

FY2025 ANNUAL REPORT

PREPARED BY THE
GEORGIA
GOVERNOR'S OFFICE
OF HIGHWAY SAFETY



Prepared by:

Georgia Governor's Office of Highway Safety

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January 28, 2026

Mr. Alex Cabral
Regional Administrator
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, S.W.
Atlanta, Georgia 30303

RE: Federal Fiscal Year (FFY) 2025 Annual Report

Dear Mr. Cabral,

Please find enclosed the 2025 Georgia Governor's Office of Highway Safety annual report. This document provides an overview of the state's highway safety efforts during the 2025 Federal Fiscal Year. The Annual Report summarizes activities funded by the Georgia Governor's Office of Highway Safety (GOHS) in FFY 2025.

Georgia continues to face challenges with roadway serious injuries and fatality crashes due to speed, distracted drivers, impaired drivers, and the lack of seatbelt use. GOHS program managers continued grant funded projects with innovative approaches on how to provide their programming to the many residents of Georgia.

GOHS is committed to ensuring all highway safety projects in Georgia are driven by data on the numbers and rates of crashes, injuries, and fatalities, and safety belt use in all 159 counties and over 500 cities and towns. This commitment to data-driven initiatives guarantees that communities across Georgia, regardless of location, receive appropriate assistance to address local issues. We are grateful to our numerous partners throughout the state for their commitment to making the GOHS mission a reality.

Sincerely,

Allen Poole, Director

AP/sw

cc: Mr. Maurice Raines, GOHS Deputy Director
Mrs. Scarlett Woods, GOHS Resource Manager



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1.0 Executive Summary

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. Georgia's mission statement shows our commitment to eliminating traffic fatalities and serious injuries on the roadways of Georgia. GOHS has begun to incorporate the Safe System Approach into our programs and will continue to do so into the next grant cycle.

This annual report provides insight into Georgia's progress in achieving traffic safety performance measure targets established in the 2024-2026 Triennial Highway Safety Plan (3HSP), an overview of the projects and activities supported under the Plan, and the amount of funds expended on each prioritized highway safety area and program.

SUMMARY OF ACCOMPLISHMENTS

Governor's Challenge

The FFY 2025 grant year marked the 26th anniversary of the Georgia Governor's Challenge, an annual awards program hosted by the Governor's Office of Highway Safety (GOHS). The Governor's Challenge recognizes law enforcement agencies statewide for excellence in highway safety enforcement and education. During the FFY 2025 ceremony, GOHS recognized 33 Georgia law enforcement agencies, presenting a total of 46 awards for outstanding service and commitment to traffic safety.

NASCAR – Ross Chastain partnership

GOHS continued partnering with NASCAR driver Ross Chastain to promote seatbelt use through community engagement events at Echo Park Motor Speedway (Atlanta Motor Speedway) and local schools.

Community Engagement

GOHS conducted 68 events statewide utilizing the rollover simulator and seat belt convincer to emphasize the importance of seat belt use for drivers of all ages. In addition to occupant protection messaging, GOHS personnel addressed the dangers of distracted and impaired driving with the motoring public. These messages were reinforced through the use of driving simulators, fatal vision goggles, and other targeted, interactive activities.

Military Engagement

For several years, GOHS has been invited to participate in Fort Eisenhower's annual Safety Day, Fort Stewart–Hunter Army Airfield, and Fort Moore in Columbus. GOHS provides traffic safety education through multiple interactive demonstrations and outreach efforts. In addition, GOHS distributes educational materials covering a wide range of topics, including impaired driving, motorcycle safety, child passenger safety, and distracted driving. GOHS staff and local area grantees are also available to engage with attendees, discuss traffic safety issues, and provide expert guidance.

Child Safety Week

The Child Occupant Safety Project (COSP) in partnership with the Governor's Office of Highway Safety participated in events throughout the state during the national Child Passenger Safety Week in September 2025. There were 34 events held, 361 seats checked, and 290 seats distributed while educating 1,612 caregivers. There were 60 seats collected that were unserviceable and 1,014 PI&E distributed. Events were held in all regions of the state including Dalton, Athens, Atlanta, Augusta, Macon, Columbus, Valdosta, and Savannah areas.

Georgia Rural Roads: *It's About Us*

The Shepherd Center continued an effort to increase seat belt use in rural Georgia. Specifically, a social norms marketing campaign was developed to increase two key behaviors: (1) always wearing seat belt and (2) asking others to wear a seat belt. The campaign, Rural Roads Georgia *It's About Us* was developed and placed in Laurens County, Georgia in September 2024. Multiple events and in-person meetings were held in Laurens County during FFy2025 which included 11 stakeholder meetings and one year-end occupant protection summit. At the end of the second year, Laurens County, Georgia had increased their seatbelt usage 3.2% from 81.4% (2024) to 84.2% in 2025.

CHALLENGES

Transportation Safety Institute

The Transportation Safety Institute (TSI) cancelled several courses during the year that GOHS employees were scheduled to attend. This hindered getting new employees properly trained in NHTSA procedures.

COVID-19

In March 2020, the World Health Organization declared coronavirus (COVID-19) a world-wide pandemic, and the first detected case of COVID-19 in the state of Georgia was on March 2, 2020. The measures taken to control the spread of the virus greatly impacted GOHS-funded programs and activities. The full impact of COVID-19 on traffic fatalities and implementation of programs cannot be determined at the time of this report. Driver behavior changed tremendously during that time and continues to be problematic on the roadways and some measures and targets are still being affected by the 5-year moving averages.

GOHS personnel changes

During FFY 2025, GOHS experienced several personnel and organizational job changes. New and reassigned staff required time to onboard and adjust to their roles. Throughout these transitions, workloads increased for remaining employees, which affected project timelines and, at times, the quality of work. Additionally, external partners, clients, and the public occasionally experienced service inconsistencies or delays.

Grants Closed Out Early or Not Implemented

Centerville Police Department (GA-2025-Centervill-114) was unable to implement the project due to manpower shortages. There were no funds spent on the project.

GAGOHS – Grantee (GA-2025-GohsGrante-129) This grant was closed in April 2025. After numerous attempts to award a contract for this project, it was determined that it would not be in the best interest to move forward with the project. No funds were expended on the project, and it was closed without further action.

Grady County Sheriff's Office (TEN-2025-GradySO-015): This grant was closed early due to the election of a new Sheriff in January 2025. The new Sheriff did not feel they could support the grant at this time. Grant was moved to Donalsonville PD (TEN-2025-DonalsonPD-137)

Montgomery County Sheriff's Office (GA-2025-MontgomeSO-122) This grant was closed in April 2025 after receiving a letter from the new Sheriff stating they were operating with significantly reduced personnel, making it increasingly difficult to dedicate the necessary resources to fulfill the obligations of the grant.

Rabun County Sheriff's Office (GA-2025-RabunSO-022) This grant was awarded in October 2024. In November GOHS received a letter from the grantee stating the Rabun County Sheriff's Office could not fulfill the FY25 High Visibility Grant Project due to personnel shortages and the Sheriff's election. Grant was closed with no funds expended.

Zebulon Police Department (TEN-2025-Zebulon Police Department-00001) was never awarded due to the network agency changing to Forsyth Police Department (TEN-2025-ForsythPD-020).

CHANGES TO THE FY2024-FY2026 TRIENNIAL HIGHWAY SAFETY PLAN

The 2021–2024 target projections indicate that Georgia is not on track to meet any of the 12-core traffic safety performance measures (five-year moving average), despite annual reductions in fatalities across each measure.

In August 2024, the Georgia Governor’s Office of Highway Safety (GOHS) submitted a response to NHTSA’s Request for Comments on “Minimum Performance Measures for the State Highway Safety Grant Program.” GOHS requested that states be allowed to express targets in terms of annual totals. Under the new framework, states now have the flexibility to select the time period most appropriate for their needs, provided the targets cover the three-year Highway Safety Plan (HSP) period. In line with these new guidelines, GOHS established targets using annual metrics normalized by the appropriate denominator to accurately measure change.

In the FFY24-FFY26 Triennial Highway Safety Plan, Georgia will concentrate efforts on addressing all performance areas with a specific focus on these measures using a comprehensive approach that includes enforcement, education, and engineering strategies. GOHS will continue to support and fund programs and activities that successfully address each identified traffic safety concern.

2.0 About GOHS

MISSION & VISION STATEMENTS

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. Georgia continues to show our commitment to eliminating traffic fatalities and serious injuries on the roadways of Georgia. GOHS has begun to incorporate the Safe System Approach into our programs and will continue to do so into the next grant cycle.

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

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally funded highway program. We design our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority, and we must persuade all Georgians to adopt a similar goal.

PROGRAM OVERVIEW

GOHS conducts enforcement and education campaigns (Click It or Ticket, Drive Sober or Get Pulled Over, H.E.A.T., 100 Days of Summer H.E.A.T., Hands Across the Border, and the Thunder Task Force), Young Adult and S.A.D.D. programs, Older Driver safety programs, the Yield Behind the Wheel campaign for farm equipment road safety (in partnership with the Georgia Department of Agriculture), Traffic Enforcement Networks, Safe Communities programs, bicycle and pedestrian safety programs, and child passenger safety programs.

To assist in its work of coordinating the state's Strategic Highway Safety Plan, GOHS has assembled 9 Task Teams corresponding to the emphasis areas in the SHSP. GOHS also hosts the Georgia Highway Safety Conference every other year, to bring state leaders in traffic safety

together to network, build partnerships, and share the latest traffic safety information with stakeholders from around the state.

LEGISLATIVE UPDATE

The Georgia General Assembly began the 2025-2026 legislative term January 12, 2025. The biennium session began with both the House and Senate appointing committee chairs and assigning members to committees. Governor Brian P. Kemp delivered his annual “State of the State” address to a joint session of the General Assembly on January 16, 2026.

In an effort to curb impaired driving, the Georgia General Assembly passed Senate Bill 121 that requires individuals convicted of driving under the influence in Georgia or an equivalent law in another state to obtain higher minimum liability insurance coverage than standard requirements for motorists to operate motor vehicle in the state. The new law requires a person who has one DUI conviction in Georgia to maintain motor vehicle liability insurance that at a minimum provides for not less than \$50,000.00 for bodily injury to or death one person in any one accident, not less than \$100,000.00 for bodily injury to or death of all persons in any one accident and not less than \$50,000.00 for loss of, damage to, or destruction of property in any one accident.

Individuals with two or more DUI convictions in the state or an equivalent law in another state are now required to carry minimum liability insurance coverage of not less than \$100,000.00 for bodily injury to or death of one person in any one accident, not less than \$300,000.00 for bodily injury to or death of all persons in any one accident, and not less than \$100,000.00 for loss of, damage to, or destruction of property in any one accident in order to operate a motor vehicle in the state.

Any individual required to obtain the increased motor vehicle liability coverage provided in SB 121 must maintain uninterrupted coverage for three years in order to qualify for standard rate coverage to operate a motor vehicle in the state. SB 121 became effective upon the signature of Governor Kemp on May 14, 2025.

An electronic driver’s license version of a digital device now meets the legal requirement for a driver to have their driver’s license with them when operating a motor vehicle in the state. Governor Kemp signed HB 296 on May 14, 2025, which took effect on July 1, 2025.

HB 296 allows drivers to present their driver’s license in a digital format when requested by a law enforcement officer. The new law also requires law enforcement agencies in Georgia to obtain equipment verifying a license in an electronic format by July 1, 2027.

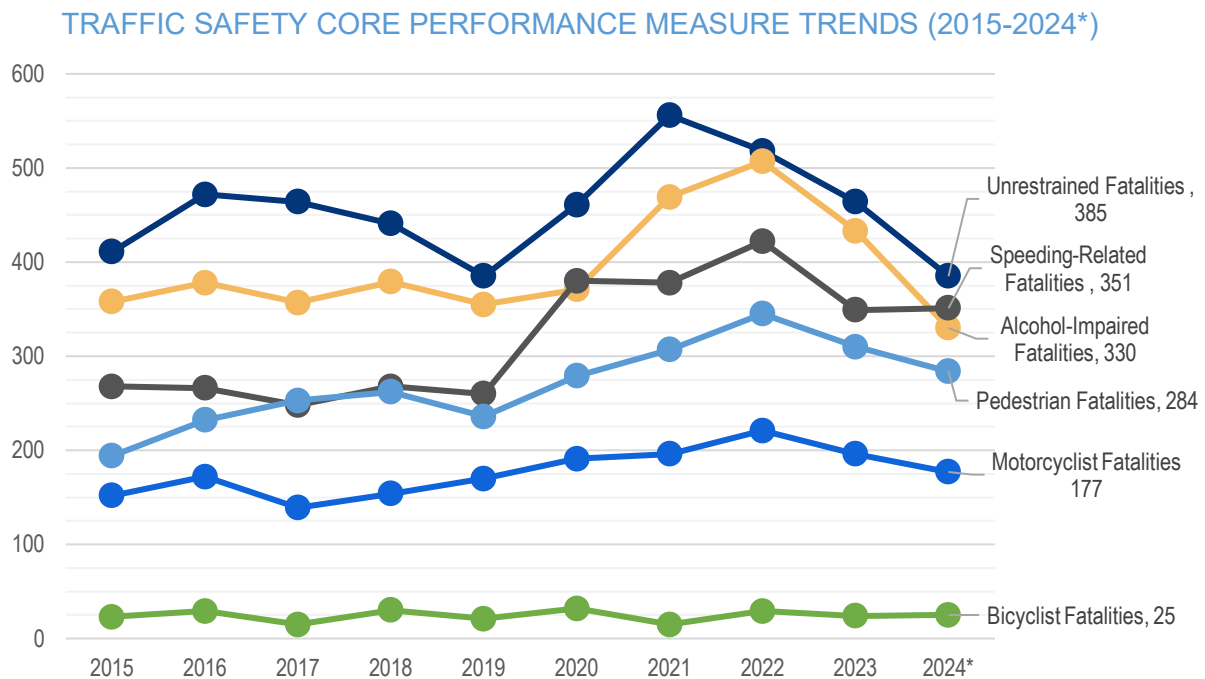
The Georgia General Assembly Session adjourned “SINE DIE!” on the 40th Legislative Day on April 4, 2025. The 2025-2026 General Assembly Session will resume on January 12, 2026 and all bills and resolutions that were not passed during the 2025 session will still be pending during the 2026 session.

3.0 State Performance Measures

PROBLEM IDENTIFICATION

According to the Traffic Safety Research and Evaluation Group (TSREG) Preliminary Fatality Data, Georgia experienced 1,422 motor vehicle traffic fatalities in 2024—a 12% decrease from the 1,615 roadway fatalities in 2023. The estimated rate of traffic fatalities for every 100 million vehicle miles traveled (VMT) also decreased— from 1.28 in 2023 to 1.13 in 2024.

GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities. The figure below shows the trend of each measure across the past decade (2015-2024).



*2024 Preliminary numbers from the Traffic Safety Research and Evaluation Group (TSREG) Preliminary Fatality Data

- **Unrestrained Fatalities:** The number of unrestrained passenger fatalities decreased by 17%, from 464 unrestrained fatalities in 2023 to 385 in 2024. Preliminary data show the proportion of fatally injured occupants who were unrestrained decreased from 47.4% in 2023 to 44% in 2024. The statewide safety belt usage in 2025 for drivers and passengers of passenger cars, trucks, and vans was 87.9% — a 0.9% net decrease from 2023.
- **Alcohol-Related Fatalities:** *Alcohol test results are imputed values; therefore, 2024 final FARS values may differ from the estimated 2024 TSREG Preliminary Fatality Data values.* In 2023, there were 433 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol-impaired driving fatalities accounted for 27% of all motor vehicle traffic fatalities in Georgia in 2023. According to preliminary data, fatalities in alcohol-impaired-driving crashes decreased by 24% between 2023 and 2024 (433 to 330 fatalities).
- **Speed-Related Fatalities:** Speed-related fatalities increased by 0.5%, from 349 in 2023 to 351 in 2024. More than a fifth of all traffic fatalities (22%) were speeding-related in 2024. Georgia counties with the highest number of speed-related fatalities in 2024 are DeKalb (28), Fulton (24), Gwinnett (16), and Cobb (12).
- **Pedestrian Fatalities:** In 2024, 284 pedestrians were fatally injured in Georgia, accounting for 20% of all traffic fatalities that year. Pedestrian fatalities decreased by 8% in 2024 compared to 2023— 310 pedestrian fatalities in 2023. In 2024, the Georgia counties with the highest number of pedestrian fatalities were DeKalb (42), Fulton (33), Cobb (24), and Clayton (24).
- **Motorcyclist Fatalities:** Motorcyclist fatalities increased steadily from 2017, peaking at 221 in 2022. However, preliminary data for 2024 shows a 10% decrease, with motorcyclist fatalities dropping from 196 in 2023 to 177 in 2024. The number of un-helmeted motorcyclist fatalities decreased from 17 in 2023 to 14 in 2024. The Georgia counties with the highest number of motorcyclist fatalities in 2024 are Gwinnett (14), Fulton (11), and Cobb (7).
- **Bicyclist Fatalities:** In 2024, 25 bicyclists were fatally injured in the state of Georgia. The number of bicyclist fatalities increased from 24 in 2023 to 25 in 2024. In 2024, Richmond (3 fatalities), followed by Cherokee, Fulton, and Hall counties (with 2 bicyclist fatalities in each county).

Although these crash 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 and eliminating serious injuries and fatalities.

FY2025-FY2026 TARGET ASSESSMENT OVERVIEW

Each year, GOHS assesses the Highway Safety Plan (HSP) targets for 12 core traffic safety outcomes and behavioral measures. These measures are developed by the National Highway Traffic Safety Administration (NHTSA) and the Governors' Highway Safety Association (GHSA). GOHS uses these targets and the annual assessment of the targets to develop, implement, and support programs that reduce traffic crashes, injuries, and fatalities on Georgia roadways.

According to TREG's 2024 preliminary fatality data,¹ 10 out of the 12 traffic safety measures demonstrated progress in comparison to the previous year:

- | | |
|---|---|
| 1. Overall fatalities (-12%, 193 fewer) | 6. Speeding-related fatalities (+0.5%, 2 more) |
| 2. Serious injuries (-3%, 251 fewer) | 7. Motorcyclist fatalities (-10%, 19 fewer) |
| 3. Fatalities per 100M VMT (-12%) | 8. Un-helmeted motorcyclist fatalities (-17%, 3 fewer) |
| 4. Unrestrained passenger vehicle fatalities (-17%, 79 fewer) | 9. Young drivers involved in fatal crashes (-3%, 5 fewer) |
| 5. Alcohol-related fatalities (-24%, 103 fewer) * | 10. Pedestrian fatalities (-8%, 26 fewer) |
| | 11. Bicyclist fatalities (+4%, 1 more) |

Alcohol test results are imputed values; therefore, 2023 final FARS values may differ from the estimated 2023 TSREG Preliminary Fatality Data values.

Despite a decrease in annual fatality counts in 2024, Georgia did not meet any of the HSP traffic safety performance measure targets set for FY2025 (5-year moving average metric). Additionally, preliminary data and projections show that Georgia is not on track to meet any of the 12 traffic safety performance measures in FY2026.

The tables on the next page provide the FY2025 and FY2026 statuses of the core performance measures as the state of Georgia continues to work toward the ultimate goal of zero roadway fatalities. The assessment was conducted for the targets with 5-year moving average metrics, as required by the Code of Federal Regulations (§490.207), and annual targets aligned with the Vision Zero Initiative.

¹ At the time of this report, the 2024 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2024 preliminary fatality data obtained from the University of Georgia's Traffic Safety Research and Evaluation Group (TSREG). The data included in TSREG's data were derived from the Georgia Department of Transportation's (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System's (GEARS) online database, and validated with GDOT's Fatal Crash Recording System (FCRS) database.

FY26 & FY25 Performance Targets Assessment | 5-Year Moving Average Metric

In FY2023, Georgia determined the FFY24-FFY26 traffic safety performance measure targets using a data-driven approach, as mandated by §1300.11(b)(3)(ii). This approach involves using the unweighted 5-year rolling average based on the five most recent years of available data. According to FARS 2020-2023 data and preliminary 2024 state data (calendar year), GOHS did not meet any of the core performance goals established using the five-year moving average methodology, despite several measures showing annual decreases in fatalities.

A summary of progress based on preliminary FY2025 estimates and FY2026 projections is shown in the table below. Although GOHS no longer uses the five-year moving average to track progress within each performance measure, this metric is included for alignment with previous reporting requirements, including the FY2024–FY2026 Highway Safety Plan (HSP).

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-1 HSIP-1	Number of traffic fatalities (FARS)	5-year: 2021-2025	1,600	1,584	● On Track	5-year: 2020-2024	1,600	1,660	● Not Met
C-2 HSIP-2	Number of serious injuries in traffic crashes (GDOT)	5-year: 2021-2025	7,109	8,245	● Not on Track	5-year: 2020-2024	7,109	8,259	● Not Met
HSIP-3	Number of Serious Injuries per 100M VMT	5-year: 2021-2025	5.711	6.575	● Not on Track	5-year: 2020-2024	5.711	6.690	● Not Met
C-3 HSIP-4	Fatalities per 100M VMT (FARS)	5-year: 2021-2025	1.25	1.26	● Not on Track	5-year: 2020-2024	1.25	1.35	● Not Met
HSIP-5	Number of non-motorist serious injuries and fatalities	5-year: 2021-2025	797	TBD	* TBD	5-year: 2020-2024	797	980	● Not Met
C-4	Number of unrestrained passenger vehicle occupant fatalities (FARS)	5-year: 2021-2025	461	TBD	* TBD	5-year: 2020-2024	461	478	● Not Met
C-5	Number of fatalities in crashes involving a driver or motorcyclist with a BAC of .08+ (FARS)	5-year: 2021-2025	371	TBD	* TBD	5-year: 2020-2024	371	423	● Not Met
C-6	Number of speeding-related fatalities (FARS)	5-year: 2021-2025	305	TBD	* TBD	5-year: 2020-2024	305	376	● Not Met
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2021-2025	167	179	● Not on Track	5-year: 2020-2024	167	196	● Not Met

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2021-2025	15	TBD	* TBD	5-year: 2020-2024	15	19	● Not Met
C-9	Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-year: 2021-2025	198	TBD	* TBD	5-year: 2020-2024	198	200	● Not Met
SHSP-1	Number of drivers aged 65 or older involved in fatal crashes	5-year: 2021-2025	307	TBD	* TBD	5-year: 2020-2024	307	312	● Not Met
C-10	Number of pedestrian fatalities (FARS)	5-year: 2021-2025	267	309	● Not on Track	5-year: 2020-2024	267	305	● Not Met
C-11	Number of bicyclist fatalities (FARS)	5-year: 2021-2025	22	TBD	* TBD	5-year: 2020-2024	22	25	● Not Met
SHSP-2	Number of distraction-related fatalities	5-year: 2021-2025	56	TBD	* TBD	5-year: 2020-2024	56	57	● Not Met
B-1	Observed seat belt use for passenger vehicles (State observational survey)	1-year: 2025	90.0%	87.9% [2025 annual]	● Not Met	1-year: 2024	90.0%	88.8% [2024 annual]	● Not Met

*The 2017-2021 FARS data was used to determine the 5-year moving average targets reported in the FY24-26 HSP.

