year Rolling Average Traffic Fatalities (2022-2024) by Traffic Safety Performance Measure

Core Outcome Measures		ACTUAL 5-Year Rolling Average					FORECASTED[2] 5-Year Rolling Average		
		2017	2018	2019	2020	2021	2022	2023	2024
C-1 HSIP-1	Traffic Fatalities	1,374	1,439	1,505	1,551	1,600	1,636	1,666	1,688
C-2 HSIP-2	Serious Injuries in Traffic Crashes	4,922	5,264	5,836	6,362	7,109	7,945	8,900	9,972
HSIP-3	Serious Injuries in Traffic Crashes/100M VMT	4.196	4.293	4.601	5.086	5.711	6.541	7.539	8.714
C-3 HSIP-4	Fatalities/100M VMT	1.17	1.18	1.19	1.24	1.28	1.35	1.42	1.51
HSIP-5	Number of non-motorist serious injuries and fatalities	626	663	702	732	797	851	915	987
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	417	430	435	445	461	475	492	510
C-5	Alcohol-Impaired Driving Fatalities	334	350	365	368	371	378	382	385
C-6	Speeding-Related Fatalities	238	253	262	284	305	331	360	393
C-7	Motorcyclist Fatalities	143	151	157	164	167	169	171	173
C-8	Un-helmeted Motorcyclist Fatalities	10	12	14	14	15	16	16	17
C-9	Drivers Aged 20 or Younger involved in Fatal Crashes	171	178	183	191	198	206	214	223
SHSP-1	Drivers Aged 65 or Older involved in Fatal Crashes	258	273	297	298	307	317	322	325
C-10	Pedestrian Fatalities	204	221	235	252	267	282	297	311
C-11	Bicyclist Fatalities	23	23	24	25	23	22	19	16
SHSP-2	Distraction-Related Fatalities	67	71	68	66	61	54	45	33
ANNUAL MEASURES									
B-1	**Annual** observed seat belt use for passenger vehicles, front seat outboard occupants	97.1%	96.3%	95.9%	95.9% (2021)	95.9% (2022)	*n/a*	*n/a*	*n/a*

INCREASING 5-YEAR ROLLING AVERAGE TRENDS

Statistical projections show an increasing 5-year rolling average for most traffic safety performance measures. Despite these increases in the 5-year rolling average, Georgia's goal is to decrease the *annual* number of fatalities and *annual* percentage increases 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.

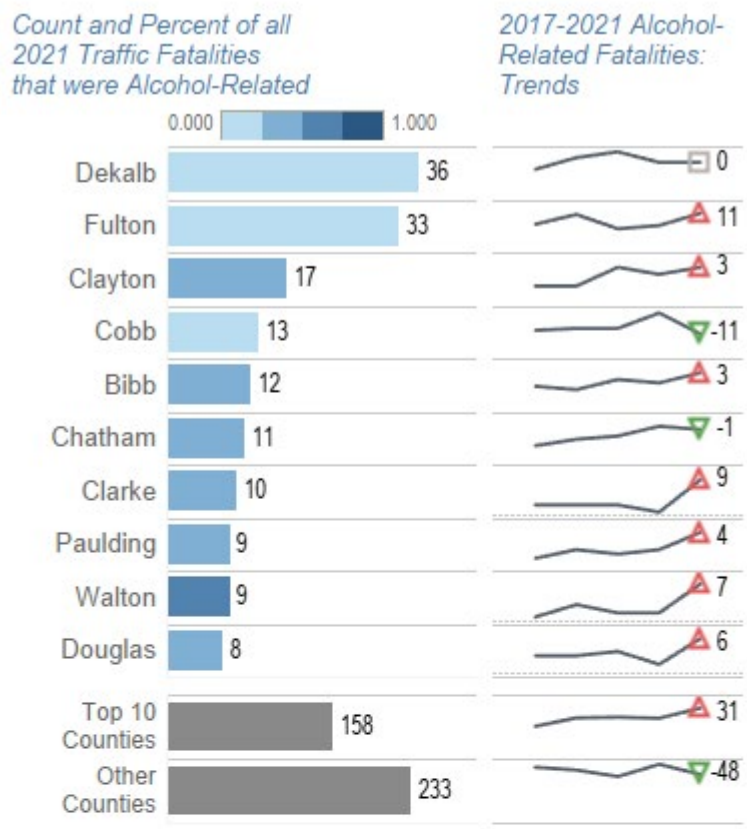
The implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS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

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.

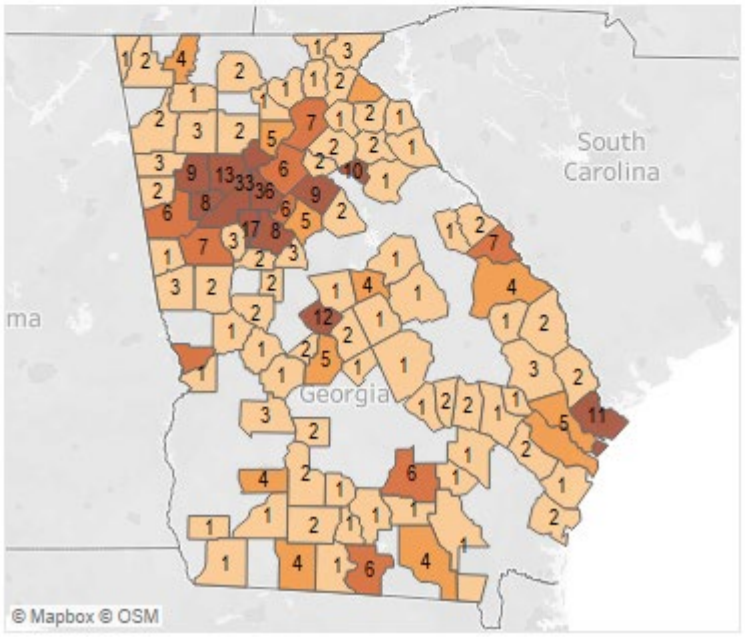
Using this analytical approach, in addition to the consideration of resources available and knowledge of countermeasures that have proven to work, GOHS prioritized the following traffic safety problems for FFY24-FFY26:

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

Top Counties with the Highest Number of Alcohol-Related Traffic Fatalities (C-5), 2021



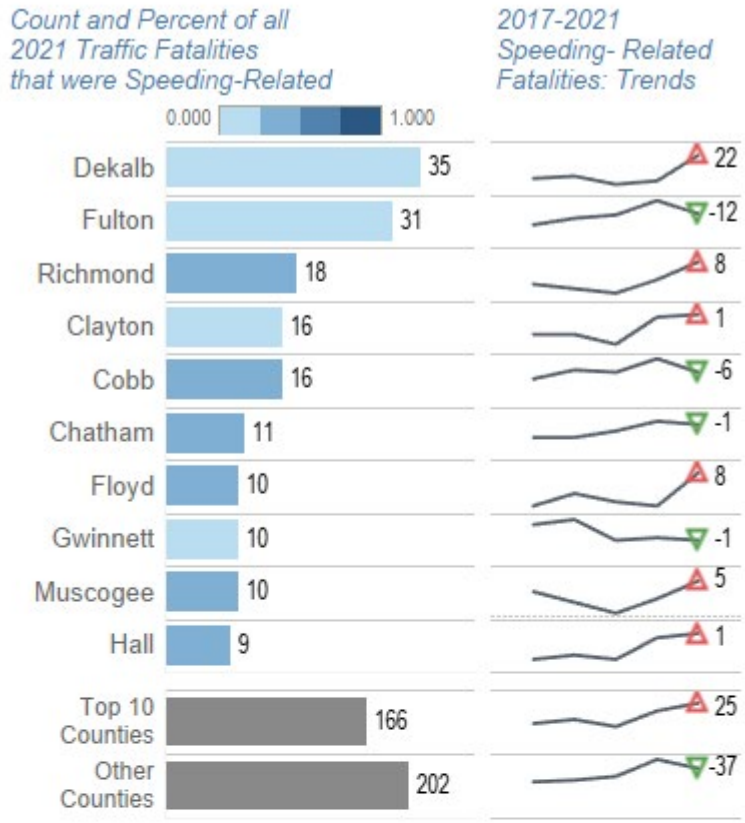
2021 Alcohol-Related Fatalities



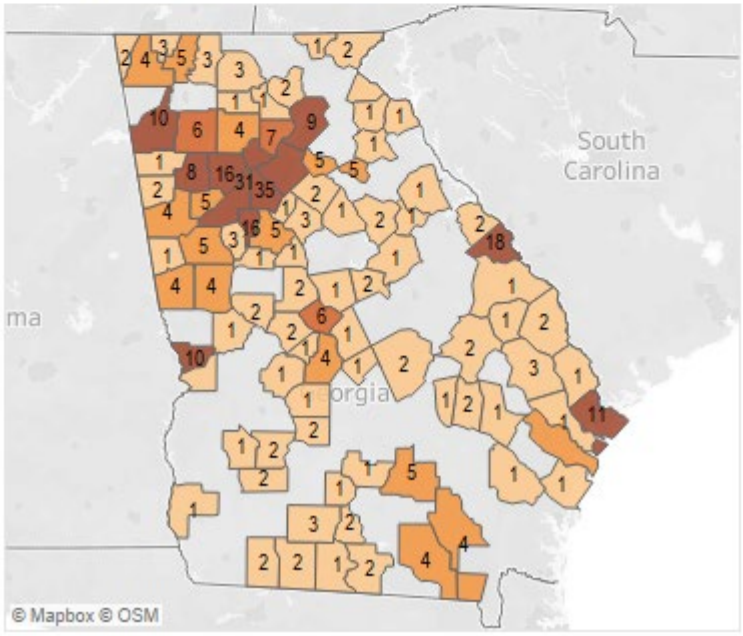
In 2021, 105 counties experienced at least one alcohol-related traffic fatality. Forty percent all alcohol-related fatalities occurred in these top 10 counties with 158 alcohol-related fatalities (+31 fatalities compared to the previous year). The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are:

- DeKalb County (36 fatalities, no change compared to the previous year, 25% of all county fatalities were alcohol-related)
- Fulton (33, +11, 21%)
- Clayton (17, +3, 20%)
- Cobb (13, -11, 26%)
- Gwinnett (12, +3, 25%)

Top Counties with the Highest Number of Speeding-Related Traffic Fatalities (C-6), 2021



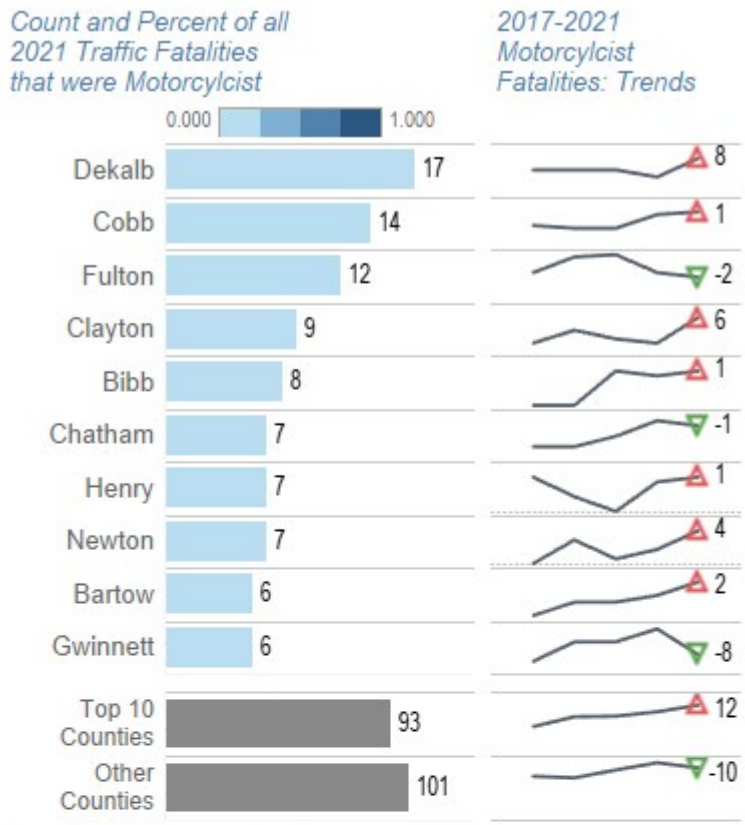
2021 Speeding-Related Fatalities



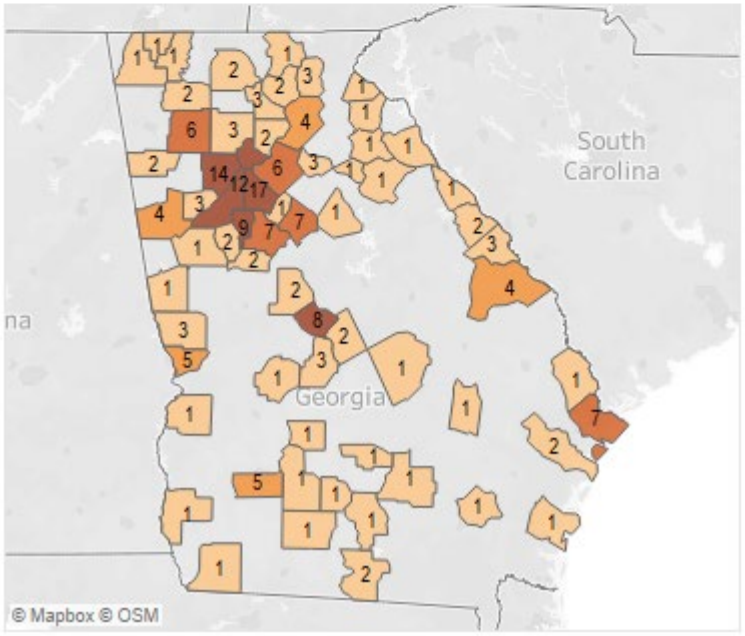
In 2021, 96 counties experienced at least one speed-related traffic fatality. Forty-five percent of all speeding-related fatalities occurred in these top 10 counties with 166 speed-related fatalities (+25 fatalities compared to the previous year). The top five (5) counties with the highest number of fatalities in crashes involving speeding are:

- DeKalb County (35 fatalities, +22 fatalities compared to the previous year, 24% of all county fatalities were speed-related)
- Fulton (31, -12, 20%)
- Raymond (18, +8, 41%)
- Clayton (16, +1, 24%)
- Cobb (16, -6, 25%)
- Chatham (11, -6, 39%)

Top Counties with the Highest Number of Motorcyclist Traffic Fatalities (C-7), 2021



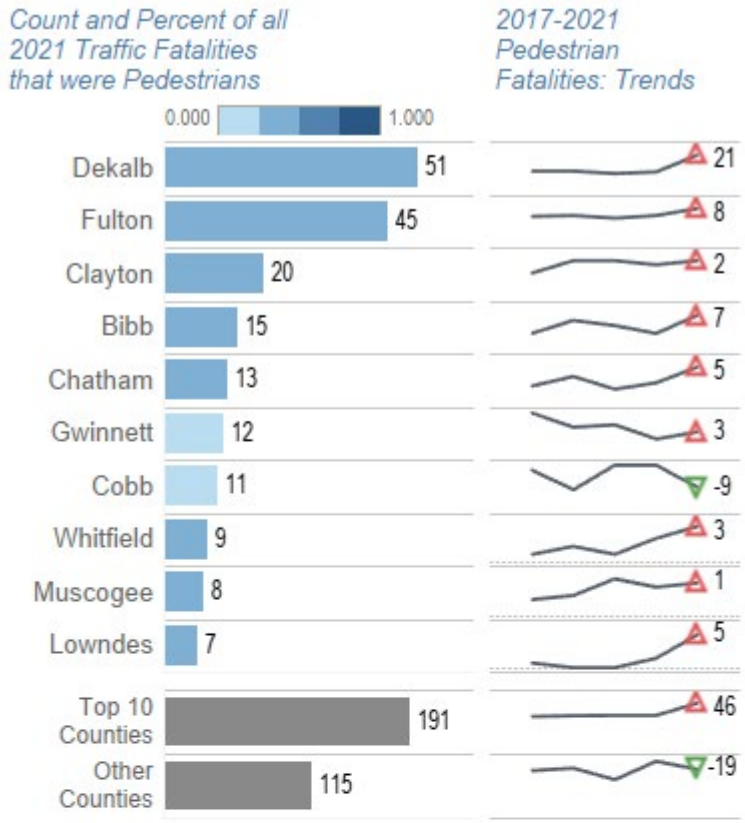
2021 Motorcyclist Fatalities



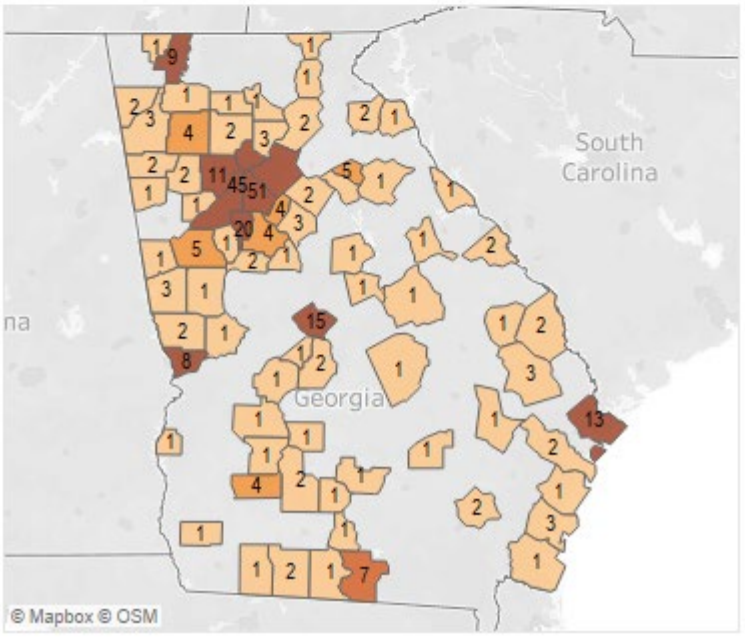
In 2021, 66 counties experienced at least one motorcyclist fatality. Forty-eight percent of all motorcyclist fatalities occurred in these top 10 counties with 93 motorcyclist fatalities (+12 fatalities compared to the previous year). The top counties with the highest number of motorcyclist fatalities are:

- DeKalb County (17 fatalities, +8 fatalities compared to the previous year, 12% of all county fatalities were motorcyclists)
- Cobb (14, +1, 22%)
- Fulton (12, -2, 7%)
- Clayton (9, +6, 14%)
- Bibb (8, +1, 17%)

Top Counties with the Highest Number of Pedestrian Traffic Fatalities (C-10), 2021



2021 Pedestrian Fatalities



In 2021, 77 counties experienced at least one pedestrian fatality. Over half (62%) of all pedestrian fatalities occurred in these top 10 counties with 191 pedestrian fatalities (+46 fatalities compared to the previous year). The top five (5) counties with the highest number of pedestrian fatalities are:

- DeKalb County (51 fatalities, +21 fatalities compared to the previous year, 35% of all county fatalities were pedestrians)
- Fulton (45, +8, 30%)
- Clayton (20, +2, 30%)
- Bibb (15, +7, 32%)
- Chatham (13, +5, 32%)

Stage 1 of the Public Participation & Engagement (*see Section 2.0*) revealed that there is a positive correlation between vulnerable census tracts in Georgia and the rates of pedestrian serious and fatal injury crashes across the Atlanta region, other urban regions, and rural regions. In other words, the more vulnerable a community is, the higher the rate of pedestrian serious and fatal injury crashes. This correlation is particularly visible in south Fulton County's vulnerable populations.

List of Information and Data Sources

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. The research projects that inform GOHS's priorities are described below.

1. **Georgia Traffic Safety Facts (GTSF):**
   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' or contributing crash factors) of each prioritized measure. The Georgia Traffic Safety Facts (GTSF) publication series are intended to be used by a variety of disciplines including traffic safety practitioners, media, engineers, policy makers, and more. These deeper investigations are published annually in the GTSF series that is supported and funded by GOHS. The GTSF series are compiled and published by the Crash Outcomes Data Evaluation System (CODES) and Traffic Records Coordinating Committee (TRCC) and covers a variety of traffic safety areas that include:

   - Preliminary Traffic Fatalities
   - Large Trucks
   - Motorcycles
   - Non-Motorists: Pedestrians and Bicyclists
   - Older Drivers
   - Young Drivers
   - Risky Drivers
   - Occupant Protection
   - Distracted Driving
   - Rural Roads
   - Overview of Traffic Fatalities
   - Issue Briefs: Specific Research Investigations

   GTSF series combines information from all traffic records information systems (Crash, Driver, Vehicle, Roadway, Citation/Adjudication, Injury Surveillance) to paint a comprehensive picture of traffic safety issues on Georgia roadways. These data sources include:

   - Georgia Department of Transportation—traffic crash data
   - National Highway Traffic Safety Administration (NHTSA), Fatality Analysis Reporting System (FARS)—fatal traffic crash data
   - Georgia Department of Transportation, Numetric—roadway data
   - Georgia Department of Public Health, Office of Health Indicators for Planning (DPH-OHIP)—hospitalization and emergency department data
   - Georgia Emergency Medical Services Information System (GEMSIS)—injury data
   - Georgia Trauma Registry (Trauma)—injury data
   - Department of Driver Services (DDS)—licensing and conviction data
   - Department of Revenue (DOR)—vehicle and registration data
   - Youth Risk Behavior Survey (YRBS)—attitudinal and behavioral data
   - National Occupant Protection Use Survey (NOPUS)—behavioral data
   - Online Analytical Statistical Information System (OASIS)—population data

To access the Georgia Traffic Safety Facts publication series visit,
https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

2. **Traffic Safety Performance Measures:**
   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.

3. **Annual Evaluation Report:**
   Each year GOHS provides funds for an outcome and process evaluation of the funded sub-recipients and assess their ability to ability to address highway safety problems and concerns at the local and state levels. The aim of the evaluation study is to determine how sub-recipients 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. Sub-recipients 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.

The data-driven problem identification and prioritization process strategically focusses the resources and efforts in specific locations and areas across the state of Georgia. 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. The identification of highway safety problems, scoring of grant applications (described in section 1.3 Methods for Project Selection), and description of highway safety program areas (section 5.1-5.13 Program Areas) were created using the most recent data and information available from these sources.

1.2 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. Prosecuting Attorneys Council of Georgia
7. Georgia Traffic Records Coordinating Committee
8. Injury Prevention Planning Council
9. University of Georgia
10. Emory University
11. Local communities including police, fire, EMS, elected officials, and citizens.
12. Previously funded GOHS sub-recipients from state agencies, community-based agencies, and local groups
13. 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
14. 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).
15. Public Participation and Engagement –In accordance with 23 CFR 1300.11, GOHS has taken strategic and data-driven approaches to identify and engage communities and subpopulations that are adversely affected by traffic safety problems in Georgia. The information gathered from these public participation and community engagement initiatives were used to inform which countermeasures and solutions to fund, support, or co-develop that would be most helpful and appropriate for the adversely impacted community. These engagement initiatives include the following communities: (1) interviews with community stakeholders and a community survey in Stewart County to address traffic safety concerns in rural areas, (2) planning the community engagement event focused on members of south Fulton County to address the rise in pedestrian-related traffic crashes, injuries, and fatalities; and (3) other small local community events (townhall meetings, community event, community presentation etc.) where local law enforcement and GOHS partner hear the community' traffic safety concerns and brainstorm solutions. See section "2.0 Public Participation and Engagement" for more information.

1.3 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 FFY2024 Planning Calendar that outlines the highway safety program planning and grant application processes. This planning calendar will be duplicated on an annual basis.

FFY 2024 PLANNING CALENDAR

October 2022 – November 2022	Produce an annual ranking report and develop program's Request for Proposals (RFPs).
December 2022	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 2022 – January 2023	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
December 2022 – May 2023	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2023 – February 2023	Receive FFY 2024 grant applications. Complete and submit internal grant applications.
January 2023 – June 2023	Identify and involve partners in the 3HSP planning process. Coordinate 3HSP and data collection for the state with SHSP.
February 2023 – June 2023	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft 3HSP to NHTSA
July 1, 2023	Submit triennial Highway Safety Plan for NHTSA review and approval.
August 1, 2023	Submit Annual Grant Application and 405 incentive grant applications
August 2023 – September 2023	Respond to NHTSA comments/recommendations. Award FFY 2024 grants.
October 2023	Beginning of the FFY 2024 grant year.
December 2023	Evaluate outcomes and results for use in next planning cycle
January 2024	Annual Report submitted to NHTSA

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 sub-recipients. All prospective sub-recipients 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) 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.

Coordination of the SHSP, HSP, and HSIP

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. This most recent SHSP also incorporated the Safe System approach to highway safety and promote inter-agency efforts (where at least two state agencies collaboratively co-implement projects).

Throughout the year, joint task team meetings were held to streamline strategies and further promote collaboration among GOHS sub-recipients, state agencies, the SHSP task teams, and other non-traditional partners. GOHS will continue to partner with GDOT to plan and host the SHSP Summit. 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.

The most recent SHSP (FFY22-FFY24) identified the following topic areas as key focal points for traffic safety. These areas are also in alignment with the priorities identified by GOHS for FFY24-FFY26—pedestrian safety, motorcycle safety, impaired driving, and older drivers. GOHS also prioritized increasing restraint use in rural communities and reducing speeding-related traffic injuries and fatalities.

The State Highway Safety Plan (SHSP), triennial Highway Safety Plan (3HSP), and Highway Safety Improvement Program (HSIP) work together to develop aligned core performance measure target values to ensure that all agencies are working toward the same goal during the years each plan is updated. The SHSP is updated at least every five years and HSIP updated annually. The 3HSP will be updated every three years; however, the traffic safety performance measure targets are established annually in the annual grant application. As such, the SHSP, 3HSP, and HSIP have the same target values for FFY22 when the SHSP was last updated.

While these three plans are aligned in the areas and prioritization of traffic safety concerns in Georgia, the alignment of the 3HSP and HSIP annual targets for FFY24 is yet to be determined.

FFY24 Target Alignment with GDOT's Highway Safety Improvement Plan

§1300.11(3)(i) requires all performance targets submitted to NHTSA to demonstrate constant or improved performance. However, State DOTs have not had the opportunity to comment on proposed FHWA requirements that may be affected by NHTSA's regulation. As such, State Highway Safety Offices and DOTs may submit non-identical targets for the common performance measures for the fiscal year 2024.

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)
		2022	2023	2024-2026* Triennial	2022	2023	2024	2022-2024* Triennial
C-1 HSIP-1	**Traffic fatalities** *(5-year rolling avg)*	1,671	1,680	1,600*	1,671	1,680	*To Be Determined*	1,671
C-2a HSIP-2	**Serious traffic injuries** *(5-year rolling avg)*	8,443	8,966	7,109*	8,443	8,966	*To Be Determined*	8,443
C-2b HSIP-3	**Serious injuries in traffic crashes per 100M VMT** *(5-year rolling avg)*	6.080	7.679	5.711*	6.080	7.679	*To Be Determined*	6.080
C-3 HSIP-4	**Traffic fatalities per 100M VMT** *(5-year rolling avg)*	1.21	1.36	1.28*	1.21	1.36	*To Be Determined*	1.21
HSIP-5	**Non-motorist serious injuries and fatalities** *(5-year rolling avg)*	818	802	797*	818	802	*To Be Determined*	818

* FFY24 target value meets §1300.11(3)(i) code for constant or improved target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data shows that the performance measure target to "maintain the baseline" is overambitious and most likely will not be met.

Section 2

PUBLIC PARTICPATION & ENGAGEMENT

2.1 ENGAGEMENT PLANNING

2.2 ENGAGEMENT OUTCOMES

2.3 ONGOING ENGAGEMENT PLANNING

2.1 ENGAGEMENT PLANNING

Public Engagement Goals

A statement of the State's starting goals for the public engagement efforts, including how the public engagement efforts will contribute to the development of the State's countermeasure strategies for programming funds;

In accordance with 23 CFR 1300.11, GOHS employed strategic efforts to increase the collaboration between the local community and state departments to address traffic safety concerns and improve traffic safety initiatives in Georgia. Through a strategic process outline below in three stages, GOHS makes an intentional effort to: (1) accurately identify communities and subpopulations that are adversely affected by traffic safety problems, (2) invite these members and residents of the community to share their experiences and express their concerns regarding traffic safety in their area, and (3) co-create countermeasures and strategies that are most appropriate and impactful for the community.

The outcomes of this 3-stage engagement process (i.e., countermeasures) are incorporated in GOHS's triennial Highway Safety Plan and guides the traffic safety priorities in selected communities, allocation resources, potential funding opportunities, strategic inter-agency partnerships, and other community-level collaborations that will effectively improve traffic safety outcomes in Georgia.

Stage 1

Identify communities adversely and disproportionately impacted by specific traffic safety problems.

GOHS's public engagement process starts with data investigations into specific traffic safety topic areas explore in the annual Georgia Traffic Safety Facts (GTSFs) series, university studies, and other research studies. These studies identify communities that are adversely and disproportionately impacted by specific traffic safety concerns and determine factors and/or underlying conditions that may contribute to highway safety issues specific to those identified communities.

Stage 2

Collaborate with community leaders and members to discuss traffic safety problems and brainstorm community-appropriate solutions.

Once the communities are identified, GOHS coordinates with community leaders and partners to engage other members of that specific community to share experiences regarding the traffic safety problem and brainstorm community-appropriate solutions to alleviate the burden.

Stage 3

Fund, support, or co-develop community-appropriate countermeasures.

GOHS will use the information gathered from the community to fund, support, or co-develop countermeasures and solutions that were identified to be most helpful and appropriate for the adversely impacted community.

This public engagement effort, especially of this nature, requires time and coordination among community members, local community entities, State staff, and other partnering agencies. As such, not all traffic safety topics across for each Georgia geographical region or subpopulation can be identified and invited to participation in meaning engagement during the funding period prior to the compilation of the triennial HSP. Traffic safety topics are prioritized based on fatality trends and opportunities to address concerns within the topic area. In preparation for the FFY24-FFY26 HSP, GOHS identified the following traffic safety priorities where meaningful public engagement can occur and have great impact: (1) unbelted fatalities in rural areas, (2) pedestrian fatalities in Fulton County, and (3) DWI reporting challenges statewide. At the time of completing the triennial HSP in FFY23, each prioritized topic area is at stage different engagement. GOHS identified the following goals for each of these prioritized topic areas within the identified community based on the status within the in the 3-stage engagement process.

Public Engagement FFY24-FFY26 Goals	Engagement Status		
	Identify Adversely Impacted Communities	Engage Community Members	Co-Implement Countermeasures
	Stage 1	Stage 2	Stage 3
Support local city officials, law enforcement, and other local agencies to address the high rates of unbelted fatal crashes in rural areas in southern Georgia during FFY24-FFY26.	☑	☑	☑
Invite south Fulton County community members to a public event to discuss traffic safety concerns and select countermeasures that appropriately address the high rates of pedestrian traffic-related crashes in their community by FFY24-FFY26.	☑	☑	
Identify populations, communities, or state agencies most impacted by repeat offenders of impaired drivers by FFY26.	☑		

Identification of Adversely Impacted Communities

Identification of the affected and potentially affected communities, including a particular emphasis on underserved communities and communities overrepresented in the data (i.e., what communities did the State identify at the outset of the process) and a description of how those communities were identified;

This section provides a brief description and overview of the research key findings that emerged from the studies funded by GOHS. The publications of these research investigations are available on the GOHS website or upon request.

Unbelted Fatal Crashes in Rural Georgia

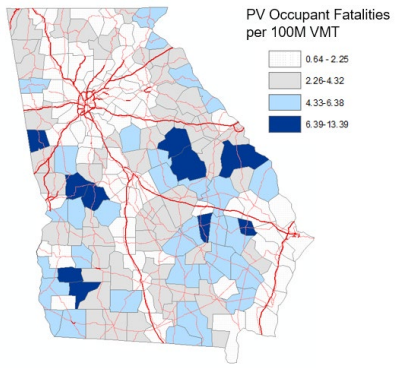
Most of Georgia's land use and composition is rural; however, most residential and traveling activities occur in non-rural areas. In 2021, approximately 21% of the Georgia population lived in rural counties[3] (OASIS), and 25% of Georgia's vehicle miles traveled were in rural counties (FHWA). However, according to FARS, 31% of all traffic-related fatalities occurred in rural counties—33% occurred on rural roadways[4], which can be located in urban populated counties. Within the past decade (2012-2021), traffic fatalities increased by 31% in rural counties (from 403 to 562) and by 62% in urban counties (from 762 to 1,235). In 2021, the rural fatality rate per 100 million VMT was 1.5 times higher in rural counties compared to urban counties (1.86 and 1.37, respectively).

The Injury Prevention Research Center at Emory University conducted a roadside seat belt use observational survey—over 34,000 vehicle observations across 400 sites within 20 Georgia counties between May and July 2022. According to the 2022 Georgia Seat Belt Use Observational Survey, the statewide seat belt usage rate decreased from 94.9% in 2021 to 89.3% in 2022—a net 5.6% change. Historically, the rate of seat belt usage in rural counties is lower than in urban counties. In 2021, the seat belt usage rate decreased from 94.0% in 2021 to 81.7% in 2022—a net 12.3% change. Moreover, 49% of passenger vehicle occupants fatally injured in rural counties were unrestrained compared to 40% of the unrestrained fatally injured occupants in urban counties.

Most of Georgia's counties are rural (110 out of 159) and are scattered throughout the state. While the frequency of annual fatal crashes is sporadic in rural areas, the rate of fatal crashes per population or VMT is high. Based on anecdotal information from rurally-based law enforcement, existing GOHS sub-recipients, and community leaders, the traffic safety issues, challenges, and concerns are very similar across all rural counties—limited resources to address traffic safety issues before or after a crash incident occur on state routes or other principal arterials that are not near interstate highway systems.

To better understand the traffic safety issues in Georgia's rural counties, GOHS partnered with the Traffic Safety Research and Evaluation Group at the University of Georgia in FFY23 to assess the needs, barriers, and opportunities of all road users in rural communities via interviews with key community stakeholders and a community survey in Stewart County, Georgia. *(See 2.2 Engagement Outcomes)*

Unrestrained Passenger Vehicle Occupant Fatalities, 13 Years and Older per 100 Million VMT (2017-2021)



Source: FARS 2017-2021, GDOT 2021

[3] Rural counties have a population of less than 50,000 according to the United States decennial census of 2020 (OCGA Section 31-6-2).
[4] Rural roads are roadway segments or systems classified and defined by the U.S. Department of Transportation. Rural counties are different from roadway classifications, where urban road systems can be located in urban clusters (or metropolitan areas) of at least 2,500 persons within rural counties.

Pedestrian Traffic-Related Crashes in South Fulton County, Georgia

Over the past decade (2012-2021), the rise of pedestrian serious injuries and fatalities on the roadway has been a growing concern nationally and in Georgia. In Georgia, pedestrian-related traffic fatalities more than doubled between 2011 and 2020. Between 2016 and 2020, 3,134 motor vehicle traffic crashes in Georgia resulted in at least one pedestrian serious injury or fatality. Within this 5-year period, nearly half of these incidences occurred in the Atlanta Region (49%), followed by the other urban counties (34%) and rural counties (16%).

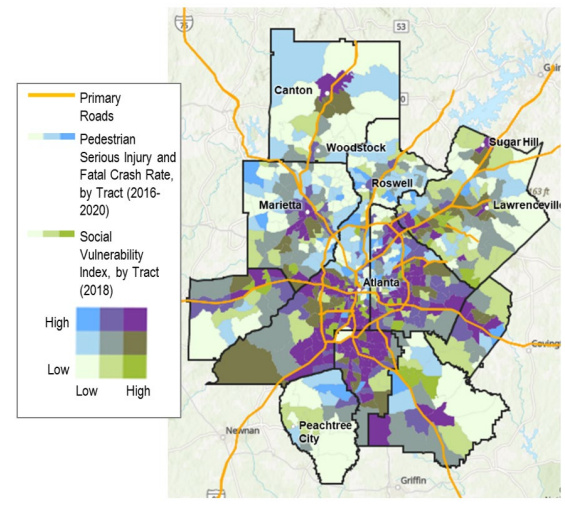
- Pedestrian fatal and serious injury rates differ among specific sociodemographic groups. In 2020, Non-Hispanic Black/African Americans were 1.8 times more likely to be fatally injured in a motor vehicle traffic crash compared to their Non-Hispanic White counterpart.
- Vulnerable road users, such as persons aged 65 years and over, also experienced a higher rate of pedestrian fatalities compared to other age groups.

The Georgia Traffic Safety Facts study called "*Examining Social Vulnerability and the Association with Pedestrian Crashes*" (Georgia Crash Outcomes Data Evaluation System, 2022) examines the association between the Centers for Disease Control and Prevention (CDC)'s Social Vulnerability Index (SVI) and crashes that result in pedestrian serious injuries or fatalities in Georgia by region. Vulnerable populations are communities within specific geographic areas that may be vulnerable in their ability to respond and prepare for public health emergencies and disasters. Demographic factors such as the proportion of community members without vehicles, with disabilities, older adults, minority status, and low-income/socioeconomic status are measures and attributes of socially vulnerable communities.