FY24 - FY26 Performance Targets Assessment | *Annual Metric*

In addition to the mandated 5-year moving average performance metrics in FY23, Georgia GOHS has also set annual targets aligned with the Vision Zero initiative. Based on FARS 2024 preliminary state traffic data (calendar year), GOHS demonstrated improvement in all but one annual traffic safety performance target for FY2025. Between 2022 (the baseline year) and 2024 (the most recent year available using preliminary data), traffic fatalities and serious injuries declined across most performance measures.

- The only performance measure target not met in FY2025 was the goal to increase Georgia’s daytime, passenger-vehicle, front-seat occupant observed seat belt usage rate. Georgia did not achieve the 90% target for observed seat belt use, with a measured rate of 87.9% in calendar year 2025.
- Preliminary 2024 data indicate an increase in non-motorist serious injuries and fatalities, speeding-related fatalities, bicyclist fatalities, and confirmed distraction-related fatalities compared to 2023.
- The 2025 data projection shows an increase in the number of pedestrian fatalities compared to the 2024 preliminary data.

Traffic Safety Performance Measure		Annual Fatalities						Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
		2020	2021	2022	2023	2024 (prelim)	2025 (projected)			2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-1 HSIP-1	Traffic fatalities	1,658	1,809	1,796	1,615	1,422	1,276	Reduce the number of traffic fatalities by 2.4% from 1,797 in 2022 to 1,753 by 2024.	22 fewer fatalities per year in 2023 and 2024	● Met	● Met	● On Track
		+166	+151	-13	-181	-193	-146					
C-2 HSIP-2	Serious injuries in traffic crashes	7,606	8,937	8,660	8,171	7,920	7,537	Reduce the number of serious traffic injuries by 2.5% from 8,660 in 2022 to 8,444 by 2024.	108 fewer serious injuries per year in 2023 and 2024	● Met	● Met	● On Track
		+298	+1,331	-277	-489	-251	-383					
HSIP-3	Serious Injuries per 100M VMT	6.577	7.405	6.699	6.476	6.293	6.004	Reduce the number of serious traffic injuries per 100M VMT by 2.5% from 6.699 in 2022 to 6.532 by 2024.	108 fewer serious injuries per year in 2023 and 2024	● Met	● Met	● On Track
		+1.046	+0.828	-0.706	-0.223	-0.183	-0.289					
C-3 HSIP-4	Fatalities per 100M VMT	1.43	1.50	1.39	1.28	1.25	1.12	Reduce the number of fatalities per 100M VMT by 0.7% from 1.39 in 2022 to 1.38 by 2024.	22 fewer fatalities per year in 2023 and 2024 (0.25% annual decrease in VMT)	● Met	● Met	● On Track
		+0.31	+0.07	-0.11	-0.11	-0.03	-0.13					
HSIP-5		744	989	1,102	1,014	1,049	TBD	Reduce the number of non-motorist serious	13 fewer non-motorist serious injuries and	● Met	● Met	** TBD

Traffic Safety Performance Measure		Annual Fatalities						Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
		2020	2021	2022	2023	2024 (prelim)	2025 (projected)			2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
	Number of non-motorist serious injuries and fatalities	-8	+245	+113	-88	+35	**	injuries and fatalities by 2.4% from 1,102 in 2022 to 1,076 by 2024.	fatalities per year in 2023 and 2024		[est. annual increase]	
C-4	Unrestrained passenger vehicle occupant fatalities	461	557	521	464	385	TBD	Reduce the number of unrestrained passenger vehicle occupant fatalities by 2.3% from 518 in 2022 to 506 by 2024.	6 fewer fatalities per year in 2023 and 2024	● Met	● Met	** TBD
		+76	+96	-36	-57	-79	**					
C-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	371	470	509	433	330	TBD	Reduce the number of alcohol-related fatalities by 2.4% from 507 in 2022 to 495 by 2024.	6 fewer fatalities per year in 2023 and 2024	● Met	● Met	** TBD
		+16	+99	+39	-76	-103	**					
C-6	Speeding-related fatalities	380	378	422	349	351	TBD	Reduce the number of speeding-related fatalities by 2.4% from 422 in 2022 to 412 by 2024.	5 fewer fatalities per year in 2023 and 2024	● Met	● Met [est. annual increase]	** TBD
		+120	-2	+44	-73	+2	**					
C-7	Motorcyclist fatalities	191	196	221	196	177	104	Reduce the number of motorcyclist fatalities by 1.8% from 221 in 2022 to 217 by 2024.	2 fewer fatalities per year in 2023 and 2024	● Met	● Met	● On Track
		+21	+5	+25	-25	-19	-73					
C-8	Un-helmeted motorcyclist fatalities	17	20	26	17	14	TBD	Reduce un-helmeted motorcyclist fatalities by 7.4% from 27 in 2022 to 25 by 2024.	1 fewer fatality per year in 2023 and 2024	● Met	● Met	** TBD
		+2	+3	+6	-9	-3	**					
C-9	Drivers aged 20 or younger involved in fatal crashes	209	226	202	183	178	TBD	Reduce young drivers involved in fatal crashes by 2.0% from 203 in 2022 to 199 by 2024.	2 fewer younger drivers per year in 2023 and 2024	● Met	● Met	** TBD
		+37	+17	-24	-19	-5	**					
SHSP-1	Number of drivers aged 65 or older involved in fatal crashes	299	341	306	303	291	TBD	Reduce the number of older drivers involved in fatal crashes by 2.0% from 305 in 2022 to 299 by 2024.	3 fewer older drivers per year in 2023 and 2024	● On Track	● Met	** TBD
		-14	+42	-35	-3	-12	**					
C-10	Pedestrian fatalities	279	307	345	310	284	300	Reduce the number of pedestrian fatalities by 2.3% from 345 in 2022 to 337 by 2024.	4 fewer fatalities per year in 2023 and 2024	● Met	● Met	● On Track [est. annual increase]
		+43	+28	+38	-35	-26	+16					

Traffic Safety Performance Measure		Annual Fatalities						Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
		2020	2021	2022	2023	2024 (prelim)	2025 (projected)			2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-11	Bicyclist fatalities	32	15	29	24	25	TBD	Reduce the number of bicyclist fatalities by 6.9% from 29 in 2022 to 27 by 2024.	1 fewer fatality per year in 2023 and 2024	● Met	● Met [est. annual increase]	** TBD
		+11	-17	+14	-5	+1	**					
SHSP-2	Number of confirmed distraction-related fatalities	61	56	73	41	54	TBD	Reduce the number of distraction-related fatalities by 2.7% from 73 in 2022 to 71 by 2024.	1 fewer fatality per year in 2023 and 2024	● Met	● Met [est. annual increase]	** TBD
		+18	-5	+17	-32	+13	**					
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	95.9%	94.8%	89.3%	87.6%	88.8%	87.9%	Increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants, from 89.3% in 2022 to 90.0% by 2024.		● Not Met	● Not Met	** TBD
		0.0%	-1.1%	-5.5%	-1.7%	1.2%	-0.9%					

FFY24-FFY26 Triennial Highway Safety Plan

The 2021–2024 target projections indicate that Georgia is not on track to meet any of the 12 core traffic safety performance measures (five-year moving average), despite annual reductions in fatalities across each measure.

In the FFY24-FFY26 Triennial Highway Safety Plan, Georgia will concentrate efforts on addressing all performance areas with a specific focus on these measures using a comprehensive approach that includes enforcement, education, and engineering strategies. GOHS will continue to support and fund programs and activities that successfully address each identified traffic safety concern.

Efforts to Address Prioritized Traffic Safety Performance Measures

C-3 Fatalities per 100M VMT

- Continue the high-visibility enforcement (HVE) strategies to deter risky driving, specifically speeding, distracted driving, impaired driving, and unrestrained passengers.

C-10: Pedestrian fatalities

C-11: Number of bicyclist fatalities

- Support research efforts to investigate the number of pedestrian fatalities and serious injuries that occur in safety zones (i.e., walking to school buses, safe routes to schools, etc.)
- Work with local law enforcement and local community leaders/liaisons to educate the public on ways to enhance conspicuity, along with other traffic safety campaigns specific to communities that experience higher rates of pedestrian crashes.
- Support GDOT and other engineering efforts to improve the roadway infrastructure for pedestrians, bicyclists, and other non-motorists (i.e., e-scooters and personal conveyances)

C-6: Speeding-related fatalities

C-7: Number of motorcyclist fatalities

- Continue the high-visibility enforcement (HVE) strategies among grantees to deter speeding in specific locations and times where speeding-related crashes are higher.
- Support partners (local and private) that implement automated enforcement in specific areas.
- Continue communications, outreach, and messaging that support speeding management and enforcement.

C-4: Unrestrained passenger vehicle occupant fatalities

B-1: Observed seat belt use for passenger vehicles

- Release the “**Rural Roads**” Georgia Traffic Safety Facts and accompanying Issue Brief to understand how driving behaviors on rural roads.
- Continue communications, outreach, and messaging that support seat belt use.
- Continue the high-visibility enforcement (HVE) strategies among grantees

4.0 Traffic Safety Partners and Safety Plans

TRAFFIC SAFETY PARTNERS

GOHS partners with many other agencies, nonprofits, businesses, grantee organizations, and other stakeholders.

GOHS has partnerships with the Georgia Department of Transportation (GDOT), Department of Driver Services (DDS), Department of Public Safety (DPS), Department of Public Health (DPH), and Department of Agriculture; the Georgia Office of EMS and Trauma, Georgia Trauma Commission, and Georgia Traffic Records Coordinating Committee (TRCC); the Prosecuting Attorneys' Council of Georgia (PAC); the Georgia Association of Metropolitan Planning Organizations (GAMPO); SafeKids of Georgia; the Shepherd Center (one of the nation's premier treatment centers for spinal cord and brain injuries); TEAM Georgia (a coalition dedicated to preventing impaired and distracted driving); and MADD Georgia.

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the "4 safety E's"- engineering, education, enforcement, and emergency medical services. The 2025-2029 Strategic Highway Safety Plan (SHSP) establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users.

The successful development and implementation of the SHSP require leaders, champions, and safety partners from multi-disciplinary agencies to work together to bring different perspectives and solutions that address traffic safety concerns. The SHSP provides a framework for the data-driven selection of programs, countermeasures, and strategies that work toward the mission of "Striving Toward Zero Deaths and serious injuries for all road users in Georgia."

The FY2025 Task Teams, Emphasis Areas, and their Leaders are:

Occupant Protection	Courtney Gaines Georgia Governor's Office of Highway Safety
Roadway Departure & Intersection Safety	Lauren McDonald Georgia Department of Transportation Teresa Macias Georgia Department of Transportation
Impaired Drivers	Powell Harrelson Georgia Governor's Office of Highway Safety
Young Adult Drivers	Katie Curtis <u>AAA</u>
55+ Drivers	Jim Kelly Georgia Department of Public Health
Vulnerable Road Users (Pedestrians and Bicyclists)	Ron Knezevich Georgia Department of Transportation Connor Booth Georgia Department of Transportation
Commercial Motor Vehicle/Heavy Trucks	<i>Vacant</i>
Distracted Driving	Dave Adams, Georgia Department of Transportation Kevin Liske Georgia Department of Transportation
Traffic/Crash Records and Data Analysis	Tanya Renaud Governor's Office of Highway Safety Tia Hammond Governor's Office of Highway Safety
Traffic Incident Management Enhancement (TIME)	Chidi Kalu Atkins Realis
CODES/Risk Analysis and Evaluation (Data Team)	Denise Yeager Georgia Department of Public Health
Motorcycle Task Team	Holly Hegyesi Georgia Department of Driver Services

FUTURE PLANS & TARGETS

Strategic Highway Safety Plan (SHSP)

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan. The performance measures and goals listed in the FY2025 Highway Safety Plan were coordinated with the data, targets, and activities identified in Georgia's SHSP.

Georgia's SHSP provided strategic direction for other state plans, such as the Highway Safety Improvement Program (HSIP), the Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP). The current plan was developed and voted into place during FY2024 and will be in place starting FY 2025 through FY 2029. Georgia is currently in the implementation phase of the 2025-2029 SHSP. Link to the 2025-2029 SHSP: <https://www.gahighwaysafety.org/2025-2029-shsp/>.

Other Future Plans

- **Strategic Highway Safety Plan Traffic Safety Summit**

The Strategic Planning Division, in conjunction with GDOT, is reviewing the scheduling for the 2026 SHSP Traffic Safety Summit to ensure effectiveness.

- **Task Team Emphasis Review**

We are evaluating the possible need for additional task teams and emphasis areas based on developing data trends and emerging issues. Speeding and Aggressive Driving Task Teams are currently being developed, as well as an Ad-hoc committee to address E-Bike Safety.

- **GOHS Youth and Young Adult Highway Safety Conference**

GOHS plans to host the biennial Youth and Young Adult Highway Safety Conference, bringing together state colleges and universities, as well as high school SADD chapters from across the state. The conference educates participants on highway safety issues most relevant to their age groups.

5.0 Fiscal Overview

The Georgia Governor’s Office of Highway Safety funds programs based on the annual assessment of highway safety problems in Georgia. GOHS funds and support effective countermeasures and innovative programs designed to address the prioritized traffic safety issues identified each fiscal year. In FFY2025, a total of **\$25.7 million** was allocated to state and local governmental agencies as well to non-profits and universities/colleges to implement traffic safety programs and grants.

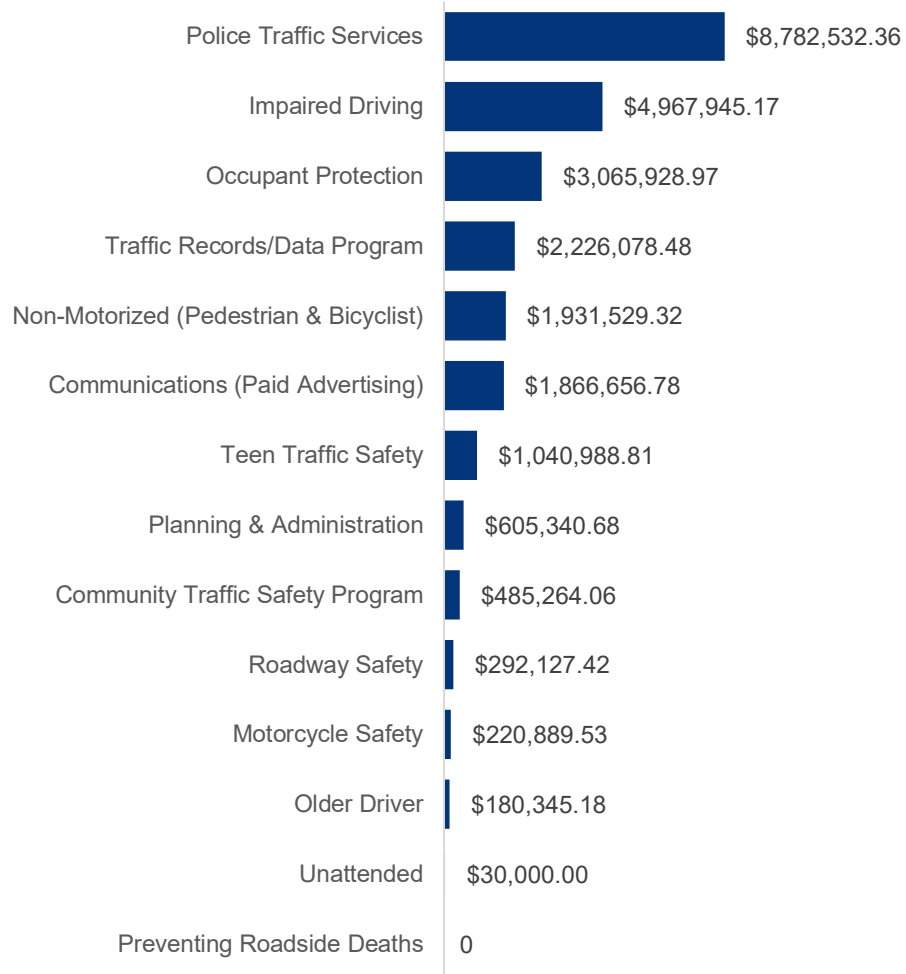
Appendix B shows the FY2025 GOHS grant award amounts and total expenditures by funding source and program area.

FFY 2025 TOTAL EXPENDITURES BY FUNDING SOURCE, \$25.7 M

Funding Source	FY2025 Expenditures	
	\$ Amount	% Percent of Total
IJJA 402	\$ 13,948,366.36	54%
IJJA 405d	\$ 7,412,247.73	29%
IJJA 405c	\$ 2,226,078.48	9%
IJJA 405h	\$ 711,459.66	3%
FAST 405H	\$ 537,942.24	2.1%
IJJA 405g	\$ 451,804.48	1.8%
IJJA 405f	\$ 220,889.53	0.9%
IJJA 405b	\$ 186,838.28	0.7%
Grand Total	\$ 25,695,626.76	100%

In FFY2025, **\$25,695,626.76** was expended across all GOHS program areas. The figure below shows the total expenditures across all program areas in FFY2025.

FFY 2025 TOTAL EXPENDITURES (\$25.7 M) BY PROGRAM AREA



*Police Traffic Services financial grouping includes the following sub-program areas:

- **Aggressive Driving** with Highway Enforcement of Aggressive Traffic (HEAT) = \$4,514,918.42
- **Evidence-Based Enforcement** with the Traffic Enforcement Networks (TENs) = \$384,838.84
- **Police Traffic Services** = \$3,882,775.10

6.0 Program Areas

- 6.1 **Planning & Administration (402 PA)**
- 6.2 **Communications (Media)**
- 6.3 **Distracted Driving**
- 6.4 **Impaired Driving (Drug & Alcohol)**
- 6.5 **Motorcycle Safety**
- 6.6 **Non-Motorized (Pedestrian & Bicyclist)**
- 6.7 **Occupant Protection
(Adult & Child Passenger Safety)**
- 6.8 **Older Drivers**
- 6.9 **Police Traffic Services**
- 6.10 **Preventing Roadside Deaths**
- 6.11 **Roadway Safety/ Railroad Safety**
- 6.12 **Speed Management**
- 6.13 **Traffic Records**
- 6.14 **Young Drivers (Teen Traffic Safety)**
- 6.15 **Evidence-Based Enforcement**



6.1 PLANNING & ADMINISTRATION (402 PA)

The Planning and Administration **includes** an internal grant that is responsible for the overall management and implementation of the Highway Safety Plan. In FY2025, GOHS funded one (1) project and expended a total of \$605,340.68 within this program area. The funded project under this program area is 402 PA.

Funded Projects

The table below shows the grantee details for funded projects within Planning & Administration.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-062
Project Title:	402 Planning and Administration	Funding Source:	IIJA 402 PA
<i>Funded Amount:</i>	<i>\$884,883.00</i>	<i>Total Expended:</i>	<i>\$605,340.68</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.		
Summary of Activities:	By assessing and meeting the training needs of GOHS staff, monitoring, and evaluating programs and activities, collecting, analyzing and disseminating data, managing budget and claims and monitoring compliance, and by supporting the implementation of the Highway Safety Plan, this grant contributed to all the state's traffic safety goals.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		



6.2 COMMUNICATION

Communications Overview

The Governor’s Office of Highway Safety believes developing and implementing effective communications messages in Occupant Protection, Non-Motorized Safety and other areas will continue the trend of decreasing traffic deaths in Georgia. The Communications Division also continued to implement paid media messaging campaigns to boost mobilizations and notify the public via the news media and social media of upcoming traffic enforcement mobilizations.

GOHS continued efforts to increase seat belt use, especially in rural areas where many drivers own and operate light trucks with the “Protect Your Melon” campaign with Ross Chastain. Stock car racing is popular with many Georgians, including those living in rural areas and Chastain is one of the most popular drivers in the sport. Chastain’s “Protect Your Melon” seat belt and impaired driving prevention messages alternate throughout the year and during holiday enforcement mobilizations. Chastain also does four to five public appearances to promote seat belt use including two appearances at rural high schools and a local supermarket. GOHS also partnered with Echo Park Speedway to place “Join the Click - Buckle Up” signs located at the main exits for fans to see when leaving the track for races and other events held during the year.

Chastain also promoted seat belt use while racing in the South Georgia Speedfest at Cordele Speedway in January. The race attracts a big



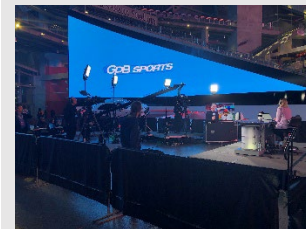
crowd of fans who want to see Chastain and other NASCAR drivers looking to get some time on track before the season begins in February.

GOHS also has partnered with Alliance Highway Safety to promote seat belt use with Chastain's appearances during NASCAR Fan Zone weekends at Atlanta Motor Speedway (Echo Park Speedway), Atlanta Braves games at Truist Park, schools and community festivals. The Alliance Highway Safety booth has interactive games designed to show not only the importance of wearing seat belts but also to teach the importance of highway safety to our future drivers. The Communications Division coordinated with GOHS Law Enforcement Services to also have the GOHS Rollover Simulator and Seat Belt Convincer to help in education efforts on the importance of wearing seat belts.

The Rural Road Safety campaign also included GOHS, Georgia Department of Agriculture and Georgia Peanut Commission holding the annual "Join the Click – Buckle Up Georgia" earned media event at the Sunbelt Agricultural Exposition in October 2024 in Moultrie. The Sunbelt Agricultural Exposition is the southeast's largest farm show with more than 100,000 people from around the region in attendance. GOHS and Alliance Highway Safety also had a booth at the Georgia Peanut Commission Farm Show in January to talk one-on-one to growers about why some may not choose to wear seat belt and offer information on why we all need to ride safely restrained.

GOHS also works to promote the "Click It or Ticket" mobilizations during the Thanksgiving and Memorial Day holiday travel periods. GOHS partnered with the Georgia Department of Public Safety to hold an earned media event in Atlanta prior to the Thanksgiving travel period and continued our partnership with the Georgia Department of Natural Resources Law Enforcement Division for the annual "Belts & Buoys" statewide tour. GOHS, Georgia State Patrol and DNR Law Enforcement services make stops in Atlanta, Columbus and Cordele to promote seat belt and life jacket use prior to the Memorial Day holiday weekend. FARS data has shown the percentage of unbelted passenger vehicle fatalities during this holiday travel period is lower than the percentage during the full calendar year. GOHS also supports these enforcement efforts with a statewide radio/tv/digital streaming campaign.

GOHS and Alliance Highway Safety also promoted seat belt use at Truist Park in May prior to the Memorial Day Holiday weekend with one of three Occupant Protection activations during the 2025 Major League Baseball season. The other two activations took place at Truist Park in July and September to promote National Child Passenger Safety Week.



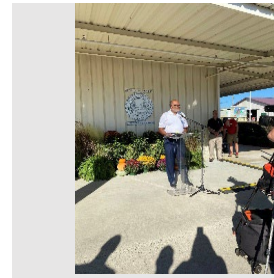
GOHS Communications also worked to support “Drive Sober or Get Pulled Over” mobilizations during the Christmas/New Year holiday, July 4th holiday and Labor Day holiday travel periods. The Communications Division prepared a news release for local law enforcement to distribute prior to the Christmas and July 4th holiday periods. With the Labor Day holiday happening the week of “Hands Across the Border”, GOHS held earned media events at each of the three stops on the northern and southern legs of the statewide impaired driving enforcement campaign and the joint enforcement detail on the final night in Savannah. In addition, GOHS also contracted with Chandley Communications to conduct a radio/television/digital streaming campaign designed to boost recognition and compliance with Georgia’s impaired driving laws.

St. Patrick’s Day is an occasion where many people consume alcoholic beverages and Georgia is home to two of the biggest celebrations in Savannah and Dublin. GOHS runs paid media messages promoting sober driving during the month of March on Georgia Association of Broadcasters stations and scheduled earned media interviews for enforcement operations in the Savannah and Dublin areas.

Law Enforcement Services also partnered with local agencies to hold Thunder Task Force Impaired Driving Prevention enforcement details in Newnan and Warner Robins in 2025. News releases and advisories were sent to local media in the two areas and interview requests were fielded and scheduled with appropriate GOHS staff.

With many fans choosing to drink alcoholic beverages while watching and attending athletic events, GOHS continued to make sure the message to never mix drinking and driving is always heard. GOHS partnered with Georgia Bulldogs Sports Marketing and the Georgia Institute of Technology’s broadcast partner Legends, Inc. to broadcasts impaired driving prevention messages during football/basketball broadcasts and at athletic venues that now serve alcoholic beverages to fans who are of legal age to purchase and consume alcoholic beverages. Georgia and Florida also partnered to provide impaired driving prevention messages in Southeast Georgia/Northeast Florida the week of the Georgia/Florida football game. The game has a long reputation for alcohol consumption by fans and the two states team to provide a television, radio and venue messaging campaign to remind drivers to choose safety and never mix drinking and driving.

It is a well-known fact that people who choose not to drink and drive help to eliminate drunk driving deaths in the state. GOHS is working to encourage those who are drinking at the athletic events to choose a ride from the game with a sober driver through sponsorship of the “Ride Share” zones at the Gwinnett Stripers and Augusta GreenJackets minor league baseball teams. The zones are where fans can wait to be



picked up by a rideshare driver. Both teams are affiliates of the Atlanta Braves and the nightly average game attendance for Augusta is close to 4,000 fans and almost 3,000 fans for Gwinnett.

The five states that comprise NHTSA Region IV continued to focus on eliminating crashes and crash deaths caused by speeding with the annual 'Operation Southern Slow Down' held in the third week of July. Georgia coordinated four news conferences to announce the enforcement mobilization on the Monday of the enforcement campaign with the other Region IV states. Georgia also sent out a news release for all states to use and posted content on social media. The earned media effort resulted in more than 50 locally produced stories in daily/weekly newspapers, radio stations, television stations and digital media outlets in Georgia.

According to a Georgia Traffic Safety Fact Sheet "Overview on Motor Vehicle Crashes in Georgia in 2023," almost 45% of fatal and serious injury crashes in the state involved a suspected distracted driver. GOHS continued efforts to increase compliance with the state's 'Hands-free' law implemented in 2018 through the "HeadsUpGeorgia" distracted driving education and awareness campaign on Georgia Public Broadcasting. High school football draws big crowds to games and more than 4.4 million viewers to GPB screens during the 2024 football season. GOHS and GPB ran paid media messaging, educational segments on the dangers of texting and driving, personal testimonials for those involved in fatal and/or serious injury distracted driving crashes and GPB conducted a video contest for students to produce their own public service announcement on the dangers of texting and driving.

Chandley Communications put together a three-week radio/television/digital streaming campaign during National Distracted Driving Month in April to educate drivers on the dangers of texting and driving and Alliance Highway Safety brought the "HeadsUPGeorgia" booth to the Columbus Clingstones minor league baseball game during the opening week of the season, Albany State softball and a Mercer University baseball game.

Teaching future drivers the importance of safe driving behavior is one of the keys to reaching the goal of zero traffic deaths in 2050, when many of these future drivers will likely have kids and grandchildren. GOHS partnered with AAA for the Teen Driver Safety Event during National Teen Driver Safety Week. In addition to Alliance Highway Safety "HeadsUpGeorgia" booths at local high schools, GOHS also promoted education efforts at high schools, middle schools, colleges and universities on social media, including producing videos with students designed to influence their peers



While the number of pedestrian deaths in Georgia has decreased for three consecutive years, pedestrian and bicyclist fatalities now comprise approximately 20% of the total fatalities in the state. GOHS is continuing to place pedestrian state law information on outdoor billboards that are located along roads where the data shows many fatal pedestrian crashes are occurring and on bus shelters in Atlanta where many people must walk before boarding or after getting off public transportation. The outdoor campaign begins in December and runs through February, which has the fewest daylight hours during the year.

GOHS also partnered with a grantee at the Muscogee County Sheriff's Office, AAA and Safe Kids Columbus for an earned media event on National Pedestrian Safety on October 1. GOHS also partnered with AAA for their "Schools Open, Drive Carefully" Tour to remind drivers to slow down and stop for children crossing the street to school and educating them on the state's new school bus law that carries a minimum \$1,000 fine for illegally passing a stopped school bus dropping off or picking up students.

Warmer weather brings more motorcycles on the road and FARS crash data continues to show an increase in motorcycle fatalities from February to March. GOHS through Chandley Communications ran the "Look Twice, Save A Life" video message on television stations in major markets that reach urban and rural areas during February and March to remind drivers to watch for motorcycles.

The summer heat can also be deadly and unfortunately there are small children who die each year from heatstroke after being trapped inside a vehicle. GOHS and the Georgia Department of Early Care and Learning (DECAL) partnered for an earned media event on National Pediatric Vehicular Heatstroke Prevention Day to remind everyone to "Stop, Look and Lock" to prevent small children from being left or able to access a vehicle. DECAL also uses a GOHS grant to place outdoor advertising and radio messages to promote pediatric vehicular heatstroke prevention.

The partnership with Alliance Highway Safety also allowed GOHS to engage people across the state in large cities, smaller towns and rural areas. The "HeadsUpGeorgia" and "BuckleUpGeorgia" booths not only work to educate citizens on the importance of safe driving behaviors but also conduct electronic surveys to give Georgians a voice on what they believe needs to happen to eliminate serious injuries and deaths caused by traffic crashes.

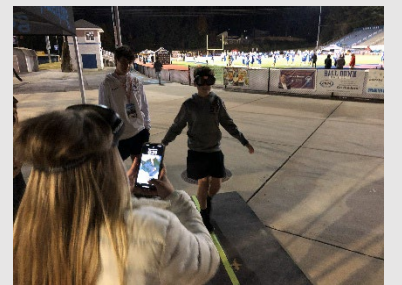
The results of more than 500 respondents found that more than 90% stated they wore their seat belts and those who didn't cited comfort as a reason why and most of those said they would wear them if they were more comfortable. More than 30% of the respondents say they use



their phone when driving for phone calls when driving and navigation is the second most used application on their phone and texting while driving is third most used application.

Survey respondents also said that more enforcement patrols, DUI checkpoints, harsher punishment for traffic law violators, highway safety education in schools, electronic signs on roads and continue highway safety engagement efforts at sporting events, festivals, schools and other places are some of the ways GOHS and our partners can make roads safer in Georgia. See Appendix D for survey results.

GOHS certainly looks to continue engaging the public across the state because it will take everyone working together in order to achieve our desired goal of no one losing their life or being seriously injured in a crash that was completely preventable.



Earned Media Events & Campaigns

FY2025 was supplemented throughout the year with the following earned media campaigns, which were executed with news conferences, social media messaging (please see Social Media Addendum at the end of this section) on Facebook/Twitter/Instagram and news releases sent to statewide print and broadcast media.

FY2025 EARNED MEDIA EVENTS

Campaign	Location	Date
National Pedestrian Safety Month	Columbus	Oct 1, 2024
Rural Road Safety	Moultrie	Oct 17 2024
November CIOT	Atlanta	Nov. 25, 2024
Thunder Task Force	Newnan	December 5-7, 2024
Protect Your Melon Rural Road Safety	Cordele	January 18, 2025
Thunder Task Force	Warner Robins	January 30-Feb 2, 2025
Protect Your Melon Rural Road Safety	Atlanta Motor Speedway	February 22-23, 2025
St. Patrick's Day Wrong Exit	Jeffersonville	March 14-15, 2025
Protect Your Melon High School Rural Road Safety	Blairsville, Flowery Branch	April 24, 2025
Unattended Pediatric Vehicular Heat Stroke Prevention	Marietta	May 1, 2025
Memorial Day CIOT	Atlanta, Columbus, Cordele	May 21, 2025
Protect Your Melon Rural Road Safety	Stockbridge, Hampton	June 28-29, 2025
Operation Southern Slow Down	Ringgold, Columbus, Augusta, Savannah	July 14, 2025
Back to School Safety	Atlanta, Augusta, Columbus, Macon, Savannah	July 23-Aug 1, 2025
Hands Across the Border	Augusta, Bremen, Columbus, Dillard, Kingsland, Savannah, Valdosta	Aug 25-29, 2025
Child Safety Seat Awareness	Covington	Sept 21-27, 2025

FY2025 EARNED MEDIA CAMPAIGNS

Campaign	Program Area	Date
National Pedestrian Safety Day	Non-Motorized	October 2024
Expo Rural Road Safety	Occupant Protection	October 202
Teen Driver Safety Awareness	Teen Driving	October 2024
Thanksgiving Click It or Ticket	Occupant Protection	November 2024
Holiday Drive Sober or Get Pulled Over	Impaired Driving	December 2024-January 2025
St. Patrick's Day Drive Sober	Impaired Driving	March 2025
Spring Distracted Driving Awareness	Distracted Driving	April 2025
Pediatric Vehicular Heatstroke Prevention	Occupant Protection	May 2025
Memorial Day CIOT	Occupant Protection	May 2025
July 4th OZT	Impaired Driving	June-July 2025
Operation Southern Slow Down	Speed Prevention/Occupant Protection	July 2025
Back To School Safety	Occupant Protection/Non-Motorized Safety	July-August 2025
Hands Across the Border/Labor Day OZT	Impaired Driving	August-Sept. 2025
Child Passenger Safety Week	Occupant Protection	September 2025

Paid Media Campaigns – List

The GOHS paid media campaigns for FY2025 include the following:

- 2024 Georgia/Florida Impaired Driving Prevention Campaign
- 2024 Thanksgiving Click It Or Ticket (CIOT) Campaign
- 2024/2025 Holiday Drive Sober Campaign
- 2024/2025 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, and Impaired Driving Campaign
- 2024/2025 Hawks TV Impaired Driving Prevention
- April 2025 Distracted Driving Awareness Campaign
- 2025 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign
- 2025 Atlanta Braves Buckle Up Georgia
- 2025 Pedestrian Safety Education
- 2025 Look Twice, Safe a Life Motorcycle Safety
- 2025 Protect Your Melon OP Rural Road Safety
- 2025 Atlanta Motor Speedway Distracted Driving Awareness
- 2025 Memorial Day Click It or Ticket Campaign
- 2025 Share The Road Bicycle Safety Campaign
- 2025 July 4th Operation Zero Tolerance/Drive Sober Campaign
- 2024-2025 Georgia Public Broadcasting BuckleUPGeorgia Occupant Protection Campaign
- 2025 High School Football Distracted Driving Campaign
- 2025 Labor Day Operation Zero Tolerance/Drive Sober Campaign
- 2024/2025 College Football Impaired Driving Prevention
- Minor League Baseball Impaired Driving Prevention

Paid Media Campaigns – Detailed Descriptions

The section below provides a detailed description of each campaign, including the campaign dates, dollars spent, media formats, agency, and the population reached.

- **2024 Georgia/Florida Impaired Driving Prevention Campaign**

Dates: October 26-November 2, 2024 *Budget Spent:* \$24,788.93

Formats: Television, Radio, Digital *Agency:* Chandley Communications

GOHS continued our partnership with the FDOT Safety Office for the annual Georgia/Florida Impaired Driving Prevention program during the week of the annual football game that draws hundreds of thousands of people to the Southeast Georgia/Northeast Florida coast. The game has a long tradition of being associated with alcohol consumption by fans in the area, which is why GOHS sponsored a weeklong television campaign on WTLV and WJXX stations, and FDOT Safety Office handled paid media messaging for impaired driving prevention on the Florida Gators Athletic radio network and a video message that aired prior to the start of the 4th quarter in the stadium. According to data from WTLV/WJXX, GOHS received 108 total spots on over-the-air television to promote impaired driving prevention during the week, which recorded 1.28 million screen impressions, and spots that ran on the Premium OTT/CTV service earned 150,921 screen impressions. The GOHS banner ad on the First Coast News website earned more than 219,000 impressions, and the 30 Border Wars game special ran 94 times and earned a total of 296,425 screen impressions during the week. The entire campaign earned 1.577 million screen impressions and reached 55% of the Jacksonville market, which includes Camden, Glynn, Charlton, Clinch, and Ware counties in Georgia.



Population Reach:

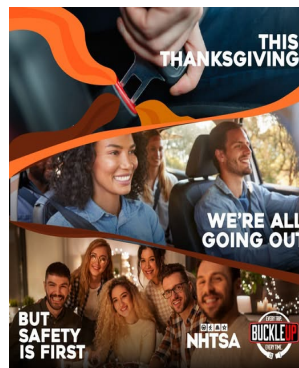
Elements	Spots	Cost
Border War Special	2 X :30 messages 2 open/close billboards Sponsor tag on station promos	\$200
WTLV	60 X :30	\$13,290
WJXX	48 X :30	\$8,860.93
Chandley Placement Fee		\$1,791
WTLV/WJXX Border Wars Promo	49 X 15	\$0

- **2024 Thanksgiving Click It Or Ticket (CIOT) Campaign**

Dates: November 18 – December 7 *Budget Spent:* \$240,000
Formats: Television, Radio, Digital *Agency:* Chandley Communications

GOHS ran its annual Thanksgiving CIOT paid media campaign in conjunction with statewide high-visibility enforcement from November 18 to December 7, 2024. The new Ross Chastain “Protect Your Melon” seat belt message was used on radio, television, and digital streaming platforms. The media plan produced by Chandley Communications generated more than 5,870 (:30) spots aired on television, radio, and digital streaming outlets statewide and delivered more than 9.29 million screen impressions. This campaign was supplemented by earned media, as well as a public information and education campaign on Facebook, Twitter, Instagram, and the GOHS website. The timing of this campaign coincides with NHTSA’s nationwide CIOT campaign, which includes both social norming and enforcement messaging.

The purpose of this campaign was to fund an in-house, statewide, comprehensive occupant protection paid media campaign designed to reduce unbelted motor vehicle crashes, injuries, and fatalities. The paid media campaign is also designed to boost enforcement efforts during Georgia’s November “Click It or Ticket” seat belt education and enforcement campaign. The campaign also featured an earned media event with the Georgia Department of Public Safety in Atlanta that was streamed live on the GOHS Facebook page, and a GOHS YouTube channel link was distributed to media outlets statewide on Monday prior to the start of the 102-hour Thanksgiving holiday travel period that began at 6:00 p.m. on November 27 and ended at 11:59 p.m. on December 1. The CIOT/occupant protection message targeted males aged 18-34, with both daytime and nighttime compliance messages.



Population Reach:

	Cost	Paid Spots	Bonus Spots	Total Spots	Impressions	Reach
Broadcast	\$79,419	356	60	411	4,807,840	91%
Cable	\$43,958	2,188	186	2,374	915,725	59%
Radio	\$62,781	1,625	1,163	2,788	2,547,028	52%
Digital (OTT)	\$10,000	344,828 impressions ordered	90 impressions		344,918 impressions delivered	
Digital (Bally Sports Streaming)	\$5,000	106,383 impressions ordered	439 impressions		106,822 impressions delivered	

Digital (YouTube)	\$5,000	357,135 impressions ordered	73,356 impressions	430,519 impressions delivered
Digital (Spotify, Other Audio)	\$5,000	135,135 impressions ordered	531 impressions	136,666 impressions delivered
Chandley Communications Fee	\$24,490			

The following are examples of earned media received:

1. **WALB:** [Georgia agencies issue road safety warning ahead of Thanksgiving weekend](#)
2. **Fox 5 Atlanta:** [2.1M Georgians expected to hit the road for Thanksgiving travel](#)
3. **11 Alive:** [Drivers encouraged to plan ahead, keep safety top of mind as they travel Thanksgiving week](#)
4. **Valdosta Today:** [GSP encourages motorists to be patient, drive safely during Thanksgiving holiday](#)
5. [Calhoun Police to Host “Click it, Don’t Risk It” Campaign next Week - Coosa Valley News](#)

- **2024/2025 Holiday Drive Sober Campaign**

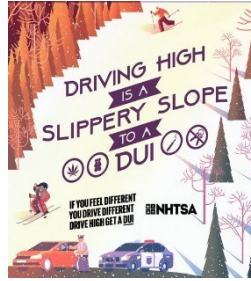
Dates: December 18 – January 1

Budget Spent: \$240,000

Formats: Television, Radio, Digital

Agency: Chandley Communications

GOHS ran its annual Christmas/New Year’s holiday paid media campaign in conjunction with statewide, high-visibility enforcement from Dec.18, 2024, to Jan. 1, 2025. GOHS debuted the new Ross Chastain “Protect Your Melon” spot asking everyone to use their melon by choosing to never drive under the influence of alcohol, drugs, or a combination both substances. GOHS selected State of Georgia approved media buying vendor Chandley Communications to handle purchasing television, radio, and streaming time to air impaired driving prevention messages on television stations, streaming video platforms, and radio stations that reach an audience in Georgia. The final report for Chandley showed the two-week campaign earned GOHS 10.5 million total screen impressions and the agency received more than 6500 spots on television, radio and digital platforms. The paid media campaign is designed to support the statewide enforcement of Georgia DUI laws during the holiday season and an earned media event held on the day prior to the start of the campaign. GOHS distributed a news release promoting the Drive Sober or Get Pulled Over enforcement campaign to local law enforcement who distributed the release to the public through local media outlets in their communities. The campaign also worked to promote sober driving prior to the Christmas/New Year’s holiday travel periods, which was 6 p.m. on December 23 to 11:59 p.m. on December 25 and 6 p.m. on December 31 to 11:59 p.m. on January 1 in Georgia. The Drive Sober impaired driving message targeted males aged 18-34 years.



Population Reach:

	Cost	Spots Ordered	Bonus Spots	Total Spots	Impressions	Reach
Broadcast	\$85,503	395	163	558	5,905,855	93%
Cable	\$43,605	2,507	344	2,851	913,935	56%
Radio	\$53,548	1,685	1,431	3,116	2,895,800	53%
OTT/CTV	\$10,000	344,828 impressions ordered	49 impressions		344,877 delivered	
YouTube	\$5,000	357,143 impressions ordered	5,508 impressions		362,201 impressions delivered	
Digital – Spotify Audio	\$5,000	135,135 impressions ordered	328 impressions		135,463 impressions delivered	
Digital Streaming Discovery Plus, Fox Sports	\$4,997	106,326 impressions ordered			106,326 impressions delivered	
Agency Fee	\$24,495					
Total				7,373	10.5+ million impressions delivered statewide	

The following are examples of earned media received:

- 1) [Authorities warn holiday travelers to look out for drunk drivers](#)
- 2) **BainbridgeGA.com:** [Santa doesn't deliver to drunk and drugged drivers sitting in a jail cell](#)
- 3) **WSBTV:** [Metro Atlanta sheriff's office, partners holding holiday checkpoints for road safety](#)
- 4) [Ga. Officials share how to prevent DUIs ahead of the holidays](#)

- **2024-25 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, Motorcycle Safety and Impaired Driving Campaign**

Dates: October-September

Budget Spent: \$192,000

Formats: Television, Radio

Agency: Georgia Association of Broadcasters (GAB)

The Governor’s Office of Highway Safety continued to partner with the Georgia Association of Broadcasters (GAB) as a non-profit government entity in order to receive statewide radio and television highway safety messaging throughout the year. Instead of paying dues, GAB members donate airtime to the association, who then in turn sells it to governmental agencies and non-profits for public service and public safety educational messaging. GOHS spent \$8,000 per month on radio and \$8,000 per month on television paid media messages to air on GAB member stations from October 1, 2024, through September 30, 2025. GOHS was able to run messages for Occupant Protection, Impaired Driving, Distracted Driving, Motorcycle Safety and Non-Motorized on a monthly basis. The schedule for which program area to be used was made in conjunction with NHTSA’s Communications Calendar and GOHS enforcement mobilizations. GOHS aired Occupant Protection messages in November, January, July and September. Impaired Driving Prevention messages aired in October, December, February, March, June and August. Non-motorized safety messages aired in October, Distracted Driving prevention messages ran in April, and Motorcycle Safety messages were aired in May. The total cost of the project is \$192,000 and in return GAB data shows that GOHS receives more than 2.7 million dollars in paid media messaging for the year. These messages also air across the state in large cities, towns and rural areas.

GAB FFY 2025 Report:

Month	Radio Spots	Radio Value	TV Spots	TV Value	Total Spots	Total Value
10/2024	2,301	\$93,518	685	\$138,980	2,986	\$232,498
11/2024	2,145	\$89,276	714	\$139,535	2,859	\$228,811
12/2024	2,076	\$86,018	701	\$115,595	2,777	\$201,613
01/2025	2,434	\$101,646	695	\$129,946	3,129	\$231,592
02/2025	2,154	\$91,765	712	\$144,422	2,866	\$236,187
03/2025	2,211	\$95,748	745	\$131,136	2,956	\$226,884
04/2025	2,083	\$81,972	693	\$143,770	2,776	\$225,742
05/2025	2,117	\$81,424	739	\$182,094	2,856	\$263,518
06/2025	1,996	\$85,492	694	\$124,496	2,690	\$209,988
07/2025	2,190	\$93,352	723	\$169,065	2,913	\$262,417
08/2025	2,394	\$93,605	731	\$152,557	3,125	\$246,162
09/2025	2,041	\$86,359	697	\$135,500	2,738	\$221,859
TOTAL	26,142	\$1,080,175	8,529	\$1,707,096	34,671	\$2,787,271

- **2024-25 Georgia Public Broadcasting HeadsUpGeorgia Distracted Driving Campaign**

Dates: October-June; August-September

Budget Spent: \$475,000

Formats: Television

Agency: Georgia Public Broadcasting



The Governor’s Office of Highway Safety and Georgia Public Broadcasting (GPB) continue to partner for Emmy nominated “HeadsUpGeorgia” distracted driving awareness campaign. The “HeadsUpGeorgia” distracted driving prevention campaign targets teens and young adult drivers with distracted driving paid media messaging, in-game segments, personal testimonials for those involved in distracted driving crashes and a GPB student video contest. The campaign features GOHS receiving two :30 second spots in nine regular season games, four Georgia High School Association state football playoff games, eight GHSA state championship football games and four GHSA flag football championship games GOHS also received :30 distracted driving prevention messages in the pregame tailgate show, postgame show and the replay of the entire game. The games aired on over-the-air, digitally on the GPB website and on the GPB app. GOHS ran a paid media message specifically produced for the format featuring high school students showing the dangers of texting and driving at a football game as a player, cheerleader and a member of the band and not to do the same thing when they are driving. In addition to the spots, GPB produced four two-minute segments using driving instructors from the Shepherd Center discussing the dangers of distracted driving, ways to avoid distracted driving and how parents and teens can communicate and help to prevent distracted driving crashes. The campaign also featured two testimonials with Natalie Bacho, whose daughter Abby was killed in a distracted driving crash in 2012 and a follow-up on with Daquarius Greene who is a distracted driving prevention advocate after he was involved in a distracted driving crash that killed a close friend almost a decade ago. The GPB student video contest produced three outstanding videos that aired during the GHSA state championship games. GOHS also aired distracted driving messages during GPB’s online coverage of the GHSA state cheerleading and boys/girls state basketball championships. According to GPB Data, the total campaign earned more than 15.438 million screen impressions, which is a 21% increase from the previous season. The full football season had more than 4.4 million viewers, including two million for the state championships. The regular season games averaged 123,000 viewers and 238,000 viewers for the playoffs. The cost per meter for GOHS was just \$5.44, which was a dollar less than the previous season.