The study found a positive correlation between vulnerable census tracts in Georgia and the rates of pedestrian serious and fatal injury crashes across the Atlanta region, other urban regions, and rural regions. In other words, the more vulnerable a community is, the higher the rate of pedestrian serious and fatal injury crashes. This positive, significant relationship was present for overall social vulnerability (shown in Figure for the Atlanta Region) as well as for socioeconomic status, household composition and disability, minority status and language, and housing type and transportation vulnerability themes.

Using the information in this study, GOHS will continue its statewide pedestrian safety efforts, in addition to applying a specific focus on south Fulton County's vulnerable populations. *GOHS will engage members of the south Fulton County communities to identify strategies and countermeasures appropriate for their community in FFY24-FFY25.* *(See 2.3 Ongoing Engagement)*

Bivariate Map of Serious Injury and Fatal Pedestrian Crash Rates (per 100,000 census tract population) and Social Vulnerability Index in the Atlanta Region, by Overall SVI and SVI Themes (2016-2020)



Dark purple census tracts are communities with **high** social vulnerability and **high** pedestrian serious and fatal injury crash rates.

Darker blue census tracts are communities with **low** social vulnerability and **high** pedestrian serious and fatal injury crash rates.

Source: Georgia Crash Outcomes Data Evaluation System. (2022, July). Examining Social Vulnerability and the Association with Pedestrian Crashes: 2016-2020 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Underreported Impaired Driving and Repeat Offenders in Georgia

At the time the FFY24-FFY26 HSP compilation and development, GOHS was still in the process of engaging key stakeholders statewide to gain additional insight into the reporting challenges related to impaired driving. See section *2.3 Ongoing Engagement* for more information on plans to complete this engagement focus.

2.2 ENGAGEMENT OUTCOMES

A narrative description of the outcomes of the State's engagement efforts in the highway safety planning process, including—
(A) The steps taken by the State to produce meaningful engagement with affected communities, including—
(1) Engagement opportunities conducted and a description of how those opportunities were designed to reach the communities identified in paragraph (2)(i)(B);
(2) Accessibility measures implemented by the State in its outreach efforts and in conducting engagement opportunities;

(B) The results of the engagement opportunities conducted, including—
(1) A description of attendees and participants, and, to the extent feasible, whether those participants are members of the affected communities identified in paragraph
(2)(i)(B); (2) A summary of the issues covered; and

(C) How the affected communities' comments and views have been or will be incorporated into the development of the triennial HSP.

Unbelted Fatal Crashes in Rural Georgia

In partnership with GOHS, the Traffic Safety Research and Evaluation Group at the University of Georgia conducted interviews with community stakeholders and a community survey in Stewart County[5] (representative of a rural community) to assess the needs, barriers, and opportunities of all road users in rural communities. The information gathered from these interviews and surveys was used to inform effective community traffic safety programs for rural Georgia. To corroborate the findings from this engagement effort, GOHS staff, and law enforcement sub-recipients have participated in locally hosted rural community meetings to obtain further insight into how these emerging themes impact other rural communities statewide.

- ***Reaching the Community:***
  Between April and July 2022, interviews were conducted with key community stakeholders and leaders in Stewart County (representative of a rural county) using a snowball sampling technique. Stewart County community stakeholders were invited to participate in the semi-structured interviews via email and telephone outreach ("cold calls"). Interviews were conducted on the platform that was most convenient for the informants' schedules (e.g., virtual conference call, telephone, or in-person). Ten community stakeholders from different sectors (e.g., city and county government elected officials, community leaders in non-elected positions, public safety professionals, K-12 education staff, local business owners/employees, and workers in the forestry industry) participated in the interviews that lasted an average time of 43 minutes (ranging from 18-65 minutes). Based on the interviews with community stakeholders, it was determined that the best way to reach and engage the Stewart County community was to invite residents to participate in a community survey using a convenient sampling. The emerged themes from the interviews (i.e., perceptions of speeding and other risky driving behaviors, seat belt usage, alternative transportation, driver education, etc.) were used to develop a survey that was administered to the residents and community members of Stewart County. Researchers were stationed at high-traffic locations during peak hours (e.g., a shopping center with the only grocery store in the county and a popular local restaurant) to invite community members to complete the survey. Additionally, an email distribution list was created from shared community listservs to invite other Stewart County residents to participate in the community assessment via an online survey. Survey participants were encouraged to share the survey with their neighbors and other community organizations that provide services to residents. In total, 50 community members completed the community survey.

  Most survey respondents indicated they were from Stewart County (62%)—14% from Lumpkin City, and 24% from Richland City. Other respondents were from neighboring rural counties—

[5] According to the 2020 Census, Stewart County is ranked second for the greatest percentage of residents living below the poverty level—38 percent.

Chattahoochee, Dougherty, Muscogee, Randolph, Sumter, Terrell, and Webster counties. The mean age of respondents was 46 years (ranging from 22-78 years). The racial and ethnic breakdown of the survey respondents was 64% White, 28% Black or African American, and 2% American Indian or Alaska Native. More than half of the survey respondents (56%) indicated they were women, and 42% indicated they were men.

- ***Outcomes and Findings:***
  The following key findings emerged from the Stewart County community engagement efforts—key informant interviews and a community survey. These results suggest unmet needs in the community related to resources like driver education and law enforcement access to field drug testing kits. Additionally, a call for further examination of road infrastructure and maintenance is warranted.

  - Rural residents strongly rely on personal vehicles or informal/alternative transportation arrangements. It was described as common for residents to drive 30 or more miles to obtain groceries/goods and 30-150 miles to commute to work. Participants also mentioned transportation services for elderly and low-income residents needing to go to the doctor, pharmacy, and grocery stores were very common. Additionally, several participants described informal transportation arrangements that involved private citizens who transported people to places in exchange for money.
  - The majority of participants indicated that no driver education programs were offered in the county. Overwhelmingly, participants reported that youth were taught to drive by their parents or other family members (66%). Some participants indicated utilizing private pay driver education courses offered in other counties.
  - Drug-impaired driving (including the use of marijuana) was more often reported as a traffic safety concern than alcohol-impaired driving. The main challenges faced when addressing impaired driving in rural areas were the absence of field tests for marijuana and the distance to a local hospital to obtain a blood test for substance use. Speeding and distracted driving were other commonly reported violations, although it was noted that distracted driving was often not ticketed.
  - Interviewees reported that Stewart County roadways included a lot of through traffic and tractor-trailer transport, including logging trucks. The most frequently mentioned roads for traffic volume and dangerous intersections were GA State Route 520 and U.S. Highway 280. There were perceptions that the logging traffic damaged roads and that roads were not being maintained to support the logging truck travel. There were instances mentioned where logging companies reshaped roads to access land to harvest timber.
  - There are a significant number of dangerous, unpaved, or unmaintained roads in the county. It was noted that this impacts school bus travel and challenges school bus routes to transport (pick up and drop off) children safely.

- ***Incorporation in the Triennial HSP:***
  In response to the information gathered from a sample rural county (Stewart County), GOHS will implement and/or incorporate the following activities during FFY24-FFY26:
  - Continue High-Visibility Enforcement efforts (publicized and non-publicized) to deter risky driving behaviors such as speeding, alcohol and/or drug impairment, distracted driving, and unrestrained vehicle occupants. However, the focus of these efforts will be on ***state routes and other principal arterial roadways*** within rural counties where the fatal and serious injury crash rates are higher compared to interstate and local roadway systems. *(See Section 5.9 Program Areas – Police Traffic Services)*
  - Conduct further research investigations on the traffic safety concern issues in rural Georgia that specifically focus on unmet needs such as access to post-crash care, through-traffic,

speeding, seatbelt education and awareness, limited drivers' education programs, and roadway characteristics. The TRCC is scheduled to complete this investigation in a *Georgia Traffic Safety Facts: Issue Brief* that will be published and shared with the general public, and other key partners from different sectors and disciplines. GOHS will use this data publication to initiate a call-to-action from partners that can contribute to the **Safe System Approach** in specific geographical areas that are underserved may include: implementing appropriate roadway treatments in high-risk areas, reducing roadway speeds, rerouting commercial trucking routes that use local roadways systems, etc. *(See 2.3 Ongoing Engagement)*

- GOHS will expand the teen traffic safety and driver education programs to high schools and colleges/universities in at least three new rural counties in Georgia each federal fiscal year in FFY24-FFY26. *(See Section 5.14 Program Areas – Young Drivers, Teen Traffic Safety Programs)*
- Continue informational gathering efforts through community engagement activities (i.e., key informant semi-structured interviews and countywide community surveys) in other Georgia rural areas in FFY24-FFY26. *(See 2.3 Ongoing Engagement)*

Pedestrian Traffic-Related Crashes in South Fulton County, Georgia

At the time of the FFY24-FFY26 HSP compilation and development, GOHS was still in the process of engaging community members of South Fulton County to gain additional insight into pedestrian safety and other traffic safety concerns in FFY24. See section *2.3 Ongoing Engagement* for more information on plans to complete this engagement focus.

Underreported Impaired Driving and Repeat Offenders in Georgia

At the time the FFY24-FFY26 HSP compilation and development, GOHS was still in the process of engaging key stakeholders statewide to gain additional insight into the reporting challenges related to impaired driving. See section *2.3 Ongoing Engagement* for more information on plans to complete this engagement focus.

2.3 ONGOING ENGAGEMENT PLANNING

Describe goals and activities for future PP&E efforts over next 3-years:
A description of the public participation and engagement efforts in the State highway safety program that the State plans to undertake during the three-year period covered by the triennial HSP, including—
(A) A statement of the State's goals for public engagement efforts;
(B) Identification of the affected and potentially affected communities, including a particular emphasis on underserved communities and communities overrepresented in the data (i.e., what communities did the State identify at the outset of the process) and a description of how those communities were identified; and
(C) The steps the State plans to take to reach and engage those communities, including accessibility measures implemented by the State in its outreach efforts and in conducting engagement opportunities.
(D) How the affected communities' comments and views will be incorporated into the decision-making process.

GOHS will continue to engage the communities identified in the FFY24-FFY26 HSP and identify other adversely impacted communities to engage in future triennial State Plans using the three stages of engagement described in section *2.1 Engagement Planning*.

Unbelted Fatal Crashes in Rural Georgia

As part of the effort to continuing public engagement related to unbelted fatalities in rural areas, GOHS's goal is to: (1) conduct additional analyses related to rural roads; (2) administer a statewide survey that is includes a representative sample from rural areas; (3) engage more rural counties; and (4) continue ongoing monitoring for and evaluation of co-implemented countermeasures and share findings with the community stakeholders.

- ***Additional Analysis for Rural Roads: Non-Local Traffic, Restraint Use, Access to Post-Crash Care***
  GOHS and TRCC partners are conducting further research on the traffic safety issues in rural Georgia that specifically focus on unmet needs such as access to post-crash care, through-traffic, seatbelt education and awareness, and roadway characteristics. The TRCC is scheduled to complete this data investigation in a *Georgia Traffic Safety Facts: Issue Brief* in FFY23. GOHS will use this data publication to initiate a call-to-action from key partners in different sectors and disciplines that can contribute to the *Safe System Approach* in specific geographical areas that are underserved. Some community-selected or data-supported countermeasures that partners can implement that are also outside of the programmatic scope of GOHS may include installing roadway treatments in high-risk areas, reducing roadway speeds, and rerouting trucking and freight routes.

- ***Administer Statewide Traffic Safety Attitudinal and Awareness Survey***
  GOHS plans to administer a statewide traffic safety attitudinal and awareness survey by FFY25 to examine attitudes, opinions, and behaviors of Georgia residents regarding various traffic safety topics, as well as their awareness of various efforts to promote traffic safety in the state. The information gathered from the statewide survey will also examine how various subpopulations differed in their responses—age groups, urban vs. rural regions, racial/ethnicity groups, and socially vulnerable groups.

- ***Engage More Rural Communities***
  GOHS and other traffic safety partners understand that rural communities have unique traffic safety concerns and burdens within their county boundaries. In FFY24-FFY26, GOHS

will continue informational gatherings in rural counties throughout Georgia using key informant semi-structured interviews, countywide community surveys, and GOHS staff/sub-recipients (i.e., law enforcement) hosting and participating in local community events and town hall meetings. The feedback gathered from these rural communities will inform which countermeasures can appropriately address traffic safety issues identified in the specific community.

- ***Ongoing Monitoring and Evaluation of Efforts***
  GOHS will continue to support evaluation and longitudinal studies that examine the extent to which the community-selected countermeasures contributed to the reduction of crashes, injuries, and fatalities in the targeted communities. As part of the plan of ongoing, intentional, and meaningful community engagement, GOHS will share these evaluation findings with the community to make programmatic adjustments or expand the efforts to new areas.

Pedestrian Traffic-Related Crashes in South Fulton County, Georgia

As part of the effort to continuing public engagement related to pedestrian fatalities in south Fulton County, GOHS's goal is to: (1) host public community events in south Fulton County to gain community insight into traffic safety issues in their area; (2) co-implement countermeasures that were proposed during the community engagement events; and (3) engage other communities that are adversely impacted by pedestrian crashes.

- ***Engage Community Members in South Fulton County***
  In FFY23, GOHS identified a positive correlation between socially vulnerable census tracts in South Fulton County and the rates of pedestrian serious and fatal injury crashes *(See 2.1 Engagement Planning)*. In FFY24, GOHS will engage members of the South Fulton County communities to (1) share their perspectives and experiences regarding pedestrian safety and other traffic safety concerns and (2) identify strategies and countermeasures appropriate for their community. GOHS will determine the best approach to obtain a representative sampling of the community by directly addressing barriers to participation (improving opportunities for all community members to provide insight) and leveraging existing connections with partners, sub-recipients, agencies, and organizations that provide services and programs to residents in the area.

- ***Co-Implement Countermeasures with Selected Partners***
  GOHS anticipates that feedback and solutions derived from the community may fall outside the scope and services that GOHS provides. GOHS will strategically engage specific traffic safety partners (i.e., GDOT, MARTA, elected city officials, etc.) to co-implement countermeasures that are most effective for the community and support new programmatic efforts that address their specific traffic safety issues (i.e., installing roadway treatments, reducing roadway speed limits, or relocation public transportation bus stops to safer areas).

- ***Engage More Communities Adversely Impacted by Pedestrian Crashes***
  In FFY26, GOHS will continue informational gatherings in other counties and areas that are adversely impacted by high rates of pedestrian crashes. The engagement activities may include using key informant semi-structured interviews, walking audits with residents, and

GOHS staff/sub-recipients (i.e., law enforcement) hosting and participating in local community events and town hall meetings. The feedback gathered from these engagement efforts among the identified communities will inform which countermeasures can appropriately address traffic safety issues identified in those communities.

Underreported Impaired Driving and Repeat Offenders in Georgia

As part of the effort to imitate public engagement to address the underreporting of impaired drivers involved in crashes, GOHS's goal is to: (1) support an inter-agency data investigation that explores impaired driving and repeat offenders in Georgia, and (2) identify specific communities and subpopulations that are adversely affected by impaired driving and repeat offenders.

- ***Investigate Underreported Impaired Driving and Repeat Offenders in Georgia***
  The underreporting of alcohol- and/or drug-impaired drivers remains a challenge in how GOHS and other traffic safety partners monitor and address impaired driving in Georgia. Underreporting also makes it challenging to identify specific communities and subpopulations that are adversely impacted by impaired-related traffic crashes. There are many records with missing blood alcohol test results in the crash dataset, and therefore, some Blood Alcohol Concentration (BAC) values are imputed as estimates. The TRCC data group has prioritized the publication of a *Georgia Traffic Safety Facts: Issue Brief* that will explore the statewide impacts of alcohol- and drug-impaired driving. GOHS is partnering with GDOT and the Department of Driver Services (DDS) in a data-linking project that explores the judicial outcomes from crashes that involved confirmed or suspected impaired drivers. This document will be intended for traffic safety practitioners, law enforcement, licensing agencies, the judicial court system, and other key entities interested in reducing traffic fatalities and injuries related to impaired driving. GOHS plans to use this document to engage statewide partners in improving the reporting of impaired drivers to reduce alcohol/drug-related traffic fatalities and the re-offense rate of impaired driving in Georgia by FFY26.

- ***Identify Specific Communities and Subpopulations that are Adversely Affected***
  GOHS will leverage the inter-agency, data-linking investigation described above to identify communities that subpopulations that are adversely impacted by impaired driving and repeat offenders. GOHS will use this data publication to initiate a call-to-action from community leaders and key partners in different sectors and disciplines that can contribute to the *Safe System Approach* in specific geographical areas that are underserved. Some community-selected or data-supported countermeasures that partners can implement that are also outside of the programmatic scope of GOHS may include changes to DUI programs for reinstatement of driving privileges and reduction in plea agreements in DUI courts.

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
- 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-1: 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
- SHSP-2: Number of distraction-related fatalities

FFY23 TRAFFIC SAFETY PERFORMANCE PROGRESS REPORT

Georgia used the most recent data available (2021 FARS data, 2020-2021 crash reports) to determine if Georgia is *'on track'* or *'not on track'* to meet the FFY23 traffic safety targets established in the FFY23 HSP. **Based on the projection calculations, Georgia is 'on track' to meet 10 out of 16 targets, 'not on track' to meet 6 targets, and has 1 target that is still 'in progress'.** The table below shows the FFY23 target assessment, and the status of each measure based on the projections.

Georgia FFY23 Target Achievement Assessment

- On Track — The projected value is ***less than or equal*** to the target value established in the FFY22 HSP
- Not on Track — The projected value is ***greater than*** the target value established in the FFY22 HSP

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value[6]	Projected Value[7]	Progress Status
C-1 HSIP-1	Number of traffic fatalities	5-year: 2019-2023	1,680	1,666	On Track
C-2 HSIP-2	Number of serious injuries in traffic crashes	5-year: 2019-2023	8,966	8,900	On Track
HSIP-3	Serious Injuries per 100M VMT	5-year: 2019-2023	7.679	7.539	On Track
C-3 HSIP-4	Fatalities per 100M VMT	5-year: 2019-2023	1.36	1.42	Not on Track
HSIP-5	Number of non-motorist serious injuries and fatalities	5-year: 2019-2023	802	915	Not on Track
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	5-year: 2019-2023	481	492	Not on Track
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	5-year: 2019-2023	404	382	On Track
C-6	Number of speeding-related fatalities	5-year: 2019-2023	345	360	Not on Track
C-7	Number of motorcyclist fatalities	5-year: 2019-2023	203	171	On Track
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2019-2023	18	16	On Track
C-9	Number of drivers aged 20 or younger involved in fatal crashes	5-year: 2019-2023	210	214	Not on Track
SHSP-1	Number of drivers aged 65 or older involved in fatal crashes	5-year: 2019-2023	304	322	Not on Track
C-10	Number of pedestrian fatalities	5-year: 2019-2023	305	297	On Track
C-11	Number of bicyclist fatalities	5-year: 2019-2023	33	19	On Track
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	1-year: 2022	90.0%	In progress	In Progress
SHSP-2	Number of distraction-related fatalities	5-year: 2019-2023	73	45	On Track

[6] The **target values** reported in the FFY23 HSP were derived from the most recent data available at the time of the report compilation – 2021 FARS data and 2021 state crash data. The FFY23 targets were determined using statistical projections of the five-year rolling average with a baseline of 2016-2020 five-year rolling average. Refer to the FFY23 HSP (Section: Performance Plan, page 41) for more details on the FFY23 target methodology and justification. Available here: https://www.nhtsa.gov/sites/nhtsa.gov/files/2022-11/GA_FY23_HSP.pdf

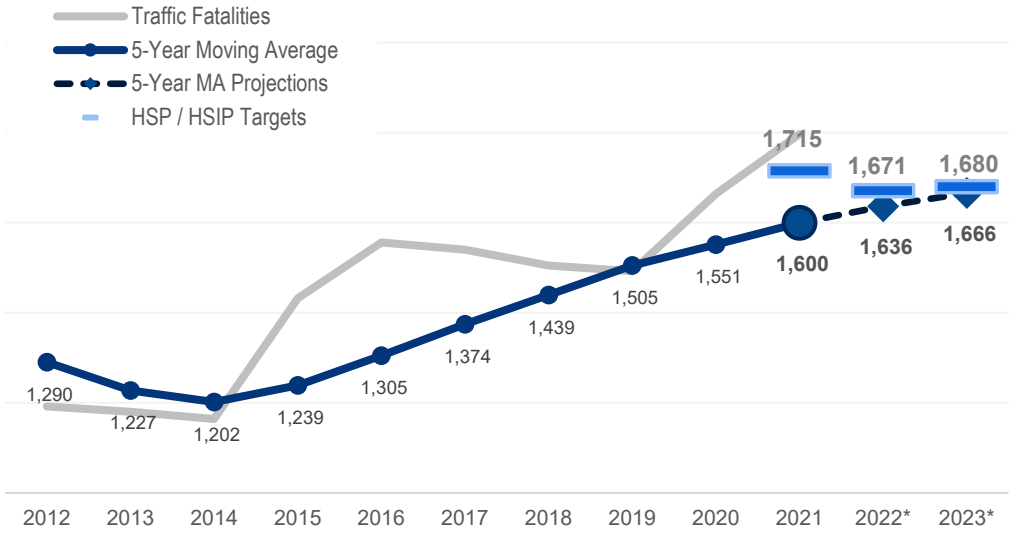
[7] **Progress status** is determined using statistical projections with the most recent data available at the time of the FFY24-FFY26 HSP compilation – 2021 FARS data.

FFY23 TRAFFIC SAFETY PERFORMANCE REPORT NARRATIVE

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

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-1 HSIP-1	Number of traffic fatalities (FARS)	5-year: 2019-2023	1,680	1,666	On Track



Program-Area-Level Report

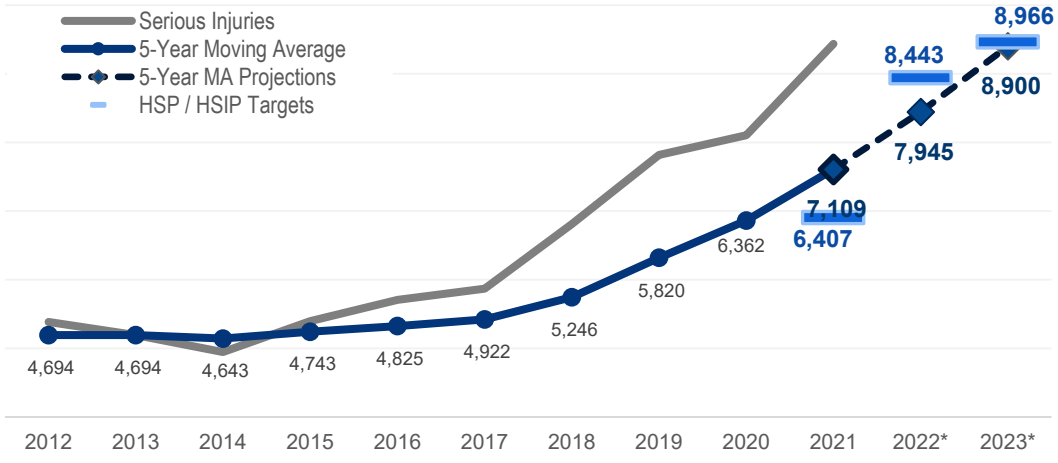
Since 2014, the 5-year rolling average number of traffic fatalities has steadily increased with two consecutive years of increases in the annual number of traffic fatalities in 2020 and 2021. In 2021, there was an 8% increase in the number of traffic-related fatalities that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 1,664 in 2020 to 1,797 in 2021). According to the Federal Highway Administration (FHWA) Office of Highway Policy Information Traffic Volume Trends, vehicle miles traveled in Georgia increased by 4% between 2020 and 2021—exceeding the pre-pandemic norms.

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 1,680 traffic fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of traffic fatalities outcome was 1,666. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	8,966	8,900	On Track



Program-Area-Level Report

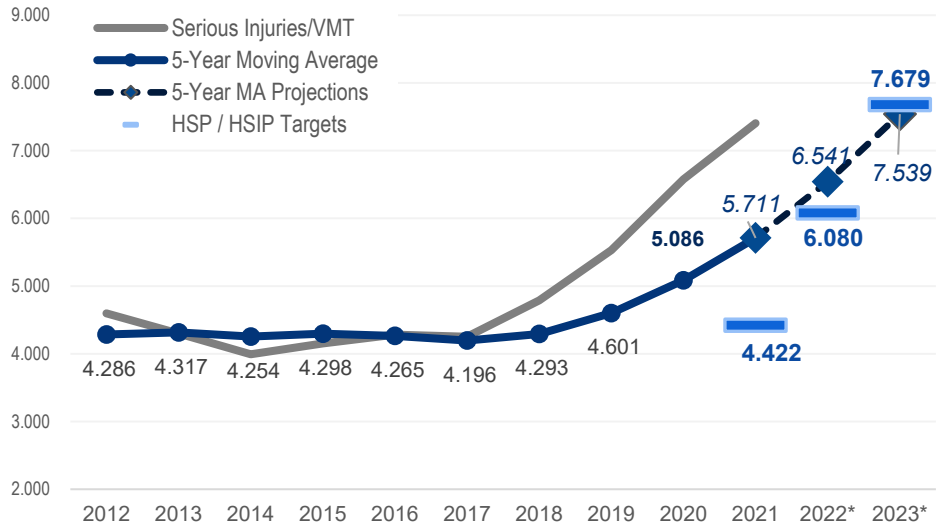
Like overall traffic fatalities, the 5-year rolling average number of serious traffic injuries has steadily increased since 2014, with substantial increases in 2020 and 2021. In 2021, there was a 17% increase in the number of traffic-related serious injuries that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 7,606 in 2020 to 8,937 in 2021).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 8,966 serious traffic injuries. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of serious injuries is 8,900. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	7.679	7.539	On Track



Program-Area-Level Report

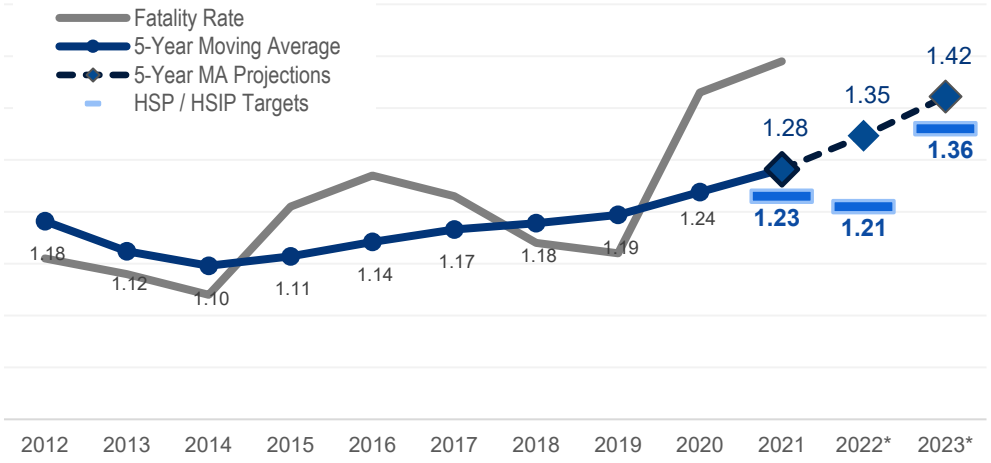
The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, and the annual number of serious injuries increased substantially in 2019 and 2021 (more than 1,000 additional serious injuries in comparison to the previous years). Additionally, the Federal Highway Administration (FHWA) Office of Highway Policy Information Traffic Volume Trends, estimates that vehicle miles traveled in Georgia increased by 4% between 2020 and 2021—exceeding the pre-pandemic norms. The rate of serious injuries for every 100 million VMT increased by 19% between 2019 and 2020 (from 5.531 in 2019 to 6.577 in 2020), and 13% between 2020 and 2021 (from 6.577 in 2020 to 7.405 in 2021).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 7.679 serious traffic injuries per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023 5-year rolling average number of serious injuries per 100M VMT is 7.539. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress: Not on track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	1.36	1.42	Not on Track



Program-Area-Level Report

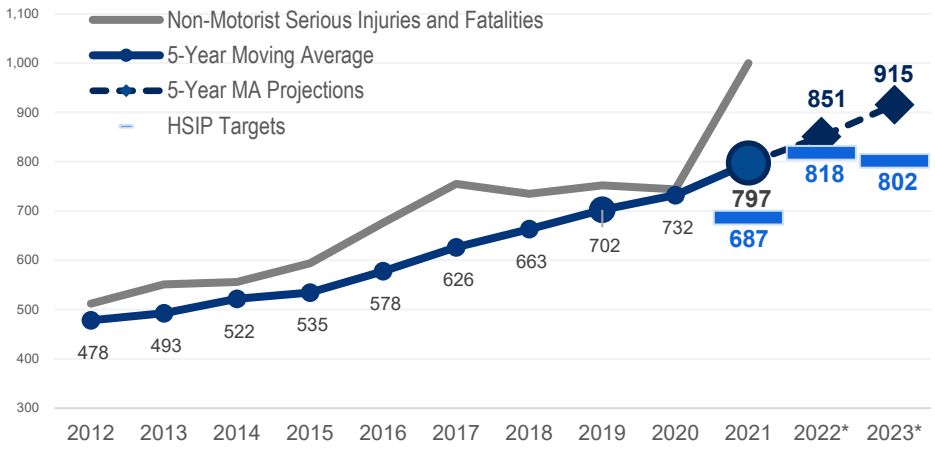
Similar to the overall traffic fatalities performance measure (C-1), the 5-year rolling average traffic fatality rate per 100M VMT has steadily increased since 2014. The increase in fatalities and serious injuries in 2020 and 2021 indicated that the traffic crashes that occurred tended to be more severe. The annual fatality rate per VMT increase by 28% in 2020 and 4% in 2021. The increase in overall traffic fatalities between 2020 and 2021 (8%) is greater that the increase in traffic volume VMT (5%), therefore resulting in a higher rate of fatalities per 100 million VMT.

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 1.36 traffic fatalities per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average traffic fatality rate is 1.42. **Georgia is 'not on track' to meet this FFY23 HSP target.**

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

Progress: Not on Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	802	915	Not on Track



Program-Area-Level Report

The 5-year rolling average number of non-motorist fatalities and serious injuries has steadily increased since 2011. Between 2020 and 2021:

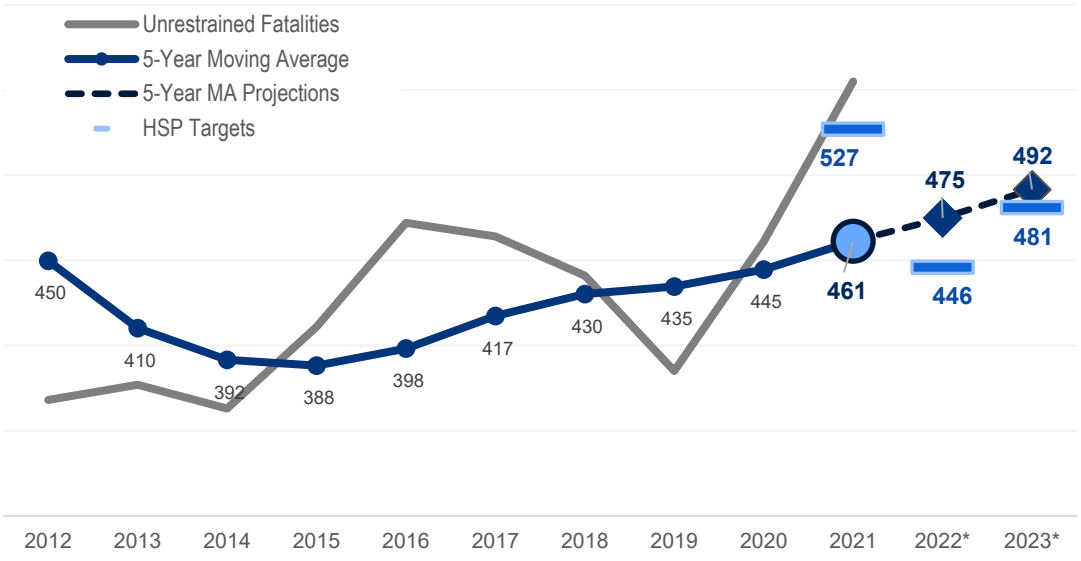
- The number of ***pedestrian fatalities*** increased by 10% from 279 in 2020 to 306 in 2021. Between 2017 and 2021, there was an average of 267 pedestrian fatalities each year.
- The number of ***bicyclist fatalities*** decreased by nearly half from 32 in 2020 to 15 in 2021. Between 2016 and 2020, there was an average of 23 bicyclist fatalities each year.
- The number of ***non-motorist serious injuries*** increased by 57% from 433 in 2020 to 679 in 2021.

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 802 non-motorist serious injuries and fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of non-motorist serious injuries and fatalities was 915. **Georgia is 'not on track' to meet this FFY23 HSP target.**

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

Progress: Not on track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	481	492	Not on Track



Program-Area-Level Report

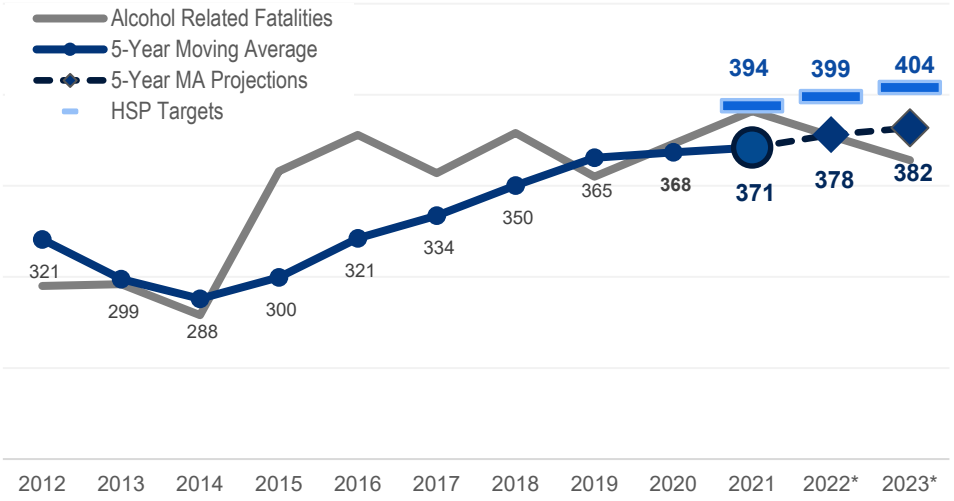
While the 5-year rolling average number of unrestrained passenger vehicle occupant fatalities has steadily increased since 2015, Georgia experienced three consecutive years of decreases in the actual number of unrestrained passenger fatalities between 2017 and 2019. Between 2019 and 2021, however, Georgia experienced 170 more unrestrained fatalities (44% increase).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 481 unrestrained fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of unrestrained fatalities is 492. ***Georgia is 'not on track' to meet this FFY23 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 FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	404	382	On Track



Program-Area-Level Report

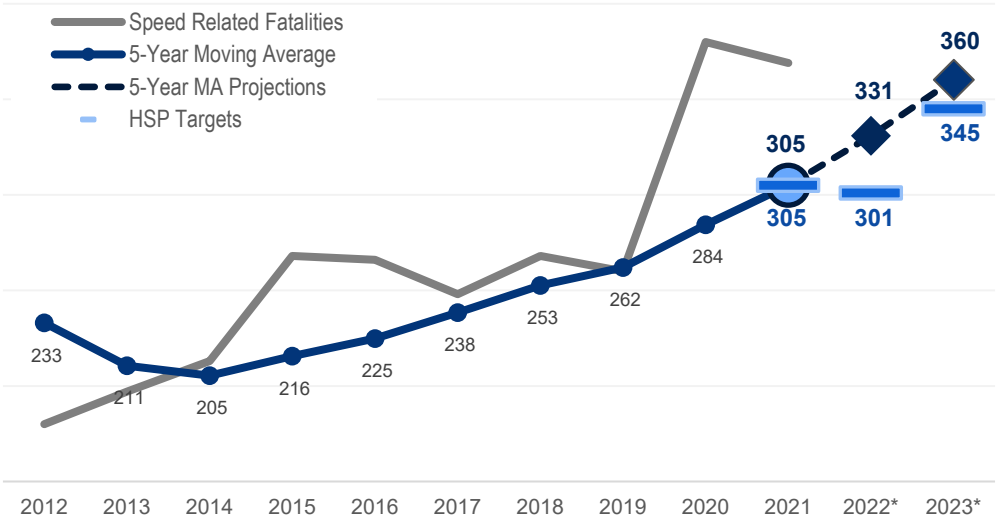
The 5-year rolling average number of alcohol-related fatalities has steadily increased since 2014. In 2021, Georgia experienced a 5% increase in the number of alcohol-related traffic fatalities compared to the previous year (from 373 in 2020 to 391 in 2021).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 404 alcohol-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of alcohol-related fatalities is 382. ***Georgia is 'on track' to meet this FFY23 HSP target.***

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

Progress: Not on track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-6	Number of speeding-related fatalities (FARS)	5-year: 2019-2023	345	360	● Not on Track



Program-Area-Level Report

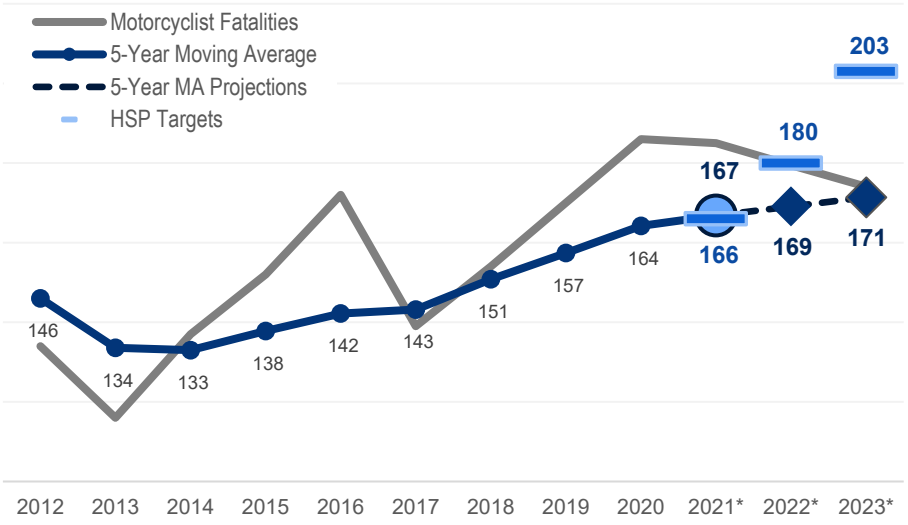
The 5-year rolling average number of speed-related fatalities has steadily increased since 2014. However, the actual number of speed-related fatalities has fluctuated between 2014 and 2021. In 2020, Georgia had a substantial increase (46%, 120 more fatalities) in the number of speed-related traffic fatalities compared to the previous year (from 260 in 2019 to 380 in 2020). There was a slight decrease (3%, 11 fewer fatalities) in speed-related fatalities in 2021.