Population Reach:

TELEVISION

Total TV Impressions	20,696,433
TV HeadsUPGeorgia Impressions	15,656,433
TV Billboard Impressions	56,823.874
Total TV/Digital Impressions	93,176,740

DIGITAL

GPB Website Banner Impressions	600,000
GPB Sports App Impressions	2,111,064
GPB Podcast	72,100
Total Impressions	2,783,164

- 2024-25 Bally's Atlanta Hawks Impaired Driving Prevention**

Dates: October-April *Budget Spent:* \$220,000
Formats: Television *Agency:* Fan Duel Sports

GOHS contracted with Fan Duel Sports Bally's to broadcast impaired driving messages on 60 regular-season games during the 2024-25 NBA season. With bonus spots for regular season and first round playoff games. The Atlanta Hawks have a talented roster that attracts a large television audience for every game, and a majority of that audience fits the GOHS target audience of males 18-34. Many of those watching these games are consuming alcoholic beverages and it is important to remind everyone to never make the choice to drive over the legal BAC limit. GOHS ran the "Toughest Job in Law Enforcement" message that reminds everyone the best way to prevent a DUI crash and a DUI arrest is to plan ahead for a ride with a sober driver.

Population Reach:

Hawks 2024-25 SEASON CAMPAIGN RECAP

Element	# Elements Ordered	# Elements Aired	Additional Value
Hawks In-Game Spots	98	121	\$55,200
Hawks In GameFlow	49	61	\$12,000
Hawks :05 Billboards	49	62	\$13,000
Hawks Pregame :30's	0	3	\$2,100
Hawks Re-Airs	98	123	\$1,250
ROS Sports	350	1,420	\$7,100
Total Broadcast Elements	742	1,790	\$154,550
Fox Sports Go Streaming	625,000 impressions	625,000 impressions delivered	

- **2025 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign**

Dates: April-September
 Formats: Television, Radio

Budget Spent: \$388,000
 Agency: Bally's/Diamond Sports in a joint project with SHSO's from TN, SC and NC.

The Atlanta Braves are the favorite baseball team for fans in the Southeast and the All South Highway Safety Team continues their partnership to bring Occupant Protection and Impaired Driving Prevention messages to fans in seven states. Georgia partnered with highway safety offices in North Carolina, South Carolina and Tennessee to run seat belt/child passenger safety and impaired driving prevention



messages in 60 regular season games on the Fan Duel Sports South regional sports network and the Fan Duel Sports app for the 2025 Major League Baseball. The combined resources allow these four states to air these important safety messages over the Fan Duel Sports South regional cable channel that airs in seven states. Each state pays according to the percentage of viewers they have in the audience and ratings show approximately 70% of the audience lives in Georgia, which is the percentage GOHS pays. The campaign runs OP messages in April and May prior to the Click It or Ticket Campaign and in July and September during Operation Southern Slow Down takes place in the third week of July and September is National Child Passenger Safety Month. Impaired Driving prevention messages air prior to the July 4th holiday travel period and in August prior to the Labor Day Holiday weekend. The campaign runs messages utilizing state troopers from all four states who share the goal of eliminating traffic deaths through the enforcement of traffic laws. The Atlanta Braves games remain the most watched television program during the regular season in the metro Atlanta television market and across the southeast.

Population Reach:

BRAVES 2024 SEASON CAMPAIGN RECAP

Element	# Elements Ordered	# Elements Aired	Additional Value
Braves In-Game Spots	120	141	\$98,700
Braves In GameFlow	60	64	\$8,000
Braves :05 Billboards	60	60	\$0
Braves Post-Game :30's	0	8	\$12,000
Braves Pre-Game :30's	0	13	\$19,500
Braves Re-Airs	120	281	\$16,100
ROS Sports	500	2,458	\$97,800
Total Broadcast Elements	860	3,025	\$252,200
Fox Sports Go Streaming	1.875 million impressions ordered	1.875 million impressions delivered	\$0
Total Additional Value			\$261,850

- **2025 Atlanta Braves Buckle Up Georgia**

Dates: April-October *Budget Spent:* \$100,000
Formats: Billboards, Signs *Agency:* Atlanta Braves Baseball



The Atlanta Braves are not only a big draw on television. They also are at the top in Major League Baseball in fan attendance. The Braves drew more than 2.8 million fans to Truist Park during the 2025 Major League Baseball season. That is GOHS continues to partner with the Braves to place seat belt awareness and child passenger safety messages inside the stadium and around the Battery Complex, which is owned by the Braves. The signs will be seen not only for fans walking to their vehicles after attending baseball games but also other events at the Battery Entertainment District including concerts, restaurants, shops and other businesses at the Battery. GOHS also receives three game week activations and scheduled them in May prior to the Memorial Day Click It or Ticket mobilization, NHTSA Region IV “Operation Southern Slow Down” and National Child Passenger Safety Week in September. The activation includes signage on the scoreboards, LED banners and the free game day program.

- **Minor League Baseball Designated Driver Rideshare Zone**

Dates: April-September *Budget Spent:* \$35,000
Formats: Signage/Tent *Agency:* Chandley Communications

GOHS expanded their impaired driving prevention program by sponsoring the Designated Driver Rideshare Zone for two minor league affiliates of the Atlanta Braves. After sponsoring the Rideshare Zone for the Gwinnett Stripers in 2024, GOHS continued that partnership in 2025 and added the Augusta GreenJackets in 2025. Though the GreenJackets Park is located in North Augusta, South Carolina, it is actually on the Georgia /South Carolina state line and a majority of fans who attend the game live and drive in Georgia. GOHS decided to expand the project to Augusta where FARS crash data showed 30 percent of the persons killed in traffic crashes during the minor league baseball season from 2019-2023 involved a driver whose Blood-Alcohol Concentration (BAC) level was at or above the .08 legal limit in Georgia. The GreenJackets drew almost 250,000 fans during the season for an average of almost 4,000 fans per game. The Gwinnett Stripers drew more than 190,000 fans at Coolray Field in Lawrenceville for an average of slightly more than 2,500 fans per game. In addition to the Rideshare Designation with the GOHS Logo and the NHTSA “Drive Sober or Get Pulled Over” logo, GOHS received digital impaired driving prevention messaging inside the stadium, game program and public address announcement.

- **2025 Pedestrian Safety Campaign**

Dates: December 2024 – February 2025
April-July 2025

Budget \$605,000
Spent:

Formats: Outdoor Billboards

Agency: Clear Channel Outdoor Advertising,
Lamar Outdoor Advertising,

While preliminary crash data for 2024 and 2025 have shown decreases in pedestrian fatalities in each of the last four years in Georgia, pedestrian and bicycle fatalities now count for approximately 20 percent of the state’s total crash deaths compared ten years ago when non-motorized traffic fatalities accounted for 17 percent of total traffic deaths in Georgia. GOHS is continuing to place highway safety education messages on outdoor billboards reminding drivers that Georgia law requires drivers to stop for pedestrians in crosswalks. GOHS continued to partner with Clear Channel Outdoor Advertising and Lamar Advertising to place pedestrian state law education messages on outdoor billboards in areas where crash data showed had the highest number of pedestrian fatalities in the state. The data showed most of the pedestrian fatalities happen in metro Atlanta, Augusta, Macon, and Savannah. GOHS then used crash data to determine what corridors experienced the highest number of pedestrian fatalities and worked with CCO and Lamar to have these outdoor messages installed on these roads and highways. The campaign began in early December and ran through the middle of March, which is the beginning of Daylight-Saving Time. Crash data showed more than 80% of pedestrian fatalities happen in nighttime/low light areas and the winter months have the fewest daylight hours. A second campaign was implemented in April and ran until late July to continue to remind drivers the law requires them to stop for pedestrians in crosswalks.



Population Reach:

	Winter Outdoor Advertising Campaign	Spring Outdoor Advertising Campaign	Total
Spots Guaranteed	980,000	1,092,000	2,072,000
Spots Guaranteed	1,409,034	1,354,661	2,763,695
Projected Impressions	26,879,964	33,959,800	60,839,764
Delivered Impressions	34,765,642	38,959,800	73,725,442

- **2025 Pedestrian Safety Campaign**

Dates: December 2024- February 2025
 April – July 2025

Budget Spent: \$250,000

Formats: Outdoor Billboards

Agency: Outfront Media



With the metro Atlanta continuing to have a large number of pedestrian fatality crashes, GOHS continued to partner with Outfront Media to place pedestrian crosswalk state law messages on MARTA bus shelters and outdoor billboards in the metro Atlanta area. GOHS recognizes that the majority of those who utilize public transportation, most likely walk to their bus stop or to their rail station. GOHS partnered with Outfront, the contracted advertising provider for MARTA, to place outdoor billboard messages on MARTA bus shelters and outdoor billboards adjacent to major roads and highways where there are a number of pedestrians. With crash data showing that more than 80% of pedestrian fatalities in Georgia happening at night or during low light areas, GOHS and Outfront began this campaign in December and ran it through February, which are the shortest days of the year in terms of the number of hours of sunlight. GOHS and Outfront then worked boost the awareness of Georgia’s pedestrian safety law by implementing a second 16-week campaign from April through July. The billboard locals were forecasted to receive approximately 4.3 million impressions for the week and total of more than 125 million impressions for both winter and spring campaigns.

- **2025 Spring Distracted Driving Awareness Campaign**

Dates: *March 31- April 20, 2025* *Budget Spent:* *\$250,000*

Formats: *Television, Radio, Digital* *Agency:* *Chandley Communications, Inc.*



GOHS continued their participation with NHTSA for the National Distracted Driving Awareness Month education and enforcement campaign during April. GOHS used State of Georgia-approved media buying and advertising services vendor Chandley Communications to buy \$250,000 in radio, television, and digital streaming advertising to broadcast and stream distracted driving awareness messages educating Georgians on the state’s hands-free distracted driving law.

Chandley Communications spent \$75,000 dollars for 378:30 distracted driving awareness messages on local broadcast stations in Georgia, \$44,000 to air 3,190:30 distracted driving awareness messages on cable television outlets in the state, \$62,780 to air 1,728:30 distracted driving awareness messages on radio stations, and \$20,000 to run:15 and:30 distracted driving awareness messages on digital television and radio platforms OTT and Spotify. GOHS also received more than 21,000 bonus spots on television, cable and radio outlets during the month. The media buy resulted in GOHS messages receiving 9.3 million impressions delivered across the state during the month-long campaign.

GOHS also contracted with Chandley Communications, which partnered with Nightglass Media to produce a new 30-second and a new 15-second video and audio distracted driving prevention messages in September 2025. The message of the ad is that texting and driving endangers everyone on the road, citing a GOHS Georgia Traffic Safety Fact Sheet data that showed two out of every three people killed or seriously injured in a distracted driving crash in Georgia in 2023 were not the distracted driver.

The purpose of this campaign was to fund an in-house, statewide comprehensive distracted driving paid media campaign designed to reduce motor vehicle crashes, injuries, and fatalities caused by drivers who were distracted and to support the statewide enforcement campaign. The buy began on April 1, and for the first three weeks of the month, including before the National Connect2Disconnect enforcement effort on April 7. The paid media campaign was also supported with content on GOHS social media pages on Facebook, Twitter, YouTube, and Instagram.

Population Reach:

	Cost	Paid Spots	Bonus Spots	PSA/Promos	Total Spots	Impressions	Reach
Broadcast	\$75,152	378	88	N/A	466	4,343,143	89%
Cable	\$44,217	3,190	435	N/A	3,624	1,135,758	48%
Radio	\$62,783	1,728	746	90	2,564	3,272,527	52%
Digital (OTT)	\$4,997	106,108 ordered impressions				106,180 impressions delivered	
Digital Streaming TV Discovery+ Fox Sports	\$4,990	106,180 ordered impressions				106,180 impressions delivered	
Digital You Tube	\$5,000	357,143 ordered impressions	20,504 bonus impressions			377,647 impressions delivered	
Agency Fee	\$24,971						

The following are examples of earned media received:

- 1) [AAA warning drivers to stay focused on the roads](#)
- 2) [Emory University to study seat belt use, distracted driving across Georgia](#)
- 3) [Gridlock Guy: Hands-free laws work if drivers obey them](#)
- 4) [Georgia Hands-Free Law prohibits cellphone use while driving – Albany Herald](#)

- **2025 Memorial Day Click It or Ticket Campaign**

Dates: May 14- June 1, 2025 *Budget Spent:* \$240,000

Formats: Television, Radio, Digital *Agency:* Chandley Communications

GOHS ran its annual Memorial Day Click It or Ticket media campaign in conjunction with statewide, high-visibility enforcement from May 12-26, 2025. The campaign used the Ross Chastain “Protect Your Melon” by wearing your seat belt message with the intent to target rural audiences where stock car racing is very popular and Chastain is one of the favorite drivers in the sport. The CIOT paid media campaign runs during the statewide enforcement period, including the Memorial Day holiday travel weekend, which began at 6:00 p.m. on Friday, May 23, and ended at 11:59 p.m. on Monday, May 26, and also included a joint earned media effort with the Georgia Department of Natural Resources. GOHS and Georgia State Patrol promoted seat belt use, and DNR Game Wardens urged those on the water to click their life jackets prior to the Memorial Day holiday weekend at news conferences in Atlanta, Columbus, and Cordele.

GOHS Media Buyer Chandley Communications' media plan for broadcast television, cable television, radio, and digital streaming platforms earned more than 10.34 million screen impressions during the two-week period where the spots ran. GOHS received more than 2250 video and audio spots during the 18-day campaign that earned more than 8.86 million screen impressions across Georgia.

Population Reach:

	Cost	Paid Spots	Bonus Spots	Total Spots	Impressions	Reach
Broadcast	\$78,144	410	125	535	4,025,000	92%
Cable	\$41,074	3,392	313	3,705	1,543,000	59%
Radio	\$69,005	2,230	1,377	2,756	3,298,00	64%
Digital (OTT)	9,606	331,243 impressions ordered			331,243 impressions delivered	
Digital (Spotify)	\$5,000	135,135 impressions ordered	442 bonus impressions		135,577 impressions delivered	
Digital (Streaming Video - Discovery+, Fox Sports, ETC)	4,779	341,376 impressions ordered			341,376 impressions delivered	
Digital (YouTube)	\$4,993	384,148 impressions ordered			384,148 impressions delivered	
Agency Fee:	\$24,912					

The following are examples of earned media received:

- 1) [‘Belts & Jackets’ safety tour launches ahead of Memorial Day weekend](#)
- 2) **WGAU Radio Athens:** [‘Belts & Jacket’ safety tour launches ahead of Memorial Day weekend](#)
- 3) **Now Habersham:** [Law enforcement officials urge safe driving ahead of Memorial Day weekend travel surge](#)
- 4) **WSBTV Atlanta:** [Memorial Day weekend drivers should keep safety on their minds](#)
- 5) **WTOC TV Savannah:** [Dangers of hot cars in the summer heat](#)
- 6) **WRGA Radio Rome:** [Memorial Day travel period starts Friday at 6 p.m.](#)
- 7) **WBHF Radio Cartersville:** [Troopers and officers want motorists to enjoy their Memorial Day weekend while practicing safe driving behavior](#)
- 8) **Atlanta News First:** [Georgia DNUR urges people to be safe on the water this Memorial Day weekend](#)
- 9) **WGXA TV Macon:** [Officials urge safety on road and water ahead of Memorial Day weekend](#)
- 10) **41 NBC Macon:** [Law enforcement urging safe road, water travel this Memorial Day weekend](#)
- 11) **WRBL TV Columbus:** [Georgia law enforcement talk Memorial Day weekend safety](#)
- 12) **WSST-TV Albany:** [“Belts & Jackets” Safety Tour stops in Lake Blackshear Wednesday](#)
- 13) **WNEG Radio Toccoa:** [Troopers and officers want motorists to enjoy their Memorial Day weekend while practicing safe driving behavior](#)
- 14) **WJCL TV Savannah:** [Georgia and South Carolina roadway traffic anticipated to pick up for holiday weekend](#)
- 15) **Monroe Local News:** [Georgia officials urge safe driving this Memorial Day weekend](#)

- **2025 July 4th Operation Zero Tolerance/Drive Sober Campaign**

<i>Dates:</i>	<i>June 25-July 7</i>	<i>Budget Spent:</i>	<i>\$220,000</i>
<i>Formats:</i>	<i>Television, Radio, Internet</i>	<i>Agency:</i>	<i>Chandley Communications</i>

GOHS supported the annual July 4th Drive Sober or Get Pulled Over statewide impaired driving enforcement and education campaign with a statewide radio, television, and streaming digital buy. GOHS continued to run the Ross Chastain “Protect Your Melon” impaired driving prevention spot by encouraging all drivers, especially those in rural areas to make the smart choice to not drink and drive. The campaign began when Chastain and the NASCAR series were racing at Echo Park Speedway the weekend prior to the July 4th holiday. The campaign was also aimed at reminding those traveling for vacations to never mix alcohol and driving at any time of the year.

GOHS received 6,525 video and audio spots on traditional radio/cable/tv platforms and digital video/audio streaming services delivered more than 976,000 media impressions. According to Chandley Communications, the statewide campaign received more than 6.56 million impressions during the 12-day run with the campaign targeting males 18-49 years in age.



Population Reach:

	Cost	Paid Spots	Bonus Spots	Total Spots	Impressions	Reach
Broadcast	\$78,297	446	62	508	4,203,039	93%
Cable	\$37,940	2,763	328	3,091	953,00	52%
Radio	\$60,153	2,036	890	2,926	1,402,217	67%
Digital (OTT)	\$9,589	330,678 impressions ordered			330,678 impressions delivered	
Digital (Streaming TV)	\$4,996	106,301 impressions ordered			106,301 impressions delivered	
Digital (YouTube)	\$5,000	357,143 impressions ordered	175,799 impressions		532,942 impressions delivered	
Agency Fee:	\$23,294					

The following are examples of earned media received:

1. [Drunken driving on July 4 makes the holiday very dangerous](#)
2. <https://www.41nbc.com/georgia-drivers-warned-about-congestion-dui-enforcement-ahead-of-july-4/>
3. [Gov.'s Office of Highway Safety warns Georgia drivers against DUI on July 4 weekend](#)
4. [Operation Zero Tolerance in full effect as holiday travel ramps up](#)
5. [June 27-July 6, the Governor's Office of Highway Safety will initiate Operation Zero Tolerance](#)
6. <https://www.wgauradio.com/news/local/annual-driver-sober-or-get-pulled-over-campaign-begins-thursday/SKWCMQIR35BOPKQTJGRZLBDWWA/>
7. [Georgia officials launches Drive Sober Campaign for July 4th weekend – 95.5 WSB](#)
8. [Drive Sober or They Will Pull You Over | BainbridgeGA.com](#)
9. <https://wnegradio.com/operation-zero-tolerance-wrapped-up-over-the-independence-day-weekend/>

- **2024-2025 High School Football Occupant Protection Campaign**

Dates: October-November 2024, August -September 2025 *Budget Spent:* \$18,000.00

Formats: Radio/Television *Agency:* Marquee Broadcasting, Georgia-Carolina Radiocasting

The Governor’s Office of Highway Safety spent \$18,000 to air Occupant Protection messages during live radio broadcasts in Lavonia, Toccoa and Clayton on a tape-delayed broadcasts on WSST-TV in Cordele. GOHS spent \$6,000 to air OP messages before, during, and after high school football games broadcast games on stations WLHR, WNEG and WRBN. GOHS also received messages that aired during the week and during special high school related programming such as the weekly coaches show. GOHS also spent \$12,000 to air OP video messages during tape-delayed broadcasts on WSST-TV in Cordele. WSST-TV coverage area includes middle and south Georgia. Both of these projects target rural audiences across the state. Both projects used the "Protect Your Melon" message with seat belts with Ross Chastain.



- **2025 Labor Day Operation Zero Tolerance/Drive Sober Campaign**

Dates: August 20 -September 1 *Budget Spent:* \$220,000.00

Formats: Television, Radio, Digital *Agency:* Chandley Communications



GOHS supports the “Hands Across the Border” Impaired Driving Statewide Enforcement campaign with a 12-day television, radio, and streaming service paid media campaign. “Hands Across the Border” is a week-long enforcement campaign that sees Georgia law enforcement partner with neighboring states conduct sobriety road checks over a five-day period heading into the Labor Day Holiday travel weekend. Chandley Communications planned and executed the buy on behalf of GOHS. GOHS continued to target males 18-49 with the “Protect Your Melon” campaign with Ross Chastain reminding everyone to use their melon by choosing to never drive under the influence of alcohol, drugs or a mixture of both substances.

The Labor Day paid media campaign also falls during the first weekend of the college football season when many people are traveling to games, beaches, lakes and other resorts for one last summer outing. Chandley Communication executed a media buy that resulted in GOHS receiving 7,900 :30 second video and audio messages on tv/cable/radio platforms and earned more than 500,000 impressions on digital video and audio services. The total campaign earned more than 8.86 million screen impressions across the state.

Population Reach:

	Cost	Paid Spots	Bonus Spots	Total Spots	Impressions	Reach
Broadcast TV	\$78,144	410	125	535	4,025,000	92%
Cable	\$41,074	3,392	313	3,705	1,543,000	59%
Radio	\$69,005	2,320	1,377	3,697	3,298,000	64%
Digital (CTV/OTT)	\$9,660	331,243 impressions ordered			331,243 impressions delivered	
Digital (Audio)	\$5,000	135,135	443		135,577 impressions delivered	
Digital (Streaming TV)	\$4,990	103,557 impressions ordered			103,557 impressions delivered	
Digital (YouTube)	\$4,779	341,376 impressions ordered		n/a	341,376 impressions delivered	
Agency Fee:	\$23,824					

The following are examples of earned media received:

1. **41 WGMT:** [Hands Across the Border campaign targets drunk driving ahead of Labor Day](#)
2. **Chattanooga Pulse:** <https://www.chattanoogapulse.com/local-news/automotive/34th-annual-hands-across-the-border-campaign-starts-monday/>
3. **Bainbridge Post Searchlight:** <https://thepostsearchlight.com/2025/08/19/34th-annual-hands-across-the-border-campaign-starts-monday/>
4. **WLHR Radio:** <https://921wlhr.com/hands-across-the-border-safety-campaign-kicks-off-monday/>
5. **WNEG Radio:** <https://wnegradio.com/hands-across-the-border-safety-campaign/>
6. **WTOC TV Savannah:** [Multi-agency police checkpoint to be set up tonight, increased enforcement through Labor Day weekend](#)
7. **WTOC TV:** [Savannah leaders update their Vision Zero initiative](#)
8. **41NBC Macon:** [Officials offer tips to motorists ahead of Labor Day weekend](#)
9. **WRGA Radio Rome:** [Public safety gearing up for a busy Labor Day weekend](#)
10. **WRDW TV Augusta:** [Ga., SC law enforcement team up to make Labor Day travel safer](#)
11. **WJBF TV Augusta:** [34th annual Hands Across the Border begins](#)
12. **WFXG TV Augusta:** [‘Hands Across the Border’ campaign targets holiday traffic safety](#)
13. **WRCB TV Chattanooga:** [‘Hands Across the Border’ brings heavy law enforcement presence to roads ahead of Labor Day](#)
14. **WGAU Radio Athens:** [Week-long ‘Hands Across the Border’ campaign targets drunk driving and speeding ahead of Labor Day](#)
15. **WSB Radio:** [Week-long ‘Hands Across the Border’ campaign targets drunk driving and speeding ahead of Labor Day](#)
16. **WRBL TV Columbus:** [Law enforcement agencies to begin sobriety road checks ahead of Labor Day holiday](#)
17. **WLBB Radio Carrollton:** [“Hands Across the Border” drunk and drugged driving campaign began Monday](#)

- **2024 Spring Motorcycle Safety Campaign**

Dates: February-March 2025 *Budget Spent:* \$84,000

Formats: Television *Agency:* Chandley Communications

With state crash data continuing to show a large increase in fatalities involving motorcycle operators from February to March, GOHS partnered with Chandley Communications to run a statewide television campaign from mid-February to early March to remind drivers that motorcyclists will be returning to the roads with warmer weather. Chandley Communications purchased broadcast and cable television time and premium digital streaming platforms in Atlanta, Augusta, Macon (Middle Georgia) and Savannah to run “Look Twice, Save A Life” messages. The target audience for the campaign was males ages 18-49. Though the budget was small, GOHS focused on a select number of television stations with large audiences to run a :30 message to educate drivers to look again before pulling onto the road, turning, or changing lanes. The campaign used a spot produced at no cost by the Georgia Association of Broadcasters and ran for approximately three weeks and Chandley Communications reported the campaign delivered more than 3.6 million impressions across the state.



Population Reach:

	Cost	Paid Spots	Bonus Spots	Total Spots
Broadcast	\$47,710	202		202
Cable	\$16,080	986	50	1,036
Streaming	\$9,937	342,671 impressions ordered		342,671 impressions delivered
Agency Fee:	\$9,882			

- **2025 Fall Pedestrian Safety Education Campaign**

Dates: September 15-25 2025 *Budget Spent:* \$78,617

Formats: Television *Agency:* Chandley Communications

With crash data showing that almost 20 percent of pedestrian fatalities in Georgia occurring on interstate or limited access highways, GOHS and GDOT worked together to try to develop a message to help prevent these crashes. The preliminary data suggest that an overwhelming majority of these pedestrian fatalities on interstates were people who had a mechanical or equipment



issue in their vehicle or had been involved in a crash and had gotten out of their vehicle. GOHS and GDOT partnered with the Georgia Association of Broadcasters to produce a :30 pedestrian safety education message reminding everyone that Georgia law prohibits pedestrians on interstate highways and to call GDOT’s 5-1-1 system for a HERO or CHAMP unit to come and assist. The message also encouraged people to remain in their vehicle until a first responder arrived on scene unless they believed it was not safe to do so. GOHS Media Buyer Chandley Communications purchased airtime on select television stations in Atlanta and Augusta where crash data has shown most of the pedestrian fatalities on interstate highways have occurred. The campaign began prior to October’s National Pedestrian Safety running for three weeks in the month of September when daylight hours began to decrease. The post campaign report from Chandley found that GOHS received more than 1500 :30 second messages on broadcast and cable television outlets in Atlanta and Augusta and the media earned more than 7.27 million screen impressions during the two-week run.

Population Reach:

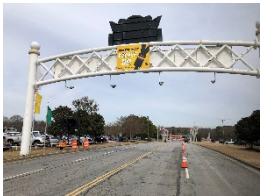
	Cost	Paid Spots	Impressions	Reach
Broadcast	\$51,059	151	5,362,582	43%
Cable	\$19,193	1,174 +187 bonus spots	1,914,385	54%
Total	\$70,252	1,512	7,276,967	48%
Agency Fee:	\$8,445			

- **2025 Protect Your Melon OP Rural Road Safety**

Dates: February/June 2025 *Budget Spent:* \$185,000.00
Formats: Television/In-person *Agency:* Spire Sports Plus

- **2025 Echo Park Speedway Rural Road Safety Occupant Protection**

Dates: February 2025 – January 2025 *Budget Spent:* \$50,000
Formats: Billboards *Agency:* Echo Park Speedway



Another effort to boost seat belt use in rural areas, GOHS spent \$50,000 to post outdoor signage designed to boost seat belt use for fans attending events at Echo Park Speedway in Hampton. In addition to hosting two NASCAR races, Echo Park Speedway hosts a number of events including high school graduations, races, live music events and other events inside the track and in parking lots located outside the track. NASCAR race weekends draw more than 150,000 fans for each weekend and other events also draw thousands of fans during the year. GOHS partners with Alliance Highway Safety to host a booth in the Fan Zone during the NASCAR race weekends where Ross Chastain attracts hundreds of fans for autograph sessions. The Alliance Highway Safety booth also featured OP oriented games with a seat belt challenge, VR games, and fans also completed attitudinal surveys. The booth also featured a replica race car that also helped to bring fans to the booth for both days during both race weekends.

- **2025 Alliance Highway Safety “Protect Your Melon” Highway Safety Education**

Dates: October 2024 – September 2025 *Budget Spent:* \$231,000
Formats: Interactive Education *Agency:* Alliance Sport Management

After contracting with Alliance Sport Management to assist with fan engagement booths at Echo Park Speedway and Truist Park, GOHS decided to expand the partnership with Alliance with the goal of engaging communities across the state on the importance of distracted driving prevention and seat belt use at sporting events, festivals, trade shows and other avenues. GOHS contracted with Alliance to continue the two fan zone booths for NASCAR Race Weekends at Echo Park Speedway and three activations during the regular season at Truist Park. These two events are designed to promote seat belt use, especially among rural residents as well as child passenger safety week with the September booth at Truist Park. Other Occupant Protection activities included the Georgia Peanut Commission

Farm Show in Tifton, The Yellow Daisy Festival at Stone Mountain, the St. Edwards Fall Festival in Gwinnett County, The Shepherd Center’s ‘School House Shuffle’ in Dublin and the “Eller Holler” festival in Hiawassee. GOHS also wanted to boost the HeadsUPGeorgia program by going on site at high schools around the state to promote distracted driving prevention. The HeadsUPGeorgia booth was on hand for the 2025 GPB season kickoff at Cartersville High School as well as big games at Gainesville High School and West Laurens High School in Dublin. The project kicked off in November 2024 at Walton High School and the GOHS HeadsUPGeorgia booth attracted fans of all ages during the 2024 GHSA State Football and State Flag Football Championships at Mercedes Benz. Alliance Highway Safety also brought the HeadsUPGeorgia booth to work young adults at college football tailgates at Kennesaw State, Valdosta, State, Savannah State and the Albany State basketball game against rival Fort Valley State. The Alliance Highway Safety booth featured a VR driving simulator, seat belt challenge to see how fast a person can click five seat belts with the matching color belt as well as driving behavior surveys. The GOHS Alliance Highway Safety Fan Booths drew hundreds of people, especially teens, to learn about the importance of safe driving behaviors.



Social Media Addendum

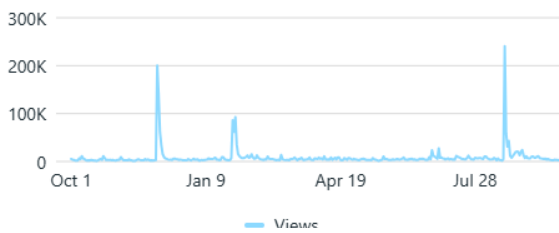
GOHS supplements all paid and earned media campaigns with posts on social media and daily posts average 2-3 per day, per platform. Facebook, Twitter, and Instagram are the main networks utilized, with YouTube providing a platform to post PSA's and commercials. For FFY2024, GOHS' social media presence was as follows:

Oct. 1, 2024 – Sep. 30, 2025 Social Media Addendum (FFY 2025)

Facebook

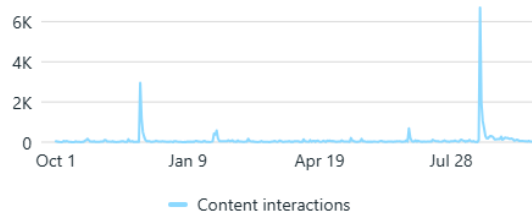
Views ⓘ

3.1M



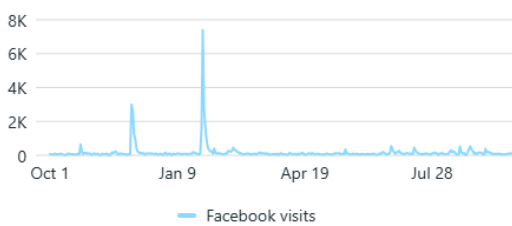
Content interactions ⓘ

35.1K ↓ 22.3%



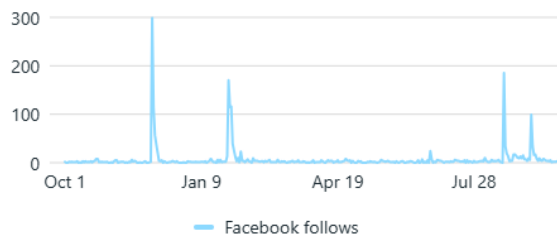
Visits ⓘ

62.5K ↓ 13.3%



Follows ⓘ

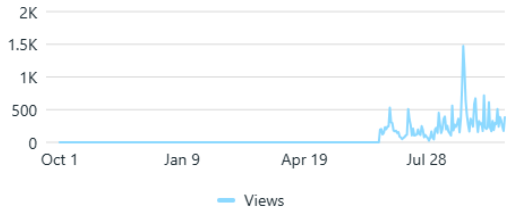
2.4K ↓ 39.1%



Instagram

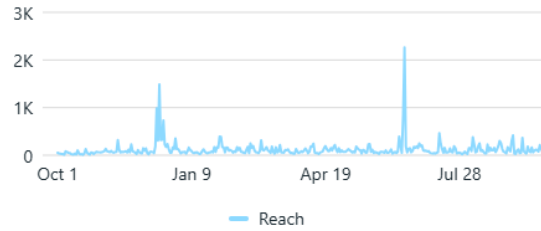
Views 📍

27.5K



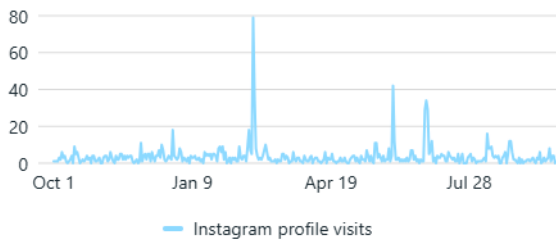
Reach 📍

20.7K ↑ 23.6%



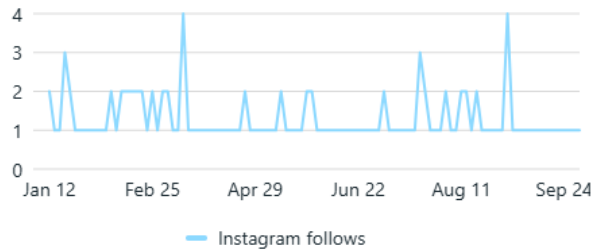
Visits 📍

1.3K ↑ 16.2%



Follows 📍

135



X (Twitter)

Month	New Followers	Month	New Followers
October 2024	0	April 2025	0
November 2024	5	May 2025	5
December 2024	0	June 2025	6
January 2025	0	July 2025	8
February 2025	3	August 2025	0
March 2025	7	September 2025	0

Instagram

Month	Account Engagement	Accounts Reached	Followers
October 2024	77	624	1511
November 2024	75	1.5k	1514
December 2024	100	696	1525
January 2025	113	1.8k	1560
February 2025	219	1.7k	1548
March 2025	140	1.9k	1555
April 2025	163	1.8k	1555
May 2025	161	1.4k	1558
June 2025	210	5.3k	1560
July 2025	244	2.2k	1572
August 2025	238	2.1k	1572
September 2025	119	2.5k	1578

Online Store Oct. 1, 2024 – Sep. 30, 2025

Child Passenger Safety Law	31,687
Hands-free Georgia Act	14,593
Move Over Law Fact Card	23,042
Super Speeder Law Fact Card	25,887
Be a Part of the Solution	25,998
What Georgia Drivers Must Know About Pedestrians	18,278
Click It or Ticket Fact Card	23,490
Bicycle Safety	15,922
Child Passenger Safety Law (Spanish)	14,582
Buckle Up in Your Truck	4,573
Science of a Car Crash Bookmark	16,324
Operation Zero Tolerance	20,786
Pedestrian Safety & Crosswalks	17,621
TADRA (Teen Adult Driver Responsibility Act)	17,519
Stay Charged, Don't Drive Drowsy	17,289

Items Printed: 287,591

Funded Projects

The tables below show the grantee details for funded projects within Communications (Paid Media) program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-036
Project Title:	402PM: Paid Media	Funding Source:	IIJA 402 PM
<i>Funded Amount:</i>	<i>\$1,097,798.79</i>	<i>Total Expended:</i>	<i>\$980,483.66</i>
Project Description:	To fund GOHS staff and activities, including a statewide comprehensive occupant protection paid media campaign designed to reduce related motor vehicle crash injuries and eliminate serious injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-9, SHSP-1, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-039
Project Title:	405d M6X Impaired Driving Low	Funding Source:	IIJA 405d M6X, IIJA 405d M5X
<i>Funded Amount:</i>	<i>\$1,605,000.00</i>	<i>Total Expended:</i>	<i>\$1,499,214.89</i>
Project Description:	To fund statewide comprehensive impaired driving paid media campaign activities and DUI court training designed to reduce alcohol-related crashes, injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9, SHSP-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-041
Project Title:	405h Pedestrian and Bicycle Safety	Funding Source:	FAST 405h FHX, IIJA 405h FHX
<i>Funded Amount:</i>	<i>\$1,250,000.00</i>	<i>Total Expended:</i>	<i>\$1,249,401.90</i>
Project Description:	To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities involving non-motorized road users.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-9, SHSP-1, C-10, C-11		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-038
Project Title:	405e Paid Media Distracted Driving	Funding Source:	IIJA 405d FDL*DD
<i>Funded Amount:</i>	<i>\$891,000.00</i>	<i>Total Expended:</i>	<i>\$886,173.12</i>
Project Description:	To purchase radio, television, and outdoor advertising to prevent distracted driving and promote compliance with Georgia's hands-free law.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-9, SHSP-2		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-037
Project Title:	Occupant Protection	Funding Source:	IIJA 405d FDL*OP
<i>Funded Amount:</i>	<i>\$850,000.00</i>	<i>Total Expended:</i>	<i>\$829,001.03</i>
Project Description:	To fund in-house GOHS statewide comprehensive occupant protection paid media campaign activities designed to reduce related motor vehicle crashes and eliminate serious injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-9, SHSP-1, B-1		

Grantee:	GAGOHS – Grantee	Grant Number:	GA-2025-GohsGrante-040
Project Title:	405 (f) Motorcycle Safety	Funding Source:	IIJA 405f M11X, Sup IIJA 405f M11X
<i>Funded Amount:</i>	<i>\$100,000.00</i>	<i>Total Expended:</i>	<i>\$99,610.75</i>
Project Description:	To fund activities for statewide comprehensive safety programs designed to enhance driver awareness of motorcyclists.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-6, C-7, C-8, C-9		

Grantee:	Early Care and Learning, Georgia Department	Grant Number:	GA-2025-DECAL-133
Project Title:	LOOK AGAIN!	Funding Source:	IIJA 402 UNATTD
<i>Funded Amount:</i>	<i>\$30,000.00</i>	<i>Total Expended:</i>	<i>\$30,000.00</i>
Activities Planned:	2	Activities Completed (Percent of Planned Activities Completed):	2 (100%) People Reached: 7,000,000
Project Description:	The Georgia Department of Early Care and Learning wants to continue to advance its annual LOOK AGAIN campaign. LOOK AGAIN calls for families and caregivers of children to have a heightened awareness of the dangers of leaving children unattended in vehicles and preventing pediatric vehicular heatstroke.		
Summary of Activities:	Produced a statewide media campaign (billboards, radio, podcast, marquee signs) to prevent pediatric vehicular heat stroke. Message from press conference picked up by newspapers and television, social media posts with graphics and videos from educators. Only 1 pediatric vehicular heat stroke death in GA in 2025 (decrease from 2024).		
State Targets:	Other: To eliminate deaths of people left in unattended vehicles.		
GOHS Objectives:	Other: To eliminate deaths of people left in unattended vehicles.		

6.3 DISTRACTED DRIVING

Highlights

The Distracted Driving program area includes internal communication (paid media) grants that are responsible for increasing public awareness of the Georgia Hands-Free Law and the dangers of distracted driving. In FY2025, GOHS funded one (1) project within this program area with expenditures of \$886,173.12.



GOHS funded two radio/television/streaming-internet paid media campaigns that ran during NHTSA's April 2025 Distracted Driving Awareness education and enforcement campaigns. GOHS selected the proposal from State of Georgia approved Media Buying & Advertising Services vendor Chandley Communications to buy \$223,612.37 of television, radio, video digital, and audio digital streaming during the month of April. The second campaign was a \$16,000.00 buy with the Georgia Association of Broadcasters (GAB) to run hands-free law education messages on GAB member television and radio stations in Georgia during the month of April. The paid media campaign and earned media event in northwest Georgia were used to support the statewide enforcement campaign of the state's Hands-Free Law April 1-8, including the national "Connect2Disconnect" day.

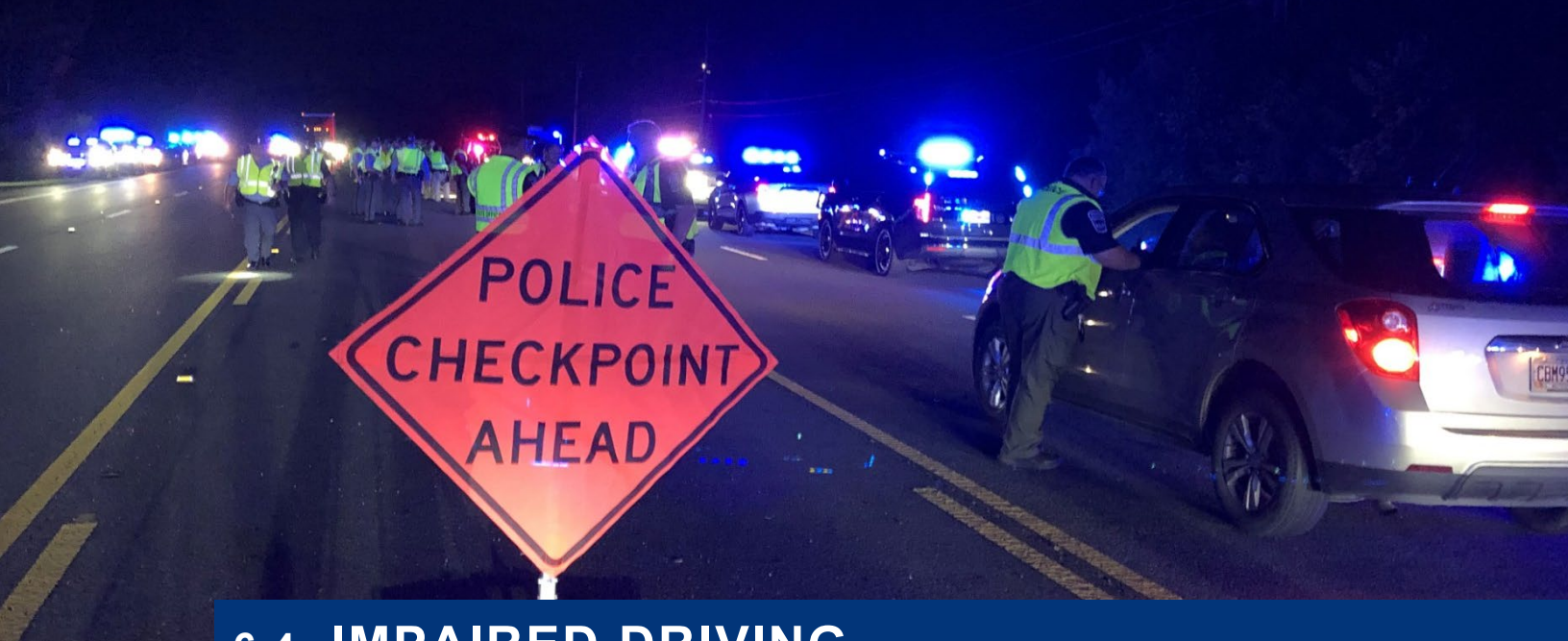
The popularity of high school football in Georgia allows GOHS to continue its partnership with Georgia Public Broadcasting for the "HeadsUpGeorgia" Distracted Driving Prevention and Awareness Campaign during GPB televised and streaming coverage of high school athletics. The "HeadsUpGeorgia" campaign is primarily focused during the high school football season where GPB televised 13 regular season games, four playoff games, seven state championship football games and four girls flag football championship games. In addition to the two to three :30 second distracted driving prevention messages in each game, GPB also produced and aired special segments at halftime focusing on the dangers of texting and driving and reasons why everyone, including teens and young adults, need to put their phone away when driving. The segments also included personal testimonials and GPB's student video contest. The GPB video contest received almost one hundred entries from students who produced their own :30 second PSA on the dangers of texting and driving. The top three

videos are aired during GPB's sports coverage. GPB also airs "HeadsUPGeorgia messaging during their online coverage of state basketball and state cheerleading squad championship games.

GOHS also partnered with Chandley Communications and Nightglass Media to produce new television and radio distracted driving prevention messages in September 2025. The new messages focus on the dangers distracted driving pose to others on the road beside the distracted driver with a GOHS Georgia Traffic Safety Fact Sheet showing that nearly two out of every three persons killed or seriously injured in a confirmed distracted driving crash in 2023 were not the distracted driver and more than half of those killed or seriously injured in a crash in the state in 2023 were riding in a vehicle hit by a confirmed distracted driver. The new spots will debut in April 2026 during NHTSA's Distracted Driving Awareness month.

Funded Projects

See funded projects in "Section 6.2 Communications (Media)" for funded projects within the Distracted Driving program area.



6.4 IMPAIRED DRIVING

Highlights

The Impaired Driving program area includes grants that provide education, training, resources, and high-visibility enforcement to reduce the number of alcohol-related and drug-related crashes, injuries, and fatalities on Georgia roadways. In FY2025, GOHS funded ten (10) projects and expended a total of **\$4,967,945.17** within this program area in addition to paid media efforts. The funded projects under this program area are:

- Mothers Against Drunk Driving Georgia (2 projects)
- Georgia Department of Driver Services - Alcohol and Drug Awareness Program
- Fayette County DUI/Drug Court
- Georgia Public Safety Training Center - Impaired Driving Training Programs
- Georgia State Patrol – HEAT/Nighthawks DUI Task Force
- Dekalb County PD HEAT/ DUI Task Force
- Prosecuting Attorneys Council - Traffic Safety Adjudication Program
- GAGOHS – Grantee
- GAGOHS – Grantee (Paid Media) *

The Mothers Against Drunk Driving (MADD Georgia) held its law enforcement recognition banquet in June, at which 1,022 law enforcement officers were recognized for their efforts to combat impaired driving. Officers from across the state received a total of 62 crystal award trophies (1st, 2nd and 3rd place), 480 certificates, 455 DUI award pins, and 25 DRE award pins.