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 345 speed-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of speed-related fatalities is 360. **Georgia is 'not on track' to meet this FFY23 HSP target.**

C-7: Number of motorcyclist fatalities (FARS)

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2019-2023	203	171	On Track



Program-Area-Level Report

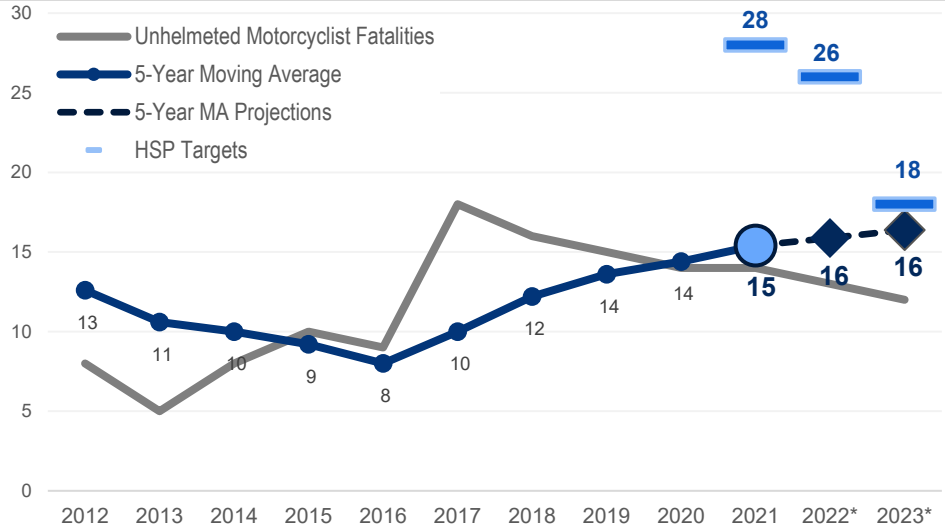
The 5-year rolling average number of motorcyclist fatalities has steadily increased since 2014. The number of motorcyclist fatalities increased by 13% from 170 fatalities in 2019 to 186 fatalities in 2020. In 2021, there was one less motorcyclist fatality compared to 2020—a one percent decrease.

In FFY23, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 203 motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of motorcyclist fatalities is 171. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	5-year: 2019-2023	18	16	On Track



Program-Area-Level Report

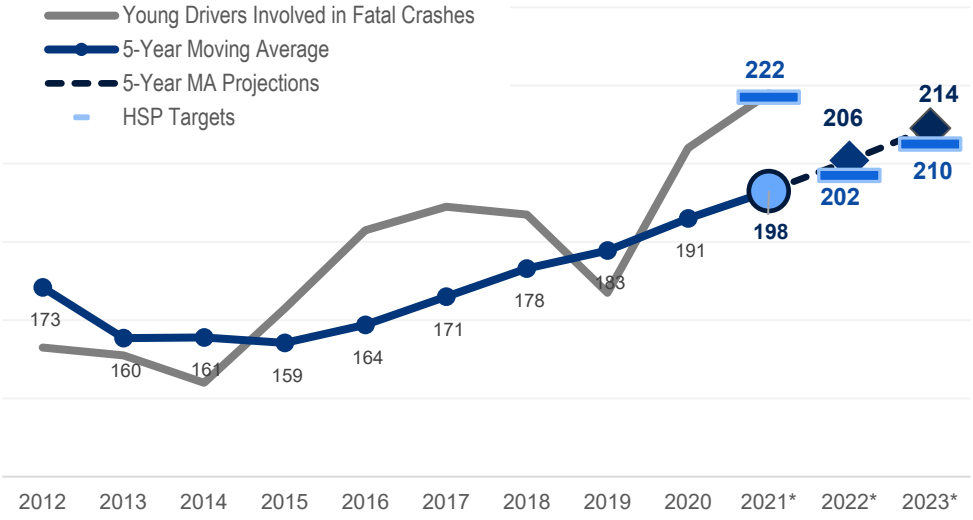
The 5-year rolling average number of un-helmeted motorcyclist fatalities has increased over recent years. The number of un-helmeted motorcyclist fatalities doubled from 9 in 2016 to 18 to 2017 and decreased steadily by one less fatality each year between 2017 and 2021.

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 18 un-helmeted motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of un-helmeted motorcyclist fatalities is 16. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress: Not on Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-9	Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-year: 2019-2023	210	214	● Not on Track



Program-Area-Level Report

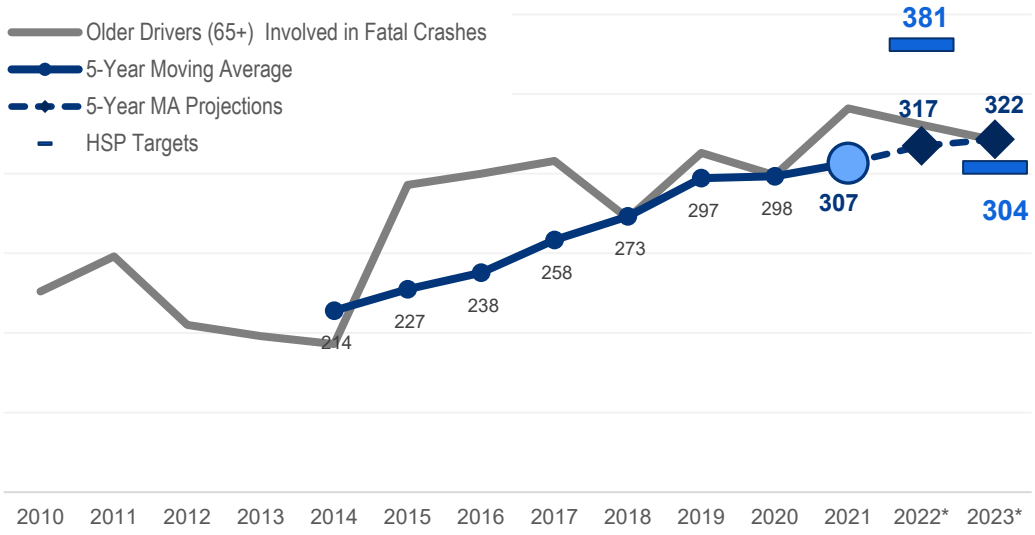
The 5-year rolling average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers (age 20 years or younger) involved in fatal crashes increased from 172 young drivers in 2019 to 210 young drivers in 2020 (22% increase, 38 more young drivers). In 2021, the number of young drivers involved in fatal crashes increased by another 7% (14 more young drivers).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 210 young drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of young drivers involved in fatal crashes was 214. **Georgia is 'not on track' to meet this FFY23 HSP target.**

SHSP-1: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Progress: Not on Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 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: 2019-2023	304	322	Not on Track



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 increased from 299 older drivers in 2020 to 341 older drivers in 2021 (14% decrease, 42 more older drivers).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 304 older drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of older drivers involved in fatal crashes was 322. **Georgia is 'not on track' to meet this FFY23 SHSP target.**

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)

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
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%
2021	1,584,071	196	574	47	47	864	54.54	10%

C-10: Number of pedestrian fatalities (FARS)

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
C-10	Number of pedestrian fatalities (FARS)	5-year: 2019-2023	305	297	On Track

Program-Area-Level Report

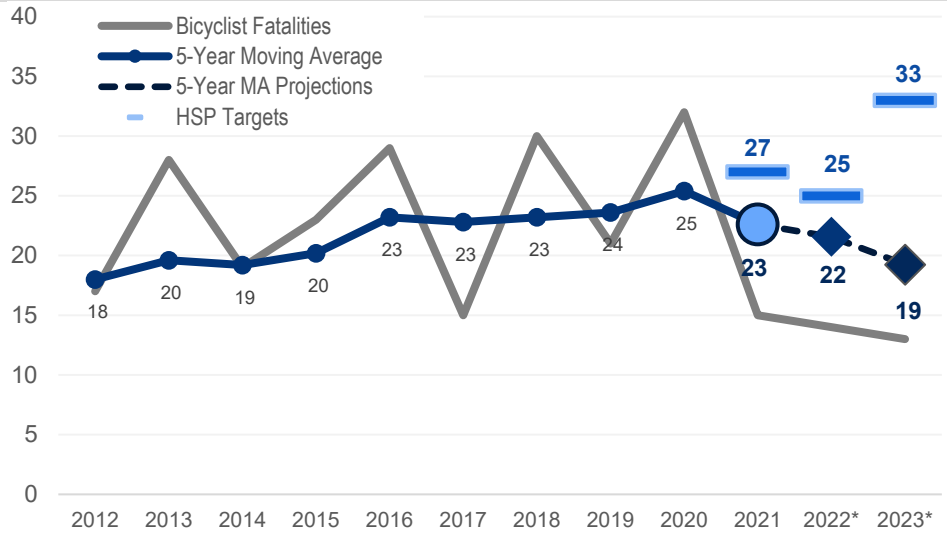
The 5-year rolling average number of pedestrian fatalities has steadily increased since 2012. The number of pedestrian fatalities increased from 279 in 2020 to 306 in 2021 (10% increase, 27 more pedestrian fatalities).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 305 pedestrian fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of pedestrian fatalities was 297. **Georgia is 'on track' to meet this FFY23 HSP target.**

C-11: Number of bicyclist fatalities (FARS)

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure	FFY23 HSP Target Assessment			
	Target Year(s)	Target Value	**Projected** Value	Progress Status
C-11 Number of bicyclist fatalities (FARS)	5-year: 2019-2023	33	19	On Track



Program-Area-Level Report

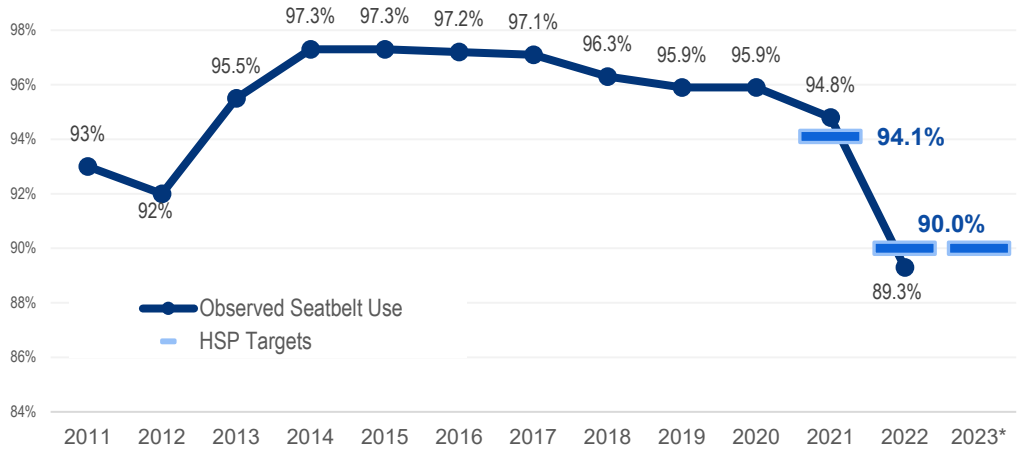
The 5-year rolling average number of bicyclist fatalities decreased from 25 (2016-2020 average) to 23 (2017-2021 average). The number of annual bicyclist fatalities decreased by nearly half from 32 in 2020 to 15 in 2019 (17 fewer bicyclist fatalities).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 33 bicyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of bicyclist fatalities was 19. **Georgia is 'on track' to meet this FFY23 HSP target.**

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

Progress Status: In Progress

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	Actual Value	Progress Status
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (state survey)	1-year: 2023	90.0%	In progress	In Progress



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. The statewide safety belt usage in 2022 for drivers and passengers of passenger cars, trucks, and vans was 89.3% — a 5.5% net decrease from 2021.[8] In 2021, the number of unrestrained passenger vehicle fatalities increased by 94 fatalities (20%) from the 2020 year.

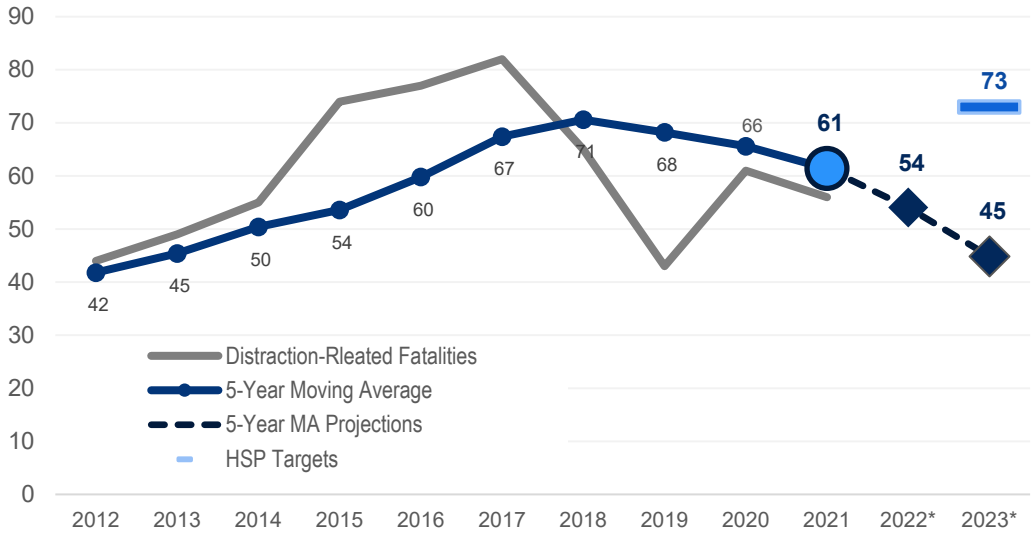
In FFY23, GOHS established a target to maintain the annual average seatbelt usage rate above the projected 90.0%. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The 2023 seatbelt observation study is still in progress at the time of the FFY24-FFY26 HSP compilation and development. Therefore the 2023 seatbelt usage rate is unavailable and still 'in progress'.

[8] In 2022, GOHS collaborated with the new researchers at the Emory University Injury Prevention Research Center to conduct the seatbelt observational survey. GOHS and other stakeholders anticipated a lower seatbelt usage rate that is aligned with measures presented in other datasets (i.e., seatbelt citations, unrestrained daytime passenger vehicle occupant fatalities, unrestrained serious injuries, and other seatbelt misuse data).

SHSP-2: Number of distraction-related fatalities (FARS)

Progress: On Track to meet FFY23 target

Traffic Safety Performance Measure		FFY23 HSP Target Assessment			
		Target Year(s)	Target Value	**Projected** Value	Progress Status
SHSP	To maintain number of distraction-related fatalities under the projected 73 (2019-2023 rolling average) by 2023.	5-year: 2019-2023	73	45	On Track



Program-Area-Level Report

The 5-year rolling average number of distraction-related fatalities has steadily decreased since 2018. The number of distraction-related fatalities decreased from 61 to 2020 to 56 in 2020 (5 fewer traffic fatalities involving at least one distracted driver).

In FFY23, GOHS established a target to stay below the expected 2019-2023, 5-year rolling average of 73 distraction-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2019-2023, 5-year rolling average number of distraction-related fatalities was 45. **Georgia is 'on track' to meet this FFY23 HSP target.**

Section 4

PERFORMANCE PLAN

Traffic Safety Core Performance Measure Outcomes Compared to Baseline and Target

- C-1: Number of traffic fatalities
- C-2a: Number of serious injuries in traffic crashes
- C-2b: Serious Injuries per 100 Million Vehicle Miles Traveled
- C-3: Fatalities per 100 Million Vehicle Miles Traveled
- C-4: Number of unrestrained passenger vehicle occupant fatalities
- 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-1: Number of drivers aged 65 or older involved in fatal crashes
- C-10a: Number of pedestrian fatalities
- C-10b: Number of non-motorist serious injuries and fatalities
- C-11: Number of bicyclist fatalities
- B-1: Observed seat belt use for passenger vehicles
- SHSP-2: Number of distraction-related fatalities

FFY24-FFY26 TRAFFIC SAFETY PERFORMANCE MEASURE TARGETS

Georgia determined the FFY24-FFY26 traffic safety performance measure targets using a data driven approach (as required by §1300.11 (b)(3)(ii))—statistically projecting the unweighted five-year rolling average using the five most recent years of data available. Using 2017-2021 FARS five-year moving average as baseline (as required by §1300.11(2)(c)(iii)), the projections showed an increase in the five-year rolling average for most traffic safety performance measures. While using the 5-year rolling average metric smooths and reduces the variability in the historical annual values, it also inherently requires using historical data points that may include substantial increases or consecutive gradual increases. Maintaining historical performance will inevitably increase the 5-year rolling average in future years until these annual data points are no longer included in the analysis. In other words, and in Georgia's case, the 5-year rolling average will continue to increase despite future annual decreases. In these instances (indicated by an asterisk in the chart below), Georgia established the targets to maintain the 5-year rolling average of fatalities at the 2017-2021 baseline. However, preliminary data shows that the goal to maintain the 5-year rolling average may be overambitious for some traffic safety performance measures. Targets in light-blue, italicized font below (5 out of 16 measures) are considered to be achievable targets that show progress or demonstrate improved outcomes. Georgia's main goal, in relation to the traffic safety performance measures, is to decrease the number of **annual** fatalities, decrease the annual percentage increase, and eventually slow or redirect the projected growth in the five-year rolling average across all performance measures.

FFY24 Target Alignment with GDOT's Highway Safety Improvement Plan

§1300.11(3)(i) requires all performance targets submitted to NHTSA demonstrate constant or improved performance. However, State DOTs have not had the opportunity to comment on proposed FHWA requirements that may be affected by NHTSA's regulation. As such, State Highway Safety Offices and DOTs may submit non-identical targets for the common performance measures for the fiscal year 2024.

Georgia FFY24-FFY26 Performance Measure Targets

Core Outcome Measures		Metric Type	Base Years					Target * Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.		
			2017	2018	2019	2020	2021	FFY24 (2020-2024)	FFY25 (2021-2025)	FFY26 (2022-2026)
C-1*	**Traffic Fatalities**	FARS Annual	1,540	1,505	1,492	1,664	1,797			
	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	1,374	1,439	1,505	1,551	1,600	1,600*	1,600*	1,600*

Core Outcome Measures		Metric Type	Base Years					Target * Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.		
			2017	2018	2019	2020	2021	FFY24 (2020-2024)	FFY25 (2021-2025)	FFY26 (2022-2026)
C-2a*	**Serious Injuries in Traffic Crashes**	State Crash Data Annual	5,370	6,311	7,319	7,606	8,937			
	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	4,922	5,246	5,820	6,362	7,109	7,109*	7,109*	7,109*
C-2b*	**Serious Injuries in Traffic Crashes/100M VMT**	State Crash Data Annual	4.251	4.788	5.531	6.577	7.405			
	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	4.196	4.293	4.601	5.086	5.711	5.711*	5.711*	5.711*
C-3*	**Fatalities/100M VMT**	FARS Annual	1.23	1.14	1.12	1.43	1.49			
	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	1.17	1.18	1.19	1.24	1.28	1.28*	1.28*	1.28*
C-4*	**Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**	FARS Annual	464	441	385	461	555			
	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	417	430	435	445	461	461*	461*	461*
C-5	**Alcohol-Impaired Driving Fatalities**	FARS Annual	357	379	355	373	391			
	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	334	350	365	368	371	*371*	*371*	*371*
C-6*	**Speeding-Related Fatalities**	FARS Annual	248	268	260	380	369			
	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	238	253	262	284	305	305*	305*	305*
C-7*	**Motorcyclist Fatalities**	FARS Annual	139	154	170	186	185			
	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	143	151	157	164	167	167*	167*	167*
C-8	**Un-helmeted Motorcyclist Fatalities**	FARS Annual	18	16	15	14	14			
	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	10	12	14	14	15	*15*	*15*	*15*

Core Outcome Measures		Metric Type	Base Years					Target * Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.		
			2017	2018	2019	2020	2021	FFY24 (2020-2024)	FFY25 (2021-2025)	FFY26 (2022-2026)
C-9*	**Drivers Aged 20 or Younger involved in Fatal Crashes**	FARS Annual	194	192	172	209	223			
	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	171	178	183	191	198	198*	198*	198*
SHSP-1*	**Drivers Aged 65 or Older involved in Fatal Crashes**	FARS Annual	308	272	313	299	341			
	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	258	273	297	298	307	307*	307*	307*
C-10a*	**Pedestrian Fatalities**	FARS Annual	253	262	236	279	306			
	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	204	221	235	252	267	267*	267*	267*
C-10b*	**Number of non-motorist serious injuries and fatalities**	FARS Annual	755	735	752	744	1,000			
	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	626	663	702	732	797	797*	797*	797*
C-11	**Bicyclist Fatalities**	FARS Annual	15	30	21	32	15			
	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	23	23	24	25	23	*22*	*21*	*20*
B-1	**Observed Seat Belt Use**									
	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	State Annual	97.1	96.3	95.9	94.8++ (2021)	89.3 (2022)	*90.0*	*90.0*	*90.0*
SHSP-2	**Number of distraction-related fatalities**	FARS Annual	82	65	43	61	56			
	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	5-Year Rolling Avg.	67	71	68	66	61	*56*	*55*	*54*

++ 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.

METHODOLOGY & CONSIDERATIONS

METHODOLOGY

GOHS, our state agency partners, and local organizations use the statewide five-year rolling average (2017-2021 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 FFY24 target values and determine FFY23 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 FOR INCREASING PROJECTIONS WITH 'MAINTAINING' TARGET STATUS

Effective April 2016, 23 CFR §1300.11 (2)(c) (iii) requires that State Highway Safety Plan (HSP) performance measure targets must be identical to the state Department of Transportation targets listed in the Highway Safety Improvement Plan (HSIP). The metric used in the targets must be the 5-year, unweighted rolling average and use the most recent data available. Since 2016, GOHS and their state partners used a data-driven approach (described above) to determine these targets for all traffic safety performance measures as required by §1300.11 (b)(3)(ii). The raw data used in the projection analysis include records from 2013 FARS—the 5-year rolling average for the 2017 year includes 2013-2017 FARS, and the average for the 2021 year includes 2017-2021 FARS.

Between 2013 and 2021, Georgia experienced a greater number of fatalities and serious injuries on public roadways. For some traffic safety measures, the annual fatalities increased by more than 25% (100 or more fatalities) compared to the previous year, or gradual increases (5 to 15%, 30 or more fatalities) over consecutive years. While using the 5-year rolling average metric smooths and reduces the variability in the historical annual values, using these historical data points will inevitably increase the 5-year rolling average in future years until these annual data points are no longer included in the analysis. For some performance measures, decreases in future annual fatalities may not be enough to even maintain the baseline 5-year moving average because the historical growth record is much greater than anticipated annual decreases (for both conservative and non-conservative estimates).

Recently, §1300.11(3)(i) requires states to set performance targets that demonstrate '*constant'* or '*improved'* performance. Setting a target of '*constant'* compared to the baseline in some cases may be an unrealistic goal and not informed by what is shown in the 5-year rolling average calculations and projections described in the section above. Furthermore, preliminary state crash data shows annual increases in traffic safety performance measure values. In these instances, Georgia established the targets to *'maintain'* the 5-year rolling average of fatalities at the 2017-2021 baseline in order to meet the §1300.11(3)(i) requirement. While these goals of *'maintaining the 5-year rolling average'* may not be met in FFY24, Georgia's main goal is to decrease the number of annual fatalities, decrease the annual percentage increase, and eventually slow or redirect the projected growth in the five-year rolling average across all performance measures.

FFY24 TRAFFIC SAFETY PERFORMANCE MEASURES TARGET JUSTIFICATION

C-1: Number of Traffic Fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	1,600	1,600*	1,600*	1,600*

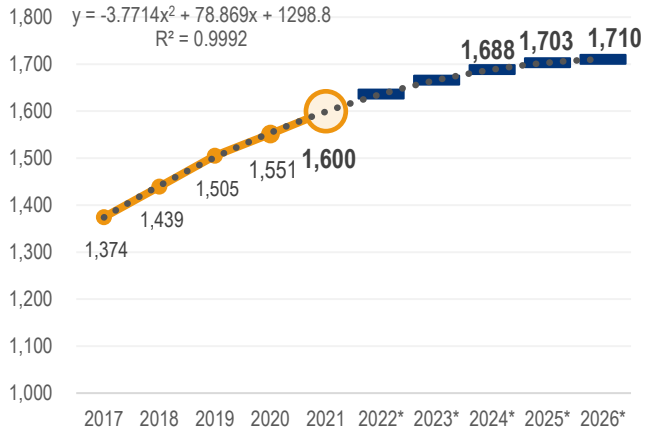
Performance Target Justification

During the period of 2017-2021, there was an increase in the unweighted 5-year rolling average number of traffic fatalities—from 1,551 average in 2020 to 1,600 average in 2021. During this period, Georgia experienced two consecutive years of increase in annual traffic fatalities—a 12% increase in 2020 and an 8% increase in 2021.

This increase in the annual traffic fatalities must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. Annual increases in fatalities will increase the 5-year rolling average. Moreover, projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average is expected to increase to 1,688 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 1,600 traffic fatalities (2017-2021 rolling average) by 2024 equates an average of 1,512 fatalities per year for 2022, 2023, and 2024. According to Georgia's preliminary crash reports, there were 1,786 traffic fatalities in 2022.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant'* to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce traffic fatalities to 1,600* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** traffic fatalities or decrease the **annual** percentage increase of traffic fatalities.

Year	Traffic Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
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		
2021	1,797	1,600		
2022*			1,636	
2023*			1,666	
2024*			1,688	
2025*			1,703	
2026*			1,710	



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

Traffic Safety Performance Measures		Metric Type	Baseline 2017-2021	Target 2020-2024	Target 2021-2025*	Target 2022-2026*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	7,109	7,109*	7,109*	7,109*

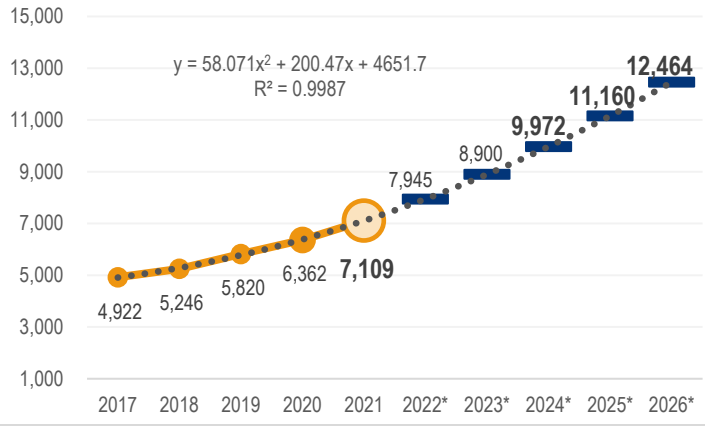
Performance Target Justification

During the period of 2015-2021, there was an increase in the number of recorded traffic serious injuries each year. The annual number of serious injuries increased by 66% (+3,567 injuries) from 5,370 in 2017 to 8,937 in 2021. The increase in the annual serious injuries must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. Projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of serious injuries is expected to increase to 9,972 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 7,109 serious injuries (2017-2021 rolling average) by 2024 equates to a target of 6,333 serious injuries per year for 2022, 2023, and 2024—a 29% decrease from 2021 baseline. Preliminary state crash data shows an increase in fatalities and serious injuries in 2022.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce serious injuries in traffic crashes to 7,109* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** traffic-related serious injuries or decrease the **annual** percentage increase of traffic-related serious injuries.

Year	Serious Injuries	5-Year Rolling Average	Target (Projected 5MA)
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	8,937	**7,109**	
2022*			7,945
2023*			8,900
2024*			**9,972**
2025*			11,160
2026*			12,464

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	5.711	5.711*	5.711*	5.711*

Performance Target Justification

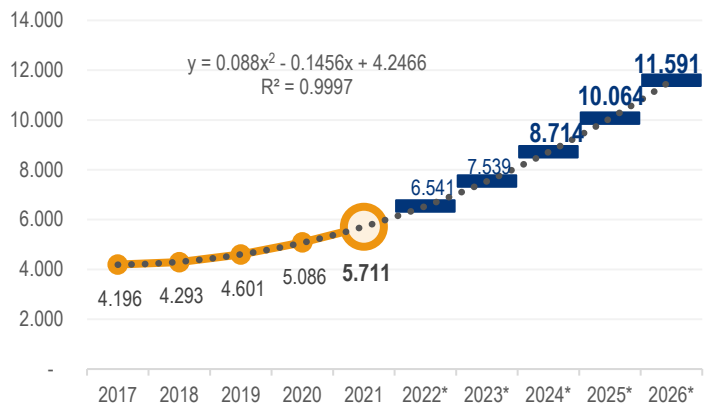
Since 2017, the 5-year rolling average traffic-related serious injuries per 100M VMT has steadily increased. During the period of 2015-2021, there was an increase in the number of recorded traffic serious injuries each year. The annual number of serious injuries increased by 66% (+3,567 injuries) from 5,370 in 2017 to 8,937 in 2021. The percentage increase of serious injuries is greater than the percentage increase of VMT on Georgia roadway. In 2021 the rate of traffic-related serious injuries increased by 13% from 6.577 in 2020 to 7.405 in 2021.

Projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of serious injuries per 100M VMT is expected to increase to 8.714 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 5.711 serious injuries per 100M VMT (2017-2021 rolling average) by 2024 equates to a target of 4.857 serious injuries per 100M VMT for 2022, 2023, and 2024. Preliminary state crash data shows a substantial increase in fatalities and serious injuries in 2022 compared to the slight increase in statewide VMT.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce serious injuries per 100M VMT to 5.711* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** traffic-related serious injuries or decrease the **annual** percentage increase of traffic-related serious injuries.

Year	Serious Injuries	5-Year Rolling Average	Target (Projected 5MA)
2013	4.301	4.317	
2014	3.993	4.254	
2015	4.152	4.298	
2016	4.282	4.265	
2017	4.251	4.196	
2018	4.788	4.293	
2019	5.531	4.601	
2020	6.577	5.086	
2021	7.405	**5.711**	
2022*			6.541
2023*			7.539
2024*			**8.714**
2025*			10.064
2026*			11.591

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline 2017-2021	Target 2020-2024	Target 2021-2025*	Target 2022-2026*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	1.28	1.28*	1.28*	1.28*

Performance Target Justification

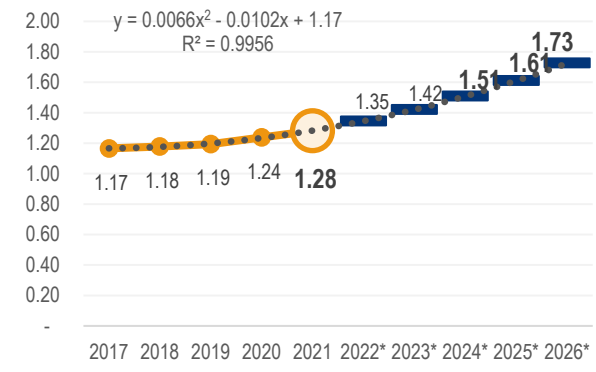
Since 2015, the 5-year rolling average traffic fatalities per 100M VMT has steadily increased. During this period, Georgia experienced two consecutive years of increase in annual traffic fatalities—a 12% increase in 2020 and an 8% increase in 2021. The percentage increase of traffic fatalities is greater than the percentage increase of VMT on Georgia roadway. In 2021 the rate of traffic-related fatalities increased by 28% in 2020 and 4% in 2021.

Projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of traffic fatalities per 100M VMT is expected to increase to 1.51 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 1.28 fatalities per 100M VMT (2017-2021 rolling average) by 2024 equates to a target of 1.16 fatalities per 100M VMT for 2022, 2023, and 2024. Preliminary state crash data shows a substantial increase in fatalities and serious injuries in 2022 compared to the slight increase in statewide VMT.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce traffic fatalities per 100M VMT to 1.28* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** traffic fatalities or decrease the **annual** percentage increase of traffic fatalities.

Year	Overall Fatality Rate	5-Year Rolling Average	Target (Projected 5MA)
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	1.49	**1.28**	
2022*			1.35
2023*			1.42
2024*			**1.51**
2025*			1.61
2026*			1.73

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	461	461*	461*	461*

Performance Target Justification

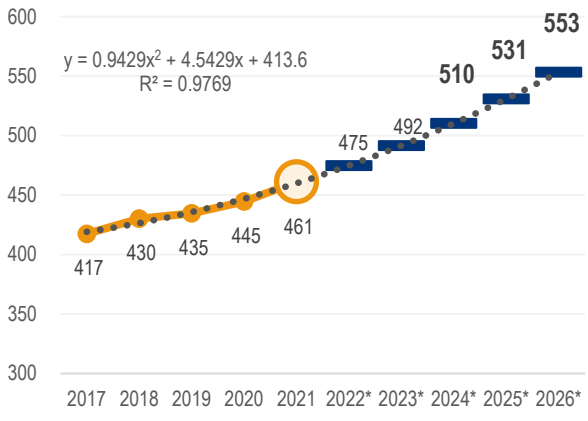
Since 2015, the 5-year rolling average unrestrained passenger vechicle occupant traffic fatalities has steadily increased. During this period, Georgia experienced two consecutive years of increase in annual unrestrained traffic fatalities—a 20% increase in 2020 and another 20% increase in 2021.

This increase in the annual traffic fatalities must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. Annual increases in fatalities will increase the 5-year rolling average. Moreover, projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of unrestrained passenger vehicle occupant fatalities is expected to increase to 510 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 461 traffic fatalities (2017-2021 rolling average) by 2024 equates an average of 430 fatalities per year for 2022, 2023, and 2024—a 23% annual decrease from the 2021 baseline year.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant'* to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce unrestrained passenger vehicle occupant fatalities to 461* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** unrestrained fatalities or decrease the **annual** percentage increase of unrestrained fatalities.

Year	Unrestrained Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2013	377	410	
2014	363	392	
2015	411	388	
2016	472	398	
2017	464	417	
2018	441	430	
2019	385	435	
2020	461	445	
2021	555	**461**	
2022*			475
2023*			492
2024*			**510**
2025*			531
2026*			553

Graphic of Projection Analysis



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	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	371	371	371	371

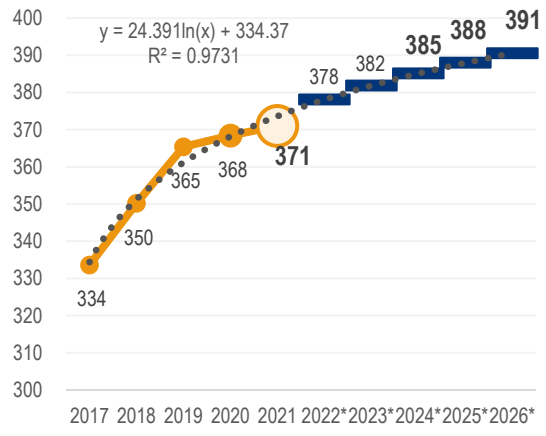
Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of annual alcohol-related fatalities increased by 5% (18 more fatalities) from 373 in 2020 to 391 in 2021. These annual increases in fatalities will increase the 5-year rolling average. Moreover, projections (logarithmic modeling R^2 of 0.97) show that the 5-year rolling average of alcohol-related fatalities is expected to increase to 385 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 371 traffic fatalities (2017-2021 rolling average) by 2024 equates an average of 364 fatalities per year for 2022, 2023, and 2024—a 7% annual decrease from the 2021 baseline year. Within the past decade (2012-2021), the annual percentage decrease in alcohol-related fatalities occurred three times, with annual percentage decrease of more than 5%.