Some notable accomplishments within the Impaired Driving training program during FY2025 include: 1,301 law enforcement officers received training in impaired driver detection. 48 trained as Drug Recognition Experts

- 111 recertified as Drug Recognition Experts
- 561 trained in Standardized Field Sobriety Testing
- 42 trained as DUI/SFST Instructors
- 368 trained in Advanced Roadside Impaired Driving Enforcement
- 30 trained in DUI Case Preparation & Courtroom Presentation
- 101 trained in Phlebotomy

The Prosecuting Attorneys Council highlights include the following -

- Nine, 2-day Joint Law Enforcement/ Prosecutor DUI Training Courses to 99 law enforcement officers and 81 prosecutors.
- Three, 1-day training courses for prosecutors called *ARIDE (Advance Roadside Impaired Driving Enforcement): A Guide for Prosecutors* courses. A total of 58 prosecutors attended
- Expert Witness training – Presented two times during the year, training a total of 41 prosecutors and law enforcement officers.
- *Stop to State Court* – Presented one time to 15 law enforcement and 15 prosecutors
- *Prosecuting the Drugged Driver* – Presented one time to 24 law enforcement and 31 prosecutors

**For information on impaired driving in-house media projects – please see the Communication section.*

Funded Projects

The tables below show the grantee details for funded projects within the Impaired Driving program area.

Grantee:	GAGOHS- Grantee	Grant Number:	GA-2025-GohsGrante-026
Project Title:	402AL Impaired Driving	Funding Source:	IIJA 402 AL
<i>Funded Amount:</i>	<i>\$137,737.16</i>	<i>Total Expended:</i>	<i>\$103,649.55</i>
Project Description:	402AL Impaired Driving		
Summary of Activities:	Funded staff salary and activities for events focused on impaired driving.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		

Grantee:	DeKalb County Police Department	Grant Number:	GA-2025-DekalbPD-016
Project Title:	DeKalb County Police Department DUI Task Force	Funding Source:	IIJA 405d M6X, Sup IIJA 405d M5X
Funded Amount:	<i>\$149,468.80</i>	Total Expended:	<i>\$98,625.02</i>
		Activity Hours:	<i>2,297</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6
		People Reached:	4,323
Project Description:	This project seeks to reduce impaired related traffic crashes, injuries and related fatalities on the roadways of DeKalb County.		
Summary of Activities:	The DUI Task Force initiated 536 DUI contacts, conducted 12 educational events, participated in 8 GOHS/NHTSA mobilizations and 10 TEN meetings and initiatives, and participated in the Governor's Challenge.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1, 6.1, 7.2		

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2025-DDS-064
Project Title:	Alcohol and Drug Awareness Program	Funding Source:	IIJA 405d FDL*AL
<i>Funded Amount:</i>	<i>\$50,025.56</i>	<i>Total Expended:</i>	<i>\$37,639.04</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%) People Reached: 3,000,000
Project Description:	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle		
Summary of Activities:	Confirmed public high school enrollment of 149,898 freshmen; produced 4 communication blasts for educators, distributed effectiveness survey, tracked ADAP (65,188) and eADAP (44,955) completion statewide, responded to 361 phone calls and 2,443 emails, conducted 1 focus group and conducted 15 instructor training classes and trained 89 instructors		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.2		

Grantee:	Fayette County DUI/Drug Court	Grant Number:	GA-2025-FayetteDUI-077
Project Title:	Fayette County DUI/Drug Court FY25	Funding Source:	IIJA 405d B6CS
<i>Funded Amount:</i>	<i>\$35,000.00</i>	<i>Total Expended:</i>	<i>\$35,000.00</i>
Activities Planned:	1	Activities Completed (Percent of Planned Activities Completed):	1 (100%) People Reached: 50,000
Project Description:	Offering recovery to those that are suffering from alcohol use disorder while keeping Fayette County Safe and restoring the community.		
Summary of Activities:	1000 drug tests planned, 2672 performed, with very minimal positive screens		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1		

Grantee:	Mothers Against Drunk Driving - Georgia	Grant Number:	GA-2025-MADD-066
Project Title:	Mothers Against Drunk Driving Georgia	Funding Source:	IIJA 405d M6X, Sup IIJA 405d M5X
<i>Funded Amount:</i>	<i>\$155,559.11</i>	<i>Total Expended:</i>	<i>\$102,958.14</i>
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	2 (50%) People Reached: 50,000
Project Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes, and prevent underage drinking. We do this through supporting law enforcement agencies, participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over, serving as a member of the state's Impaired Driving Task Force, and court monitoring.		
Summary of Activities:	MADD participated in 26 Traffic Enforcement Network meetings, including 10 of the 16 TENS; 4 media mobilization campaigns; presented the 20th Anniversary Golden Shield Awards; and monitored 17 court monitoring sessions (in-person and virtual)		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.3, 6.1		

Grantee:	Mothers Against Drunk Driving - Georgia	Grant Number:	GA-2025-MADD-067
Project Title:	Mothers Against Drunk Driving Georgia	Funding Source:	IIJA 405d FDL*AL
<i>Funded Amount:</i>	<i>\$104,562.01</i>	<i>Total Expended:</i>	<i>\$70,218.40</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	5 (55%) People Reached: 92,000
Project Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes, and prevent underage drinking. We do this through community activations delivering MADD's signature Power of You(th), Power of Parents, and Power of Me! programs.		
Summary of Activities:	Attended 22 task team meetings, participated in 28 community events and 12 collaborative meetings, conducted 2 college-based presentations and 6 press events, conducted 10 Power of You(th) exhibits in high schools (reaching 1950 students), 22 Power of You(th) presentations (reaching 1850 students), and 4 Power of Parents workshops (reaching 230 parents)		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1, 1.2		

Grantee:	Prosecuting Attorney's Council	Grant Number:	GA-2025-PAC-051
Project Title:	Traffic Safety Adjudication Program	Funding Source:	IIJA 405d M6X
<i>Funded Amount:</i>	<i>\$595,420.00</i>	<i>Total Expended:</i>	<i>\$539,162.45</i>
Activities Planned:	19	Activities Completed (Percent of Planned Activities Completed):	16 (84%) People Reached: 89,482
Project Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.		
Summary of Activities:	<p>Provided 9 JLEP trainings; responded to TSRP, DRE and DRE Instructors forums and listservs; presented training on EDR, evidence collection, SFST, trial practice and preparation, Georgia DUI law, and ARIDE for stakeholders throughout the state; served on Impaired Driving Task Team and SHSP Exec Committee; trained 50 prosecutors on ARIDE, 9 on Expert Witnesses in Impaired Driving Cases, 17 prosecutors on use of the Intoxilyzer 9000, 14 prosecutors and 15 LEOs on From Stop to State Court; presented 3 webinars with attendance of 265 on The Seated Battery, Effective Communication Techniques for Interagency Cooperation and DUI Case Law; presented to the 118th Trooper School on Roadblocks and to the 119th Trooper School on traffic law and Motor Vehicle Law; trained 31 LEOs and 20 prosecutors on Lethal Weapon; presented to 150 attendees at the PAC Annual Summer Conference; responded to requests for assistance and provided guidance to prosecutors and LEOs throughout the grant year; boosted awareness of the DRE program; presented training at 7 GATEN meetings; distributed safety publications at trainings and via website and listserv</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1, 1.3, 6.1, 7.2		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2025-GPSTC TR-033
Project Title:	Impaired Driving Training Programs/SFST & DRE	Funding Source:	IIJA 405d M6X, IIJA 405d M5X
<i>Funded Amount:</i>	<i>\$830,813.26</i>	<i>Total Expended:</i>	<i>\$747,059.05</i>
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%) People Reached: 0
Project Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.		
Summary of Activities:	<p>20 DUI/SFST update students; 48 DRE certifications; 561 Basic DUI/SFST students; 42 DUI/SFST Instructor students; 111 DRE recertification students; 30 DUI Case Prep & Courtroom Presentation students, 368 ARIDE students; 20 DUI/SFST Update students; 101 LE Phlebotomy students; reported DRE evaluations monthly</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1, 1.3, 6.1		

Grantee:	Public Safety, Georgia Department of	Grant Number:	GA-2025-GaDPS-091
Project Title:	HEAT/Nighthawk DUI Task Force- North/South	Funding Source:	IIJA 405d M6X
Funded Amount:	\$2,347,298.65	Total Expended:	\$1,734,418.63
		Activity Hours:	17,791.50
Activities Planned:	12	Activities Completed (Percent of Planned Activities Completed):	9 (75%)
			People Reached: 26,856
Project Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.		
Summary of Activities:	The Atlanta Nighthawks initiated 4170 DUI contacts; the Savannah Nighthawks initiated 2881 DUI contacts; both units together offered 11 educational events to the public and participated in all GOHS/NHTSA highway safety campaigns and attended multiple TEN meetings throughout the year. The ALS attorney provided assistance to troopers throughout the year, maintained and updated DUI case law research files, filed motions in approximately 2171 cases, and provided representation at approximately 1767 hearings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-9		
GOHS Objectives:	1.1, 1.3, 6.1, 7.1, 7.2		

**For information on impaired driving in-house media projects – please see the Communication section.*



6.5 MOTORCYCLE SAFETY

Highlights

The Motorcycle Safety Program includes grants that provide public education and information to reduce the number of motorcyclists and un-helmeted motorcyclist fatalities on Georgia roadways. In FY2025, GOHS funded two (2) projects and expended a total of **\$220,889.53** within this program area, in addition to paid media efforts. The funded projects under this program area are:

- Georgia Department of Driver Services, Georgia Motorcycle Safety Program (GMSP)
- GAGOHS – Grantee 405f Motorcycle Safety* (paid media)

Some notable accomplishments within the Motorcycle Safety program area during FY2025 include the Share the Road with Motorcycles campaign, attendance at multiple monthly community motorcycle safety events, and the distribution of educational materials to promote motorcycle safety. The GMSP was also able to send two staff members to a national conference in September. Positive media coverage was also received via coverage of GMSP news releases.

**For information on motorcycle safety in-house media projects – please see the Communication section.*

Funded Projects

The tables below show the grantee details for funded projects within the Motorcycle Safety program area.

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2025-DDS-082
Project Title:	Motorcycle Safety	Funding Source:	IIJA 405f M11X
<i>Funded Amount:</i>	<i>\$143,787.18</i>	<i>Total Expended:</i>	<i>\$121,278.78</i>
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%) People Reached: 1,500,000
Project Description:	The Georgia Motorcycle Safety Program works toward reducing motorcycle fatalities by educating riders and by promoting the NHTSA "Share the Road" message to increase motorists' awareness of motorcycles.		
Summary of Activities:	The Motorcycle Safety Program posted regularly on Facebook, X, and LinkedIn; tabled at 47 events (some multi-day); distributed over 8000 pieces of educational material; hosted annual update training for over 86 rider coaches (in addition to a makeup session to accommodate more); broadcast motorcycle safety messages and distributed materials at customer service centers; participated in 6 Motorcycle Task Team meetings; and reviewed crash statistics and safety events regularly.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-5, C-7, C-8, C-9		
GOHS Objectives:	4.1		

**For information on motorcycle safety in-house media projects – please see the Communication section.*



6.6 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

Highlights

The Non-Motorized (Pedestrians & Bicyclists) program area includes grant aims to reduce the number of pedestrian and bicyclist traffic crashes, serious injuries, and fatalities on Georgia roadways. In FY2025, GOHS funded twelve (12) projects that expended a total of **\$1,931,529.32** within this program area, including paid media efforts*. The funded projects under this program area are:

- BikeAthens
- Bike Walk Golden Isles
- Bike Walk Macon
- Centerville Police Department
- Fulton County Sheriff's Office
- GAGOHS – Grantee
- Georgia Bikes
- Muscogee County Sheriff's Office
- Propel ATL
- Savannah Bikes
- Decatur Parks and Recreation Dept.
- GAGOHS – Grantee (paid media) *

Some notable accomplishments within the Pedestrian & Bicyclist program area during FY2025 include:

- Not only did GOHS retain all FY2024 grantees, but we added an additional bike/ped program for FY 2025 (Decatur Parks & Rec).
- Efforts to grow the Pedestrian & Bicyclist program continued, but current efforts are strong in the major metropolitan areas of the state.

**For information on non-motorized safety in-house media projects – please see the Communication section.*

Funded Projects

The tables below show the grantee details for funded projects within the Non-Motorized Safety program area.

Grantee:	GAGOHS- Grantee	Grant Number:	GA-2025-GohsGrante-024
Project Title:	402PS	Funding Source:	IIJA 402 PS
<i>Funded Amount:</i>	<i>\$255,646.04</i>	<i>Total Expended:</i>	<i>\$149,272.64</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce traffic crashes, injuries, and fatalities, specifically related to pedestrians and bicyclists.		
Summary of Activities:	Funded staff salary and activities for events focused on non-motorized safety (pedestrian and bicycle safety).		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		

Grantee:	Bike Athens	Grant Number:	GA-2025-BikeWalkAt-014
Project Title:	Athens Area Bicycle Education Program	Funding Source:	IIJA 405g BGPE
<i>Funded Amount:</i>	<i>\$57,816.25</i>	<i>Total Expended:</i>	<i>\$53,562.28</i>
Activities Planned:	13	Activities Completed (Percent of Planned Activities Completed):	8 (62%)
		People Reached:	800
Project Description:	Our project will promote and advance bicycle safety by providing bicycle safety education to the following groups of people: youth, university students/staff, adults dependent on bicycles, anyone interested in riding a bicycle, car and bus drivers, and those enrolled in our classes and FYOB patrons. We will offer weekly sessions on bike maintenance to help ensure bikes are safe to ride. We will also schedule classes on demand for any groups that request our education training sessions.		
Summary of Activities:	BikeAthens reached 338 students via tabling at UGA events. Throughout the grant cycle they educated 331 riders in group rides, educated 22 students under age 18 on bike safety, and provided free bike education classes to 45 students. BikeAthens attended 12 ped/bike task team meetings and 10 Athens in Motion Citizen Advisory Commission meetings; distributed 165 helmets and participated in 9 community events to offer safety checks, on spot repairs and tune-ups. They distributed GOHS approved educational materials and posted regularly to Facebook, Twitter and Instagram about bicycle safety.		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.2, 7.1, 7.2,		

Grantee:	Bike Walk Golden Isles	Grant Number:	GA-2025-BikeWalkGI-117
Project Title:	Promoting safe walking, bicycling, and driving in Glynn County and Coastal Georgia	Funding Source:	IIJA 405g BGPE
<i>Funded Amount:</i>	<i>\$96,974.20</i>	<i>Total Expended:</i>	<i>\$95,930.76</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	7 (78%)
		People Reached:	20,000
Project Description:	Through outreach and educational programs, Bike Walk Golden Isles will partner with local governments, nonprofits, law enforcement agencies, educational institutions, public health officials, recreational running/walking and cycling clubs, and other organizations to reduce bicyclist and pedestrian injuries and fatalities in Glynn County and the Coastal Georgia area.		
Summary of Activities:	Bike Walk Golden Isles participated in Bicycle and Pedestrian Task Team meetings, hosted 10 bike safety events for children and adults, 14 pedestrian safety events, educated 6 law enforcement officers, conducted 2 bicycle and pedestrian census which received newspaper coverage, virtually attended the National Bike Summit, produced a bicycle/pedestrian safety guide and map, and distributed safety information via Facebook, Instagram, and their website.		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Bike Walk Macon	Grant Number:	GA-2025-BikeWalkMa-073
Project Title:	Reducing bicycle and pedestrian injuries and fatalities in Macon-Bibb County, Georgia	Funding Source:	IIJA 405g BGPE
<i>Funded Amount:</i>	<i>\$59,639.95</i>	<i>Total Expended:</i>	<i>\$57,130.39</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	9 (100%)
		People Reached:	25,000
Project Description:	This grant will fund the development and execution of educational programs that expand and promote bicycle and pedestrian safety to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon-Bibb County, Ga.		
Summary of Activities:	Bike Walk Macon hosted group walks reaching 205 participants, reached 1037 children via bike rodeos and other events, and conducted 4 bicycle/ped safety classes for children and adults. They actively participated each month in local board meetings, seminars and other events, such as 9 VRU task team meetings and 349 bike/ped community safety events. Bike Walk Macon hosted 12 group rides, reaching 324 participants and hosted workshops for 31 law enforcement officers.		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Centerville Police Department	Grant Number:	GA-2025-Centerville-114
Project Title:	Ride, Walk, Learn	Funding Source:	IIJA 402 PS
<i>Funded Amount:</i>	<i>\$7,773.00</i>	<i>Total Expended:</i>	<i>\$0.00</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	0 (0%) * People Reached: 0
Project Description:	Ride, Walk, Learn is a project to teach School-aged children 4-14 years of age and Senior Citizens (63 & and up) to look left, right, and left again by abiding by traffic signs at all times using crosswalks and crossing indicators. In addition, to teach school-aged children bicycle safety by teaching them what proper equipment they should use on their person and bicycles and how to interact safely with vehicles.		
Summary of Activities:	*The grant was closed on Feb 4, 2025, due to manpower issues at the organization. There were no activities and no expenditures.		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Decatur Parks and Recreation Department	Grant Number:	GA-2025-DecaturPnR-121
Project Title:	Advancing Bicycle and Pedestrian Safety through education and enforcement training	Funding Source:	IIJA 402 PS
<i>Funded Amount:</i>	<i>\$47,944.00</i>	<i>Total Expended:</i>	<i>\$15,777.36</i>
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	7 (64%) People Reached: 24,000
Project Description:	This grant aims to support the creation and implementation of education and enforcement initiatives, fostering the expansion and advocacy of bicycle and pedestrian safety. The ultimate goal is to decrease pedestrian and bicycle injuries, fatalities, and crash rates in Decatur.		
Summary of Activities:	109 surveys collected on program impact; group rides including 106 participants; taught bicycle and pedestrian safety to 219 students and provided helmets to those who did not have them (total of 50); held 1 bike rodeo reaching 200 participants; conducted bike safety and traffic law workshops for 33 LEOs; disseminated 600 safety articles via Decatur Focus; attended 2 conferences; distributed Pace Car stickers for display on all city vehicles (135); educated 5 city employees on bike/ped awareness; attended 3 VRU task team meetings		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Fulton County Sheriff's Office	Grant Number:	GA-2025-FultonSO-110
Project Title:	Fulton County Sheriff's Office Bicycle and Pedestrian Safety Watch stay focus	Funding Source:	IJA 402 PS
<i>Funded Amount:</i>	<i>\$7,033.42</i>	<i>Total Expended:</i>	<i>\$5,272.94</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	2 (29%)
		People Reached:	750
Project Description:	Teach School children aged 4-14 years of age and Senior Citizens (63 & and up) by abiding by traffic signs at all times and using crosswalks and crossing indicators. In addition, to teach safety bicycling skills.		
Summary of Activities:	Fulton Co SO completed the Bike Fest with 350 students attending. Presented to 675 students at bike/ped safety events, including schools in the county. They attended 6 task team meetings and distributed 165 reflective armbands.		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Georgia Bikes	Grant Number:	GA-2025-GABikes-027
Project Title:	Promoting Safe Bicycling and Walking in GA	Funding Source:	IJA 405g BGPE
<i>Funded Amount:</i>	<i>\$150,530.28</i>	<i>Total Expended:</i>	<i>\$124,161.60</i>
Activities Planned:	16	Activities Completed (Percent of Planned Activities Completed):	15 (94%)
		People Reached:	80,000
Project Description:	Through outreach and educational programs, Georgia Bikes will partner with local agencies, nonprofits and law enforcement to reduce bicyclist injuries and fatalities.		
Summary of Activities:	20 stakeholder meetings, 8 pedestrian safety classes, 6 workshops at Bike-Walk-Live Summit, 149 LEOs trained at POST certified workshops, maintained website, distributed 16,598 pieces of educational material, attended National Bike Summit, participated in 13 National Bike Month events, assisted 20 stakeholders with safety plans, reached 185 adults and 1202 children with bike safety classes, attended 10 Bike/ped task team meetings, reached 362 college students with campus events, reached 35 drivers with Bicycle-Friendly Driver training, created and updated presentations and social media posts, participated in 2 road safety audits		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Muscogee County Sheriff's Office	Grant Number:	GA-2025-MuscogeeSO-113
Project Title:	Operation Safe Walk and Ride Columbus	Funding Source:	IIJA 402 PS
<i>Funded Amount:</i>	<i>\$79,400.00</i>	<i>Total Expended:</i>	<i>\$60,000.00</i>
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	6 (75%) People Reached: 400,000
Project Description:	Muscoogee County Sheriff's Office plans to implement a strategy to enhance pedestrian/bicyclist safety within Muscoogee County. This effort will be implemented through a combination of educational/enforcement activities. Educational activities will consist of social media posts, media releases, and in-person educational events in the community. Enforcement activities will consist of contacts with pedestrians, bicyclist, and drivers who are violating laws related to pedestrian/bicyclist movement.		
Summary of Activities:	375 pedestrian stops (non-use or improper use of crosswalks); 195 television/social media ads; 30 QR codes placed in local businesses linking to safety website; 195 driver contacts (failure to yield to pedestrians); 442 reflective belts/lights distributed; held 11 pedestrian safety events; 320 bike helmets distributed; reached 312 participants via safety events		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2, 7.2		

Grantee:	Propel ATL	Grant Number:	GA-2025-PropelATL-030
Project Title:	Atlanta Bicycle Safety	Funding Source:	IIJA 405g BGPE
<i>Funded Amount:</i>	<i>\$96,581.97</i>	<i>Total Expended:</i>	<i>\$88,521.81</i>
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	10 (91%) People Reached: 50,209
Project Description:	To improve bicycle safety and reduce bike and other vulnerable road users crashes through education on how to bike safely and how to legally share the road.		
Summary of Activities:	Attended 4 meetings of Fatal Crash Review Commission; attended 10 VRU task team meetings; hosted 6 City Cycling classes with 129 participants; held Get There by Bike classes with 149 participants and True Beginners classes with 818 participants; distributed 1742 information packets; published 4 newsletters; attended 20 events (6 planned); networked with 5 Atlanta cycling groups; consulted on 15 bike infrastructure plans (6 planned); distributed 500 bike lights		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.2		

Grantee:	Savannah Bicycle Campaign	Grant Number:	GA-2025-SavannBike-009
Project Title:	Reducing Bicycle and Pedestrian Injuries and Fatalities In Chatham County	Funding Source:	IIJA 405g BGPE
<i>Funded Amount:</i>	<i>\$57,569.30</i>	<i>Total Expended:</i>	<i>\$32,497.64</i>
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	10 (71%)
Project Description:	A bicycle and pedestrian safety project to build public awareness of road safety issues and educate bicyclists, pedestrians and drivers on best practices for safe vehicle operation.		
Summary of Activities:	bicycle friendly driver classes for 6 attendees; group walks for 1270 attendees; distributed 1825 pieces educational materials; conducted 2 pedestrian and 2 bike censuses; posted monthly on blog; bike safety classes for 300 children and 8 adults; attended 11 VRU task team meetings and 108 partner organization meetings and collaborated on 6 programs; group rides for 59 riders; distributed 449 sets of bike lights (front/rear)		
State Targets:	C-1, C-2/HSIP-2, C-3/HSIP-4, HSIP-5, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

**For information on non-motorized in-house media projects – please see the Communication section.*



6.7 OCCUPANT PROTECTION

Highlights

The Occupant Protection program area includes grants that are responsible for increasing restraint use and eliminating unrestrained fatalities among adults and children in the state of Georgia. In FY2025, GOHS funded seven (7) projects and expended a total of **\$3,308,321.40** within this program area, in addition to paid media. The funded projects under this program area are:

- GAGOHS – Grantee 402 OP
- GAGOHS – Grantee (paid media) *
- Department of Public Health
- Atlanta Fire Rescue
- Emory University (survey)
- Shepherd Center
- Cleveland PD

Some notable accomplishments within the Occupant Protection program area during FY2025 include:

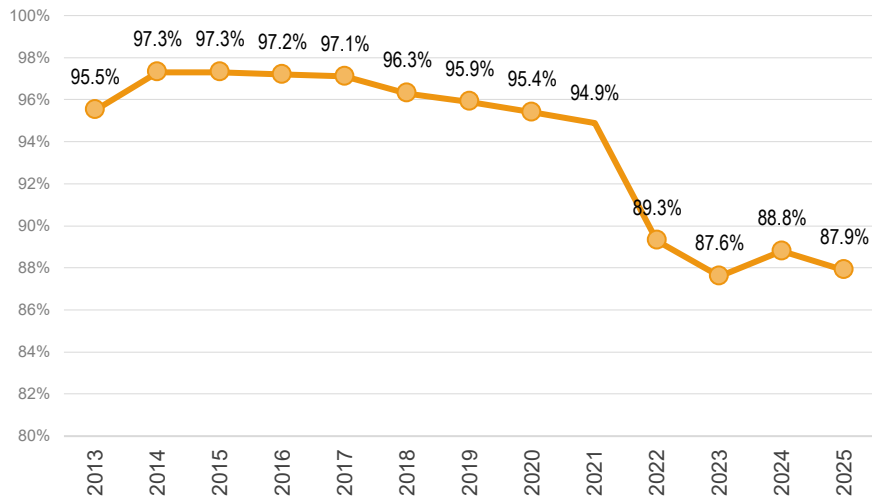
- GOHS continued to fund staff and activities that use high-visibility enforcement, communications and outreach, local-level interventions, and mass-media strategies to support occupant protection program area.
- The Department of Public Health’s (DPH) Office of Injury Prevention serves the state of Georgia through eight (8) regional coordinators and three program specialists.
- DPH served 94.97%, or 151 counties, which allowed them to distribute 3,100 car seats throughout the state.
- Atlanta Fire was able to distribute 2,208 car seats to minority and low-income citizens across Metro and Atlanta and the state through 35 seat check events.
- Continued to implement recommendations from the 2024 Occupant Protection Assessment.
 - We successfully reconvened a Georgia Occupant Protection Task Team, meeting every other month, to develop a comprehensive OP strategic plan

- Assessed the need for both the Advisory Board and Task Team, consensus made that they were duplicating efforts and decided to role the Advisory Board into the Task Team.
- A new occupant protection planner assigned and serving as the CPS state Coordinator.
- Continuation with OP project for rural Laurens County.

Seatbelt Usage

In 2025, the seat belt usage rate in Georgia was 87.9%. This is a 0.9% decrease from 2024, which was 88.8%. Georgia continued its educational and enforcement efforts during the FFY2025 grant year, including participation in the Click It or Ticket campaign, Child Passenger Safety Technician trainings, seat check, and high visibility nighttime seatbelt enforcement.

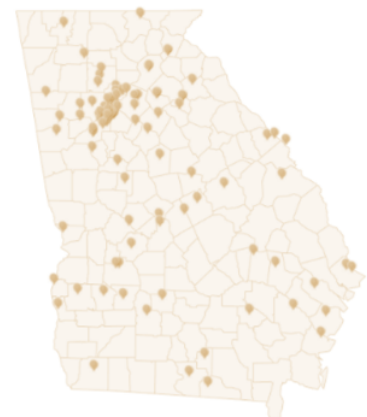
STATEWIDE USE OF OCCUPANT RESTRAINTS, 2013-2025



* Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

Car Seat Inspection Stations

Properly installed car seats and booster seats provide protection for infants and children. GOHS funds grantees and certified technicians to help parents choose and use the right seat for their children. Fitting stations are locations where parents and caregivers can go for help installing the seat correctly and for additional education. In FFY2025, due to staff turnover, GOHS was unable to verify all the inspection stations on the list. At the end of FFY2025, we began to reverify the fitting stations; to date, we have verified 60. A more accurate number will be made available in the FFY2027 Grant application.



Child Occupant Protection

The Child Occupant Protection Project (COSP), which is under the Department of Public Health's Office of Injury Prevention, serves the state of Georgia through eight (8) regional coordinators, and three program specialists. Through their combined efforts, they were able to conduct 29 Child Passenger Safety Technician certification courses as well as 23 CEU or renewal courses. In FFY25, the COSP had a 94.97% participation rate in their mini-grant program, or 151 out of 159 counties, and distributed 3100 car seats throughout the state. In FFY25, Atlanta Fire distributed 2,208 car seats to minority and low-income citizens, primarily in the Metro Atlanta area. Atlanta Fire also partnered with other organizations and assisted in community events, some reaching outside of the Metro Atlanta area.

Child Safety Week

The Child Occupant Safety Project (COSP) in partnership with the Governor's Office of Highway Safety participated in events throughout the state during the national Child Passenger Safety Week in September 2025. There were 34 events held, 361 seats checked, and 290 seats distributed while educating 1,612 caregivers. There were 60 seats collected that were unserviceable and 1,014 PI&E distributed. Events were held in all regions of the state including Dalton, Athens, Atlanta, Augusta, Macon, Columbus, Valdosta, and Savannah areas.

Georgia Rural Roads: *It's About Us*

The Shepherd Center continued an effort to increase seat belt use in rural Georgia. Specifically, a social norms marketing campaign was developed to increase two key behaviors: (1) always wearing seat belt and (2) asking others to wear a seat belt. The campaign, Rural Roads Georgia *It's About Us* was developed and placed in Laurens County, Georgia in September 2024. Multiple events and in-person meetings were held in Laurens County during FFy2025 which included 11 stakeholder meetings and one year-end occupant protection summit. At the end of the second year, Laurens County, Georgia had increased their seatbelt usage 3.2% from 81.4% (2024) to 84.2% in 2025.

High-Visibility Enforcement

Cleveland Police Department conducted sustained high-visibility enforcement throughout the grant year focused on occupant protection. The city's beginning seatbelt usage rate was 89% (October 2024). After over 300 seatbelt violations and child restraint contacts, they increased their seatbelt usage rate to 93%. They were also able to reduce overall traffic crashes by 5% and total crashes resulting in injuries by 31%.

**For information on occupant protection in-house media projects – please see the Communication section.*

Funded Projects

The tables below show the grantee details for funded projects within the Occupant Protection program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-020
Project Title:	402 Occupant Protection	Funding Source:	SUP IIJA 402 OP
<i>Funded Amount:</i>	<i>\$240,867.83</i>	<i>Total Expended:</i>	<i>171,174.86</i>
Project Description:	To fund staff and activities for statewide Child Passenger Safety and Occupant Protection initiatives to encourage individuals to buckle the correct way every time they enter their vehicle.		
Summary of Activities:	GOHS supported occupant protection grants with meetings, site visits, grant management and other assistance. These activities contributed to the state's goal of decreasing injuries and fatalities involving failure to use safety belts.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		

Grantee:	Atlanta Fire Rescue Department, City of	Grant Number:	GA-2025-AtlantaFir-011
Project Title:	Atlanta Fire Rescue Fitting Stations	Funding Source:	IIJA 405b B2CPS_US
<i>Funded Amount:</i>	<i>\$200,113.28</i>	<i>Total Expended:</i>	<i>\$186,838.28</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	3 (43%)
		People Reached:	20,000
Project Description:	Provide low-income families with the proper child safety seats. Train caregivers on correct child seat selection and installation. Educate caregivers on the laws governing Child passenger safety seat and seat belt usage in Georgia.		
Summary of Activities:	Distributed 2203 child safety seats to children of low-income families within the Atlanta area through the Fitting Stations, at 33 community seat check events and other agency partners around the metro Atlanta area. Atlanta Fire Rescue certified 49 child passenger technicians.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		
GOHS Objectives:	2.2		

Grantee:	Cleveland Police Department	Grant Number:	GA-2025-ClevelandPD-096
Project Title:	Cleveland Police Department HVE Grant	Funding Source:	IJA 402 OP
<i>Funded Amount:</i>	<i>\$13,260.00</i>	<i>Total Expended:</i>	<i>\$11,758.33</i>
		<i>Activity Hours:</i>	<i>433</i>
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	4 (100%)
		People Reached:	5,000
Project Description:	The Cleveland Police Department is seeking funding to enhance the enforcement of traffic violations within the city limits of Cleveland. Specifically, the enforcement of occupant safety violations.		
Summary of Activities:	Cleveland PD participated in 6 GOHS/NHTSA campaigns, attended 11 network meetings including hosting 1, initiated 341 occupant protection contacts, and conducted 3 seatbelt surveys with a 4% increase in belt use from October to September (89% to 93%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		
GOHS Objectives:	2.1, 6.1		

Grantee:	Emory University	Grant Number:	GA-2025-EmoryUnive-032
Project Title:	FY25 Statewide Roadside Observational Seatbelt Survey	Funding Source:	IJA 405d FDL*CP
<i>Funded Amount:</i>	<i>\$301,431.86</i>	<i>Total Expended:</i>	<i>\$242,392.43</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5 (83%)
		People Reached:	15,000
Project Description:	Emory University will conduct a statewide observational seatbelt use survey meeting NHTSA requirements. Data on child restraint use and the prevalence of distraction will also be collected at the same time as seatbelt use.		
Summary of Activities:	Emory University updated data collection materials and training materials; recruited, interviewed, hired and trained field observers; performed observations at 400 sites across 20 counties (total of 31,292 vehicles with 40,445 drivers and front-seat passengers, 39,585 with known belt status); performed random audits (40 in-person and 15 virtual, plus random audits of 16 recordings); analyzed data and produced reports on seat belt use, child restraint use, and distracted driving.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		
GOHS Objectives:	2.1		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2025-DPH-003
Project Title:	Child Occupant Safety Project	Funding Source:	IIJA 402 OP
<i>Funded Amount:</i>	<i>\$1,743,636.75</i>	<i>Total Expended:</i>	<i>\$1,667,749.69</i>
Activities Planned:	17	Activities Completed (Percent of Planned Activities Completed):	16 (94%) People Reached: 232,542
Project Description:	The Child Occupant Safety Project works to increase county capacity to provide child passenger safety resources by providing equipment, education, safety materials, and other resources.		
Summary of Activities:	COSP attended 3 OP Task Team meetings; conducted 15 trainings to 98 students and 170 officers; conducted 29 CPST trainings and certified 230 students; conducted 24 CEU courses for 173 students; held instructor update training for 36 instructors; awarded mini grants in 154 counties (97% of GA counties); distributed 3100 car seats and trained 5565 caregivers and children; held monthly onsite visits and/or technical assistance (1800 contacts); provided Teddy Bear Sticker education to first responders and mini-grantees; participated in 34 TEN meetings with 1830 attendees; participated in 39 enforcement campaigns and 28 exhibits; maintained a minority outreach database; conducted 13 minority outreach events; conducted outreach for 1600+ expiring CPSTs; processed 60 referrals and 30 case evaluations for children with special healthcare needs; conducted monthly audits and reviewed 281 check forms for compliance		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		
GOHS Objectives:	2.1, 2.2		

Grantee:	Shepherd Center	Grant Number:	GA-2025-ShepherdCe-029
Project Title:	A Continued Safe System Approach to Rural Roads	Funding Source:	IIJA 405d FDL*OP
<i>Funded Amount:</i>	<i>\$208,440.99</i>	<i>Total Expended:</i>	<i>\$199,406.78</i>
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (99%) People Reached: 3,181,676
Project Description:	This renewal grant aims to continue the work being done to integrate Federal Highway Safety Association priorities and the Safe System approach with an innovative social norming seat belt campaign tailored for rural Georgia. We are taking a holistic approach to traffic safety culture, breaking down traditional silos of mechanism of injury and strategically combining effective NHTSA countermeasures to reduce unrestrained injuries and fatalities in Laurens County by increasing seat belt use.		
Summary of Activities:	Shepherd Center recruited 13 new champions; hosted 11 meetings; developed implementation plan; increased seat belt use from 81.4% to 84.2%; created successful social norming campaign and PSA using local champions; maintained campaign website; hosted Rural Roads Summit		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, B-1		
GOHS Objectives:	2.1		

**For information on occupant protection in-house media projects – please see the Communication section.*



Highlights

The Community Traffic Safety Programs include grants that provide public education and resources for the community to promote roadway safety. In FY2025, GOHS funded one (1) project and expended a total of **\$180,345.18** within this program area. The funded project under this program area is:

- Georgia Department of Public Health - Road Safety for Drivers 55+ (GA's Older Driver Safety Project)

55+ Driver's Education Program

The *Older Driver Road Safety Workshop* was held in May 2025. There were 158 registered participants. In addition to the Safety Workshop, Georgia's Older Driver Safety Project participated in multiple task team meetings and community outreach events throughout Georgia.

Georgia's Older Driver Safety Project has had some difficulties reaching its milestones due to personnel. Despite this setback, this program has continued to coordinate the Older Driver Task Team, and partner with other state programs to seek out ways to enhance the Car Fit Program. The Georgia's Older Driver Safety Project added 2 new CarFit programs in the communities of Manchester and LaFayette, Georgia.

Funded Projects

The tables below show the grantee details for funded projects within the Older Driver program area.

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2025-DPH-005
Project Title:	Road Safety for Drivers 55+ (GA's Older Driver Safety Project)	Funding Source:	IIJA 402 OD
<i>Funded Amount:</i>	<i>\$218,977.93</i>	<i>Total Expended:</i>	<i>\$180,345.18</i>
Activities Planned:	12	Activities Completed (Percent of Planned Activities Completed):	10 (83%)
Project Description:	The 55+ Driver Safety Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.		
Summary of Activities:	Provided data support to 35 partners; held 4 task team meetings, recruited 5 new members, conducted 15 presentations to older adults/caregivers/community members, attended 59 task team and other stakeholder meetings, held 5 CarFit events, attended 36 presentations, disseminated 12 research reports, participated in 31 data group meetings, held a week-long virtual symposium, extended Yellow Dot to 20 communities, attended 3 pedestrian training workshops		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, SHSP-1, C-10		
GOHS Objectives:	5.1, 7.1, 7.2, 9.1		



6.9 POLICE TRAFFIC SERVICES

Highlights

The Police Services program area includes law enforcement grants that use high-visibility law enforcement to reduce the number of crashes, injuries, and fatalities on Georgia roadways. In FY2025, GOHS funded seventy (70) projects and expended a total of **\$8,782,532.36** within this program area.

The funded projects under this program area are:

- GOHS – Grantee: 402 Police Traffic Services
- High Visibility Traffic Enforcement Projects, 24 *grantees* (plus 1 project listed in Occupant Protection)
- Georgia Public Safety Training Center - Speed Enforcement & Current Trends in Traffic Enforcement
- H.E.A.T. (Highway Enforcement of Aggressive Traffic), 25 *grantees* (plus one project listed in impaired driving)
- Georgia State Patrol –HEAT/Nighthawks and Safety Campaigns (plus one project listed in impaired driving)
- Traffic Enforcement Network, 17 *grantees*

Some notable accomplishments within the Police Traffic Services program area during FY2025 include:

- Continued to expand the Law Enforcement Liaison (LEL) Program, which allowed for more education and enforcement activity across the state.
 - Sixty-eight (68) Rollover Simulator and Seatbelt Convincer Programs conducted across the state at various schools, community events, military installations, and safety fairs.
 - Speed Trailers were deployed across the state to assist local agencies with data to enable hot spot enforcement.
 - Continual engagement in TEN programs despite the challenges of manpower shortages within the law enforcement community
- Ten High Visibility Enforcement campaigns throughout the year
- Several campaigns & activities included partnering with surrounding states (Alabama, Florida, South Carolina, and Tennessee).
- Continual engagement and enthusiastic participation in HEAT programs across multi-jurisdictional task forces

Law Enforcement Training in speed detection and current trends in traffic enforcement

- 1,910 law enforcement officers trained
 - 928 trained as speed detection operators
 - 31 trained as basic radar operators
 - 38 trained as speed detection instructors
 - 873 trained in radar refresher
 - 133 trained in Enforcement Trends

Community Engagement

The Law Enforcement Services Division conducted 68 events statewide utilizing the rollover simulator and seat belt convincer to emphasize the importance of seat belt use for drivers of all ages. In addition to occupant protection messaging, LES personnel addressed the dangers of distracted and impaired driving with the motoring public. These messages were reinforced through the use of driving simulators, fatal vision goggles, and other targeted, interactive activities.

Military Engagement

The Georgia Governor's Office of Highway Safety (GOHS) recognizes the importance of Georgia's military installations and the service members and families who support them. Georgia is home to several large military installations, including Robins Air Force Base, Fort Eisenhower (formerly Fort Gordon), Fort Stewart–Hunter Army Airfield, and Fort Moore (formerly Fort Benning). Military personnel and their families are an integral part of surrounding communities and contribute to local traffic environments and safety considerations.

For several years, GOHS has been invited to participate in Fort Eisenhower's annual Safety Day, an installation-wide event attended by military personnel and civilian employees. During this event, GOHS provides traffic safety education through multiple interactive demonstrations and outreach efforts. The rollover simulator is used to demonstrate the importance of wearing a seat belt on every trip and the potential consequences of failing to buckle up. The seat belt convincer allows participants to experience how seat belts function during a frontal crash. In addition, GOHS distributes educational materials covering a wide range of topics, including impaired driving, motorcycle safety, child passenger safety, and distracted driving. GOHS staff and local area grantees are also available to engage with attendees, discuss traffic safety issues, and provide expert guidance.

At Fort Stewart–Hunter Army Airfield, GOHS routinely provides traffic safety education to service members and their families, including the use of the rollover simulator and DUI simulator. GOHS also collaborates with installation leadership to deliver traffic safety training to military police officers responsible for on-post traffic enforcement. In addition, GOHS has scheduled and conducted child passenger safety (CPS) events for military families, including a recent event at Fort Moore in Columbus. GOHS views these efforts as the beginning of expanded opportunities to reach and educate a broad and diverse military audience across the state.

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

During the FFY2025 grant year, H.E.A.T. grantees utilized a total of **131,279.50 activity hours**, including the DeKalb County Police Department (DUI), and the Georgia Department of Public Safety Nighthawks North and South. These hours supported high-visibility enforcement activities as well as a wide range of educational and outreach initiatives, including teen driver education classes, dissemination of traffic safety educational materials, seat belt use surveys, officer training (e.g., LIDAR and Child Passenger Safety Technician certification), and participation in network meetings and statewide mobilizations. Collectively, these activities helped deter aggressive driving behaviors, educate the public on the proper use of child safety seats and safety belts, reinforce awareness of distracted driving and school bus passing laws, foster interagency collaboration, and advance GOHS's mission to reduce crashes and eliminate injuries and fatalities on Georgia roadways.

Program challenges during the grant year included competing demands on officer time due to required training, sick leave, and reassignment to non-traffic-related duties resulting from staffing shortages. Despite these challenges, four Thunder Task Force mobilizations were successfully conducted statewide, further enhancing enforcement visibility and roadway safety efforts.

H.E.A.T CONTACTS FOR FFY 2025

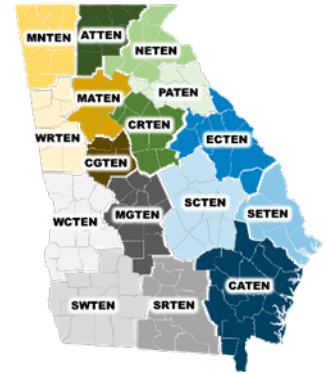
Grant Number	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2025-AlbanyPD-136	Albany Police Department	1261	154	457	314
GA-2025-AtlantaPD-105	Atlanta Police Department, City of	3250	225	817	748
GA-2025-BibbCounty-053	Bibb County Government	2212	478	628	488
GA-2025-CarrollSO-059	Carroll County Sheriff's Office	1659	397	1034	684
GA-2025-ClaytonPD-055	Clayton County Police Department	2576	406	829	966
GA-2025-CobbBocPD-058	Cobb Co Board of Commissioners - Police Dept.	1056	651	193	210
GA-2025-CowetaSO-006	Coweta County Sheriff's Office	3202	449	823	962
GA-2025-DawsonSO-015	Dawson County Sheriff's Office	1274	338	509	547
GA-2025-DeKalbPD-016*	DeKalb County Police Department*	166	355	5	0
GA-2025-DouglasSO-106	Douglas County Sheriff's Office	2048	264	398	331
GA-2025-DublinPD-135	Dublin Police Department	1091	96	769	250
GA-2025-FloydPD-097	Floyd County Police Department	1946	97	825	702
GA-2025-ForsythSO-044	Forsyth County Sheriff's Office	2361	616	665	713
GA-2025-GaDPS-091*	Public Safety, Georgia Department of*	4660	2257	769	644
GA-2025-GaDPS-101	Public Safety, Georgia Department of	2363	563	850	414
GA-2025-GlynnPD-008	Glynn County Police Department	3469	276	1433	819
GA-2025-HabershaSO-112	Habersham County Sheriff's Office	2817	445	504	495
GA-2025-HallSO-019	Hall County Sheriff's Office	3324	439	1140	1140
GA-2025-LibertySO-023	Liberty County Sheriff's Office	3267	139	1110	491
GA-2025-MuscogeeSO-104	Muscogee County Sheriff's Office	2126	116	557	560
GA-2025-NewtonSO-046	Newton County Sheriff's Office	2233	324	904	840
GA-2025-RichmondSO-134	Richmond County Sheriff's Office	2585	401	1141	742
GA-2025-SavannahPD-087	Savannah Police Department	2829	475	819	834
GA-2025-SnellvilPD-081	Snellville Police Department	1712	105	793	1704
GA-2025-SouthFulPD-054	South Fulton Police Department	1978	240	528	911
GA-2025-SpaldingSO-060	Spalding County Sheriff's Office	1821	36	411	285
GA-2025-WarnerRoPD-130	Warner Robins Police Department	1725	303	642	406
GA-2025-WoodstocPD-111	Woodstock Police Department	1200	288	325	364
TOTAL		62,211	10,933	19,878	17,564

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

* Grantees support efforts under Impaired Driving program area

Traffic Enforcement Network (TEN)

The Governor's Office of Highway Safety, in cooperation with state and local law enforcement agencies, has created regional Traffic Enforcement Networks around the State of Georgia. There are currently sixteen regional traffic enforcement networks servicing all 159 counties in Georgia. Network Coordinators used **6,267.84 activity hours** during FFY 2025. The Georgia Traffic Enforcement Network (TEN) by region are:



Northwest Region
 Central Georgia – **CGTEN**
 Metro Atlanta – **MATEN**
 Mountain Area – **MNTEN**
 Western Regional – **WRTEN**

Southwest Region
 Middle Georgia – **MGTEN**
 Southern Regional – **SRTEN**
 Southwest – **SWTEN**
 West Central – **WCTEN**

Northeast Region
 Appalachian Trail – **ATTEN**
 Central Region – **CRTEN**
 Northeast – **NETEN**
 Piedmont Area – **PATEN**

Southeast Region
 Coastal Area – **CATEN**
 East Central – **ECTEN**
 Southeastern – **SETEN**
 South Central – **SCTEN**

TRAFFIC ENFORCEMENT NETWORK CONTACTS FOR FFY2025

Grant Number	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
TEN-2025-AmericusPD-017	Americus Police Department	657	50	517	195
TEN-2025-CalhounPD-004	Calhoun Police Department	1227	94	595	1539
TEN-2025-CharltonSO-006	Charlton County Sheriff's Office	757	7	17	10
TEN-2025-DonalsonPD-137	Donalsonville Police Department	38	4	53	35
TEN-2025-Douglasvil-016	Douglasville, City of	702	178	747	152
TEN-2025-EffinghaSO-010	Effingham County Sheriff's Office	4161	274	673	393
TEN-2025-FayettevPD-014	Fayetteville Police Department	1401	64	205	789
TEN-2025-ForsythPD-020	Forsyth Police Department	885	72	935	149
TEN-2025-GradySO-015	Grady County Sheriff's Office	27	8	0	5
TEN-2025-GrovetowPD-012	Grovetown Police Department	317	123	340	80
TEN-2025-HabershaSO-018	Habersham County Sheriff's Office	1626	245	275	263
TEN-2025-McCaysviPD-019	McCaysville Police Department, City of	379	8	32	160
TEN-2025-NewtonSO-007	Newton County Sheriff's Office	1662	127	502	383
TEN-2025-OglethorSO-008	Oglethorpe County Sheriff's Office	1075	63	60	53
TEN-2025-TwiggsSO-005	Twiggs County Sheriff's Office	2697	83	426	234
TEN-2025-ValdostaPD-009	Valdosta Police Department, City of	524	111	167	130
TEN-2025-WashingtSO-011	Washington County Sheriff's Office	1444	28	398	31
TOTAL		19,579	1,539	5,942	4,601

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

High Visibility Enforcement Grants

The Governor's Office of Highway Safety awarded 25 High Visibility Enforcement (HVE) grants in FFY2025, plus the Georgia State Patrol (GA Dept. of Public Safety) Highway Safety Campaign project. These projects are awarded based upon data in their respective jurisdictions and most of them focused on the enforcement of speed, DUI, and seat belt laws. These projects used **55,234.58** activity hours and are listed below.