GOHS will establish the goal **to maintain or reduce alcohol-related fatalities to 371 (2020-2024 rolling average) by 2024.** In other words, GOHS aims to reduce the number of annual alcohol-related fatalities by at least 3.5% each year in 2023 and 2024.

Year	Alcohol Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2013	296	299	
2014	279	288	
2015	358	300	
2016	378	321	
2017	357	334	
2018	379	350	
2019	355	365	
2020	373	368	
2021	391	**371**	
2022*			378
2023*			382
2024*			385
2025*			388
2026*			391

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	305	305*	305*	305*

Performance Target Justification

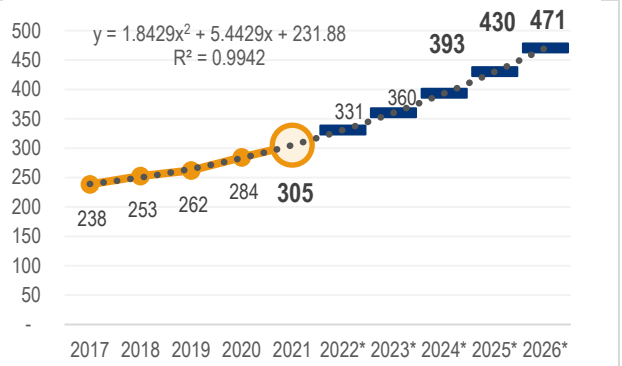
Since 2014, the 5-year rolling average speeding-related fatalities has steadily increased. The number of speeding-related fatalities increased substantially between 2019 and 2020 as a result of the COVID-19 public health emergency response and decrease in traffic volumes. Speeding-related fatalities increased by 46% (120 more fatalities) from 260 in 2019 to 380 in 2020. In 2021, speeding-related fatalities decreased by 3% (11 fewer fatalities compared to the previous year).

This increase in the annual speeding-related fatalities (especially in the 2020 years) must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. This annual increase in speeding-related fatalities in 2020 will increase the 5-year rolling average baseline and targets over the next few years. Moreover, projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of speeding-related fatalities is expected to increase to 393 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 305 speeding-related fatalities (2017-2021 rolling average) by 2024 equates an average of 259 fatalities per year for 2022, 2023, and 2024—a 30% annual decrease from the 2021 baseline year.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce speeding-related fatalities to 305* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** speeding-related fatalities or decrease the **annual** percentage increase of speeding-related fatalities.

Year	Speed Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)
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	369	**305**	
2022*			331
2023*			360
2024*			**393**
2025*			430
2026*			471

Graphic of Projection Analysis



C-7: Number of motorcyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	167	167*	167*	167*

Performance Target Justification

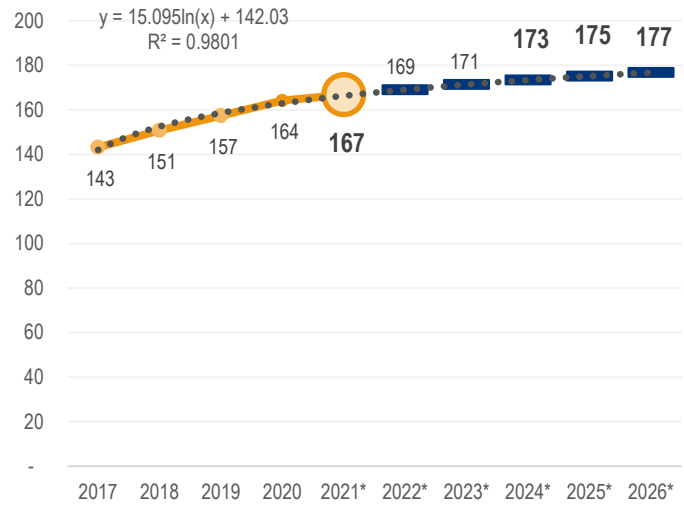
Since 2015, the 5-year rolling average motorcyclist fatalities has steadily increased. Over the 5-year period, the number of motorcyclist fatalities increased by 9% (16 more fatalities) from 170 in 2019 to 186 in 2020. In 2021, motorcyclist fatalities decreased by 1% (1 fewer fatality).

Projections (logarithmic modeling R^2 of 0.98) show that the 5-year rolling average of motorcyclist fatalities is expected to increase to 173 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 167 motorcyclist fatalities (2017-2021 rolling average) by 2024 equates an average of 154 fatalities per year for 2022, 2023, and 2024—a 17% annual decrease from the 2021 baseline year. According to Georgia's preliminary crash reports, there were 200 motorcyclist fatalities in 2022—15 more motorcyclist fatalities compared to 2021.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce motorcyclist fatalities to 167* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** motorcyclist fatalities or decrease the **annual** percentage increase of motorcyclist fatalities.

Year	Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2013	116	134	
2014	137	133	
2015	152	138	
2016	172	142	
2017	139	143	
2018	154	151	
2019	170	157	
2020	186	164	
2021*	185	**167**	
2022*			169
2023*			171
2024*			**173**
2025*			175
2026*			177

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline 2017-2021	Target 2020-2024	Target 2021-2025*	Target 2022-2026*
C-8	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024	5-Year Rolling Average	15	15	15	15

Performance Target Justification

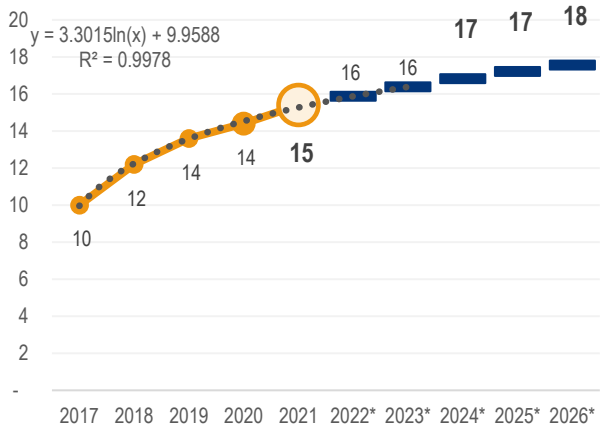
Similar to motorcylist fatalty measure, the 5-year rolling average of un-helmeted motorcyclist fatalities has steadily increased. Over the 5-year period, the average number of un-helmeted motorcyclist averaged 15 per year ranging from 14 to 18 fatalities.

Projections (logarithmic modeling R^2 of 0.99) show that the 5-year rolling average of un-helmeted motorcyclist fatalities is expected to increase to 17 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 15 un-helmeted motorcyclist fatalities (2017-2021 rolling average) by 2024 equates an average of 16 fatalities per year for 2022, 2023, and 2024.

GOHS will establish the goal **to maintain or reduce un-helmeted motorcyclist fatalities to 15 (2020-2024 rolling average) by 2024.** In other words, GOHS aims to reduce the number of annual un-helmeted motorcyclist fatalities by at least one (1) fatality each year in 2023 and 2024.

Year	Un-helmeted Motorcyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)
2013	5	11	
2014	8	10	
2015	10	9	
2016	9	8	
2017	18	10	
2018	16	12	
2019	15	14	
2020	14	14	
2021	14	**15**	
2022*			16
2023*			16
2024*			17
2025*			17
2026*			18

Graphic of Projection Analysis



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

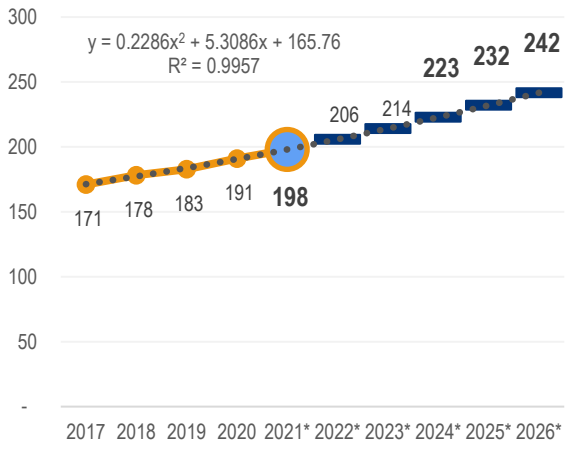
Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	198	198*	198*	198*

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. In 2021, the number of young drivers involved in a fatal crash increased by 7% (14 more young drivers compared to the previous year). Projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of number of young drivers involved in fatal crashes is expected to increase to 223 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 198 young drivers in fatal crashes (2017-2021 rolling average) by 2024 equates an average of 186 drivers per year for 2022, 2023, and 2024—a 17% annual decrease from the 2021 baseline year. In the past decade, Georgia has not experienced a decrease of more than 10% in the number of young drivers involved in fatal crashes.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce the number of young drivers involved in fatal crashes to 198* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** numbers of young drivers involved in fatal crashes or decrease the **annual** percentage increase.

Year	Young Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2013	156	160		
2014	149	161		
2015	168	159		
2016	188	164		
2017	194	171		
2018	192	178		
2019	172	183		
2020	209	191		
2021*	223	**198**		
2022*			206	
2023*			214	
2024*			**223**	
2025*			232	
2026*			242	



SHSP-1: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2017-2021	Target 2020-2024	Target 2021-2025*	Target 2022-2026*
SHSP-1*	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	307	307*	307*	307*

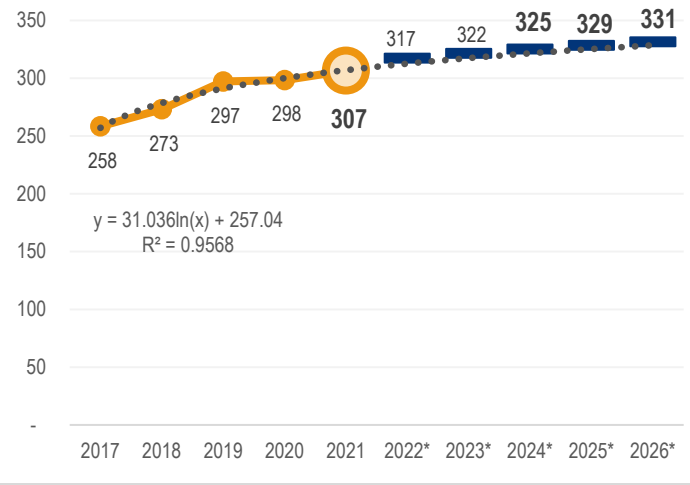
Performance Target Justification

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 increased by 14% (42 more older drivers) from 299 in 2020 to 341 in 2021. Projections (logarithmic modeling R^2 of 0.96) show that the 5-year rolling average of number of older drivers involved in fatal crashes is expected to increase to 325 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 307 older drivers in fatal crashes (2017-2021 rolling average) by 2024 equates an average of 298 drivers per year for 2022, 2023, and 2024—a 13% annual decrease from the 2021 baseline year.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce the number of older drivers involved in fatal crashes to 307* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** numbers of older drivers involved in fatal crashes or decrease the **annual** percentage increase.

Year	Older Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)
2013	198		
2014	193	214	
2015	293	227	
2016	300	238	
2017	308	258	
2018	272	273	
2019	313	297	
2020	299	298	
2021	341	**307**	
2022*			317
2023*			322
2024*			**325**
2025*			329
2026*			331

Graphic of Projection Analysis



C-10a: Number of pedestrian fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-10a*	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	267	267*	267*	267*

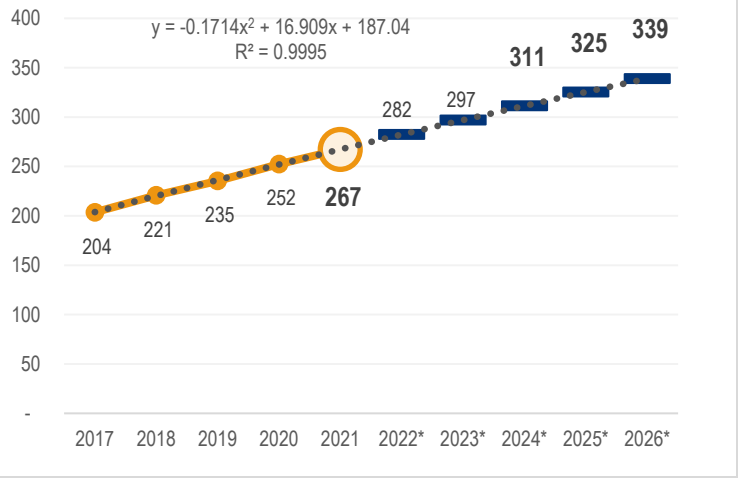
Performance Target Justification

Since 2015, the 5-year rolling average pedestrian fatalities has steadily increased over time. During this period, Georgia experienced two consecutive years of increase in annual pedestrian fatalities—a 18% increase in 2020 and a 10% increase in 2021.

This increase in the annual traffic fatalities must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. Annual increases in fatalities will increase the 5-year rolling average. Moreover, projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average of pedestrian fatalities is expected to increase to 311 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 267 pedestrian fatalities (2017-2021 rolling average) by 2024 equates an average of 250 fatalities per year for 2022, 2023, and 2024—a 18% annual decrease from the 2021 baseline year. According to Georgia's preliminary crash reports, there were 344 pedestrian fatalities in 2022—38 more pedestrian fatalities compared to 2021.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant*' to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce pedestrian fatalities to 267* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** pedestrian fatalities or decrease the **annual** percentage increase of pedestrian fatalities.

Year	Older Drivers Involved in Fatal Crashes	5-Year Rolling Average	Target (Projected 5MA)
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	306	**267**	
2022*			282
2023*			297
2024*			**311**
2025*			325
2026*			339



C-10b: Number of non-motorist serious injuries and fatalities (FARS and State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
C-10b*	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	797	797*	797*	797*

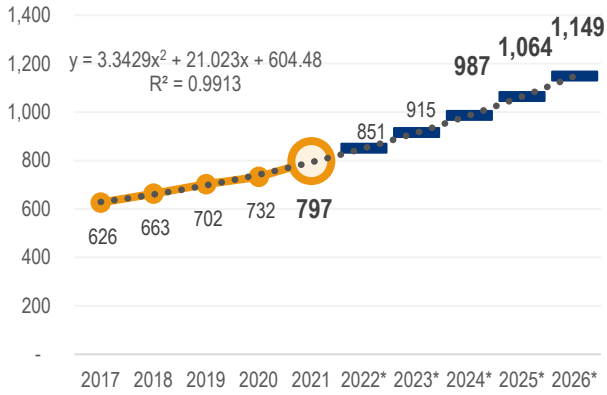
Performance Target Justification

Since 2015, the 5-year rolling average non-motorist (pedestrian and bicyclist) fatalities and serious injuries has steadily increased over time. The number of non-motorist fatalities and serious injuries increased by 34% 744 in 2020 to 1,000 in 2021. Within the 5-year period (2017-2021). Pedestrian fatalities increased two consecutive years—an 18% increase in 2020 and a 10% increase in 2021.Pedestrain serious injuries increased by 60% from 358 in 2020 to 572 in 2021. Bicyclist fatalities decreased by nearly half from 32 in 2020 to 15 in 2021. Bicyclist serious injuries, however, increased by 34% from 71 in 2020 to 95 in 2021.

This increase in the non-motorist fatal and serious injuries must be accounted for in future 5-year average calculations used to determine the FFY24 targets with 2020-2024 rolling average metrics. Historical increases in injuries will increase the future 5-year rolling average. Moreover, projections (polynomial modeling R^2 of 0.99) show that the 5-year rolling average is expected to increase to 987 (2020-2024 rolling average) in 2024. Maintaining the baseline average of 797 non-motorist fatalities and serious injuries (2017-2021 rolling average) by 2024 equates an average of 747 severe injuries per year for 2022, 2023, and 2024—a 25% decrease compared to the 2021 baseline. According to Georgia's preliminary crash reports, there are more pedestrian fatalities and injuries in 2022 compared to previous year.

While preliminary state crash data and statistical projections (see below) show that the 5-year rolling average will continue to increase despite annual decreases, GOHS will set the goal of '*constant'* to meet the requirement of §1300.11(3)(i). **The goal is to maintain or reduce non-motorist serious injuries and fatalities to 797* (2020-2024 rolling average) by 2024.** Since this goal is considered overambitious to most state traffic safety practitioners and data analysts, GOHS's acknowledges the main goal of reducing the number of **annual** non-motorist severe injuries or decrease the **annual** percentage increase of non-motorist sever injuries.

Year	Non-Motorist Serious Injuries and Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
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	1,000	**797**		
2022*			851	
2023*			915	
2024*			**987**	
2025*			1,064	
2026*			1,149	



C-11: Number of bicyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2017-2021	Target 2020-2024	Target 2021-2025*	Target 2022-2026*
C-11	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	23	22	21	20

Performance Target Justification

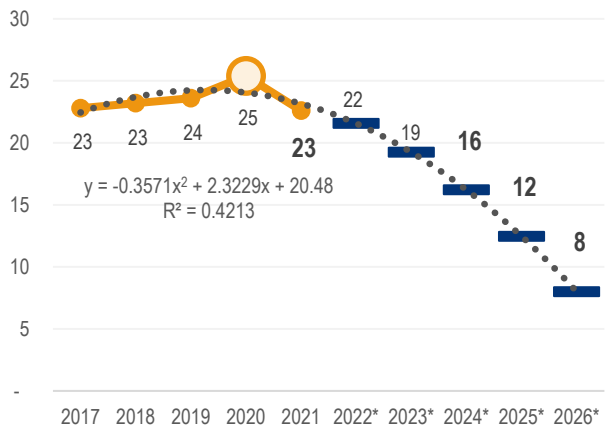
Despite the fluctuations of bicyclist fatalities over the past decade, the 5-year rolling average bicyclist fatalities remained steadily around 23 between 2017-2018. However, in recent years, the number of bicyclist fatalities increased by 11 fatalities from 21 in 2019 to 32 in 2020, the decreased by nearly half in 2021.

Projections (polynomial modeling R^2 of 0.42) show that the 5-year rolling average of bicyclist fatalities is expected to decrease in 2024. Maintaining the baseline average of 15 bicyclist fatalities (2017-2021 rolling average) by 2024 equates an average of 22 fatalities per year for 2022, 2023, and 2024.

GOHS will establish the goal **to reduce the number of bicyclist fatalities from 23 (2017-2021 rolling average) to 22 (2020-2024 rolling average) by 2024.** In other words, GOHS aims to reduce the number of annual bicyclist fatalities by at least one (1) fatality each year in 2023 and 2024.

Year	Bicyclist Fatalities	5-Year Rolling Average	Target (Projected 5MA)
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	15	23	
2022*			22
2023*			19
2024*			16
2025*			12

Graphic of Projection Analysis



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

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2022	2023	2024	2025
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% to **90.0%** by 2024.	Annal	89.3%	90.0%	90.0%	90.0%

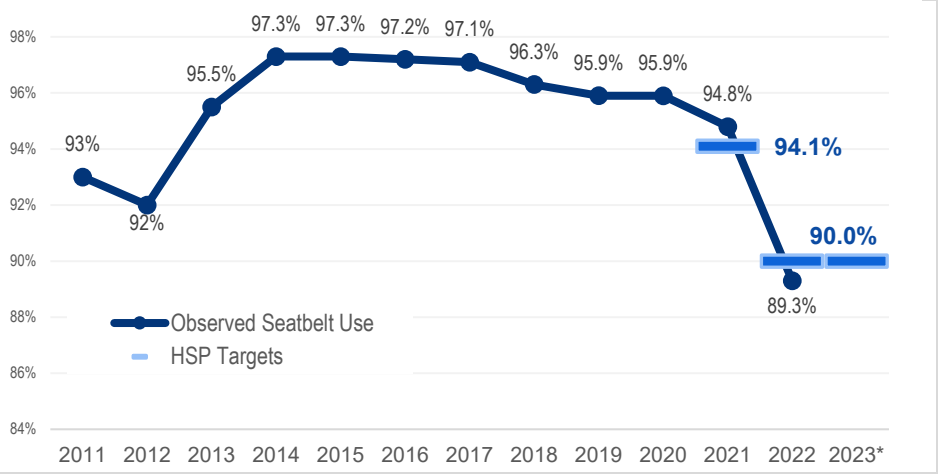
Performance Target Justification

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. The statewide safety belt usage in 2020 for drivers and passengers of passenger cars, trucks, and vans was 89.3% — a 5.5% net decrease from 2021.[9]

GOHS set the target to increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% to 90.0% by 2024.

Year	Observed Seatbelt Use
2013	95.5
2014	97.3
2015	97.3
2016	97.2
2017	97.1
2018	96.3
2019	95.9
2020	95.9
2021	94.8
2022	89.3

Graphic of Projection Analysis



[9] In 2022, GOHS collaborated with the new researchers at the Emory University Injury Prevention Research Center to conduct the seatbelt observational survey. GOHS and other stakeholders anticipated a lower seatbelt usage rate that is aligned with measures presented in other datasets (i.e., seatbelt citations, unrestrained daytime passenger vehicle occupant fatalities, unrestrained serious injuries, and other seatbelt misuse data).

SHSP-2: Number of distraction-related fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline	Target		
			2017-2021	2020-2024	2021-2025*	2022-2026*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	5-Year Rolling Average	61	56	55	54

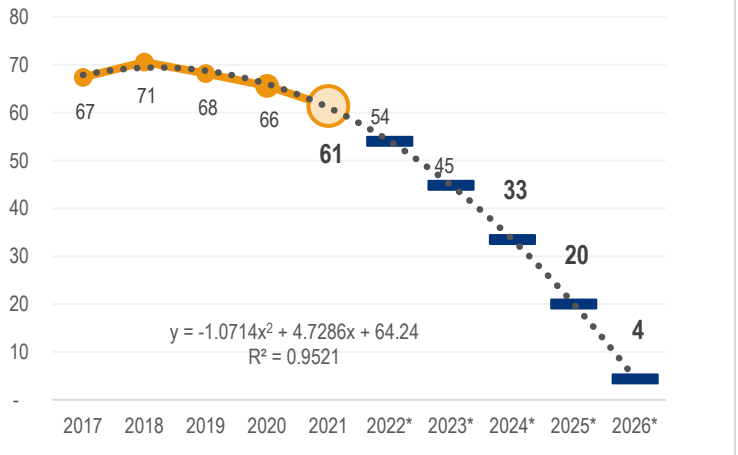
Performance Target Justification

Over the decade, the number of distraction-related traffic fatalities have increased unsteadily, reaching a peak in 2017 with 82 traffic fatalities that involved at least one confirmed distracted driver. In 2021, the number of distraction-related traffic fatalities decreased by 8% (5 fewer fatalities compared to the previous year).

Projections (polynomial modeling R^2 of 0.95) show that the 5-year rolling average of distraction-related fatalities is expected to decrease in 2024. Maintaining the baseline average of 56 distraction-related fatalities (2017-2021 rolling average) by 2024 equates an average of 63 fatalities per year for 2022, 2023, and 2024.

GOHS will establish the goal **to reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to 56 (2020-2024 rolling average) by 2024.** In other words, GOHS aims to reduce the number of annual distraction-related fatalities by at least one (1) fatality each year in 2023 and 2024.

Year	Distraction-Related Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
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	56	61		
2022*			54	
2023*			45	
2024*			33	
2025*			20	
2026*			4	



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.

The Georgia Governor's Office of Highway Safety (GOHS) has been tasked by Governor Brian Kemp to implement highway safety measures in alignment with the **Safe System Approach** and to follow the mission statement of the GOHS which reads:

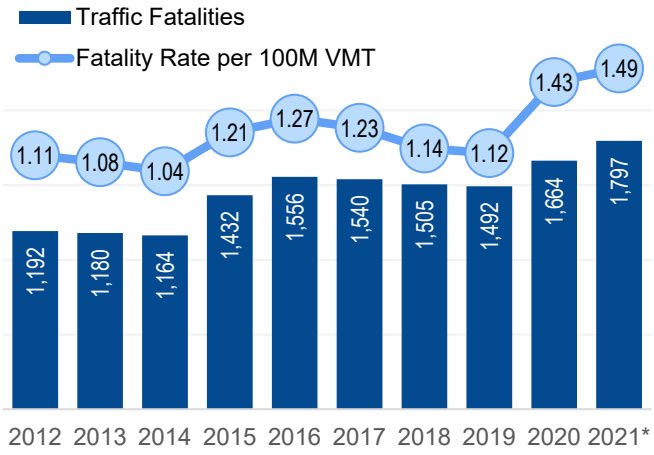
> *The mission of the Georgia Governor's Office of Highway Safety is to educate the public on safe driving behaviors; to implement highway safety campaigns and programs that reduce crashes and eliminate injuries and fatalities on Georgia roadways.*

To accomplish this mission, GOHS will fund staff and activities for a statewide comprehensive safety program which also includes attendance at conferences, travel, grants management system, external contracts, office rent, computers and software, GOHS website, general administrative monthly charges, cell phones, the GOHS Conference, epidemiology, and others that may be needed during the next three years.

The major Governor's Office of Highway Safety (GOHS) document produced is the triennial Highway Safety Plan (3HSP). The 3HSP is prepared by highway safety professionals who are driven by leadership principles for finding solutions to state and local highway safety problems. 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 2021, Georgia experienced 1,797 traffic fatalities, 8,937 serious injuries, and 387,444 motor vehicle crashes on Georgia roadways. Between 2020 and 2021, there was a 17% increase in total police-reported crashes, an 11% increase in fatal traffic crashes, an 18% increase in serious injury crashes, and a 19% increase in Property-Damage-Only (PDO) crashes.

Fatalities and Fatality Rate per 100M VMT, 2011-2021



Source: FARS 2012–2021

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 triennial Highway Safety Plan provides the direction and guidance for the organization.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	167	167*
C-8	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024.	15	*15*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*
SHSP-1*	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	307	307*
C-10a*	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	267	267*
C-10b*	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	797	797*
C-11	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	23	*22*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

STRATEGIC HIGHWAY SAFETY PLANNING

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. 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. The 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.

The estimated 3-year allocation of federal funds for the FFY24-FFY26 Planning and Administration is $5,500,000.00 (402 P&A).

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
Occupant Protection	Click It or Ticket
Speeding	100 Days of Summer H.E.A.T./Operation Southern Slow Down
Motorcycle Safety	Share the Road
Distracted Driving	Hands Free Georgia/Hands Free for Safety/Know When to Hit Send
Non-Motorist	Pedestrian and Bicycle Safety Months
Unattended Passenger	Look Before You Lock

In 2021, Georgia experienced 1,797 traffic fatalities, 8,937 serious injuries, and 387,444 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. Moreover, Federal Highway Administration (FHWA) Office of Highway Policy Information Traffic Volume Trends shows that vehicle miles traveled in Georgia increased by 4% between 2020 and 2021—exceeding the pre-pandemic norms. As a result, there was an 8% increase in the number of traffic-related fatalities, from 1,664 in 2020 to 1,797 in 2021. Nearly, 40% of fatal crashes involved at least one driver that was engaged in a known risky driving behavior – a 28% 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.

Georgia will used paid, earned, and owned media campaigns to support enforcement mobilizations and educate the public on traffic laws. Georgia will continue to partner with state governmental agencies, local government agencies, and highway-safety non-profit organizations to implement earned and social media campaigns. The state will coordinate with a contracted media buying and advertising service vendor to develop and implement statewide paid media campaigns that support Click It or Ticket, Drive Sober or Get Pulled Over, and Hands-Free Law enforcement mobilizations, educate motorists on pedestrian safety and preventing roadside work death laws, increase awareness for motorists for motorcyclists, and promoting safe practices to prevent vehicle hypothermia deaths. All Georgia media campaigns will continue to use FARS and Census Data to pinpoint areas, including underserved populations, with highway safety law education messages and events. Paid media campaigns will utilize digital streaming platform geofencing technology to make sure highway safety education messages reach underserved and minority population where data shows a higher rate of fatalities.

Highway Safety Emphasis Areas Description

- ***Impaired Driving***

  Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. Between 2020 and 2021, alcohol-impaired-related fatalities increased by 47 (5%) and drug-related fatalities decreased by 18 (16%). 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. 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. These alcohol-impaired fatalities represented 22% of all traffic fatalities that occurred on Georgia roadways in 2021. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is $7.8 billion a year.

- ***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 2021, there were 1,797 traffic fatalities in Georgia, of which 1,182 (66%) were occupants of passenger vehicles. Of the 1,182 passenger vehicle occupants fatally injured, 555 (47%) were unrestrained, and 515 (44%) were restrained at the time of the crash. Restraint use was not known for the remaining 112 (9%) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 52% were unrestrained, and 48% were restrained. 2021 marked the first time in more than ten years that Georgia had more unrestrained passenger vehicle occupants killed in crashes than restrained passenger vehicle occupants.

  Although Georgia's observed day-time seat belt use rate averaged 96% from 2017-2021, 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%). Pickup trucks continues to have more than half of fatally injured vehicle occupants to be unrestrained (57% for drivers and 53% for passengers).

  With the increase in unrestrained passenger vehicle occupants in crashes in recent years, Georgia will use paid, earned, and owned media to support enforcement mobilizations designed to increase seat belt use among vehicle occupants in Georgia. Georgia will partner with state and local governments and highway-safety non-profit organizations to educate the public through community events and earned media campaigns to promote seat belt and proper child safety seat installation and use. Educational campaigns will be geared to minority and underserved communities identified through census and crash data.

  Georgia will continue to partner with state agencies and other media vendors to use high school athletics, including football, to promote seat belt use among teen and young adult vehicle occupants. The programs will include paid media messaging and educational segments designed to promote awareness and the importance of all vehicle occupants being safely restrained.

- ***Speeding***

  A ten-year trend shows that speeding-related fatalities more than doubled, from 180 in 2012 to 369 in 2021. Between 2020 and 2021, speeding-related fatalities decreased by 3%, from 260 to 380 fatalities. Twenty-one percent of all traffic fatalities (369 out of 1,797) were speeding-related in 2021, compared to 23% (380 out of 1,664) in 2020. In 2021, 97 out of 159 Georgia counties experienced at least one speeding-related fatal crash. DeKalb and Fulton counties had the highest number of speeding-related fatal crashes—18% of all speeding-related crashes in Georgia were in these counties. Other urban counties have the most speeding-related fatal crashes and rate of speeding-related fatal crashes per 100M VMT. In 2021, the speeding-related fatal crashes per 100M VMT for the regions were: 0.24 in the Atlanta region (21% of all fatal crashes were speeding-related); 0.30 in other urban regions (21% of all fatal crashes were speeding-related); and 0.30 in rural regions (17% of all fatal crashes were speeding-related).

- ***Motorcycle Safety***

  The 194 motorcyclist fatalities that occurred in 2021 represented 11% of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade. Between 2020 and 2021, motorcycle registrations increased by 3% (from 206,834 to 212,788), and motorcyclist fatalities increased by 1% (from 192 to 194). Out of the 4,085 crashes that involved motorcyclists, 60% were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 36% were single vehicles (involving only one motorcycle), and 4% were crashes involving two or more motorcycles. Sixty-six percent of motorcyclist serious injuries and 62% 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 (34%) and risky/aggressive driving (25%). The top factors for other drivers involved in multi-vehicle crashes with motorcyclists were failure to yield (49%) and following too closely (18%).

- ***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 2021, 54% 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% were confirmed to be distracted seconds before the crash, 28% were suspected of distraction, and 24% were undistracted drivers—the other 47% of drivers were not involved in distraction-related crashes.

  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.

- ***Non-Motorist***

  According to preliminary data, there were 318 pedestrians and 15 bicyclists fatally injured in motor vehicle traffic crashes in 2021 (Table 1). The number of pedestrian fatalities in traffic crashes has nearly doubled in the past decade and increased by 14%, from 279 pedestrian fatalities in 2020 to 318 in 2021. There was an average of 23 bicyclist fatalities in traffic crashes per year between 2017-2021.

  In 2021, pedestrians aged 65+ represented 8% of all pedestrians involved in crashes, 8% of all pedestrian serious injuries, and 15% of all pedestrian fatalities. The rate (per 100,000 population) of seriously or fatally injured pedestrians 65+ years increased by 19% (from 5.08 in 2020 to 6.06 in 2021). According to the Georgia Traffic Safety Facts study called "Examining Social Vulnerability and the Association with Pedestrian Crashes," there is a positive correlation between vulnerable census tracts in Georgia and the rates of pedestrian serious and fatal injury crashes across the Atlanta region. In other words, the more vulnerable a community is, the higher the rate of pedestrian serious and fatal injury crashes.

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.

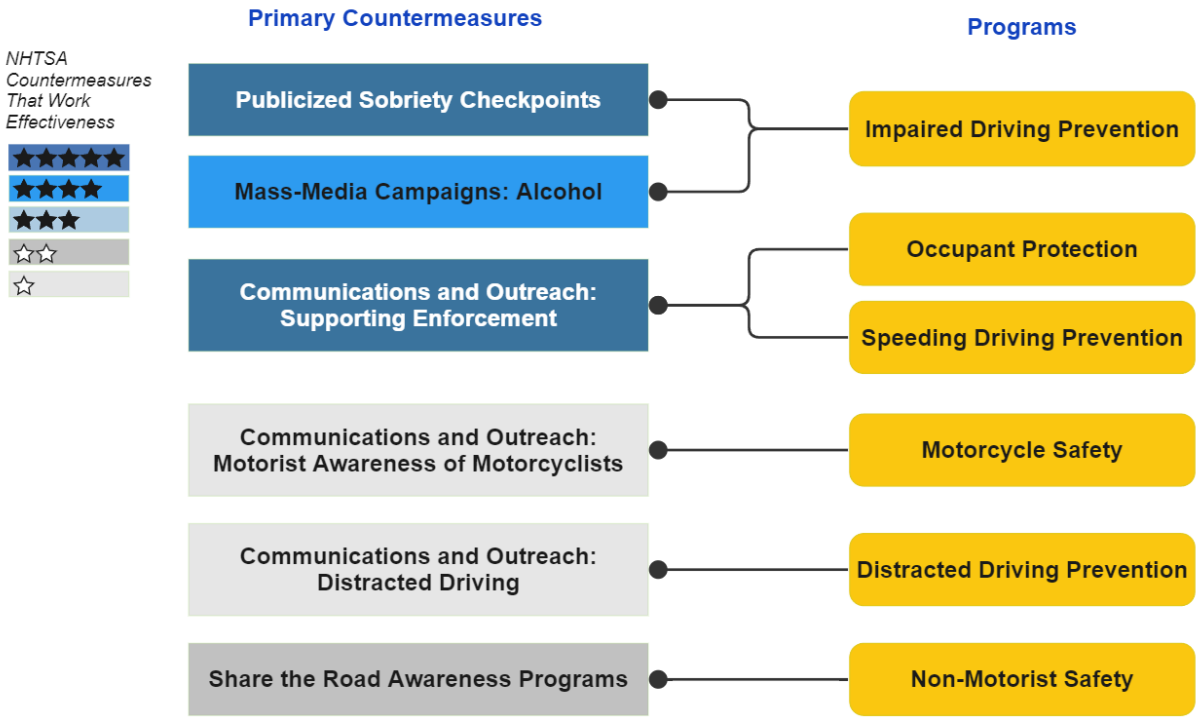
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	167	167*
C-8	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024.	15	*15*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*
SHSP-1*	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	307	307*
C-10a*	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	267	267*
C-10b*	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	797	797*
C-11	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	23	*22*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS will fund staff and activities that use communication, outreach, and mass-media strategies to support other traffic safety program areas. The figure below shows the planned primary countermeasures within each program area to address the growing number of traffic-related fatalities, serious injuries, and crashes that occur on Georgia roadways. Together, these primary countermeasures will increase awareness of Georgia's traffic laws, inform the general public of the dangers of risky driving behaviors, and increase awareness of other vulnerable road users like motorcyclists, pedestrians, and bicyclists.



Communication Campaign and Paid Media

- Impaired Driving

  GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices in the other 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. 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 other safety messages.

> ***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.

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.

- ***Occupant Protection***

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. 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.

> ***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.

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.

- ***Speeding***

  GOHS will use earned and social media to show the importance for all vehicles to operate at safe, legal speeds. GOHS will continue to use earned and social media to support all speed-related enforcement mobilizations and campaigns. GOHS will also over the next three years work with a contracted media and advertising vendor to develop a comprehensive paid media traffic safety messaging campaign that will include educating the public on the dangers of speeding. The development of this paid media campaign will include community input from minority and underserved areas on the types of information they believe should be included in broadcast and printed highway safety education messages.

  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.

Communications and Outreach Supporting Enforcement is a countermeasure likely to be effective for speeding and speed management. GOHS and neighboring states have seen positive results in the Operation Southern Slow Down speed enforcement mobilization conducted during the peak of the summer travel season due to extensive earned media coverage and social media content. GOHS will continue to promote safe driving, seat belt use, and sober driving during the 100 Days of Summer H.E.A.T. campaign and continue to use earned and social media to education the public on the importance of driving at safe, legal speeds before, during and after Thunder Task Force mobilizations conducted in the state.

- ***Motorcycle Safety***

  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.

  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."

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.

- ***Distracted Driving***

  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 run radio and television messages educating the public on the state's hands-free law on Georgia Association of Broadcasting member stations in April. GOHS will also conduct a statewide radio/television/digital paid media campaign to educate the public on the dangers of distracted driving, especially the use of electronic devices. This campaign will run approximately three months from March through early May.

  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.

  While surveys show virtually all drivers know about the state's hands-free law, the increase in persons killed in crashes involving distracted drivers 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-Motorist***

  With the number of pedestrian and bicycle fatalities having increased by more than doubling over a past decade, 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 the Fall season when the data shows that when 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.

  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.

- ***Unattended Passenger Safety***

  According to noheatstroke.org, more than 85% of persons who have died from vehicular heatstroke in the United States in the last 40 years were under three years of age. In Georgia, 19 children have died after being left unattended in vehicles in the last ten years, including four deaths in 2022. All but two of these deaths happened between May and September when high temperatures in Georgia reach 90 degrees or higher on a daily basis and heat indices are in the 100-degree range. Noheatstroke.org examined 938 media reports of pediatric heatstroke deaths in the United States over the last 40 years and found that more than half were caused by adult caregivers forgetting a child or children were in the back of a vehicle.

  Look Before You Lock: GOHS will spend $16,000 annually to air messages across the state through Georgia Association of Broadcasters member radio stations in May and June to offer safety tips to help adults who have or care for small children remember to check the back seat when after they have parked a vehicle. The messages will also remind adults with children or around children to keep vehicles locked to prevent children from climbing into parked vehicles.

  The State of Georgia recognizes the dangers of persons, especially children, being left unattended in parked vehicles and has enacted laws that protect persons who damage vehicles in order to extract a child or any other person who is suffering the effects of hypothermia due to heat and unable to exit the vehicle on their own. GOHS will also continue to partner with state and local agencies for earned media and social media events to promote the awareness of pediatric vehicular heatstroke and offer educational information with the goal to prevent these kinds of deaths from happening.

- ***Resource Information Center and Online Store***

  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.

The estimated FFY24-FFY26, 3-year allocation of federal funds for Communications and Media is $20,000,000 (402 PM, 402 Unattd, 405b, 405d, 405e, 405f, 405g, 405h, 405i).

5.3 DISTRACTED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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/

The Injury Prevention Research Center at Emory University conducted a roadside observational survey of driver distraction—over 34,000 observations across 400 sites within 20 Georgia counties between May and July 2022. According to the 2022 Georgia Distracted Driving Observational Survey[10], 16.8% of all drivers were observed to have some form of distraction while operating a motor vehicle (i.e., talking, texting, dialing, or eating). This suggests that at any point in time or location on Georgia roadways, at least 1 out of 6 drivers may be distracted. Unlike seatbelt observations, drivers are not constantly distracted throughout their travel time—each distracted driving observation is a snapshot of time and place.

In 2021, 54% of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. This finding aligns 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% of all crashes involved distracted, non-impaired drivers.[11]

Among the drivers involved in motor vehicle traffic crashes, 2% were confirmed to be distracted seconds before the crash, 28% were suspected of distraction[12], and 24% were *un*distracted drivers—the other 47% of drivers were not involved in distraction-related crashes. Most distraction-related crashes involved other vehicles —

- 75% of all distraction-related crashes involved at least one other vehicle besides the distracted driver.
- 25% of all distraction-related crashes were single-vehicle crashes that only involved the distracted driver's vehicle.

Furthermore, among all single-vehicle crashes, 64% involved at least one confirmed or suspected distracted driver. Among all multi-vehicle crashes, 51% involved at least one confirmed or suspected distracted driver.

Percent of All Traffic Crashes that were Distraction-Related, 2021

Traffic Measure	2021
Crashes	
Distraction-Related Crashes	54%
Confirmed distraction-related crashes	*4%*
Suspected distraction-related crashes	*49%*
Not distraction-related crashes	47%
Drivers	
Drivers involved in distraction-related crashes	54%
Confirmed distracted driver	*2%*
Suspected distracted driver	*28%*
*Un*distracted driver	*24%*
Other drivers *not* involved in distraction-related crashes	47%

Source: CODES 2021

[10] Rupp, Jonathan. 2023. "Statewide Rates of Driver Distraction: An Observational Survey of Driver Distraction in Georgia, 2022". The Injury Prevention Research Center at Emory (IPRCE), Emory University: Atlanta, Georgia.

[11] 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

[12] See Data Considerations for more information on the suspected-distracted driving definition established by the GDOT and CODES

Distraction-Related Traffic Fatalities and Serious Injuries

In 2020, 50 fatal crashes involved at least one confirmed distracted driver (3.0% of all fatal crashes) in 2021. In these confirmed distraction-related crashes, 56 fatalities occurred (3.1% of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely much higher. The table below shows the number and percent of confirmed distraction-related fatal crashes and traffic fatalities between 2017 and 2021.

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, 2017-2021

Year	Fatal Crashes			Fatalities		
	Total Fatal Crashes	Confirmed Distraction-Related		Total Traffic Fatalities	Confirmed Distraction-Related	
		Number	Percent		Number	Percent
2017	1,440	75	5.2%	1,540	82	5.3%
2018	1,408	59	4.2%	1,505	65	4.3%
2019	1,378	43	3.1%	1,492	43	2.9%
2020	1,522	55	3.6%	1,664	61	3.7%
2021	1,670	50	3.0%	1,797	56	3.1%

Source: FARS 2017-2021

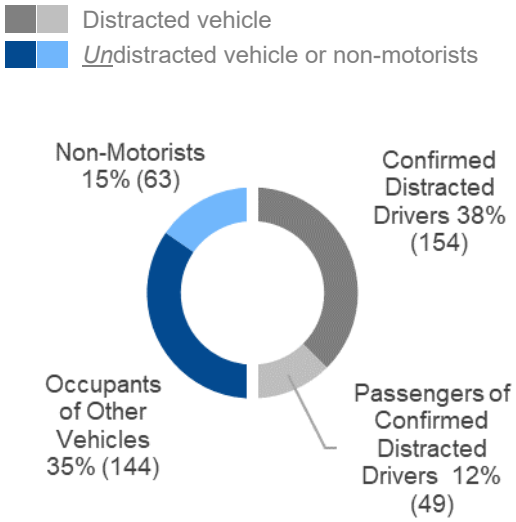
In 2021, **29%** of all serious injury[13] crashes involved at least one driver ***confirmed or suspected*** of distraction. The number of serious injuries that involved a ***confirmed*** distracted driver increased by 2%— from 347 serious injuries in 2020 to 354 in 2021.

The figure shows the percent of fatalities or serious injuries involving at least one confirmed distracted driver by person type in 2021.

- 50% were in the confirmed distracted driver's vehicle (represented by gray in the figure).
  - 38% were distracted drivers themselves.
  - 12% were passengers of the distracted driver.
- 50% were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 35% were occupants of other vehicles *not* operated by the distracted driver.
  - 15% were non-motorists (i.e., pedestrians or bicyclists).

Almost two-thirds of *confirmed* distracted drivers involved in motor vehicle crashes did not have passenger occupants with them in the vehicle—64%. Thirty-six 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, 2021



56 Fatal Injuries
354 Serious Injuries
Source: FARS 2021, CODES 2021

[13] Suspected serious injuries are reported by law enforcement and used when any injury, other than fatal injury, prevents the injured person from walking, driving, or normally continuing the activities the person was capable of before the injury occurred.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

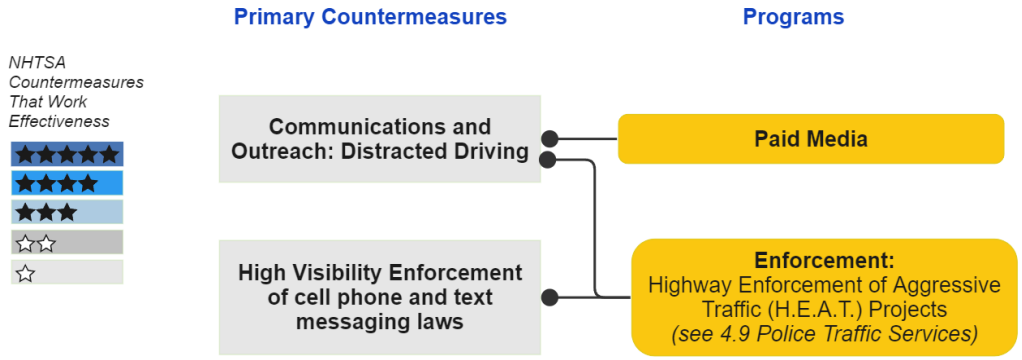
Core Outcome Measures		Baseline	Target
		2017-2021	2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(e): Distracted Driving Grant Application if the state meets the eligibility criteria. The 405(e) annual application has more detailed information on preventing distracted driving countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the prevention of distracted driving primary countermeasures that will be implemented during the FFY24-FFY26 period.

GOHS plans to continue the Paid Media and Enforcement efforts to prevent and deter distracted driving. The figure below shows the planned primary countermeasures within each program to address the growing number of distraction-related crashes, serious injuries, and fatalities on Georgia roadways.



Paid Media

Distracted driving and other risking driving behaviors remains a concern in Georgia. Nearly half of all motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. GOHS aims to reduce the number of distraction-related fatalities (SHSP-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Paid Media Campaigns and Enforcement strategies that will that reinforce safe driving practices and deter risky driving behaviors. The primary countermeasure for Paid Media is Communications and Outreach on Distracted Driving (1-star NHTSA effectiveness rating).

While this countermeasure has a NHTSA rating of less than 3-star effectiveness, the public outreach efforts through paid, earned, and owned media will be strategically aligned with the law enforcement high-visibility enforcement campaigns. Together, the campaign and enforcement efforts will deliver age-appropriate and culturally appropriate media content will remind drivers of the deadly dangers and the legal consequences of using handheld devices while driving.

The estimated FFY24-FFY26, 3-year allocation of federal funds for Distracted Driving is $4,500,000.00 (405e).

- ***Communications and Outreach: Distracted Driving***

  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 also develop a statewide media campaign using outdoor, radio, television, and digital media to promote compliance with hands-free laws and the importance of avoiding distractions behind the wheel. GOHS will continue to partner with state agencies, local communities, and highway-safety related non-profit groups to promote distracted driving awareness and prevention with earned media events and year-round social media content.

  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.

  While surveys show virtually all drivers know about the state's hands-free law, the increase in persons killed in crashes involving distracted drivers 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.

Enforcement

See **5.9 Police Traffic Services** for more information.

5.4 IMPAIRED DRIVING
(DRUG & ALCOHOL)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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/

Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2021, there were 391 traffic fatalities that involved at least one alcohol-impaired driver—a 5% increase from the 373 alcohol-impaired fatalities in 2020. These alcohol-impaired fatalities represented 22% of all traffic fatalities that occurred on Georgia roadways in 2021.

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. In 2021, drug-related fatalities decreased by 16% compared to 2020.

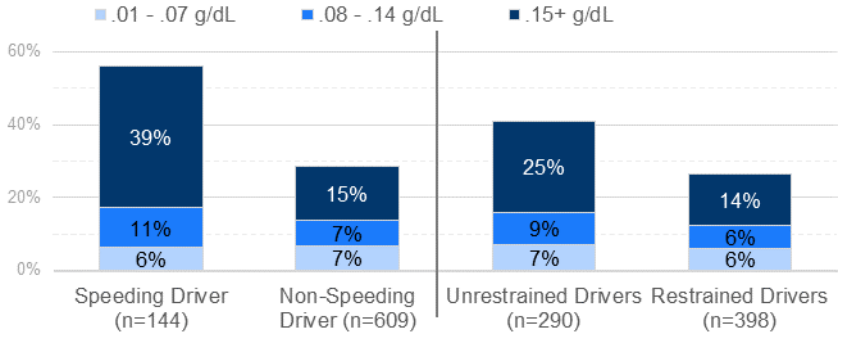
Alcohol Impaired- and/or Drug-Related Fatalities by Type, 2017-2021*

Measure Type	2017	2018	2019	2020	2021
Alcohol-Impaired Driving Fatalities	357	379	355	373	391
Annual % Change	▽ *-6%*	▲ *6%*	▽ *-6%*	▲ *5%*	▲ *5%*
Drug-Related Fatalities	90	81	43	331	278
Annual % Change	▽ *-3%*	▽ *-10%*	▽ *-47%*	***	▽ *-16%*
All Traffic-Related Fatalities	1,540	1,505	1,492	1,658	1,797
Annual % Change	▽ *-1%*	▽ *-2%*	▽ *-1%*	▲ *11%*	▲ *8%*

* 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 2017–2021.

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 2021, drivers involved in fatal crashes with a positive BAC were 3.2 times more likely to be speeding and 1.9 times more likely to be unrestrained. Thirty-nine percent of speeding drivers and 25% unrestrained drivers with known BAC were impaired (.08+ g/dL).

Speeding Drivers and Unrestrained Drivers Involved in Fatal Crashes by BAC Status, 2021*



*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 2021

Police officers can document the condition of drivers involved in motor vehicle traffic crashes on the Georgia crash report. Through administration of tests and observations, law enforcement can confirm if alcohol and/or drugs were involved or if the driver is suspected of driving under the influence. In 2021, the number of serious injuries that involved confirmed and suspected alcohol impaired and/or drugged drivers increased by 44%— from 855 serious injuries in 2020 to 1,227 serious injuries in 2021.

Suspected Serious Injuries Involving Alcohol-Impaired and/or Drugged Drivers and Annual Percentage Change by Police Reported Driver Condition, 2019-2021*

Driver Condition**	2019	2020	2021
Confirmed alcohol impairment and/or drug use	378	401	552
Annual % Change	▽*-18%*	▲*6%*	▲*38%*
Suspected alcohol impairment and/or drug use	434	454	675
Annual % Change	▲*68%*	▲*5%*	▲*49%*
Confirmed and suspected alcohol impairment and/or drug use	812	855	1,227
Annual % Change	▲*13%*	▲*5%*	▲*44%*

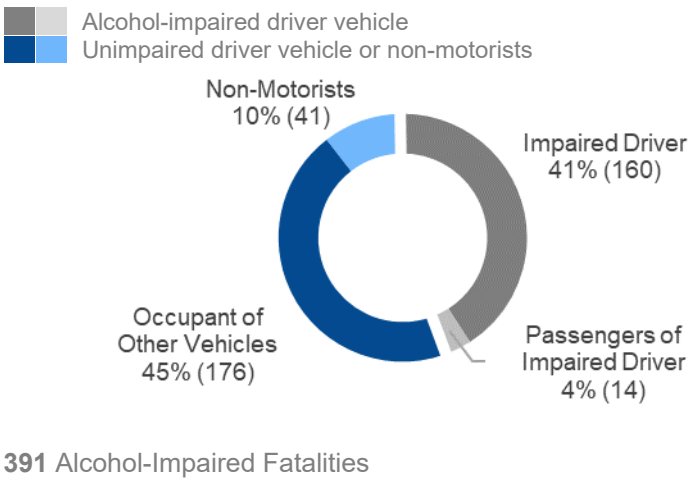
*DOT-523 Crash Report Manual Version 3.0 was revised January 2018 with a more specified definition for serious injury. **Confirmed cases can include drivers that used alcohol only, drugs only, or both alcohol and drugs. See data considerations for what is included under suspected.
Source: CODES 2019-2021

The figure shows the percent of fatalities involving at least one alcohol-impaired driver by person type in 2021.

- 44% were in the impaired driver's vehicle (represented by gray in the figure).
  - 41% were the impaired drivers themselves.
  - 4% were passengers of the impaired driver.
- 55% were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 45% were occupants of other vehicles that were *not* operated by the impaired driver.
  - 10% were non-motorists (i.e., pedestrians or bicyclists).

In 2021, 45% of all alcohol-related fatal crashes involved more than one vehicle. When an alcohol-impaired driver was involved in a multi-vehicle crash, most of the fatalities were among occupants of the other vehicle or non-motorists.

Percent of Persons Fatally Injured in Crashes Involving Alcohol-Impaired Drivers by Person Type, 2021



Percent totals may not equal 100% due to rounding.
Source: FARS 2021

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

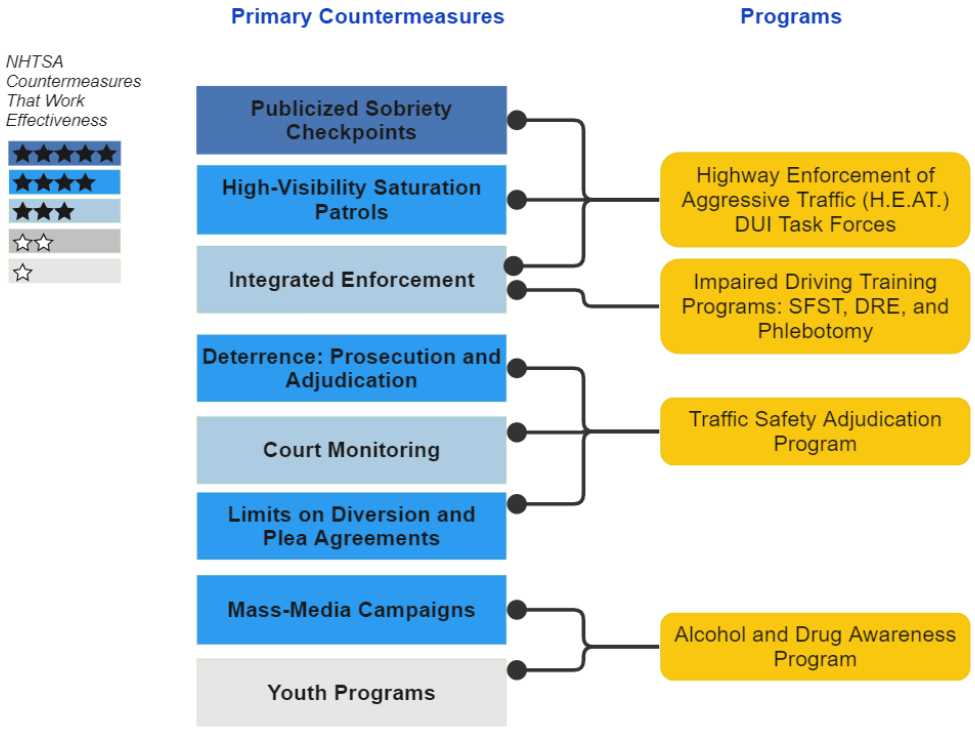
Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(d): Impaired Driving Countermeasure Grant Application if the state meets the eligibility criteria. The 405(d) annual application has more detailed information on the prevention of impaired-driving countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the prevention of impaired-driving primary countermeasures that will be implemented during the FFY24-FFY26 period.

GOHS will fund staff and activities to prevent and deter drug-impaired and alcohol-impaired driving: HEAT DUI Task Forces, Adjudication Program, Impaired Driving Training Program, and the Alcohol/Drug Awareness Program. The figure below shows the primary countermeasures within each program to address the number of alcohol-impaired-related traffic fatalities on Georgia roadways.



HEAT DUI Task Forces: Highway Enforcement of Aggressive Traffic

Alcohol-impaired and/or drug-impaired driving remains a concern in Georgia. Nearly a quarter of all motor vehicle fatal crashes involve at least one alcohol-impaired driver. GOHS aims to reduce the number of alcohol-related fatalities (C-5) and total traffic fatalities (C-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Enforcement strategies that will that reinforce safe driving practices and deter risky driving behaviors. The primary countermeasures for the HEAT DUI Task Force are:

1. Publicized Sobriety Checkpoints (5-star NHTSA effectiveness rating)
2. High-Visibility Saturation Patrols (4-star)
3. Integrated Enforcement (3-star)

These primary countermeasures have an NHTSA rating of at least 3-star effectiveness and are supported by the best practices and research available. The law enforcement activities are also coupled with mass-media campaigns and well-publicized events to increase drivers' awareness and compliance with Georgia DUI, seatbelt, speeding, and distracted driving laws. The high visibility of law enforcement both in media and on roadways reinforces safer driving practices and gives drivers an increased perception of legal consequences if they fail to comply with the law.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the HEAT DUI Task Force is $7,922,396 (402 PT, 405d).

- ***Publicized Sobriety Checkpoints***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to conduct highly visible and publicized sobriety checkpoints across the state. Publicized sobriety checkpoints have proven effective in reducing alcohol-related crashes, especially in high-risk populations such as males and drivers 21-34 years of age. These publicized checkpoints will be conducted during campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic), Drive Sober or Get Pulled Over and Thunder Task Force deployments with participation from the GOHS H.E.A.T. teams, H.V.E. programs and state and local law enforcement. GOHS will conduct high-visibility media campaigns to go along with the checkpoints and will publicize the effectiveness of the checkpoints.

- ***High-Visibility Saturation Patrols***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the impaired driving laws across the state. GOHS 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 Drive Sober or Get Pulled Over, with participation from the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of impaired driving.

- ***Integrated Enforcement (See 5.9 Police Traffic Services for more information)***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to detect and arrest impaired drivers through regular traffic enforcement, special impaired-driving checkpoints, and saturation patrols. Traffic enforcement will be encouraged through the monthly traffic enforcement network meetings, regionally placed through the state. Enforcement integrated with a high-visibility media campaign sends a message to the public and law enforcement that traffic safety is not a single-issue activity.

Traffic Safety Adjudication Program & Impaired Driving Training Program

Accurate and complete reporting for alcohol and or drug involvement in motor vehicle traffic crashes is essential to monitoring alcohol-impaired and/or drug-related crashes in Georgia. The Georgia Implied Consent Notice (§ 40-5-67.1 enacted on April 29, 2019) prohibits law enforcement officers from informing drivers that refusal to take breath tests may be used against them in court; however, officers can still mandate blood or urine tests. As a result, officers frequently used more blood and urine tests to confirm driver chemical impairment (alcohol and/or drugs)—a reporting process that takes longer than breath tests. The delayed confirmation of test results led to fewer confirmed cases of impairment in the police crash report. This delayed or underreporting makes it difficult to understand, enforce, prosecute, and adjudicate the consequences of impaired driving.

GOHS aims to reduce the number of alcohol-related fatalities, by increasing the legal consequences of impaired driving. To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Adjudication and Impaired Driving Training programs that prepare and train law enforcement and prosecutors on DWI cases. The primary countermeasure for these programs is Limits on Diversion and Plea Agreements. Effective adjudication and sanction methods are a critical feature in retraining alcohol-related offenses on driver records. Without an offense on the record, drivers will often recidivate and less severe penalties for future reckless or impaired driving incidences may result.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Adjudication and Impaired Driving Training programs $3,750,000.00 (405d).

- ***Limits on Diversion and Plea Agreements***
  GOHS will work with local DUI Courts and provide funding, when requested, for training and travel. DUI Courts are specialized courts dedicated to changing the behavior of DUI offenders through intensive supervision and treatment. A dedicated DUI court provides a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DUI Offenders. Georgia is home to one of the most well-known DUI Court programs in the country and it is used as a training court.

- ***Deterrence: Prosecution and Adjudication***
  GOHS intended sub-recipients will partner with state and local law enforcement agencies and courts to assist and help train both law enforcement personnel and prosecutors in effective impaired driving investigation and prosecution. These trainings and assistance opportunities with provide essential and valuable information to both law enforcement and prosecution personnel on DUI investigation and prosecution, ARIDE training, direct examination of expert testimony and cross of defense experts, effective detection and prosecution of DUI cases, proper use of Intoxilyzer 9000 and defense of its results, crash investigation and prosecution, traffic prosecution, the nature and function of the DRE program and general traffic safety issues. Assistance will also be provided to statewide stakeholders via TSRP and DRE listservs, task force and leadership teams, email and telephone, requested trainings, case review and traffic safety publications. The focus of these activities will be statewide, which includes 159 counties in Georgia, because impaired driving can and does happen anywhere. The lessons taught via

this guidance and training will have an impact for years to come as Georgia law enforcement, prosecutors and motorists alike learn that Georgia has a zero-tolerance policy for impaired driving. This can create a behavioral change that will help decrease the number of impaired driving crashes, injuries and fatalities, as well as the successful prosecution of DUI offenders.

- ***Court Monitoring***
  GOHS intended sub-recipients will work to coordinate volunteer court monitoring efforts each grant year by means of monitoring impaired driving cases both in person and via online public access. This will be a statewide effort across potentially all 159 Georgia counties, but especially where needed and requested. Statewide impaired driving cases can involve motorists of any age and unfortunately, impaired driving crashes can affect passengers of any age. This monitoring will provide essential victim and family assistance and support, as well as support to relevant law enforcement agencies. Anywhere a DUI crash occurs, but especially when non-impaired passengers and other drivers are involved, can benefit from court monitoring by GOHS sub-recipients. These services can aid both DUI victims and perpetrators to turn their case into a lifelong educational opportunity that can help decrease the number of impaired driving crashes, injuries and fatalities on Georgia roadways.

Impaired Driving Training Programs: SFST, DRE, and Phlebotomy

- ***Impaired Driving Training***
  Georgia will partner with sub-sub-recipients to educate law enforcement on impaired driving detection and traffic laws. Advanced level law enforcement training programs, including Standardized Field Sobriety Testing (SFST), Drug Recognition Expert (DRE), and Phlebotomy focus on reducing serious injury and fatality related crashes through proactive, aggressive impaired driving enforcement.

Alcohol and Drug Awareness Program

The Alcohol and Drug Awareness Program at GOHS aims to reduce the number of alcohol-related fatalities (C-5) through two primary countermeasures:

1. Mass-Media Campaigns (4-star NHTSA effectiveness rating)
2. Youth Programs (1-star)

The GOHS sub-recipients will continue to address impaired-driving issues by heightening the awareness of the deadly and legal outcomes of impaired driving and sending appropriate messaging to motivate drivers toward behavior change. Together, the mass-media campaign and educational/awareness efforts will deliver age-appropriate and culturally appropriate media content will reduce the number of alcohol-related crashes, serious injuries, and fatalities on Georgia roadways.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Alcohol and Drug Awareness Programs is $650,000.00 (402 AL, 405d).

- ***Mass-Media Campaigns***
  Social Media: GOHS will produce and post content weekly to promote sober driving with the goal of reducing the number of impaired driving crashes.

  Comprehensive Media Strategy: See 5.2 Communication (Media) for more information.

- ***Youth Programs***
  GOHS intended sub-recipients will partner with high schools, colleges, parents, law enforcement agencies, state agencies and community partners to teach those under 21 and their parents/caregivers about the dangers and consequences of underage drinking. These programming and outreach opportunities will provide vital information to participants about the dangers of underage drinking during prom season as well as any time of year, provide parents knowledge about impaired driving and underage drinking, “train the trainer” presentations to community volunteers and identification of colleges and universities across Georgia for presentation of college-based curriculum. Sub-recipients will also administer the Alcohol and Drug Awareness Program (ADAP) to educate Georgia teens under 18 about the dangers of impaired driving and underage drinking. The program provides manuals and administrative support and communication outreach to both public and private schools on both alcohol and drug-impaired driving, and targets both students and parents. These programs, as well as the ongoing effort to increase the number of instructors and effectiveness of the programs, will be focused wherever there are young driver populations in need of education. The goal of these programs is to ingrain a sense of responsibility in young Georgia drivers that will create a permanent commitment to driving sober and eliminating underage drinking and impaired driving crashes, injuries and fatalities.

- ***Impaired Driving Assessment***
  The Governor's Office of Highway Safety will conduct a NHTSA impaired driving assessment to be used as a roadmap to improve efforts to reduce crashes caused by impaired drivers.

5.5 MOTORCYCLE SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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/.

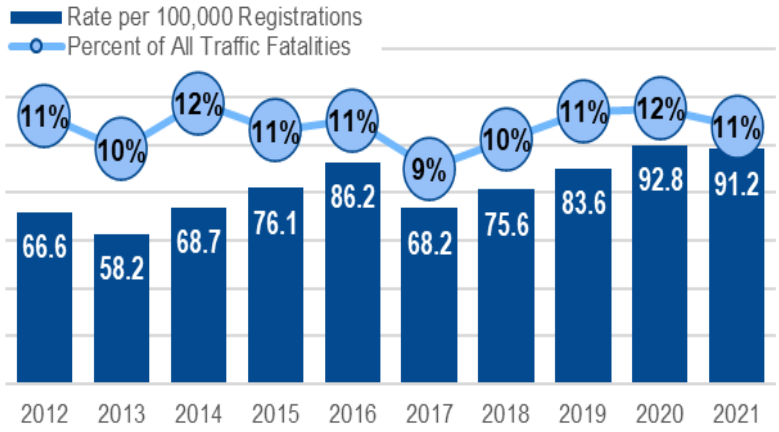
In 2021, there were 1,797 fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The 194 motorcyclist fatalities that occurred in 2021 represented 11% of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade.

Between 2020 and 2021, motorcycle registrations increased by 3% (from 206,834 to 212,788), and motorcyclist fatalities increased by 1% (from 192 to 194). As a result, the rate of motorcycle fatalities decreased by 2%, from 92.8 to 91.2 motorcycle fatalities per 100,000 motorcycle registrations.

The surveillance sources show an increase in motorcyclists with serious injuries between 2020 and 2021:

- Motorcyclist serious injuries reported by law enforcement increased by 2%.
- The number of motorcyclists transported to a hospital facility by the Emergency Medical Services (EMS) increased by 37%.
- Motor vehicle traffic-related emergency room-only visits involving motorcyclists increased by 30%, and hospitalizations more than doubled (a 121% increase).

Rate and Percent of Motorcyclist Fatalities, 2012-2021



Source: FARS 2012–2021; FFY2014-FFY2019 DOR Annual Reports; DOR 2019-2021

Rate and Percent of Motorcyclist Traffic Fatalities, 2012-2021

Year	Total Traffic Fatalities	Georgia Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
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
2021	1,797	212,788	194	11%	91.2

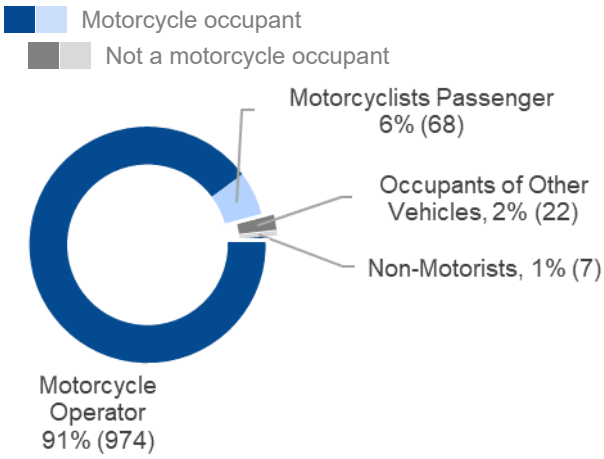
Note: Motorcycle registrations include commercial and non-commercial motorcycles.
Source: FARS 2012–2021; FFY2014-FFY2019 DOR Annual Reports; DOR 2019-2021

Out of the 4,085 crashes that involved motorcyclists, 60% were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 36% were single vehicles (involving only one motorcycle), and 4% were crashes involving two or more motorcycles. Sixty-six percent of motorcyclist serious injuries and 62% of all motorcyclist fatalities occurred in multiple-vehicle crashes.

The figure shows the percent of fatalities or serious injuries among all persons involved in crashes with at least one motorcyclist in 2021. Among all the serious injuries involving motorcyclists:

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

Percent of Persons Fatally or Seriously Injured in Crashes Involving Motorcyclists by Person Type, 2021



848 Serious Injuries
194 Fatal Injuries
Source: CODES 2021, FARS 2021

Motorcycle operators losing control is the top contributing factor among motorcyclists involved in single-vehicle crashes. In 2021, 62% of operators lost control of their motorcycles before they collided with another object that was not another vehicle. The top contributing factors among motorcycle operators involved in multi-vehicle crashes were following too closely (34%) and risky/aggressive driving (25%). The top factors for other drivers involved in multi-vehicle crashes with motorcyclists were failure to yield (49%) and following too closely (18%). This does not imply that the motorcycle operators or other drivers caused the crash either by their actions or failure to act.

Top Contributing Factors with Crashes Involving Motorcyclists by Number of Vehicles Involved and Person Type, 2021

	Single Vehicle Crashes		Two-Vehicle Crashes			
Rank	Motorcyclists		Motorcyclists		Other Drivers	
	Description	% of all operators	Description	% of all operators	Description	% of all drivers
1	Operator lost control	62%	Following too close	34%	Failed to yield	49%
2	Speeding	23%	Risky/aggressive driving	25%	Following too close	18%
3	Risky/aggressive driving	10%	Speeding	14%	Risky/aggressive driving	14%
4	Under the influence of alcohol and/or drug	7%	Failed to yield	10%	Changed lanes improperly	9%

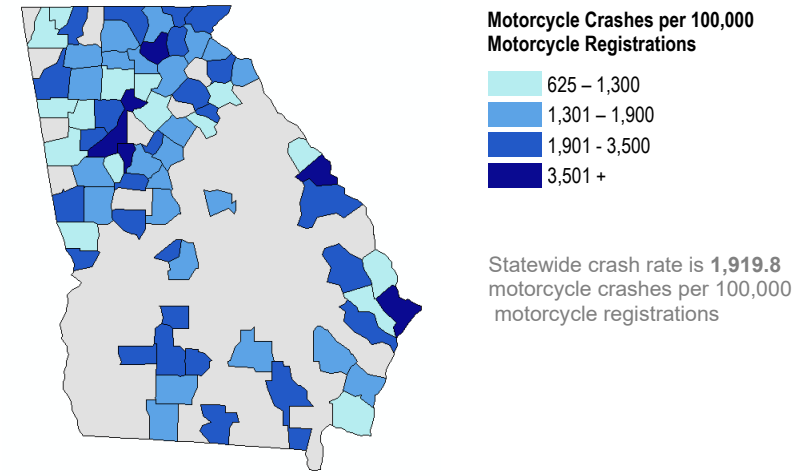
Source: CODES 2021; FARS 2021

Types of Motorcycle Crashes by County

The figure shows the motorcycle crash rate for counties with ten or more motorcycle crashes in 2021 and their deviation from the statewide percent of motorcycle crash rate (1,919.8 motorcycle crashes for every 100,000 motorcycle registrations).

The majority of all motorcycle crashes occur in north Georgia. Generally, there are higher motorcycle crash rates in Atlanta Region and rural counties along the North Carolina, South Carolina, and Alabama border. Nine percent of all motorcycle operators involved in Georgia traffic crashes had a license from another state – five percent were licensed from a bordering state (Alabama, Florida, North Carolina, South Carolina, or Tennessee).

Motorcycle (MC) Crashes per 100,000 MC Registrations for Counties with 10+ MC Crashes, 2021



Source: CODES 2021

The table below shows the number of motorcycle crashes that were multi-vehicle and single-vehicle by county. In 2021, there were a total of 2,630 multi-vehicle and 1,455 single-vehicle motorcycle crashes in the state of Georgia. More than half of all multi-vehicle crashes that involve a motorcycle (54%, 1,414 out of 2,630) occurred in the eleven counties highlighted in the chart below.

Multi-Vehicle vs. Single-Vehicle Motorcycle Crashes (2021)

Source: CODES 2021

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
STATEWIDE	**2,630**	**1,455**
Fulton	384	68
Cobb	189	59
Dekalb	170	69
Chatham	134	63
Gwinnett	121	39
Clayton	89	32
Richmond	75	33
Henry	68	30
Cherokee	66	31
Bibb	60	36
Hall	58	40
Muscogee	49	36
Douglas	45	23
Forsyth	44	19
Bartow	39	27
Houston	38	17
Troup	22	13
Fayette	19	11
Bulloch	17	10
Pickens	17	8

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Lowndes	37	21
Paulding	37	21
Coweta	35	31
Floyd	31	30
Columbia	29	17
Jackson	29	18
Clarke	28	13
Newton	28	26
Carroll	26	18
Rockdale	26	10
Lumpkin	25	45
Whitfield	25	24
Glynn	24	10
Liberty	24	11
Spalding	24	11
Walton	24	15
Dougherty	23	5
Bleckley	4	4
Candler	4	--
Cook	4	3
Grady	4	3

Fannin	15	18
Gilmer	13	10
Tift	13	5
Walker	13	10
Catoosa	12	6
Dawson	11	12
Franklin	11	8
Gordon	11	17
Thomas	11	4
Effingham	10	13
Habersham	10	14
Union	10	20
Butts	9	3
White	9	23
Camden	8	3
Chattooga	8	--
Crisp	8	2
Harris	8	5
Monroe	8	6
Upson	8	10
Ware	8	9
Burke	7	10
Jefferson	7	1
Towns	7	7
Bryan	6	9
Colquitt	6	6
Hart	6	6
Oconee	6	4
Peach	6	7
Polk	6	10
Rabun	6	8
Appling	5	4
Baldwin	5	5
Coffee	5	5
Haralson	5	3
Meriwether	5	7
Sumter	5	2
Tattnall	5	3
Wayne	5	6
Banks	4	4
Ben Hill	4	2
Berrien	4	1
Lincoln	1	--
Mitchell	1	--
Oglethorpe	1	5
Putnam	1	3
Schley	1	1
Seminole	1	--
Stewart	1	1
Terrell	1	1
Warren	1	3
Wheeler	1	1
Wilcox	1	1
Wilkinson	1	2

Murray	4	5
Stephens	4	10
Toombs	4	4
Worth	4	6
Barrow	3	2
Dade	3	5
Decatur	3	5
Jasper	3	2
Jenkins	3	--
Jones	3	2
Laurens	3	6
Long	3	4
McIntosh	3	--
Pierce	3	--
Pike	3	3
Brantley	2	3
Brooks	2	2
Charlton	2	2
Dooly	2	2
Elbert	2	3
Heard	2	--
Lamar	2	6
Lanier	2	1
Lee	2	4
Madison	2	8
McDuffie	2	2
Morgan	2	7
Pulaski	2	1
Taylor	2	--
Turner	2	--
Twiggs	2	3
Washington	2	2
Wilkes	2	--
Atkinson	1	2
Bacon	1	1
Clinch	1	--
Crawford	1	2
Dodge	1	4
Early	1	--
Emanuel	1	2
Evans	1	3
Greene	1	1
Hancock	--	1
Irwin	--	1
Jeff Davis	--	1
Johnson	--	1
Macon	--	1
Montgomery	--	2
Screven	--	1
Talbot	--	3
Taliaferro	--	1
Telfair	--	1
Webster	--	1

In 2021, there were 141 confirmed alcohol-impaired motorcyclist operators involved in crashes and 84 operators suspected of alcohol impairment. This accounts for 6% of all motorcycle crashes. The chart below shows the total number of motorcycle crashes in 2021 which involved an impaired operator (225 operators confirmed or suspected of alcohol impairment). Each year, GOHS will continue to focus high-visibility enforcement and other motorcycle safety efforts in counties with the highest counts of alcohol-related crashes among motorcycle operators.

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2021)

Source: CODES 2021

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Cobb	13	4
Chatham	10	5
Cherokee	9	--
Hall	8	--
Habersham	7	--
Dekalb	5	1
Bibb	5	1
Fulton	5	3
Whitfield	5	--
Richmond	5	--
Newton	5	--
Gwinnett	3	1
Glynn	3	1
Forsyth	3	1
Wayne	3	--
Muscogee	3	--
Camden	3	--
Columbia	2	1
Lowndes	2	2
Effingham	2	2
Coweta	2	2
Paulding	2	3
Rabun	2	--
Houston	2	--
Henry	2	--
Fannin	2	--
Emanuel	2	--
Clayton	2	--
Worth	1	1
Upson	1	1
Troup	1	1
Stephens	1	1
Floyd	1	1
Elbert	1	1
White	1	2
Burke	1	2
Bartow	1	2
Douglas	1	4
Tift	1	--
Sumter	1	--

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Spalding	1	--
Murray	1	--
Morgan	1	--
Meriwether	1	--
Madison	1	--
Liberty	1	--
Jones	1	--
Heard	1	--
Grady	1	--
Fayette	1	--
Bleckley	1	--
Ben Hill	1	--
Washington	--	1
Twiggs	--	1
Thomas	--	1
Polk	--	1
Monroe	--	1
Macon	--	1
Lumpkin	--	1
Jefferson	--	1
Jackson	--	1
Harris	--	1
Haralson	--	1
Early	--	1
Dade	--	1
Crisp	--	1
Colquitt	--	1
Clarke	--	1
Bryan	--	1
Toombs	--	2
Gordon	--	2
Gilmer	--	2
Franklin	--	2
Decatur	--	2
Dawson	--	2
Bulloch	--	2
Coffee	--	3
Carroll	--	3
Walton	--	4

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

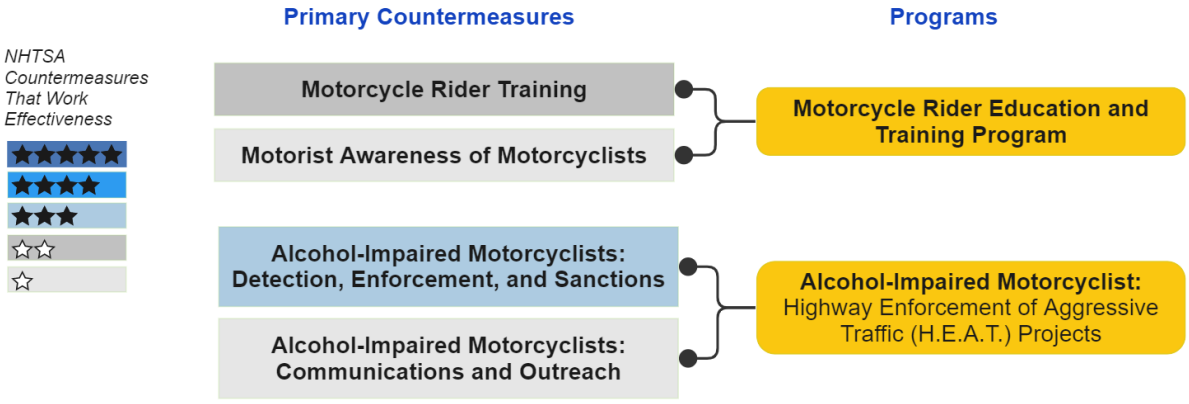
Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	167	167*
C-8	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024.	15	*15*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(f): Motorcyclist Safety if the state meets the eligibility criteria. The 405(f) annual application has more detailed information on motorcycle safety countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the motorcycle safety primary countermeasures that will be implemented during the FFY24-FFY26 period.

GOHS plans to continue two (2) programs in the Motorcycle Safety program area: Motorcycle Safety Program and the Alcohol-Impaired Motorcyclist HEAT Project. The figure below shows the planned primary countermeasures within each program to address the growing number of motorcycle-related traffic crashes, serious injuries, and fatalities on Georgia roadways.



Motorcycle Rider Education and Training Program

Motorcyclists' involvement in traffic-related crashes remains a growing concern in Georgia. According to the Georgia Traffic Safety Facts 2021 Motorcycle Fact Sheet, nearly half (47%) of motorcycle operators involved in crashes were riding without a valid motorcycle designation (Class M or MP) on their driver's license at the time of the crash. GOHS aims to reduce the number of motorcyclist fatalities (C-7) and un-helmeted motorcyclist fatalities (C-8). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Motorcycle Rider Education and Training Program and fund agencies to train motorcyclists on safe riding practices and promote motorcycle safety and awareness through two primary countermeasures:

1. Motorcycle Rider Training (2-star NHTSA effectiveness rating)
2. Motorists' Awareness of Motorcyclists (1-star)

While these primary countermeasures have an NHTSA rating of less than 3-star effectiveness, motorcycle rider programs and communication strategies to spread awareness are encouraged and supported by the Uniform Guidelines for State Highway Safety Program (Guideline No. 3). The training and education program also addresses rider licensing, proper use of personal protective equipment (e.g., helmet use and other protective clothing gear), rider conspicuity, impaired driving, and motorist awareness.

The estimated 3-year allocation of federal funds for the FFY24-FFY26 Motorcycle Safety Program is $600,000.00 (405f).

- ***Motorcycle Rider Training***
  The GOHS will support and fund agencies that implement Motorcycle Rider Education and Training Programs. These training programs require certified motorcycle coaches who engage in continual professional development and recertification training to teach novice or experienced riders about motorcycle safety. The retention and ongoing recruitment of motorcyclist safety training instructors are critical elements of a sustainable program. The program helps improve motorcyclists' knowledge of relevant traffic laws, crash avoidance, and other highway safety issues. The rider education programs will reach people ages 17 and up and of all experience levels across Georgia. Motorcycle training sites are available across Georgia (in various metropolitan, urban, and rural areas) to reach the largest number of licensed motorcyclists and those wishing to become licensed. With this proper rider training administered by certified coaches, new riders are less likely to be involved in a crash, and experienced riders can hone their basic and crash-avoidance skills. The lessons taught in this program can impact riders from novice to experienced and help decrease the number of motorcyclist crashes, injuries, and fatalities throughout Georgia.

- ***Motorists' Awareness of Motorcyclists***
  GOHS continues to support the statewide and local efforts implementing the *Motorists' Awareness of Motorcyclists* countermeasure strategy. This is a crucial element of education because a majority of Georgia motorcycle crashes involve other vehicles that are not motorcycles (64%), while a smaller percentage (36%) are single-vehicle motorcycle crashes. The GOHS will partner with sub-receipts to conduct education and outreach that promotes the "*Share the Road with Motorcycles*" messaging that encourages motorist awareness of motorcycles. This messaging targets all roadway users of all ages—from teen novice drivers to older experienced drivers who operate all other vehicle types that are not motorcycles. Additionally, GOHS will support messaging efforts in counties that have the highest number of multi-vehicle crashes that involve motorcyclists. These statewide and county-level social media campaigns, outreach events, educational materials and ads, and information run on the DDS' Motor Vehicle Network screens at the customer service center locations (which are in every region of Georgia) will directly target Georgia motorists statewide with "*Share the Road*" messaging that can help decrease the number of motorcyclist crashes, injuries and fatalities in the state.

Alcohol-Impaired Motorcyclist: HEAT Projects

Alcohol-impaired motorcyclists involved in traffic-related crashes remain a growing concern in Georgia. Over the past five years, nearly one-fifth of all motorcycle operators fatally injured had a positive blood alcohol concentration (BAC). GOHS aims to reduce the number of motorcyclist fatalities (C-7) and reduce the number of alcohol-related fatalities (C-5). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Alcohol-Impaired Motorcyclist: HEAT Projects and fund law enforcement agencies to reduce alcohol-impaired motorcycling and support communication and mobilization campaigns that spread awareness through two primary countermeasures:

1. Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions (3-star NHTSA effectiveness rating)
2. Alcohol-Impaired Motorcyclists: Communications and Outreach (1-star)

The Detection, Enforcement, and Sanctions countermeasure has an NHTSA rating of 3-star effectiveness and is supported by the best practices and research available. Other law enforcement-related activities include high visibility enforcement to deter speeding and other risky driving behaviors and enforce laws related to helmet use. The Communications and Outreach countermeasure is encouraged and supported by the Uniform Guidelines for State Highway Safety Program (Guideline No. 3).

See section 5.9 Police Traffic Services for the estimated 3-year allocation of federal funds for the FFY24-FFY26 HEAT Projects (402 PT, 405d).

- ***Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the impaired driving laws across the state. GOHS 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 Drive Sober or Get Pulled Over, with participation from the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's impaired driving laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of impaired driving.

- ***Alcohol-Impaired Motorcyclists: Communications and Outreach***
  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.

  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."

  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.

5.6 NON-MOTORIZED
(PEDESTRIANS & BICYCLISTS)

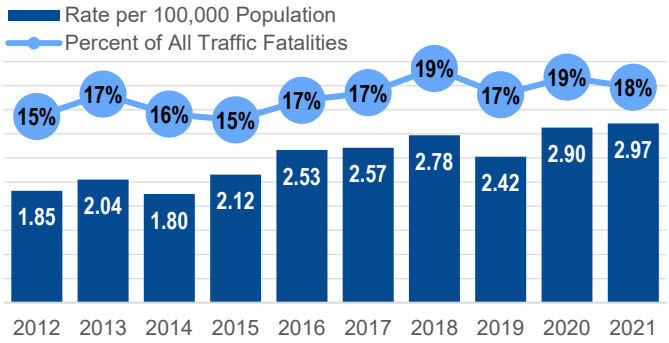
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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/.

According to FARS data, there were 306 pedestrians and 15 bicyclists fatally injured in motor vehicle traffic crashes in 2021. The number of pedestrian fatalities in traffic crashes has nearly doubled in the past decade and increased by 10%, from 279 pedestrian fatalities in 2020 to 306 in 2021. There was an average of 23 bicyclist fatalities in traffic crashes per year between 2017-2021.

Although non-motorists represented less than one percent of all persons involved in motor vehicle crashes (0.86%), they accounted for 18% of all traffic fatalities—a net one percent decrease from the previous year. There were approximately three pedestrian and bicyclist fatalities for every 100,000 population in 2021. The figure to the right shows the rate and percentage of non-motorist traffic fatalities for the past decade.

*Rate and Percent of Non-Motorist Traffic Fatalities, 2012-2021**



Source: FARS 2012-2021; OASIS 2012-2021

The table below presents the total number of traffic fatalities, Georgia population, and non-motorist fatalities (pedestrians and bicyclists) from 2017 to 2021.

- The number of total traffic fatalities increased by 8%, from 1,664 in 2020 to 1,797 in 2021.
- The number of non-motorist fatalities increased by 3%, from 311 in 2020 to 321 in 2021.
- The rate of non-motorist fatalities increased by 2%, from 2.90 to 2.97 fatalities per 100,000 population—the highest rate in the past decade.

*Rate and Percent of Non-Motorist Traffic Fatalities, 2012-2021**

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
2017	1,540	10,429,379	253	16%	15	1.0%	268	17%	2.57
2018	1,504	10,519,475	262	17%	30	2.0%	292	19%	2.78
2019	1,491	10,617,423	236	16%	21	1.4%	257	17%	2.42
2020	1,664	10,710,017	279	17%	32	1.9%	311	19%	2.90
2021	1,797	10,799,566	306	17%	15	0.8%	321	18%	2.97

Source: FARS 2012-2021, OASIS 2012-2021

According to police crash reports, 32% of all pedestrian crashes in Georgia (847 out of 2,615) resulted in at least one pedestrian seriously or fatally injured in 2021. In the same year, 15% of all bicyclist crashes (109 out of 731) resulted in at least one bicyclist being seriously or fatally injured. The table to the right shows the number of non-motorist crashes, persons involved in crashes, and suspected serious injuries between 2017-2021.

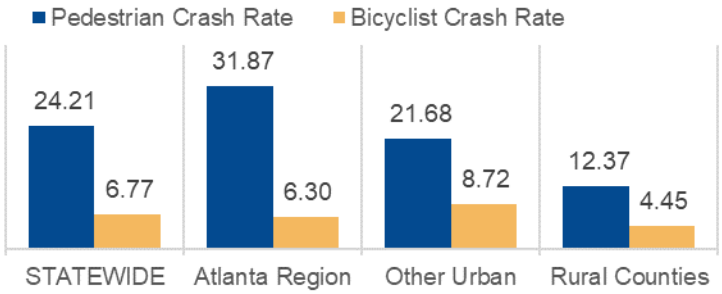
There were 24.21 pedestrians per 100,000 population and 6.77 bicyclists per 100,000 population involved in a motor vehicle traffic crash across Georgia. Non-motorist crashes are more frequent in urban areas (the Atlanta region and other urban regions) compared to rural areas where the residential population is less than 50,000 people. The Atlanta Region accounted for 44% of the state population. However, 58% (1,508 out of 2,615) of all pedestrian crashes, 56% (306 out of 545) of all pedestrian serious injuries, and 48% (151 out of 312) of all pedestrian fatal injuries occurred within this area.

*Non-Motorist Crashes and Serious Injury and Fatal Crashes, 2017-2021**

Year	Pedestrian		Bicyclist	
	Crashes	Serious Injury and Fatal Crashes	Crashes	Serious Injury and Fatal Crashes
2017	3,681	909	686	75
2018	2,172	581	550	69
2019	2,986	613	793	108
2020	2,332+	625	654+	100
2021	2,615	847	731	109

+ During the COVID-19 public emergency response, traffic crashes (including non-motorist crashes) with low injury severity were underreported in the police crash reports.
Source: CODES 2017-2021, FARS 2017-2021

Pedestrian and Bicyclist Crash Rate per 100,000 Population by Region Type, 2021



Source: CODES 2021, OASIS 2021

Vulnerable Populations

In 2021, pedestrians aged 65+ represented 8% of all pedestrians involved in crashes, 8% of all pedestrian serious injuries, and 15% of all pedestrian fatalities. The rate (per 100,000 population) of seriously or fatally injured pedestrians 65+ years increased by 19% (from 5.08 in 2020 to 6.06 in 2021).

According to the Georgia Traffic Safety Facts study called "*Examining Social Vulnerability and the Association with Pedestrian Crashes*" (Georgia Crash Outcomes Data Evaluation System, 2022), there is a positive correlation between vulnerable census tracts in Georgia and the rates of pedestrian serious and fatal injury crashes across the Atlanta region. In other words, the more vulnerable a community is, the higher the rate of pedestrian serious and fatal injury crashes. *(See 2.1 Engagement Planning for more information on planned efforts in South Fulton County)*

In 2021, Black/African American, Non-Hispanics represented half (49%) of pedestrians fatally injured in motor vehicle traffic crashes and 32% of the Georgia residential population – compared to White, Non-Hispanics that represent 38% of pedestrian fatalities and 59% of the population. The Black/African American, Non-Hispanic pedestrian fatality rate was higher than any other race – 4.21 per 100,000 population. Black/African American, Non-Hispanics are more than twice (2.3 times) as likely to be fatally injured compared to White, Non-Hispanics.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

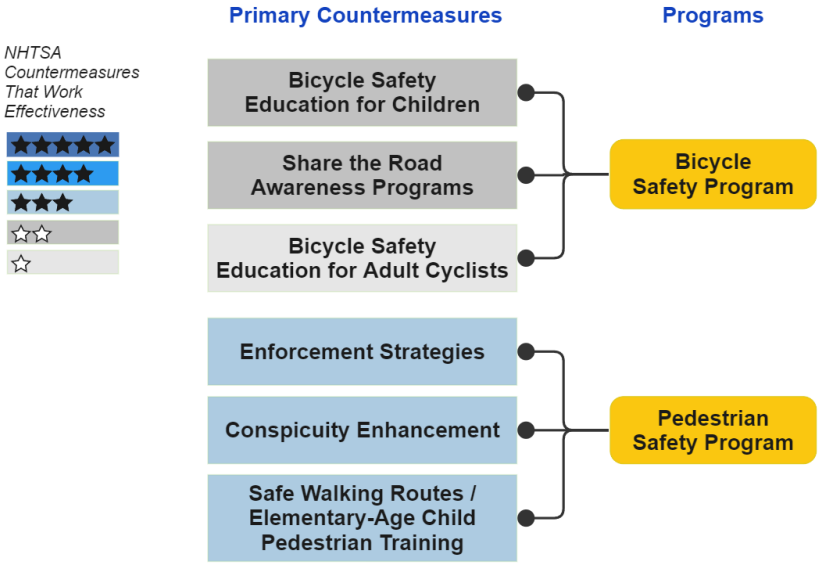
Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-10a*	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	267	267*
C-10b*	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	797	797*
C-11	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	23	*22*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(g): Non-Motorized Safety Grant Application if the state meets the eligibility criteria. The 405(g) annual application has more detailed information on non-motorized safety countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the non-motorized safety primary countermeasures that will be implemented during the FFY24-FFY26 period.

GOHS will fund staff and activities that will support the two (2) programs in the Non-Motorized (Pedestrians & Bicyclists) program area: Bicycle Safety Program and the Pedestrian Safety Program. The figure below shows the planned primary countermeasures within each program to address the growing number of pedestrian and bicyclist traffic crashes, serious injuries, and fatalities on Georgia roadways.



The estimated 3-year allocation of federal funds for the FFY24-FFY26 Non-motorized Safety Program is $2,000,000.00 (402 PS, 405g).

Bicycle Safety Program

According to 2021 FARS and crash data, bicyclist involvement in traffic-related crashes remains a growing concern in Georgia, especially in urban and metropolitan areas. GOHS aims to reduce the number of bicyclist fatalities (C-11) and non-motorist serious injuries and fatalities (C-10a/b). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Bicycle Safety Program and fund agencies to enhance and promote bicycle safety and awareness through three primary countermeasures:

1. Bicycle Safety Education for Children (2-star NHTSA effectiveness rating)
2. Share the Road Awareness Programs (2-star)
3. Bicycle Safety Education for Adult Cyclists (1-star)

While these primary countermeasures have an NHTSA rating of less than 3-star effectiveness, extensive community outreach programs that focus on vulnerable road users (i.e., older pedestrians, young children, and new immigrant populations) are encouraged and supported by the Uniform Guidelines for State Highway Safety Program (Guideline No. 14). Bicycle program sub-recipients (all of which also implement pedestrian-related countermeasures) are also conducting other activities as part of this educational effort that includes bike fairs, cycling skills clinics, driver training, and the dissemination/promotion of bicycle protective gear (e.g., helmets and lighting/conspicuity equipment).

- ***Bicycle Safety Education for Children***
  GOHS sub-recipients will partner with local schools, neighborhood associations, and community centers to teach elementary-age students and their caregivers the basic skills for handling a bike on public roads with motor vehicles and other road users present. These educational outreach events and activities will provide relevant and valuable information to children participants and their caregivers on basic maintenance, visibility, helmet use, advanced crash avoidance maneuvers, and bicycle traffic law. Identified areas have not only a significant number of bicycle and non-motorist crashes but also an existing network of partners that provide services to the target population. The lessons taught in these education events will have a lifelong impact as children grow into the adult bicyclist and motorist population. Program participants will learn a life skill (behavioral change) and have an increased awareness for all road users, and therefore help decrease the number of bicyclist serious injuries and fatalities on Georgia's roadways.

- ***Share the Road Awareness Programs***
  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. Funds will be used to promote the use of nonmotorized road user safety equipment and the compliance with Georgia's 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.

- ***Bicycle Safety Education for Adult Cyclists***
  GOHS sub-recipients will partner with local communities to both introduce and refresh adults' basic skills for handling a bike on public roads with motor vehicles and other road users present. These educational outreach events and activities will provide relevant and valuable information to participants and on basic maintenance, visibility, helmet use, advanced crash avoidance maneuvers, and bicycle traffic law. Identified areas have not only a significant number of bicycle and non-motorist crashes but also an existing network of partners that provide services to the target population. The lessons taught in these educational events will have an impact of knowledge and awareness as the adult

bicycling community continues to grow both recreationally and as a means of alternative transportation. Program participants will learn a life skill (behavioral change) and have an increased awareness for all road users, and therefore help decrease the number of bicyclist serious injuries and fatalities on Georgia's roadways.

Pedestrian Safety Program

According to 2021 FARS and crash data, pedestrian involvement in fatal crashes, serious injury crashes, and all traffic-related crashes remains a growing concern in Georgia. GOHS aims to reduce the number of pedestrian fatalities (C-10) and non-motorist serious injuries and fatalities (C-10a/b). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Pedestrian Safety Program and fund agencies to enhance and improve pedestrian safety and promote awareness of pedestrian safety through three primary countermeasures:

1. Enforcement Strategies (3-star NHTSA effectiveness rating)
2. Conspicuity Enhancement (3-star)
3. Safe Walking Routes / Elementary-Age Child Pedestrian Training (3-star)

These primary countermeasures have an NHTSA rating of 3-star effectiveness and are supported by the best practices and research available. Pedestrian safety program sub-recipients (all of which also implement bicycle-related countermeasures) are also conducting other activities as part of this educational effort that includes participating in statewide media campaigns (e.g., GDOT's See and Be Seen and Share the Road Awareness Program) and other social media efforts.

- ***Enforcement Strategies***
  GOHS sub-recipients will have dedicated pedestrian safety law enforcement personnel charged with executing stops with both pedestrians and the motoring public who are in violation of state laws and best practices regarding pedestrian safety. Enforcement strategies will include face-to-face pedestrian and traffic stop interactions that will serve as activity milestones and result in either warnings or citations. Partnerships with local non-profit and Safe Kids organizations will aid in the educational aspects of community pedestrian safety enforcement. These activities and strategies will provide essential high-visibility enforcement that will ensure residents and visitors alike obey pedestrian safety laws areas where pedestrian fatalities have increased. The lessons learned by individuals who are warned and/or cited during these new enforcement activities can result in a behavioral change that will keep future generations of pedestrians safer from related crashes, injuries and fatalities, in addition to creating an increased awareness of pedestrian safety laws and practices that can not only help decrease the serious injuries and fatalities of pedestrians across Georgia.

- ***Conspicuity Enhancement***
  GOHS sub-recipients will partner with local elementary schools and communities to educate attendees about the importance of making oneself conspicuously visible while being a pedestrian. These outreach events will provide valuable information to their young, adult and senior participants on basic pedestrian safety as it relates to the "See and Be Seen" philosophy. The identified areas not only have pedestrian safety crash problems, but also an existing network of schools, communities and senior centers that provide the opportunity to provide the needed education to the target populations. The safety lessons taught in these educational events will provide walking enthusiasts of all ages a key factor of pedestrian safety education. Conspicuity enhancement education will provide a lifelong skill and behavioral change that will help decrease the number of serious injury and fatalities among the statewide pedestrian population.

- ***Safe Walking Routes / Elementary-Age Child Pedestrian Training***
  GOHS sub-recipients will partner with local schools to provide elementary-age children the key elements of using safe walking routes to school such as routes that includes sidewalks, crosswalks, crossing signals and crossing guards. These educational events will also include the distribution of educational items such as reflective armbands and belts, as well as clip-on lights. The identified areas not only have elementary-age children who walk to school, but also a network of schools willing to partner with the sub-recipients to provide the target population the needed education. This education of utilizing safe routes to school as pedestrians will provide a much-needed skill and behavioral change for the remainder of students' K-12 school years. This will help decrease the number of serious injury and fatalities among the intended areas' elementary-age pedestrian population.

5.7 OCCUPANT PROTECTION
(ADULT & CHILD PASSENGER SAFETY)

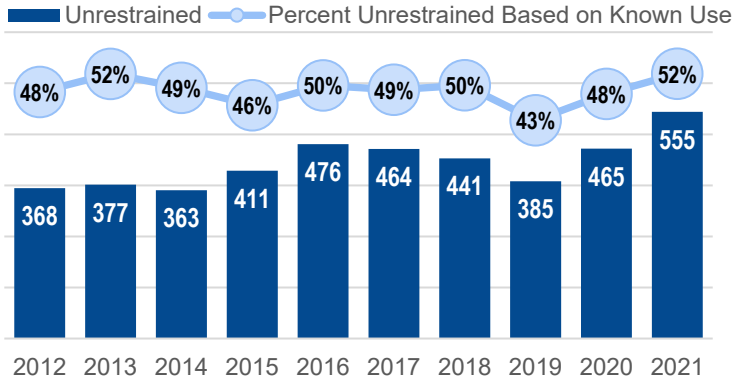
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 Occupant Protection 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 2021, there were 1,797 traffic fatalities in Georgia, of which 1,182 (66%) were occupants of passenger vehicles (PV). Of the 1,182 passenger vehicle occupants fatally injured, 555 (47%) were unrestrained, and 515 (44%) were restrained at the time of the crash. Restraint use was not known for the remaining 112 (9%) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 48% were restrained, and 52% 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 three percentage points, from 48% in 2020 to 52% in 2021. The number of fatally injured passenger vehicle occupants by restraint use for 2017 to 2021 is shown in the table below.

Percent and Number of Unrestrained Passenger Vehicle Occupants Fatally Injured (All Ages), 2012-2021*



*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 2012–2021

Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2017-2021

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		
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%
2021	515	44%	555	47%	112	9%	1,182	100%	48%	52%

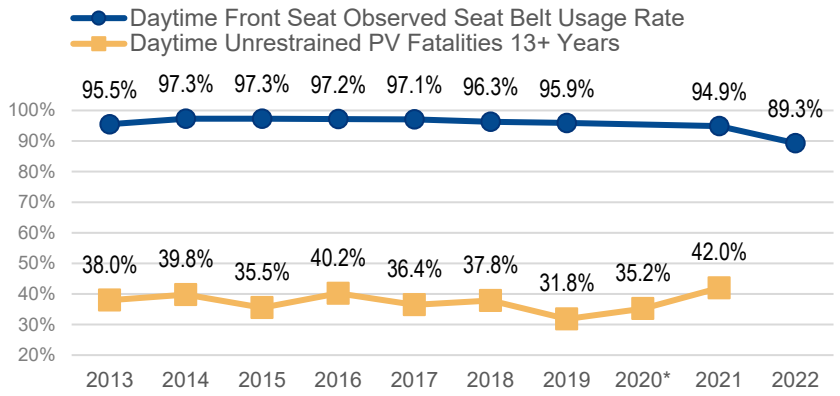
Note: The appropriate restraint system for children was not taken into consideration in the restraint classification.
Source: FARS 2017–2021

Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. According to the 2022 Georgia Seat Belt Observational Survey[14], the rate of seat belt use for drivers and front right-seat passenger vehicles[15] decreased by nearly 6% from 94.4% in 2021 to 89.3% in 2022. The seat belt usage rate for drivers and front seat passengers (right seating position) was nearly the same—89.2% among drivers and 90.4% among front seat passengers.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According to the 2022 Occupant Protection Observational Survey:

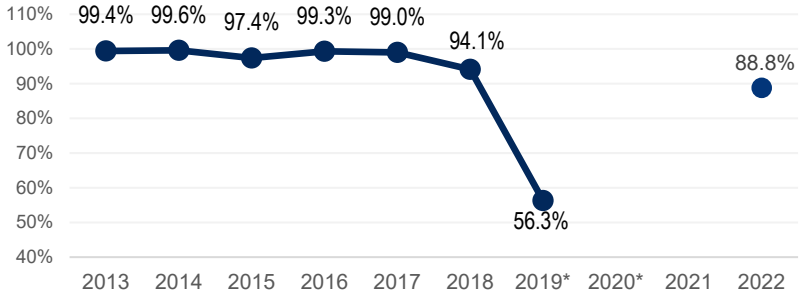
- Observed safety belt usage was highest in the Atlanta MSA (90.3%), followed by non-Atlanta MSAs (87.5%), and rural areas (81.7%).
- Safety belt usage for white occupants was higher (90.5%) than for non-white occupants (88.2%).
- Safety belt usage was higher for women (92.2%) than for men (86.7%).
- Safety belt usage was 90.1% in passenger cars, 90.2% in vans, and 81.9% in trucks.

Observed Safety Belt Use (2013-2022) 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 Usage, 2013-2022



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2022) **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.

*Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2017-2019, 2021-2022)**

		2017	2018	2019	2021	2022
Overall Safety Belt Use:		**97.1**	**96.3**	**95.9**	**94.8**	**89.3**
Location:	Atlanta MSA	97.4	96.0	96.8	97.2	90.3
	Non-Atlanta MSA	96.4	96.0	95.0	95.3	87.5
	Rural	94.8	96.8	95.0	94.0	81.7
Driver Ethnicity:	White	96.1	94.0	96.1	98.1	90.5
	Non-White	96.3	96.6	95.0	96.3	88.2
Driver Gender:	Male	94.4	94.3	94.2	93.2	86.7
	Female	99.2	99.0	98.1	98.6	92.2
Vehicle Type:	Car	98.3	97.3	97.3	97.9	90.1
	Truck	95.5	94.7	92.6	90.9	81.9
	Van	97.3	97.0	97.2	96.4	90.2

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2022) *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.

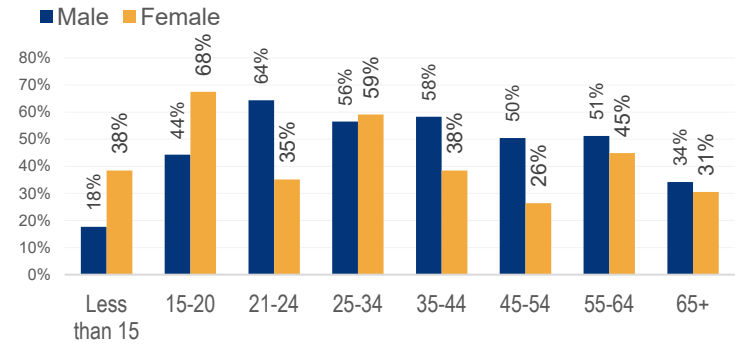
[14] Rupp, Jonathan. 2022. "Statewide Use of Seat Belt Restraints: An Observational Survey of Seat Belt Use in Georgia." The Injury Prevention Research Center at Emory (IPRCE), Emory University: Atlanta, Georgia

[15] Passenger vehicles are defined as passenger cars, light trucks (including vans, sport utility vehicles (SUV), and pickup trucks).

The figure to the right shows the percentage of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2021.

- 68% of fatally injured **female** PV occupants **15-to-20** years of age were unrestrained, compared to 44% of **male** PV occupants.
- 64% of fatally injured **male** PV occupants **21-to-24** years of age were unrestrained, compared to 35% of **female** PV occupants.

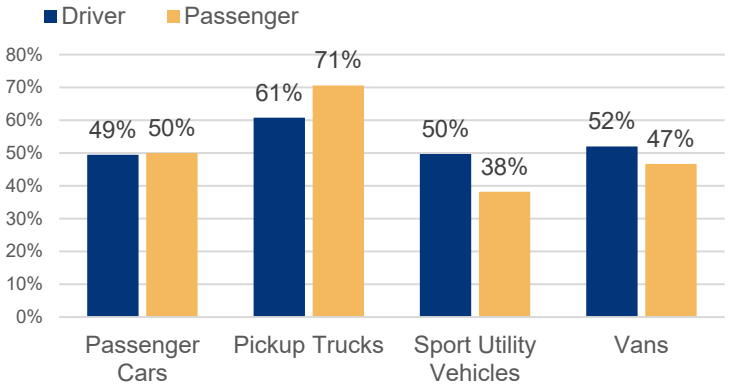
Percent of Unrestrained Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2021*



755 Male Passenger Vehicle Occupants with known age
418 Female Passenger Vehicle Occupants with known age
Note: Based on known restraint use
Source: FARS 2021

There were 258 passengers fatally injured in passenger vehicles in 2021. Fifty-six percent of the passengers fatally injured were riding in passenger cars. Among the 258 fatalities for which restraint use was known, 50% were unrestrained, but use varied by vehicle type: 71% of the passengers fatally injured in pickup trucks were unrestrained, compared to 38% in SUVs, 47% in vans, and 50% in passenger cars.

Percent of Unrestrained Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2021 (All Ages)*



Source: FARS 2021
*Based on known restraint use.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

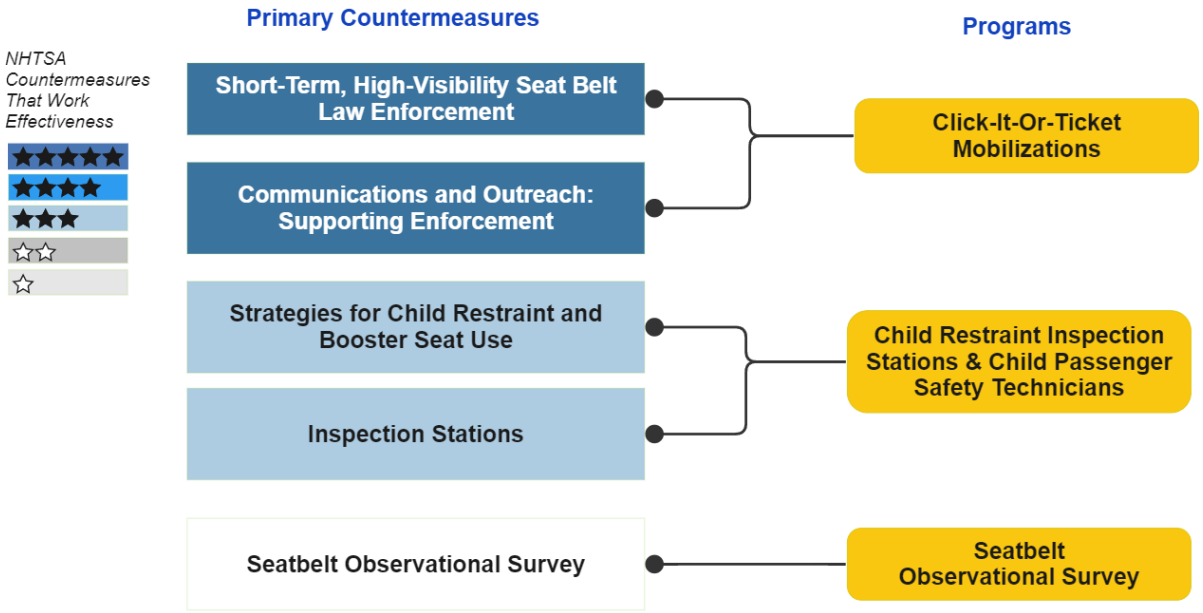
Core Outcome Measures		Baseline	Target
		2017-2021	2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(b): Occupant Protection Incentive Grant Application if the state meets the eligibility criteria. The 405(b) annual application has more detailed information on occupant protection countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the occupant protection primary countermeasures that will be implemented during the FFY24-FFY26 period.

GOHS will fund staff and activities that use high-visibility enforcement, communications and outreach, local-level interventions, and mass-media strategies to support other traffic safety program areas. The figure below shows the planned primary countermeasures within each program area to address to address the growing number of unrestrained traffic-related fatalities, serious injuries, and crashes that occur on Georgia roadways. Together, these primary countermeasures will increase awareness and compliance to Georgia's seatbelt laws and inform the general public of the dangers of other risky driving behaviors.



Click-It-Or-Ticket Mobilizations

Unrestrained passenger vehicle fatalities and non-compliance to seatbelt laws remains a traffic safety concern in Georgia. GOHS aims to reduce the number of unrestrained passenger vehicle fatalities (C-4) and total traffic fatalities (C-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Click-It-Or-Ticket program that will encourage proper restraint use among all passenger vehicle occupants of all ages through the following primary countermeasures:

1. Short-Term, High-Visibility Seat Belt Law Enforcement (5-star NHTSA effectiveness rating)
2. Communications and Outreach: Supporting Enforcement (5-star)

These primary countermeasures have an NHTSA rating of 5-star effectiveness and are supported by the best practices and research available. The law enforcement activities are also coupled with mass-

media campaigns and well-publicized events to increase drivers' awareness and compliance with Georgia seatbelt laws. The high visibility of law enforcement both in media and on roadways reinforces safer driving practices and gives drivers an increased perception of legal consequences if they fail to comply with the law.

See section 5.2 Communications and 5.9 Police Traffic Services and section for the estimated 3-year allocation of federal funds for the FFY24-FFY26 HEAT Projects (402 OP, 402 PM, 402 PT, 402 Unattd, 405b).

- ***Short-Term, High-Visibility Seat Belt Law Enforcement***
  Click It or Ticket has been shown to be an effective campaign to bring awareness to seatbelt usage. Georgia will continue to participate in the Click It or Ticket safety campaign through high-visibility enforcement of the seatbelt laws in Georgia. Crash data will be reviewed, and hot spot enforcement will be used, including rural Georgia where seatbelt usage continues to be lower than the overall state rate. Over the next three years, High Visibility Enforcement projects will include a seatbelt component, which will help increase compliance with the seatbelt laws and therefore increasing the state seatbelt usage rate.

- ***Communications and Outreach: Supporting Enforcement***
  GOHS will continue to support Click It or Ticket enforcement campaigns with paid media, earned media, and social media campaigns. GOHS will run two-week Click It or Ticket radio and television campaigns during the November and May enforcement periods, conduct news conferences before the Thanksgiving and Memorial Day travel campaigns, and post content that promotes seat belt and child restraint use for all motorists. In addition to the Click It or Ticket campaign, GOHS recently began working with surrounding states in a Seats Across the States campaign that targets populations that regularly cross state lines. This campaign is not only a partnership between state agencies, but also a partnership between state law enforcement. This campaign is meant to educate parents on best practices and on knowing the difference between state laws and being compliant with those laws. This campaign allows GOHS to include education as a part of a short term, high-visibility campaign. In the next three years, it is our goal to include two Seats Across the States campaigns in the spring and fall, as well as including more surrounding states.

Child Restraint Inspection Stations & Child Passenger Safety Technicians

Child restraint unuse and misuse remains a concern in Georgia. GOHS aims to reduce the number unrestrained passenger vehicle fatalities (C-4) and total traffic fatalities (C-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement child restraint inspection stations with technicians that will that support the dissemination and proper use of child safety seats. The primary countermeasure for this programmatic effort is 'Strategies for Child Restraint and Booster Seat Use'— a 3-star NHTSA effectiveness rating strategy that is supported by the best practices and research available.

The child restraint inspection stations also provide an opportunity to educate parents and caregivers on the value of proper car seat use, the restraint laws as it relates to both children and adults, and proper installation of the safety equipment. With the increase of awareness of safety practices within vehicles, parents/caregivers will adhere to these practices and the number of unrestrained fatalities for both adults and children will decrease.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Child Restraint Inspection Stations & Child Passenger Safety Technicians program is $6,010,394.79 (402 OP, 405b).

- ***Strategies for Child Restraint and Booster Seat Use, including "Tween" passengers***
  The GOHS will continue to support and fund agencies that educate the public on Child Passenger Safety (CPS). They will provide education to increase the number of Child Passenger Safety Technicians (CPST's) throughout the state and recertification training to retain CPST's. The retention and ongoing training of CPST's is essential to a successful program. The program helps improve CPST's knowledge of crash dynamics, proper child restraint use including all stages of child restraints, and proper harnessing. Child restraint use includes training parents and caregivers on all stages of restraint use from rear-facing only to booster seat to seat belt. The intended sub-recipients will provide education with an opportunity to receive a proper child restraint for low-income families.

  In FFY24-FFY26, GOHS will work with partners and sub-recipients to host car seat check events throughout the state of Georgia. GOHS will continue the effective Seats Across the States where Georgia partners with surrounding states to bring awareness to child safety. GOHS will also participate in National CPS week with the annual Caravan safety week which includes National Seat Check Saturday. The activities during Caravan will be held in counties with high rates of fatalities and serious injuries identified by FARS Data. Check events will educate the public on proper child restraint use.

  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. Georgia will continue to review data regarding this age group and if needed, create programs to effectively reach the tween age group.

- ***Inspection Stations***

  The Governor's Office of Highway Safety (GOHS) will continue to maintain a list of car seat fitting stations, or inspection stations, on the state website. Currently there are car seat inspection stations throughout the state of Georgia that reach both urban and rural communities. In addition to urban and rural populations, many of these car seat inspection stations reach other vulnerable populations, such as Black-African American, Hispanic, Asian, as well as high-poverty rates. When comparing demographics to the state's population, those counties with a higher percentage of a specific demographic were deemed a county with a high-risk population, especially when that demographic is historically overrepresented in crash data for fatalities and serious injuries. GOHS relies on many agencies to host inspection stations including health departments, police departments, fire departments, along with private, non-profit organizations. GOHS will continue to support and maintain this information on the website.

  The overall availability of CPS technicians throughout a State is a consideration in both maintaining inspection stations and educating parents and caregivers. Both retaining current CPST's and training new CPST's at underserved locations may be an important part of maintaining the effectiveness of this countermeasure. Currently, there are 1299 certified technicians, 75 certified instructors and three instructor candidates for a total of 1377 qualified personnel that can assist with car seat needs in their communities. To increase the number of CPST's in Georgia, GOHS is working hard to promote this education and by working with DPH and Safe Kids Georgia, has re-established the Georgia CPS Advisory Board, with the goal of maintaining and increasing CPST's by 200 technicians, or pre-2020 levels by FFY26. GOHS is also working with other state agencies and the newly established CPS Advisory Board to promote the National Digital Check Form (NDCF). The NDCF tracks valuable information such as misuses, and the types of vehicles most popular in specific areas. Working with local agencies and utilizing the NDCF will provide much needed insight into education that can be provided to local communities.

Reviewing data from the previous years in Georgia, it has been noted that the seatbelt usage is decreasing, and unrestrained passenger injuries and fatalities are increasing. Georgia plans to conduct a NHTSA occupant protection assessment which will be used as a roadmap to improve efforts to increase seatbelt use and reduce unrestrained fatalities.

Seatbelt Observational Survey

Monitoring seatbelt use is important to determine the effectiveness of programmatic efforts and the public compliance to the seatbelt laws. GOHS aims to increase the seatbelt usage rate among passenger vehicle occupants (B-1), including children. The observational survey also monitors helmet usage rates and distracted drivers. GOHS will continue to fund and support the implementation of statewide observational surveys. This strategy is supported and encouraged by the Uniform Guidelines for State Highway Safety Program (Guideline No. 20). The data and information collected by these annual observational surveys will be used to identify problems or emerging issues related to seatbelt usage and plan programs to address these identified issues.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Seatbelt Observation Survey is $900,000.00 (405b).

- ***Seatbelt Observational Survey***
  GOHS will continue to fund the intended sub-recipient responsible for conducting the statewide seatbelt survey. The Injury Prevention Research Center at Emory (IPRCE) selected 20 new counties according to 23 CFR 1340. The counties selected and approved by NHTSA will remain in place for five years, through 2027 per NHTSA guidelines. The data collected will help determine trends in Metro Atlanta, non-Metro Atlanta, and rural areas. This data will break down restraint use by age, demographic, sex, and vehicle type. The breakdown of this data will continue to provide valuable information that all future potential sub-recipients can use for future programmatic efforts. The Governor's Office of Highway Safety will continue to share this information, along with crash data, to communities most affected. This sharing of information will enhance community engagement in those areas that are overrepresented and underserved.

5.8 OLDER DRIVER

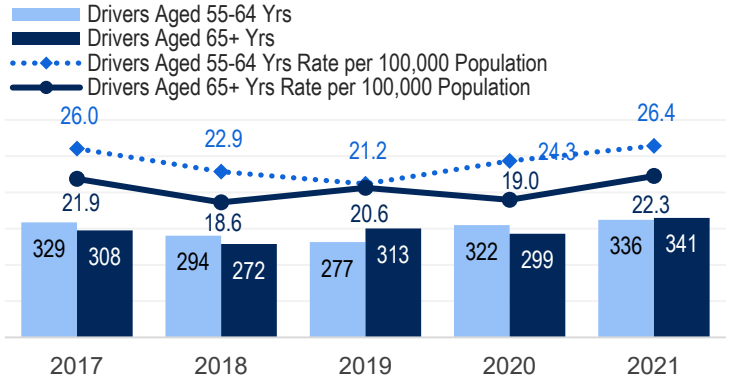
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 Older 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/

Older drivers aged 65+ years represented 15% of the population and 17% of all licensed drivers. However, they only represent 8% of all drivers involved in traffic crashes and 13% of all drivers involved in fatal crashes. Compared to other age groups, drivers 65+ years have the lowest rate of drivers involved in fatal crashes per licensed driver and per population. However, this age group has the highest rate of involvement in fatal crashes per 100,000 motor vehicle traffic crashes. The rate of older drivers involved in fatal crashes per 100,000 motor vehicle traffic crashes increases as the older drivers 65+ years continue to age. This is indicative of the vulnerability of that driving population and the fragility that aging brings.

Fatal crashes that involve drivers aged 65+ years increased by 14% (from 299 drivers in 2020 to 341 drivers in 2021) and the rate of drivers 65+ years involved in fatal crashes per 100,000 population increased by 17%. Across the decade, drivers 65+ years represented approximately 13% of all drivers involved in fatal crashes.

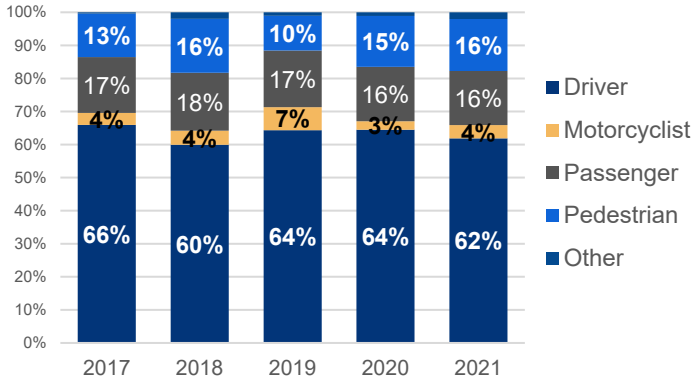
Older Drivers (55+ Years) Involved in Fatal Crashes and Rate per 100,000 Population, 2017–2021



Source: FARS 2017–2021

The to the right shows the percentage of fatalities in crashes involving older persons by person type and year. In 2021, 62% of all older person fatalities were the driver themselves, 16% were motor vehicle passengers, 16% were pedestrians, and 2% were other non-motorists. The proportion of older person fatalities that were pedestrians increased from 15% in 2020 to 16% in 2021. Out of the 309 pedestrian fatalities that occurred in 2021, 47 (15%) were 65+ years of age.

Involvement of the Older Population (aged 65+ years) in Traffic Fatalities by Person Type, 2017-2021



Source: FARS 2017-2021

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 2021, the rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years increased by 10% compared to the previous year – from 49.7 in 2020 to 54.54 in 2021.

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
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%
2021	1,584,071	196	574	47	47	864	54.54	▲ 10%

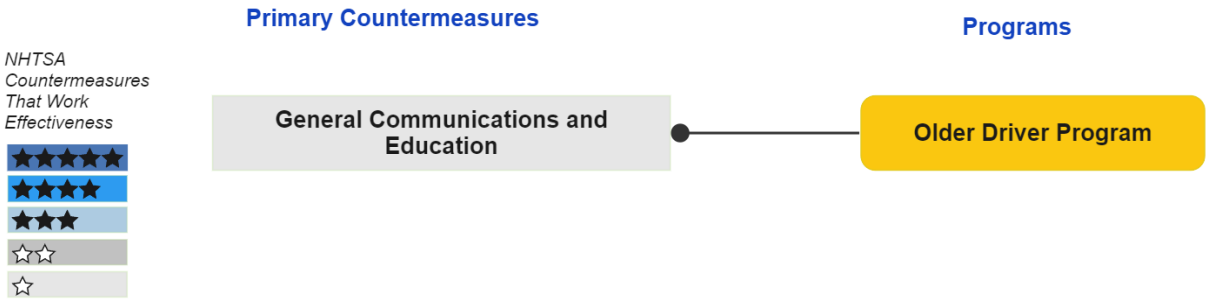
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
SHSP-1*	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	307	307*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS plans to continue the Older Driver Program which implements general communication and education as the primary countermeasure strategy (see figure below). This program addresses the growing number of older drivers (55-64 and 65+ age groups) involved in traffic-related crashes and the number of older persons being seriously or fatally injured in traffic-related crashes.



Older Driver Programs

Older drivers' involvement in traffic-related crashes and older person injured in traffic crashes remains a concern in Georgia. Throughout the decade, older drivers aged 65+ years represented nearly one-tenth of all drivers involved in fatal crashes. GOHS aims to reduce the number of older drivers involved in fatal crashes (SHSP-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Older Driver Program and fund agencies that reinforce safe driving practices for older drivers.

While this primary countermeasure for the Older Driver Program (General Communications and Education) has a NHTSA rating of less than 3-star effectiveness, it is supported and encouraged by the Uniform Guidelines for State Highway Safety Program (Guideline No. 13). GOHS sub-recipients working within this program area will work with other programs areas (i.e., non-motorist safety, occupant protections, licensing programs, impaired-driving, roadway improvements) to integrate older driver safety into the implementation efforts. These joint strategies will apply an older driver or older roadway user lens to the traffic safety effort and address their specific needs. Communication strategies will also be directed to this specific age group, their medical providers, and their family members.

Then estimated FFY24-FFY26, 3-year allocation of federal funds for the Older Driver Program is $650,000.00 (402 OD).

- ***General Communications and Education***
  GOHS sub-recipients 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 Older 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.

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. GOHS will continue to recognize that educational programs, such as CarFit and Yellow Dot, play an extremely important role in highway safety in the older driver community regarding their increasing vulnerabilities in the State of Georgia.

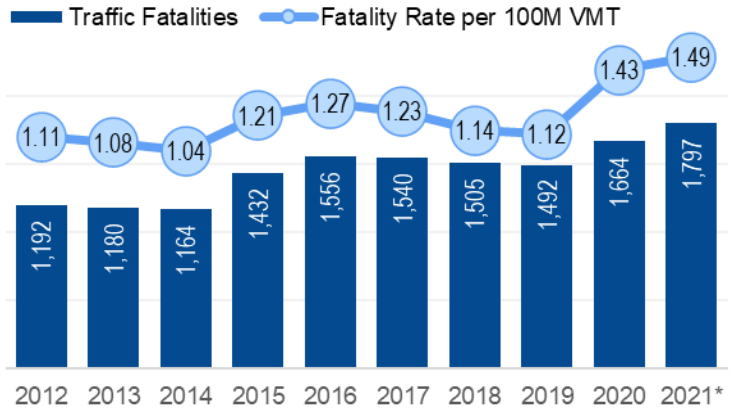
5.9 POLICE TRAFFIC SERVICES

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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/

FARS shows that there were 1,797 motor vehicle traffic fatalities in 2021—a 8% increase from the 1,664 roadway fatalities in 2020. Despite the increase in the number of fatalities, the estimated rate of traffic fatalities for every 100 million vehicle miles traveled (VMT) increased from 1.43 in 2020 to 1.49 in 2021. According to the Federal Highway Administration (FHWA) Office of Highway Policy Information Traffic Volume Trends, vehicle miles traveled in Georgia increased by 11% between 2020 and 2021—exceeding the pre-pandemic norms (see *Traffic Safety During the COVID-19 Public Health Emergency*, 2020 Georgia Traffic Safety Facts Issue Brief).

Fatalities and Fatality Rate per 100M VMT, 2011-2021



Source: FARS 2012–2021

Between 2017 and 2021, the number of suspected serious crash[16] injuries have steadily increased from year to year. Table 1 shows the number and rate of suspected serious injuries in Georgia between 2017 and 2021.

According to preliminary crash data, the number of suspected serious injuries increased by nearly 1,330 injuries (46%)—from 7,606 in 2020 to 8,937 in 2021 (Table 3). In 2021, there were 6.93 serious traffic injuries per 100M VMT (a 63% increase from 2017) and 2,306.7 serious traffic injuries per 100,000 traffic crashes (a 74% increase from 2017).

*Suspected Serious Injuries and Rates, 2017-2021**

Year	Suspected Serious Injuries	Suspected Serious Injury Rate	
		Per 100M VMT	Per 100,000 Crashes
2017	5,370	4.25	1,327.5
2018	6,401	4.79	1,590.8
2019	7,308	5.53	1,808.9
2020	7,606	6.58	2,293.0
2021*	8,937	6.93	2,306.7

Source: FFY2022 GOHS Core Performance Measures, *2021 CODES Preliminary data, *2021 Numetric Preliminary data (extracted December 2022) for total crashes, 2021 FHWA.

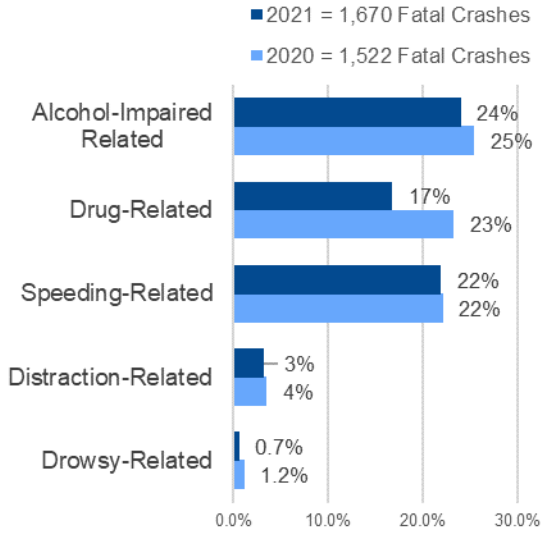
[16] Suspected Serious Injuries are reported by law enforcement responding to a motor vehicle crash scene. Suspected serious injury is used when any injury, other than fatal injury, prevents the injured person from walking, driving, or normally continuing the activities the person was capable of before the injury occurred. See Data Considerations for more information on serious injuries.

Risky driving refers to driver-related behaviors that contribute to the occurrence of traffic crashes or traffic-related injuries and fatalities. These behaviors include not using a proper restraint system when operating a motor vehicle (unrestrained), alcohol impairment, speeding, drug use, distracted driving, and drowsy driving. The figure 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 1,670 **fatal** crashes the occurred in 2021:

- 24% involved at least one ***alcohol-impaired*** driver;
- 17% involved at least one ***drugged*** driver;
- 22% involved at least one ***speeding*** driver;
- 3% involved at least one confirmed ***distracted*** driver (47% of **all traffic crashes** involved at least one suspected or confirmed distracted driver–not shown in Figure 1); and
- 0.7% involved at least one ***drowsy*** driver.

Additionally, 45% 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, 2020 and 2021



Note: Percentages are rounded

Source: FARS 2020-2021

*See the **"Distracted Driving"** Georgia Traffic Safety Facts for more information regarding distracted-related crashes.*

Risky-Driving-Related Fatalities by Type, 2017-2021*

Measure Type	2017	2018	2019	2020	2021
***Un*restrained Fatalities in Passenger Vehicles**	464	441	385	461	555
Annual % Change	▽ *-2%*	▽ *-5%*	▽ *-13%*	▲ *20%*	▲ *20%*
Alcohol-Impaired Driving Fatalities	357	379	355	373	391
Annual % Change	▽ *-6%*	▲ *6%*	▽ *-6%*	▲ *5%*	▲ *5%*
Speeding-Related Fatalities	248	268	260	380	369
Annual % Change	▽ *-7%*	▲ *8%*	▽ *-3%*	▲ *46%*	▽ *-3%*
Drug-Related Fatalities	90	81	43	331	278
Annual % Change	▽ *-3%*	▽ *-10%*	▽ *-47%*	***	▽ *-16%*
Distraction-Related Fatalities	82	65	43	61	56
Annual % Change	▲ *6%*	▽ *-21%*	▽ *-34%*	▲ *42%*	▽ *-8%*
Drowsy Driving Fatalities	22	24	18	19	11
Annual % Change	▲ *69%*	▲ *9%*	▽ *-25%*	▲ *12%*	▽ *-42%*
All Traffic-Related Fatalities	1,540	1,505	1,492	1,658	1,797
Annual % Change	▽ *-1%*	▽ *-2%*	▽ *-1%*	▲ *11%*	▲ *8%*

* 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 2017–2021

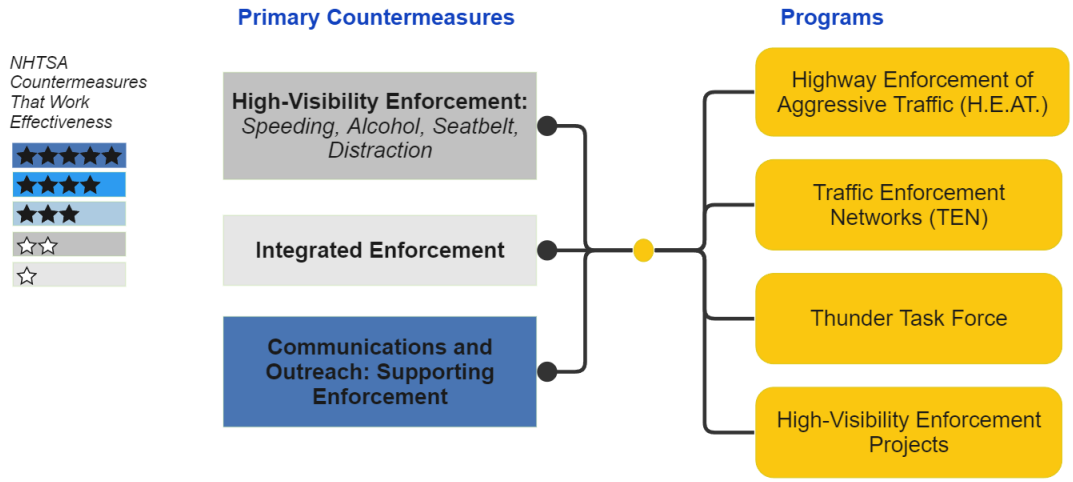
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	167	167*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS will fund staff and activities that use High Visibility Enforcement strategies to prevent and deter speeding, impaired driving, distracted driving, and other risky driving behaviors. The figure below shows the planned primary countermeasures to reduce the number of traffic fatalities, serious injuries, and motor vehicle crashes on Georgia roadways.



HEAT, Traffic Enforcement Networks, Thunder Task Force, and other HVE Projects

Traffic crashes, serious injuries, and fatalities related to speeding, drug/alcohol-impairment, unrestraint, distracted driving, and other risk driving behaviors remains a concern in Georgia, despite recent progress in the traffic safety program area. GOHS aims to reduce the number of total traffic fatalities (C-1), unrestrained fatalities (C-4), alcohol-related fatalities (C-5), speeding-related fatalities (C-6), and distraction-related fatalities (SHSP-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement traffic law enforcement strategies that will that reinforce safe driving practices and deter risky driving behaviors. The primary countermeasures for the police services programs are:

1. High-Visibility Enforcement (2-star NHTSA effectiveness rating)
2. Integrated Enforcement (1-star)
3. Communications and Outreach: Supporting Enforcement (5-star)

While these the high-visibility and integrated enforcement countermeasures have an NHTSA rating of less than 3-star effectiveness, they are encouraged and supported by the Uniform Guidelines for State Highway Safety Program (Guideline No. 15). The law enforcement activities are also coupled with mass-media campaigns, law enforcement mobilization campaigns, and well-publicized events to increase drivers' awareness and compliance with Georgia's DUI, seatbelt, speeding, and distracted driving laws. The communications and outreach countermeasure has a NHTSA rating of 5-stars. Together the mobilization campaigns and high visibility/integration enforcement will reduce the number of traffic fatalities, serious injuries, and crashes on Georgia's roadways.

The estimated FFY24-FFY26, 3-year allocation of federal funds for Police Traffic Services program area is: $8,981,123 for Highway Enforcement of Aggressive Traffic (H.E.AT.), $1,300,797 for Traffic

Enforcement Networks (TEN), $258,780 for Thunder Task Force, and $1,665,796 for High-Visibility Enforcement Projects (402 PT, 405d).

- ***High-Visibility Enforcement and Integrated Enforcement***

  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. In the high-visibility enforcement model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The Georgia Governor's Office of Highway Safety will maintain a multi-jurisdictional, high-visibility task force to address aggressive and impaired driving in Georgia. The goal of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program is to convince the public that aggressive driving, including impaired driving and speeding, are likely to be detected and that offenders will be apprehended.

  Thunder Task Force: 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). 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.

  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. Sixty to ninety 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.

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 975 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Governor’s Office of Highway Safety Law Enforcement Liaison (LEL) Program: The GOHS Law Enforcement Liaison staff will coordinate statewide comprehensive safety programs designed to reduce motor vehicle related crashes and eliminate serious 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.

The GOHS LEL Staff will utilize rollover simulators and seat belt convincers to conduct educational events at schools, community safety fairs, corporate safety training, and press events. The primary focus of these demonstrations is occupant protection and distracted driving.

- ***High-Visibility Enforcement Projects:***

  GOHS will continue to implement High-Visibility Enforcement strategies across Georgia to deter risky driving such as speed, distracted driving, impaired driving, and unrestrained passengers. Crash data will be reviewed, and hot spot enforcement will be used, including rural Georgia where seatbelt usage continues to be lower than the overall state rate. Over the next three years, HVE projects will include a seatbelt component, which will help increase the state seatbelt usage rate.

- ***Communications and Outreach: Supporting 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 state and local law enforcement agencies and Mothers Against Drunk Driving to hold news conferences in Atlanta prior to the Christmas/New Year's holiday season. 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.

Click It or Ticket: Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 89.3% in 2022, 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 the Click It or Ticket campaign.

100 Days of Summer H.E.A.T. *(Highway Enforcement of Aggressive Traffic):* 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 promote 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.

5.10 PREVENTING ROADSIDE DEATH

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Georgia's Move-Over Law, Ga. Code §40-6-16, was enacted in July 2016 and requires motorists travelling in in the lane adjacent to the shoulder to move-over one lane (or reduce speed) when emergency and utility vehicles are stopped on the side of the highway and operating in an official capacity. These vehicles include all first responders, utility vehicles, Department of Transportation vehicles, wreckers, and Highway Emergency Response Operator (HERO) units tending to a motor vehicle crash incident.

According to AAA-Georgia[17], each year there are nearly 350 roadside fatalities (people struck and fatally injured outside a disabled vehicle). Additionally, AAA-Georgia reports that nearly one out of every four drivers are unaware of the Move Over laws in Georgia. While the focus of the Move-Over Law has remained on emergency vehicles, the risk of attending a stopped or disabled vehicle on the roadside is significant for all road users. These road users by include motorist (or pedestrians) on roadside that are attending a disabled or stopped vehicle—changing a tire, refueling gas, or attending another vehicle repair need.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Because roadside fatalities include all road users—and not just emergency vehicles—there can be challenges in categorizing which fatal crashes are considered to be roadside fatalities. An investigation of crash cases (precrash and contributing factor fields) is necessary to develop a standardized definition of roadside crashes. A standard definition used to systematically extract fatality data, can lead to more strategic programmatic initiatives and accurate monitoring the impact of these programmatic efforts. Since the 'roadside fatality' definition that is and inclusive of all roadway users is not yet available, specific traffic safety performance measure for roadside fatalities was not developed.

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*

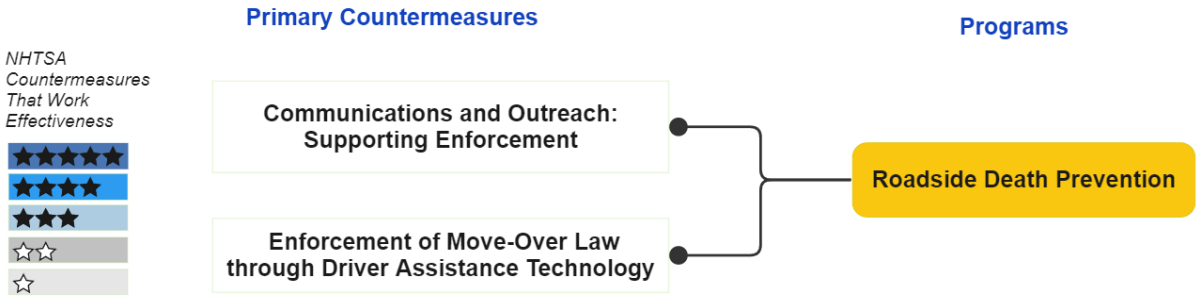
* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

[17]AAA Georgia, "AAA Launches "Move Over for Me" Campaign to Protect All Drivers on the Roadside" (June 16, 2023). Available at: https://media.acg.aaa.com/aaa-launches-move-over-for-me-campaign-to-protect-all-drivers-on-roadside.htm

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(h): Preventing Roadside Deaths Grant Application if the state meets the eligibility criteria. The 405(h) annual application has more detailed information on preventing roadside deaths countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the primary countermeasures for preventing roadside deaths that will be implemented during the FFY24-FFY26 period.

GOHS begin a new program area to address the number of traffic-related fatalities, serious injuries, and crashes that occur on Georgia's roadsides—Preventing Roadside Deaths.



Preventing Roadside Deaths

Roadside crashes, especially those involving emergency vehicles or motorists outside of a disabled vehicle, is a growing concern in Georgia. Recently, there have been much media attention on the roadside traffic-related incidents—some of which has been captured by law enforcement bodycam. Most of these media and viral videos involve emergency responders, tows trucks, DOT works, construction works, or other public service vehicles. There are other countless incidents that involve other road users that are not emergency responders. Since GOHS is still working to standardize the definition of "roadside fatalities" to include these other non-emergency vehicles, GOHS aims to reduce the number of overall traffic-related fatalities (C-1), serious injuries (C-2), and pedestrian injuries/fatalities (C-10a/b) that occur on roadsides. To make progress toward this goal and address these traffic safety issues, GOHS will continue to support sub-recipients that will provide communications and outreach that supports enforcement of Georgia's Move-Over laws. GOHS will also support the pilot program that encourages compliance with the Move-Over law through Driver Assistance Technology. This program will implement new countermeasure that are not yet rated by NHTSA's Countermeasures that Work.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Preventing Roadside Deaths is $200,000.00 (405h).

- ***Community & Outreach: Supporting Enforcement***
  GOHS works to increase the awareness Georgia's Move-Over laws through communications and outreach events. GOHS will launch "*Move-Over*" campaigns that will appear on social media, and during law-enforcement-hosted community events. Additionally, the campaign effort

will extend to other stakeholder groups that **are** also impacted by motorist who do not adhere to the Move-Over law—towing industries, lineman/utility trucks, DOT workers, construction workers, and other public service providers. These statewide campaigning efforts will deliver age-, cultural-, and industrial-appropriate content to prevent risky driving behaviors and encourage motorist to move over or slow down to prevent roadside crashes, injuries, and fatalities.

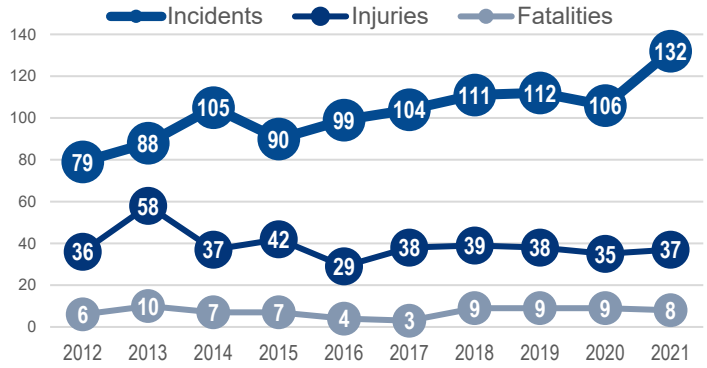
- ***Enforcement of Move-Over Law through Driver Assistance Technology***
  GOHS will implement a pilot program to that uses digital technology to prevent death and injury from crashes involving motor vehicles striking other vehicles, first responders, and individuals stopped at the roadside. Georgia and participating law enforcement agencies (e.g., HEAT and Georgia State Patrol Nighthawks) will deploy digital technology software that will alert approaching vehicles of what is ahead. This pilot program will equip first responders' vehicles with the ability to send digital alerts to approaching vehicles that will provide the advance notice necessary to safely pass stopped vehicles along the road. By slowing down or moving over, the number of roadside pedestrian deaths will reduce by encourage the compliance of the Move-Over law. These law enforcement sub-recipients will also participate in the "*Slow Down, Move Over*" campaign via local media and using other social media assets. As this is a statewide pilot program, ongoing monitoring will be captured in monthly electronic reports to track the effectiveness and impact of the program. The reports will show the key programmatic performance indicators including the total number of drivers that were alerted and roadside traffic-related incidents attended to by the pilot participants.

5.11 RAILROAD SAFETY

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the Federal Railroad Administration, there were 132 incidents involving Georgia railways and highways in 2021. Those 132 incidents resulted in 3375 injuries and 8fatalities. 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 2012 and 2021.

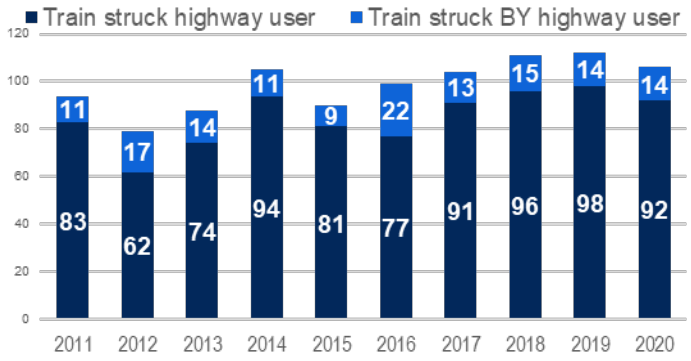
Georgia Highway-Rail Incidents, Injuries, and Fatalities (2012-2021)



2012-2021: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at https://safetydata.fra.dot.gov/OfficeofSafety/publicsite/query/gxrtally1.aspx as of June 10, 2023.

Across the years, rail incidents most often involved the train striking the highway user. In 2020, 92 out of the 106 incidents (87%) 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 Georgia Highway-Railway Crashes, 2011-2020



Source: Federal Railroad Administration

Passenger cars are the most common highway users involved in highway-railway incidents, followed by trucks with trailers. In 2021, there were 45 highway-railway incidents involving passenger cars and two involving a pedestrian. Most of the highway-railway incidents in 2021 occurred in the following counties: Fulton, Cobb, Chatham, and Gwinnett counties. Majority of these incidents occurred at public crossing.

Georgia Highway Users Involved in Highway-Railway Incidents, 2021

Highway User	Incidents
Cars	45
Trucks	24
Truck & Trailers	20
Van	2
Other Motor Vehicles	9
Pedestrians	2
Other Motor Vehicles	4
Total	*106*

Source: Federal Railroad Administration

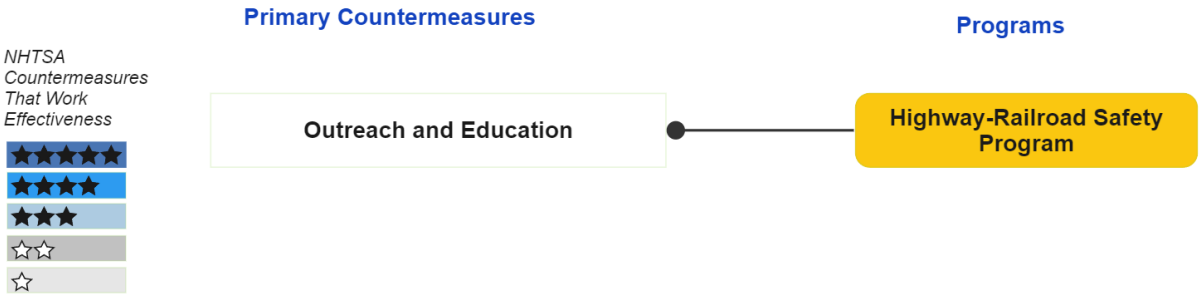
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS plans to continue the Highway-Railroad Safety Program to address the number of traffic-related fatalities, serious injuries, and crashes that occur on Georgia highway-railway intersections.



Highway-Railroad Safety Program

Intersection-related crashes, especially highway-railroad intersections, remains a concern in Georgia. In 2021, highway-railroad intersections represented nearly one-tenth of all Intersection-related crashes in Georgia. GOHS aims to reduce the number of overall traffic-related fatalities (C-1) and serious injuries (C-2) that occur at highway-railway intersections. To make progress toward this goal and address these traffic safety issues, GOHS will continue to support sub-recipients that will provide training and education to both the "first responders" and "general public" about safety around trains and railroad tracks. This primary countermeasure is not ranked in NHTSA Countermeasures that Work, however outreach and education is supported by the US Department of Transportation, Federal Railroad Administration (FRA). These programs deliver age-, cultural-, and industrial-appropriate content to prevent risky driving behaviors especially at railroad crossings.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Highway-Railroad Safety Program is $95,000.00.

- ***Outreach and Education***

  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 (OL) 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.

  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.

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.

5.12 SPEED MANAGEMENT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

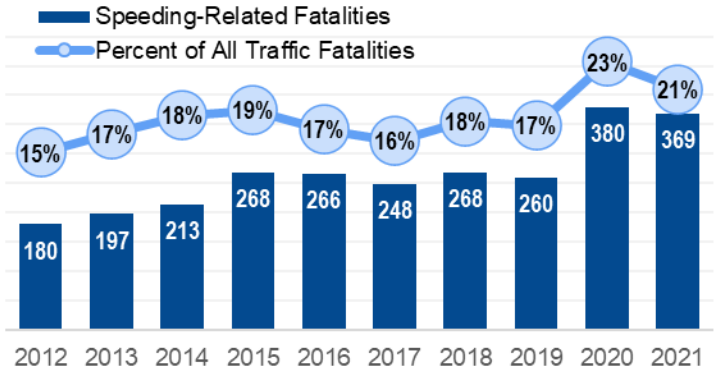
This section contains excerpts from the *2021 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

A ten-year trend shows that speeding-related fatalities more than doubled, from 180 in 2012 to 369 in 2021. Between 2020 and 2021, speeding-related fatalities decreased by 3%, from 260 to 380 fatalities. Twenty-one percent of all traffic fatalities (369 out of 1,797) were speeding-related in 2021, compared to 23% (380 out of 1,664) in 2020.

In 2021, there were 1,190 persons with suspected serious injuries involved in speeding-related crashes — a 6% increase from the 1,127 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 2021.

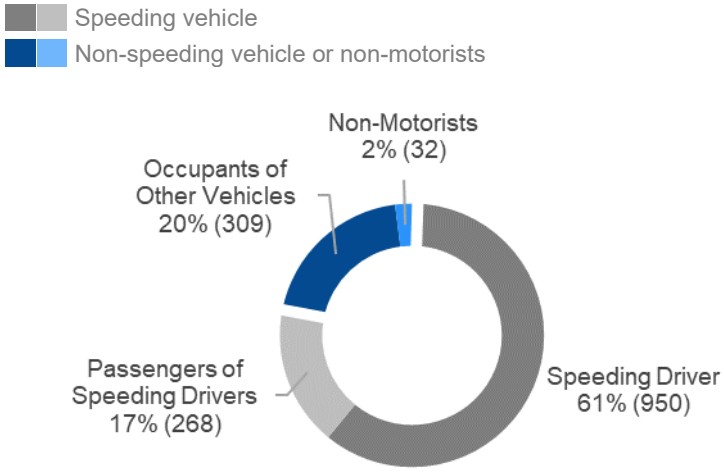
- 78% were in the speeding vehicle (represented by gray in the figure).
  - 61% were the speeding drivers themselves.
  - 17% were passengers of the speeding drivers.
- 22% were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 20% were occupants of other vehicles that were *not* operated by the speeding driver.
  - 2% were non-motorists (i.e., pedestrians or bicyclists).

Speeding-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2012-2021



Source: FARS 2012–2021

Percent of Persons Fatally or Seriously Injured in Speeding-Related Crashes by Person Type, 2021



369 Fatal Injuries
1,190 Serious Injuries

Source: CODES 2021, FARS 2021

A three-year trend shows that speeding-related traffic crashes and serious injury crashes have steadily increased each year.
Between 2020 and 2021:

- Speeding-related fatal crashes decreased by 1%;
- Speeding-related serious injury crashes increased by 8%; and
- Speeding-related traffic crashes decreased by 1%.

Speeding-Related Crashes by Crash Type, 2019-2021

Traffic Measure	2019	2020	2021
Speeding-related fatal crashes	220	337	334
Annual % Change	▽ *-11%*	▲ *53%*	▽ *-1%*
Speeding-related serious injury crashes	799*	924	1,001
Annual % Change	▲ *53%*	▲ *16%*	▲ *8%*
Speeding-related crashes	15,918	18,262	17,845
Annual % Change	▲ *44%*	▲ *15%*	▽ *-1%*

*DOT-523 Crash Report Manual Version 3.0 was revised January 2018 with a more detailed definition for serious injury.
Source: CODES 2019-2021, FARS 2019-2021

Urban vs. Rural[18]

In 2021, 97 out of 159 Georgia counties experienced at least one speeding-related fatal crash. DeKalb and Fulton counties had the highest number of speeding-related fatal crashes—18% of all speeding-related crashes in Georgia were in these counties.

Other urban counties have the most speeding-related fatal crashes and rate of speeding-related fatal crashes per 100M VMT. In 2021, the speeding-related fatal crashes per 100M VMT for the regions were:

- 0.24 in the Atlanta region (21% of all fatal crashes were speeding-related);
- 0.30 in other urban regions (21% of all fatal crashes were speeding-related); and
- 0.30 in rural regions (17% of all fatal crashes were speeding-related).

Speeding-Related Fatal Crashes, Percent of Fatal Crashes that are Speeding-Related, and Speeding-Related Fatal Crash Rate (per 100M VMT) by Region, 2020 and 2021

Region	2020			2021		
	Number	Percent of all Fatal Crashes	Rate	Number	Percent of all Fatal Crashes	Rate
Atlanta Region (10 counties)	102	22%	0.21	117	21%	0.24
Other Urban Counties (31 counties)	129	25%	0.34	126	21%	0.30
Rural Counties (118 counties)	106	19%	0.35	91	17%	0.30
Statewide	**337**	**22%**	**0.29**	**334**	**20%**	**0.28**

Source: FARS 2020-2021

See the 2021 Risky Driving Georgia Traffic Safety Facts Appendix for 2017-2021 speeding-related fatal crashes by roadway function class, regional traffic enforcement network, and county.

[18] Rural counties are counties that have a residential population less than 50,000 persons. This is different than roadway classifications where urban road systems can be located in urban clusters (or metropolitan areas) of at least 2,500 persons within the rural counties.

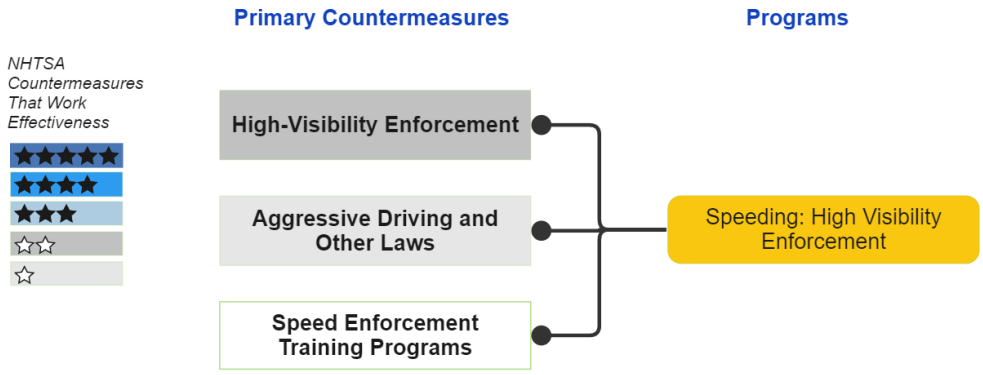
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2017-2021	2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS plans to continue High Visibility Enforcement to prevent and deter speeding and other aggressive driving behaviors. The figure below shows the planned primary countermeasures to reduce the number of speeding-related traffic fatalities on Georgia roadways.



Speeding: High Visibility Enforcement

Traffic crashes, serious injuries, and fatalities related to speeding or aggressive drivers still remains a concern in Georgia, despite recent progress in the traffic safety program area. Nearly a one-fifth of all motor vehicle fatal crashes involve at least one speeding driver. GOHS aims to reduce the number of speeding-related fatalities (C-6) and total traffic fatalities (C-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Enforcement strategies that will that reinforce safe driving practices and deter risky driving behaviors. The primary countermeasures for the Speeding HVE are:

1. High-Visibility Enforcement for Speeding (2-star NHTSA effectiveness rating)
2. Aggressive Driving and Other Laws (1-star)
3. Speed Enforcement Training Programs (not rated by NHTSA)

While these primary countermeasures have an NHTSA rating of less than 3-star effectiveness, high visibility enforcement of the State's speeding laws and law enforcement training on HVE and speed-detection devices are encouraged and supported by the Uniform Guidelines for State Highway Safety Program (Guideline No. 19). The law enforcement activities are also coupled with mass-media campaigns, law enforcement mobilization campaigns, and well-publicized events to increase drivers' awareness and compliance with Georgia's DUI, seatbelt, speeding, and distracted driving laws. The high visibility of law enforcement in addition to training law enforcement on how to effectively enforcement the law will lead to safer driving practices among drivers and increase their perception of legal consequences if they fail to comply with the law.

The estimated FFY24-FFY26, 3-year allocation of federal funds for the Speeding High Visibility Enforcement is $3,227,520 (402 PT, 402 SC).

- ***High-Visibility Enforcement for Speeding***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the speed and aggressive driving laws across the state. GOHS 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 the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of high speed and aggressive driving.

- ***Aggressive Driving and Other Laws***
  According to the NHTSA Countermeasures that Work, 10th edition, aggressive driving actions are covered by specific traffic laws, such as the laws regarding speeding, improper lane changes, and following too closely, or by general laws, such as those that target reckless driving. Georgia has these laws active, plus Aggressive Driving and additional super speeder fines. Georgia HEAT teams, Georgia State Patrol, and high-visibility enforcement programs will focus on enforcing these laws to reduce crashes and eliminate serious injuries and fatalities on the roadways.

- ***Speed Enforcement Training Programs***
  Georgia will partner with sub-sub-recipients to educate law enforcement on speed detection and traffic laws. Advanced level law enforcement training programs focus on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives.

5.13 TRAFFIC RECORDS

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2021, 1,797 traffic fatalities, 8,937 serious injuries, and 387,444 motor vehicle crashes occurred 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 continues to see an increase in traffic-related fatalities and serious injuries. Moreover, Federal Highway Administration (FHWA) Office of Highway Policy Information Traffic Volume Trends shows that vehicle miles traveled in Georgia increased by 4% between 2020 and 2021—exceeding the pre-pandemic norms. As a result, there was an 8% increase in the number of traffic-related fatalities, from 1,664 in 2020 to 1,797 in 2021.

Reliable and accurate traffic data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility— is critical to identifying traffic safety problems and developing effective data-driven countermeasures to reduce injuries and deaths caused by crashes. Georgia's Traffic Records System is comprised of six core system components—Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and EMS/ Injury Surveillance—as well as the organizations and people responsible for them working to maximize the overall quality and usability of traffic safety data for state programming, operational management, and strategic planning.

GA Traffic Records Data Systems

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 either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 99.13% of the state's crash reports are transmitted electronically. Additionally, GDOT's partnership with Numetric Inc. provides graphical, tabular, and spatial tools for the state 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 which includes around 1,100 autonomous local courts at all levels with traffic jurisdiction. As a result, courts use proprietary case management systems that are, for the most part, not interoperable with other courts in the State. These courts account for most traffic adjudications within the State. Each local court bears responsibility to securely and accurately transmit traffic case conviction data electronically to the Georgia Department of Driver Services (DDS). Georgia's driver data system receives data from other systems, including the reporting of citations and their dispositions through the Georgia Electronic Conviction Processing System (GECPS) interface. Recently enacted and signed S.B. 272 (2023) granted the Administrative Office of the Courts (AOC) the responsibility for implementation and continued maintenance of uniform standards for case management, data collection and transmission. The AOC will train and educate court staff on streamlining prosecution of traffic citations to improve tracking of citations and convictions to the GECPS system, decrease errors, and contribute to state traffic data collection.

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 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. The CODES (Crash Outcome Data Evaluation System) project links agencies and highway safety data owners to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*
C-7*	To maintain or reduce motorcyclist fatalities to **167*** (2020-2024 rolling average) by 2024.	167	167*
C-8	To maintain or reduce un-helmeted motorcyclist fatalities to **15** (2020-2024 rolling average) by 2024.	15	*15*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*
SHSP-1*	To maintain or reduce the number of older drivers involved in fatal crashes to **307*** (2020-2024 rolling average) by 2024.	307	307*
C-10a*	To maintain or reduce pedestrian fatalities to **267*** (2020-2024 rolling average) by 2024.	267	267*
C-10b*	To maintain or reduce non-motorist serious injuries and fatalities to **797*** (2020-2024 rolling average) by 2024.	797	797*
C-11	To reduce the number of bicyclist fatalities from 23 (2017-2021) to **22** (2020-2024 rolling average) by 2024.	23	*22*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

TRAFFIC RECORDS FFY24-FFY26 PERFORMANCE MEASURES

CRASH							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accuracy	C-A-1: 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	33%	33%	33%	33%	33%
Integration	C-I-1: Percent of transported reported crash records linked to ED only records	Number of crash records linked to an ED record/total number of transported reported crash records	39%	40%	40%	40%	40%
	C-I-2: Percent of transported reported crash records linked to hospital discharge records	Number of crash records linked to hospital discharge records/ total number of transported reported crash records	29%	30%	30%	30%	30%
	C-I-3: Percent of transported reported crash records linked to EMS records	Number of crash records linked to EMS records/ total number of transported reported crash records	2%	3%	3%	3%	3%
VEHICLE							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accessibility	V-X-1: Number of registered vehicles in Georgia listed publicly	Current number is posted on the registration statistics page on the Georgia Drives E-Services Site	N/A	10550055	10550055	10550055	10550055
Accuracy	V-A-1: % of vehicle records with suspected errors	Identified vehicle records that are held back to be verified due to suspected error/ total vehicle records submitted	<1%	<1%	<1%	<1%	<1%
Integration	V-I-1: Percent of motorcycle records linked to crash records	Number of motorcycle records linked to a crash records/ total number of motorcycle records	N/A	(0) during development	>0	>0	>0
DRIVER							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accessibility	D-X-1: Number of Distracted Driver Convictions posted on the Public DDS Distracted Driver Data Report	Annual total of Distracted Driving Convictions is posted publicly on the Distracted Driving Report compiled from the DDS IT Department using 10 conviction codes	50,963	50,963	50,963	50,963	50,963
	D-X-2: Number of updated Driver Reports Publicly available	The public facing DDS Reports site actively updates the following reports with the most recent available data: The Driver Summary Report, DUI Data, Distracted Driving, "Move Over" Data, Reckless Driving Data, and Commercial Driver's License Driver Shortages	6	6	6	6	6
Integration	D-I-1: Total number of crash and driver integration projects	Number of CODES data linkage projects linking crash and driver	1	1	1	1	1

CITATION/ ADJUDICATION							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accessibility	C/A-X-1: Average number of convictions reported monthly to GECPS that are posted on the Public DDS Traffic Convictions Report site.	Average total convictions submitted to GECPS are reported monthly. They are shared publicly online, monthly, in the DDS Monthly Traffic Convictions Report.	41,985	41,985	41,985	41,985	41,985
	C/A-X-2: Average number of FTA's received monthly	Average total FTA 's submitted to GECPS from courts.	14,800	14,800	14,800	14,800	14,800
Accuracy	C/A-A-1: Maintain a error rate for citations below the GOHS established 5% minimum.	Error Rate is reported in the Error Resolution Summary Report. It is based on total citations sent in by each court for the month and the percentage that was returned in error.	2.81%	<5%	<5%	<5%	<5%
Completeness	C/A-C-1: Number of courts submitting citations with no missing mandatory data elements developed by the AOC *see Citation & Adjudication Component	Measure completeness by dividing the number of records missing no mandatory data elements by the total number of records entered into the database. *see AOC Update	70	70	70	70	70
Integration	C/A-I-1: Percent of crash citations with a DUI code linked to a DDS conviction.	Percent of crash citations with a DUI code linked to DDS conviction.	N/A	(0) during development	>0	>0	>0
Timeliness	C/A-T-1: Average percent of convictions reported through GECPS late (>10 days)	Total number convictions reported to GECPS 11 days or more/ Total number of convictions reported through GECPS	18.45%	<18.45%	<18.45%	<18.45%	<18.45%
Uniformity	C/A-U-1: Number of courts submitting citations according to uniform standards developed by the AOC *see Citation & Adjudication Component	Annually compile number of courts entering citations according to uniform standards developed by AOC. *see AOC Update	609	609	609	609	609

The State of Georgia has a non-unified court system where local courts are autonomous. Georgia's decentralized court system includes around 1,100 courts at all levels with traffic jurisdiction. As a result, courts use proprietary case management systems that are, for the most part, not interoperable with other courts in the State. These courts account for most traffic adjudications within the State. Each local court bears responsibility to securely and accurately transmit traffic case conviction data electronically to the Georgia Department of Driver Services (DDS). Georgia's driver data system receives data from other systems, including the reporting of citations and their dispositions through the Georgia Electronic Conviction Processing System (GECPS) interface. The Judicial Council of Georgia/Administrative Office of the Courts (AOC) does not provide a case management system for the traffic courts, nor does it currently maintain a centralized database for traffic case data. Recently enacted and signed S.B. 272 (2023) granted the AOC the responsibility for implementation and continued maintenance of uniform standards for case management, data collection and transmission. The AOC, with the Criminal Case Data Exchange Board, will regularly review and update uniform standards for the software used to collect and transmit criminal history data between local and state criminal justice agencies. Requirements for court applications will include mandatory data elements and acceptable entries for each element drawn from standardized tables. These requirements will be integrated into the software to ensure that data transmissions are complete, accurate, and accessible to the appropriate parties. The AOC will train and educate court staff on streamlining prosecution of traffic citations, improve tracking of citations and convictions to the GECPS system, decreasing errors, and contributing to data collection toward the state's goals of decreasing crashes, injuries, and fatalities.

INJURY SURVEILLENCE - EMS							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accuracy	I-A-1: Percent of EMS patient care reports with no errors in critical data elements.	Validity score is used to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. GEMSIS Elite consists of validation rules which are business logic rules and a point value is assigned to each validation rule.	99.03%	99.03%	99.03%	99.03%	99.03%
Completeness	I-C-1: Percent of EMS patient care reports with no missing critical data elements.		99.03%	99.03%	99.03%	99.03%	99.03%
	I-C-2: Percent of EMS patient care reports with no missing data elements.		99.03%	99.03%	99.03%	99.03%	99.03%
	I-C-3: Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value.		99.03%	99.03%	99.03%	99.03%	99.03%
Integration	I-I-1: Percent of appropriate records in the EMS file that are linked to another system or file.	Records in GEMSIS Elite that are linked to other EMS systems such as Georgia Patient Registry, Hospital Hub and biospatial/ total records	99.03%	99.03%	99.03%	99.03%	99.03%
Timeliness	I-T-1: The median or mean number of hours from (a) the date of an EMS run to (b) the date when the EMS patient care report is entered into the database.	5 points are deducted from data submitted into GEMSIS Elite if the back in service time is more than 36 hours after the call started. Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03)	187.58 hours	>187.58 hours	>187.58 hours	>187.58 hours	>187.58 hours
Uniformity	I-U-1: Percent of records on the State EMS data file that are compliant with National Emergency Medical Service Information System (NEMSIS).	The uniformity of the data submitted to GEMSIS Elite is determined by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.	99.03	99.03	99.03	99.03	99.03
	I-U-2: The number of records on the State EMS data file that are NEMSIS compliant.		99.03	99.03	99.03	99.03	99.03
INJURY SURVEILLENCE - TRAUMA							
Performance Area	Data System Performance Measure	Specification of how the Measure is Calculated	Baseline FFY2022	Baseline FFFY23	FFY 2024	FFY 2025	FFY 2026
Accuracy	T-A-1: The percentage of trauma records with no errors in the ICD-10 E-Code data element.	The percentage of trauma records with no errors in the ICD-10 E-Code data element.	99.30%	99.30%	99.30%	99.30%	99.30%
Completeness	T-C-1: The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	91.00%	91.00%	91.00%	91.00%	91.00%
	T-C-2: The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	66.10%	66.10%	66.10%	66.10%	66.10%

	T-C-3: The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	99.80%	99.80%	99.80%	99.80%	99.80%
Integration	T-I-1: The percentage of appropriate records in the trauma registry data base that are linked to another system or file.	The percentage of appropriate records in the trauma registry data base that are linked to another system or file/ total records	60.70%	60.70%	60.70%	60.70%	60.70%
Timeliness	T-T-1: The median number of days from the date the patient was discharged to the date the trauma record was entered and closed.	The median number of days from (a) the date the patient was discharged to (b) the date the trauma record was entered and closed.	44 Days	44 Days	44 Days	44 Days	44 Days
	T-T-2: The percentage of trauma record closure rate within 60 days of discharge date.	Trauma record closure rate within 60 days of discharge date/ total Trauma records	72.20%	72.20%	72.20%	72.20%	72.20%
Uniformity	T-U-1: The number of trauma compliant data elements	The number of trauma compliant data elements imported into the trauma registry or obtained via linkage to other database.	(0) during development	>0	>0	>0	>0
INJURY SURVEILLENCE - ED/ HOSPITAL							
Performance Area	**Data System Performance Measure**	**Specification of how the Measure is Calculated**	**Baseline FFY2022**	**Baseline FFFY23**	**FFY 2024**	**FFY 2025**	**FFY 2026**
Accessibility	E-X-1: Number of new classifiers in the updated OASIS interface	Number of new classifiers for hospitalizations/ER visits due to MV crashes by vehicle type and person (pedestrian etc.), roadway type including off-road, and intent	(0) during development	(0) during development	3	6	9
Completeness	E-C-1: Number of Social Vulnerability Index (SVI) interfaces on 2020 Geographies	Number of locations w/ SVI	NA	In process	In process	3	3
Integration	E-I-1: Total (percent) of ED/hospital records linked to trauma records	Number of MV ED/hospital records linked to MV EMS and crash records/total number of ED/hospital records	77.50%	78%	78%	78%	78%
Timeliness	E-T-1: Decrease time to supply annual ED/hospital data to internal partners	Months difference between last day of a quarter and the date of data supply to CODES after receiving it from GHA	1 year	4 months	4 months	3 months	3 months

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(c): State Traffic Safety Information System Improvements Grant Application if the state meets the eligibility criteria. The 405(c) annual application has more detailed information on state traffic record systems, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the Georgia traffic records information systems for the FFY24-FFY26 period.

GA Traffic Records Information System

The Georgia traffic records system assists 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 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.

GA Traffic Records Coordinating Committee (TRCC)

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 Traffic Safety Information System funding, received in FFY06-FFY23 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 fund grant projects that are appropriately prioritized, data-driven, and evaluated for effectiveness. 405(c) grant funding is allocated for salaries and activities which are directly related to the problem identification, performance targets, and countermeasure strategies for Georgia Traffic Records improvements. The Traffic Records Information System 405 (c) also funds the contracted State Injury Epidemiologist Consultant to produce detailed, Georgia Traffic Safety Fact Sheets for SHSP priority areas as well as to compile and produce traffic fatality and injury reporting for grant applications, data-driven countermeasures, and compilation of the triennial Highway Safety Plan.

5.14 YOUNG DRIVER
(TEEN TRAFFIC SAFETY PROGRAMS)

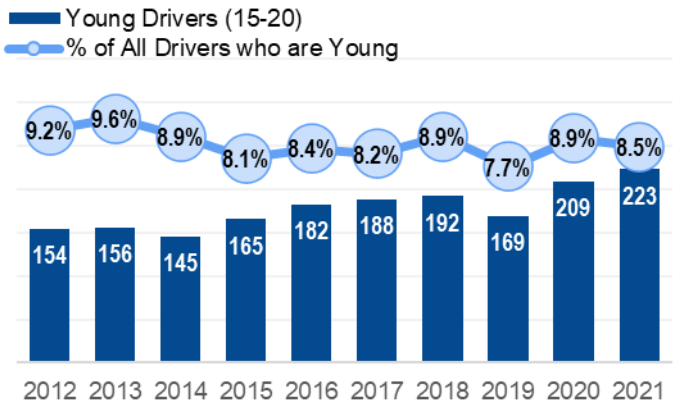
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2021 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, 70% of all youth (15-20 years) held either an instructional permit or driver's license in 2021. Young drivers (ages 15-20 years) accounted for 7.9% (633,567) of all licensed drivers in 2021.

In 2021, the number of young drivers (ages 15-to-20 years) involved in fatal crashes increased by 7% (from 209 drivers in 2020 to 223 drivers in 2021). 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 2012-2021.

Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2012–2021



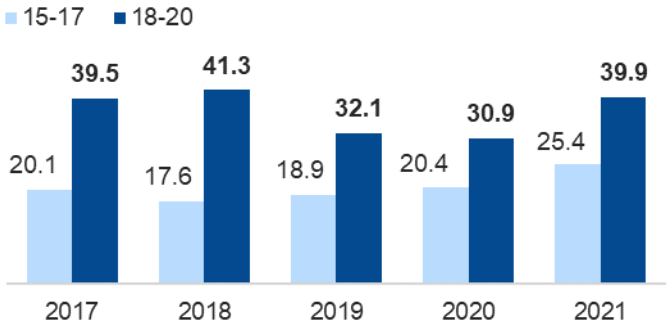
Source: FARS 2012–2021

Over the past 5-years (2017-2021), young drivers represented an average of 8.5% of all drivers involved in fatal crashes.

During this period, 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 2021:

- 70% of young drivers involved in fatal crashes were 18-to-20 years of age (149 out of 215).
- 39.9 out of every 100,000 licensed drivers aged 18 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, 2017-2021



Source: FARS 2017–2021, DDS 2017-2021

The table below shows the number of total fatalities in crashes with young drivers between 2017 and 2021. In fatal crashes involving young drivers for the 5-year period from 2016 to 2020:

- Young drivers fatally injured decreased by 31% (from 71 fatalities in 2017 to 93 fatalities in 2021).
- Fatalities among the passengers of young drivers decreased by 7% (from 41 fatalities to 38 fatalities).
- Occupant fatalities of other vehicles that were not operated by the young driver increased by 12% (from 67 fatalities to 76 fatalities).
- Non-motorist fatalities – pedestrians, bicyclists, or other non-motorists – decreased by 8% (from 24 fatalities to 22 fatalities).

Number of Fatalities in Crashes Involving Young Drivers by Person Type and Year, 2017-2021

Year	Young Drivers (15 - 20)	Passengers of Young Drivers by Age				Occupants of Other Vehicles	Non-Motorists	Total
		< 15	15 - 20	21 +	Total			
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
2021	93	3	21	13	38*	76	22	229

Source: FARS 2017-2021
*Total includes a fatally injured passenger of a young driver with unknown age

Drivers aged 15-to-24 and 25-to-34 years involved 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: 13% of all licensed drivers; 21% of all drivers involved in a fatal or serious injury crash; 40% of all speeding drivers involved in a crash; 19% of all drivers confirmed or suspected of alcohol- and/or drug impairment involved in a crash; and 27% of all drivers confirmed or suspected of distracted driving involved in a crash.

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, 2021

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	13%	21%	40%	19%	27%
15-20	*8%*	*10%*	*23%*	*7%*	*14%*
21-24	*7%*	*11%*	*18%*	*12%*	*13%*
25-34	18%	25%	29%	32%	25%
35-44	16%	18%	14%	22%	17%
45-54	16%	15%	8%	13%	13%
55-64	16%	12%	5%	10%	10%
65+	19%	10%	3%	4%	7%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**

Source: DDS 2021, CODES 2021 * 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.

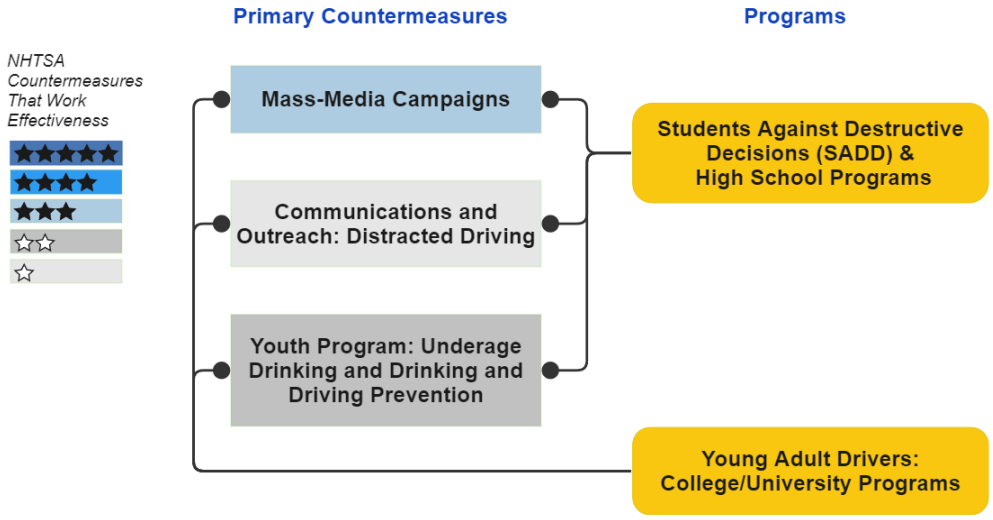
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline 2017-2021	Target 2020-2024
C-1*	To maintain or reduce traffic fatalities to **1,600*** (2020-2024 rolling average) by 2024.	1,600	1,600*
C-2a*	To maintain or reduce serious injuries in traffic crashes to **7,109*** (2020-2024 rolling average) by 2024.	7,109	7,109*
C-2b*	To maintain or reduce serious injuries per 100M VMT to **5.711*** (2020-2024 rolling average) by 2024.	5.711	5.711*
C-3*	To maintain or reduce traffic fatalities per 100M VMT to **1.28*** (2020-2024 rolling average) by 2024.	1.28	1.28*
C-4*	To maintain or reduce unrestrained passenger vehicle occupant fatalities to **461*** (2020-2024 rolling average) by 2024.	461	461*
C-5	To maintain or reduce alcohol-related fatalities to **371** (2020-2024 rolling average) by 2024.	371	*371*
C-6*	To maintain or reduce speeding-related fatalities to **305*** (2020-2024 rolling average) by 2024.	305	305*
C-9*	To maintain or reduce the number of young drivers involved in fatal crashes to **198*** (2020-2024 rolling average) by 2024.	198	198*
B-1	To increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to **90.0%** by 2024.	89.3 (2022)	*90.0*
SHSP-2	To reduce the number of distraction-related fatalities from 61 (2017-2021 rolling average) to **56** (2020-2024 rolling average) by 2024.	61	*56*

* Target value meets §1300.11(3)(i) code for *constant* or *improved* target compared to baseline. However, statistical projections (data-driven approach required by §1300.11 (b)(3)(ii)) and preliminary state crash data show that the performance measure target to "*maintain the baseline*" is overambitious and most likely will not be met. Targets in light-blue, italicized font below are considered to be achievable targets that show progress or demonstrate improved outcomes.

PRIMARY COUNTERMEASURES

GOHS will fund staff and activities to support the two (2) Youth Programs in the Young Drivers program area: Students Against Destructive Decisions (SADD) & High School Programs and the Young Adult Drivers: College/University Programs. The figure below shows the planned primary countermeasures within each program to address the growing number of fatal and serious injury traffic crashes that involve young drivers in the 15-to-20 and 21-to-24 age groups.



Youth Programs: SADD and Young Adult

Young drivers' involvement in traffic-related crashes remains a concern in Georgia. Throughout the decade, young drivers under 21 represented nearly one-tenth of all drivers involved in fatal crashes. GOHS aims to reduce the number of young drivers involved in fatal crashes (C-9), the number of alcohol-related fatalities (C-5), and distraction-related fatalities (SHSP-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Youth Programs and fund agencies that reinforce safe driving practices for high school and university/college students. The four primary countermeasures in the SADD and Young Adult Youth Programs are similar:

1. Mass-Media Campaigns (3-star NHTSA effectiveness rating)
2. Communications and Outreach on Distracted Driving (1-star)
3. Youth Program Underage Drinking and Drinking and Driving Prevention: High School and College (2-star)

Mass-media campaign countermeasure has an NHTSA rating of 3-star effectiveness and is supported by the best practices and research available. The other primary countermeasures have an NHTSA rating of less than 3-star effectiveness; however, the components of these youth programs have positive outcomes and are endorsed by the National Institute for Drug Abuse, the Center for Substance Abuse Prevention, and the National Institute of Mental Health. These programs deliver age-appropriate content to prevent destructive behaviors and attitudes harmful to young people, including underage drinking, impaired driving, distracted driving, substance abuse, violence, and suicide.

The estimated FFY24-FFY26, 3-year allocation of federal funds is $1,500,000.00 for the young driver programs (402 TSP). See also section 5.2 Communications for media.

- ***Mass-Media Campaigns***

  GOHS will continue to target teen and young adult drivers with occupant protection awareness messages and distracted driving prevention messages on live and recorded radio and television broadcasts of high school football games. GOHS will continue to partner with Georgia Public Broadcasting for its public service education campaign in its coverage of regular season and postseason high school football games. The campaign will feature segments promoting driver education, avoiding dangerous driving behaviors, parent/adult caregiver supervision of new/teen drivers, crash victim testimonials, and student produced highway safety message contests.

- ***Communications and Outreach on Distracted Driving***

  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.

  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 of 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.

  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 2020 to 2021 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.

- ***High School Youth Programs: Underage Drinking and Drinking and Driving Prevention***

  Peer-to-Peer Approach: GOHS sub-recipients will partner with local high schools statewide to implement peer-to-peer programming that involves young people ages 14-18 years delivering education and prevention messages through school and community-wide activities and campaigns. In addition to this peer-to-peer approach, campaigns are tailored to the needs of their location and may include peer-led classes, theme-focused forums, teen workshops, conferences, rallies, prevention education, leadership training, awareness-raising activities, and legislative work. Students in schools with SADD chapters are more informed about the risks of distracted driving, underage drinking, drug use and impaired driving. In addition, students in schools with a SADD chapter are also more likely to hold attitudes reflecting positive reasons not to use alcohol.

  Virtual Simulations: Other GOHS sub-recipients will collaborate with local high schools and communities to utilize a virtual reality simulation program to give students first-hand experience about the dangers of distracted and impaired driving through a controlled virtual environment rather than real life). Through this simulation-based impaired and distracted driving program

students will learn about the devastating outcomes and consequences of risky and destructive driving behaviors. This enhancement to the young driver program helps support the driver safety messaging and provides students with a memorable and valuable experience to promote safe driving practices and deter risky driving practices.

Collaboration with Law Enforcement: GOHS sub-recipients and their partners will also collaborate with local law enforcement during educational and awareness events hosted at high schools. The presence of law enforcement at community-based and school-based events emphasizes the importance of traffic safety issues. Local chiefs of police and sheriffs also help to bring and engage other school officials and advocates that leverage additional resources.

Educational and Awareness Events: GOHS sub-recipients will host community-based and school-based educational events for youth and their parents and caregivers. These events will share information on the dangers of underage drinking and impaired driving, especially during high school high-risk seasons, including homecoming, spring break, prom, and graduation. Educational workshops may be presented in-person or online and presentations will be extended to the middle schools, youth community programs, faith-based groups, and other venues.

These programmatic efforts combined can leave a lifelong effect on impressionable youth and can help decrease the number of teen driver crashes, injuries, and fatalities across Georgia. Once teen drivers learn these lessons through school activities, they're likely to impress the importance of safe-driving habits upon their peers outside of school and further increase teen driver safety on Georgia roadways. In FFY24-FFY26, GOHS will work with partners and sub-recipients to expand SADD chapters in areas where there are limited driver education resources available for young drivers.

- ***College/University Youth Programs: Underage Drinking and Drinking and Driving Prevention***

  GOHS sub-recipients on college campuses throughout Georgia will partner with their campus communities to promote education and awareness of highway safety issues that affect students in the 18-24 age range. These educational outreach events and activities address issues such as underage drinking, binge drinking, impaired driving, distracted driving and other high-risk behaviors, with an ultimate goal of decreasing traffic crashes, injuries and fatalities among Georgia's young driver population. The aim of these events is to also promote positive social norms of not driving while impaired. The lessons learned during these students' college years can leave an impression unlikely to be erased, which can insure a lifelong impact throughout adulthood of increased awareness of high-risk driving behaviors. All college campuses in Georgia have a population that can benefit from the Young Adult program.

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