HIGH VISIBILITY ENFORCEMENT CONTACTS FOR FFY2025

Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2025-Barnesvill-124	Barnesville Police Department	701	10	585	102
GA-2025-BryanSO-047	Bryan County Sheriff's Office	3433	250	628	78
GA-2025-BurkeSO-078	Burke County Sheriff's Office	3281	268	883	165
GA-2025-CalhounPD-018	Calhoun Police Department	1227	89	595	1539
GA-2025-Carrollton-115	Carrollton Police Department	1378	325	661	718
GA-2025-ClaxtonPD-021	Claxton Police Department	478	36	287	28
GA-2025-ClevelandPD-096*	Cleveland Police Department*	20	1	345	102
GA-2025-CrispCtySO-092	Crisp County Sheriff's Office	5018	78	759	279
GA-2025-EffinghaSO-076	Effingham County Sheriff's Office	3431	212	454	315
GA-2025-FitzgerPD-123	Fitzgerald Police Department	723	16	383	300
GA-2025-JohnsonBOC-090	Johnson County Board of Commissioners	1237	33	414	89
GA-2025-LowndesSO-013	Lowndes County Sheriff's Office	6521	78	873	125
GA-2025-MonroePD-094	Monroe Police Department, City of	1059	34	613	668
GA-2025-MontgomeSO-122	Montgomery County Sheriff's Office	150	6	6	0
GA-2025-NewnanPD-070	Newnan Police Department, City of	1178	79	360	897
GA-2025-PeachSO-120	Peach County Sheriff's Office	1178	100	343	150
GA-2025-PoolerPD-057	Pooler Police Department	1702	63	444	224
GA-2025-GaDPS-102	Public Safety, Georgia Department of	20164	781	4736	4421
GA-2025-RabunSO-022	Rabun County Sheriff's Office	0	0	0	0
GA-2025-ThomasviPD-063	Thomasville Police Department	1259	21	395	99
GA-2025-ToccoaPD-095	Toccoa Police Department	1018	20	243	290
GA-2025-ToombsSO-086	Toombs County Sheriff's Office	905	4	52	12
GA-2025-TwiggsSO-061	Twiggs County Sheriff's Office	2698	83	426	234
GA-2025-UnionCity-084	Union City, City of	1864	32	416	329
GA-2025-WashingtSO-103	Washington County Sheriff's Office	1444	28	398	31
GA-2025-WrensPD-088	Wrens Police Department	921	45	293	12
TOTAL		62,988	2,692	15,592	11,207

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

* Grantees support efforts under Occupant Protection program area

Funded Projects

The tables below show the grantee details for funded projects within the Police Traffic Services program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-010
Project Title:	402PT: Police Traffic Services	Funding Source:	IIJA 402 PT
<i>Funded Amount:</i>	<i>\$1,562,611.82</i>	<i>Total Expended:</i>	<i>\$1,439,547.77</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.		
Summary of Activities:	Enforcement campaigns, mobilizations, and Thunder Task Force deployments enhanced enforcement of aggressive driving and improved public awareness of seat belt, DUI, speed, and distracted driving laws. Educational events with the Rollover Simulator and Seat Belt Convincer encouraged the public to use seat belts and child safety seats on all trips.		

Grantee:	Albany Police Department	Grant Number:	GA-2025-AlbanyPD-136
Project Title:	HEAT-Albany Police Department	Funding Source:	IIJA 402 PT
Funded Amount:	<i>\$281,777.84</i>	Total Expended:	<i>\$239,225.79</i>
		Activity Hours:	<i>2,082.5</i>
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	2 (20%) * People Reached: 2,400
Project Description:	HEAT Grant for the Albany Police Department		
Summary of Activities:	Albany PD initiated 155 DUI contacts, 448 OP contacts, 326 distracted driving contacts, and 1264 speeding contacts during the grant year. They conducted 11 educational events, participated in 4 GOHS/NHTSA campaigns and 7 TEN meetings. *Grant was awarded Jan 2025, and the project wasn't started until Feb 2025.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Atlanta Police Department, City of		Grant Number:	GA-2025-AtlantaPD-105	
Project Title:	H.E.A.T (Highway Enforcement of Aggressive Traffic)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$47,334.24	Total Expended:	\$41,931.73	Activity Hours:	5,135
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	8 (89%)	People Reached:	271,000
Project Description:	Program focus is to develop and implement strategies that will reduce fatal and serious injury crashes within the City of Atlanta caused by impaired driving, speeding/aggressive driving, and distracted driving. Increase seat belt usage within the city limits as well as educate the public on safe driving.				
Summary of Activities:	421 DUI contacts, 770 DD contacts, 869 OP contacts, 3250 speeding contacts, 8 GOHS campaigns, 14 community engagement events, 10 TEN meetings, 2 Thunder mobilizations, Governor's Challenge				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Barnesville Police Department		Grant Number:	GA-2025-Barnesvill-124	
Project Title:	Barnesville Police Department High Visibility Traffic Enforcement		Funding Source:	IIJA 402 PT	
Funded Amount:	\$24,605.50	Total Expended:	\$19,093.96	Activity Hours:	737
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	745
Project Description:	The goal of the project is to reduce traffic accidents, injuries, and vehicle collision related fatalities while improving officer efficiency through high visibility traffic enforcement.				
Summary of Activities:	Barnesville PD initiated 680 speeding contacts and 604 OP contacts during the grant year. They conducted 2 seat belt surveys (showing an increase from 89% to 96%), participated in 8 GOHS/NHTSA campaigns, attended 10 TEN meetings, and held 11 education events.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1				
GOHS Objectives:	2.1, 3.1, 6.1, 7.2				

Grantee:	Bibb County Government	Grant Number:	GA-2025-BibbCounty-053
Project Title:	HEAT Bibb County Sheriff's Office	Funding Source:	IIJA 402 PT
Funded Amount:	\$29,528.04	Total Expended:	\$22,635.89
		Activity Hours:	3,957
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)
			People Reached: 150,000
Project Description:	The Bibb County Sheriff's Office HEAT project is aimed at reducing the number of crashes, injuries, and fatalities caused by impaired driving, Speed, and Failure to use safety equipment (seatbelts). Seatbelt usage statewide has declined according to recent data.		
Summary of Activities:	The Bibb County Sheriff's Office initiated 478 DUI contacts, 591 OP contacts, 2212 speeding contacts, and 488 distracted driving contacts during the grant year. They completed 3 seatbelt surveys (showing an increase from 79% to 88%), participated in 12 educational events, 8 GOHS/NHTSA campaigns, attended 9 TEN meetings, 3 Thunder Task Force mobilization and submitted a Governor's Challenge application.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1,		

Grantee:	Bryan County Sheriff's Office	Grant Number:	GA-2025-BryanSO-047
Project Title:	The Bryan County Sheriff's Office High Visibility Enforcement	Funding Source:	IIJA 402 PT
Funded Amount:	\$52,094.00	Total Expended:	\$48,958.85
		Activity Hours:	1,880
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
			People Reached: 2,250,000
Project Description:	The Bryan County Sheriff's Office wants to reduce the number of fatalities and serious injuries on our roadways that are related to speeding, impaired driving, and occupant protection.		
Summary of Activities:	The Bryan County Sheriff's Office initiated 3433 speeding contacts, 252 DUI contacts, and 598 OP contacts during the grant year. They conducted 11 educational events, participated in 8 GOHS/NHTSA safety campaigns, attended 12 traffic enforcement network meetings, and conducted 2 seat belt surveys (75%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2		

Grantee:	Burke County Sheriff's Office	Grant Number:	GA-2025-BurkeSO-078
Project Title:	2025 Burke County HVE Grant	Funding Source:	IIJA 402 PT
Funded Amount:	\$51,184.00	Total Expended:	\$48,171.06
		Activity Hours:	1,784
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	8,000
Project Description:	<p>The Burke County Sheriff's Office is an agency made up of 140 sworn and non-sworn personnel, encompassing 835 square miles. The majority of Burke County is agriculture. The highways are often shared with large farm machinery, mixed with motorists. The request is aimed at helping us combat our speeding issue. We currently have in place a four-man traffic enforcement unit, we like most agencies across Georgia could use the assistance of grant funding to help us combat the issues with speeding.</p>		
Summary of Activities:	<p>The Burke County Sheriff's Office initiated 3291 speeding contacts, and 882 OP contacts during the grant year. They conducted 5 educational events, participated in 8 GOHS/NHTSA safety campaigns, and attended 9 TEN meetings. Seat Belt surveys show an increase in usage rate of 5% (85% to 90%).</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2		

Grantee:	Calhoun Police Department	Grant Number:	GA-2025-CalhounPD-018
Project Title:	High Visibility Traffic Grant	Funding Source:	IIJA 402 PT
Funded Amount:	\$45,819.00	Total Expended:	\$45,709.73
		Activity Hours:	1,686
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)
		People Reached:	541,500
Project Description:	<p>The Calhoun Police Department will aggressively enforce the laws that govern speeds and occupant protection on the roadways of Calhoun.</p>		
Summary of Activities:	<p>Calhoun PD initiated 1227 speed-related contacts and 595 OP contacts during the grant year. They participated in 15 TEN meetings and initiatives, 8 GOHS/NHTSA safety campaigns, held 27 educational events including car seat checks and teen driving classes, conducted 5 seat belt surveys (91%), and participated in Governor's Challenge.</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	2.1, 2.2, 3.1		

Grantee:	Carroll County Sheriff's Office	Grant Number:	GA-2025-CarrollSO-059
Project Title:	Carroll County Sheriff's Office HEAT Unit	Funding Source:	IJA 402 PT
Funded Amount:	\$47,591.34	Total Expended:	\$45,781.97
		Activity Hours:	4,205.5
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8 (80%)
		People Reached:	6,500
Project Description:	The Carroll County Sheriff's Office is requesting grant funding to establish/maintain the operation of the HEAT Unit for the purpose of enforcing traffic laws and promoting public awareness of traffic dangers.		
Summary of Activities:	The Carroll County Sheriff's Office initiated 409 DUI contacts, 881 OP contacts, 1786 speeding contacts, and 755 distracted driving contacts during the grant year. They conducted 25 educational events, 2 seatbelt surveys (89%), participated in 9 GOHS/NHTSA campaigns, 10 TEN meetings, and 1 Thunder Task Force mobilization.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Carrollton Police Department	Grant Number:	GA-2025-Carrollton-115
Project Title:	CPD Traffic Accident Reduction Program	Funding Source:	IJA 402 PT
Funded Amount:	\$53,366.40	Total Expended:	\$50,446.49
		Activity Hours:	1,468
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)
		People Reached:	10,181
Project Description:	Carrollton Police Department is investing in programming to mitigate current levels of traffic accidents by utilizing officers who solely work traffic enforcement.		
Summary of Activities:	Carrollton PD initiated 945 speed contacts, 227 impaired driving contacts, 398 distracted driving contacts and 408 OP contacts during the grant year. They participated in 11 regional TEN meetings, 8 GOHS/NHTSA safety campaigns, and held 4 educational events. Seat Belt surveys show an increase in usage rate of 15% (60% to 75%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1		

Grantee:	Claxton Police Department	Grant Number:	GA-2025-ClaxtonPD-021
Project Title:	High Visibility Enforcement Claxton	Funding Source:	IIJA 402 PT
Funded Amount:	\$25,670.40	Total Expended:	\$22,942.68
		Activity Hours:	848
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
			People Reached: 2,490
Project Description:	A proactive and innovative approach to reduce speed, DUI and Occupant protection related crashes using technology as a tool to slow drivers down and to collect critical data to identify areas of the city that are in need of concentrated patrols. To ensure the safety of drivers as well as pedestrians and officers within the city of Claxton and Evans County.		
Summary of Activities:	Claxton PD initiated 480 speeding contacts, 37 impaired driving contacts, and 282 OP contacts during the grant year. They used radar signs to collect and monitor speeding data, attended 9 TEN meetings, participated in 8 GOHS/NHTSA campaigns and conducted 4 community engagement events. Seat Belt surveys show a usage rate of 70%.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2		

Grantee:	Clayton County Police Department	Grant Number:	GA-2025-ClaytonPD-055
Project Title:	HEAT - Clayton County	Funding Source:	IIJA 402 PT
Funded Amount:	\$103,894.56	Total Expended:	\$79,072.56
		Activity Hours:	4,470
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8* (80%)
			People Reached: 6,000
Project Description:	The Clayton County Police Department is seeking a HEAT Grant from the Governor's Office of Hwy Safety. Clayton County is experiencing a significant increase in traffic related fatalities over the past few years.		
Summary of Activities:	Clayton Co. PD initiated 406 DUI contacts, 885 OP contacts, 1019 distracted driving contacts, and 2610 speeding contacts during the grant year. They conducted 7 seat belt surveys (86%), 21 educational events, and participated in 7 GOHS/NHTSA campaigns, 9 TEN meetings, and 2 Thunder Task Force mobilization.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Cobb Co Board of Commissioners - Police Dept.		Grant Number:	GA-2025-CobbBocPD-058	
Project Title:	H.E.A.T. Cobb County Police Department		Funding Source:	IIJA 402 PT	
Funded Amount:	\$384,999.99	Total Expended:	\$346,922.27	Activity Hours:	4,614
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	4 (40%) *	People Reached:	1,000
Project Description:	This project is to continue to combat impaired driving in Cobb County to improve highway safety, through the H.E.A.T. Unit.				
Summary of Activities:	Cobb Co. PD initiated 651 DUI contacts, 193 OP contacts, 210 distracted driving contacts, and 1056 speeding contacts during the grant year. They conducted 1 seat belt survey (88%), 19 educational events, participated in 7 GOHS/NHTSA campaigns, 10 TEN meetings, and 2 Thunder Task Force mobilizations.				
	*Grant was awarded Dec 2024. Project active for 10 months.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Coweta County Sheriff's Office		Grant Number:	GA-2025-CowetaSO-006	
Project Title:	Coweta County H.E.A.T. Unit		Funding Source:	IIJA 402 PT	
Funded Amount:	\$150,919.20	Total Expended:	\$149,389.70	Activity Hours:	5,382
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)	People Reached:	4,200
Project Description:	In alignment with the State Plan, the CCSO will implement evidence-based practices supporting the goals of the H.E.A.T. Unit to reduce alcohol and speed-related crashes, injuries and fatalities, and to increase child restraint and seatbelt usage.				
Summary of Activities:	The Coweta County Sheriff's Office initiated 449 DUI contacts, 823 OP contacts, 3184 speeding contacts, and 965 distracted driving contacts during the grant year. They conducted 44 educational events, participated in 12 GOHS/NHTSA campaigns, Governor's Challenge, 4 waves of the Thunder Task Force, and attended 10 TEN meetings. They also conducted 4 seat belt surveys which showed an increase of 4% (93% to 97%).				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Crisp County Sheriff's Office	Grant Number:	GA-2025-CrispCtySO-092
Project Title:	2025 Crisp County Sheriff's Office High Visibility Enforcement	Funding Source:	IIJA 402 PT
Funded Amount:	\$29,476.80	Total Expended:	\$28,262.50
		Activity Hours:	970
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)
		People Reached:	1,728,461
Project Description:	If funded, this grant will provide money for enforcement hours that will allow CCSO to continue our traffic enforcement efforts and reduce driving-impaired incidents. The project is designed to enhance the agency's capabilities to reduce the number of fatalities, injuries, and crashes and to disseminate specific traffic safety information in areas of great concern.		
Summary of Activities:	The Crisp Co. Sheriff's Office initiated 5018 speed contacts and 759 OP contacts during the grant year. They participated in 10 TEN meetings, 8 GOHS/NHTSA campaigns, and conducted 9 educational events, 16 checkpoints, and 2 seat belt surveys showing a usage rate of 76%.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2		

Grantee:	Dawson County Sheriff's Office	Grant Number:	GA-2025-DawsonSO-015
Project Title:	Dawson County Sheriff's Office HEAT	Funding Source:	IIJA 402 PT
Funded Amount:	\$51,903.46	Total Expended:	\$37,925.07
		Activity Hours:	3,024
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%)
		People Reached:	33,663
Project Description:	To maintain a GOHS HEAT unit with objectives that are to be focused on reducing serious traffic crashes and traffic violations by aggressively concentrating control efforts on drivers who threaten the lives, safety, and property of others. Dawson County is growing at a rapid rate and with growth, the need for resources focused on traffic safety becomes essential.		
Summary of Activities:	The Dawson Co. Sheriff's Office initiated 338 DUI contacts, 506 OP contacts, 1274 speeding contacts, and 547 distracted driving contacts during the grant year. They held 13 educational events, participated in 9 GOHS/NHTSA campaigns, attended 9 TEN meetings, participated in 2 Thunder Task Force deployments, and conducted 1 seat belt survey (93%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Douglas County Sheriff's Office	Grant Number:	GA-2025-DouglasSO-106
Project Title:	HEAT Douglas County Sheriff's Office	Funding Source:	IIJA 402 PT
Funded Amount:	\$79,032.11	Total Expended:	\$76,149.35
		Activity Hours:	5,872
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%)
		People Reached:	7,500
Project Description:	The Douglas County Sheriff's Office is requesting funds to continue a HEAT Unit for the purpose of enforcing traffic laws, educating the public and reducing speed, occupant protection and impaired driving related fatalities.		
Summary of Activities:	The Douglas Co. Sheriff's Office initiated 382 DUI contacts, 522 OP contacts, 2048 speeding contacts, and 444 distracted driving contacts during the grant year. They conducted 14 educational events including child safety seat checks and in-school events; participated in 9 GOHS/NHTSA campaigns, 7 TEN meetings, Governor's Challenge, and 1 Thunder Task Force mobilization. They conducted 3 seat belt surveys showing a usage rate of 87%.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Dublin Police Department	Grant Number:	GA-2025-DublinPD-135
Project Title:	Dublin H.E.A.T. Team	Funding Source:	IIJA 402 PT
Funded Amount:	\$279,740.00	Total Expended:	\$247,596.45
		Activity Hours:	2,630
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	2 (20%) *
		People Reached:	22,000
Project Description:	HEAT Grant		
Summary of Activities:	The Dublin Police Department initiated 96 DUI contacts, 1091 speeding contacts, 250 distracted driving contacts, and 769 OP contacts during the grant year. They participated in 6 GOHS/NHTSA campaigns, 8 TEN meetings, and 1 Thunder Task Force deployment. They conducted 3 seat belt surveys showing an increase in usage of 11% (74% to 85%). They also conducted 8 educational events.		
	*Grant was awarded Jan 2025. Project activity began in Feb. 2025.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Effingham County Sheriff's Office	Grant Number:	GA-2025-EffinghaSO-076
Project Title:	Speed / DUI Detection/ Occupant Protection	Funding Source:	IJA 402 PT
Funded Amount:	\$75,248.00	Total Expended:	\$72,232.04
		Activity Hours:	2,333
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)
		People Reached:	8,000
Project Description:	<p>The Effingham County Sheriff's Office will deploy grant issued Radar's, and Lasers (current and previous years purchases) in order to decrease the number of speed related crashes in the county. The Effingham County Sheriff's Office will also conduct saturated patrols and checkpoints to reduce the number of DUI & Occupant protection-related crashes, injuries, and fatalities.</p>		
Summary of Activities:	<p>The Effingham County Sheriff's Office initiated 3431 speeding contacts, 212 DUI contacts, and 450 OP contacts during the grant year. They participated in 11 TEN meetings, 8 GOHS campaigns, and conducted 6 educational events. They conducted 4 seat belt surveys showing an increase in usage rate of 2% (89% to 91%).</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 6.1, 6.2, 7.2		

Grantee:	Fitzgerald Police Department	Grant Number:	GA-2025-FitzgerIPD-123
Project Title:	High Visibility Enforcement- Fitzgerald Police Department	Funding Source:	IJA 402 PT
Funded Amount:	\$29,308.00	Total Expended:	\$28,141.82
		Activity Hours:	959
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)
		People Reached:	5,000
Project Description:	<p>The City of Fitzgerald Police Department (FPD) has established an enforcement effort focusing on the dangers and consequences of speeding and not using seat belts utilizing road checks and speed deterrent measures. Utilizing enforcement resources, the FPD will conduct pre- and post-program observation safety belt surveys, compare usage and report findings to GOHS. FPD will also implement a comprehensive, hands-on program to educate 1000 school aged motorists on required safety belt usage.</p>		
Summary of Activities:	<p>The Fitzgerald Police Department initiated 723 speeding contacts and 374 OP contacts during the grant year. They participated in 8 TEN meetings, 12 GOHS campaigns, and conducted 5 education events, and 2 seat belt surveys showing an increase in usage from 74% to 84%.</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 6.2 7.2		

Grantee:	Floyd County Police Department	Grant Number:	GA-2025-FloydPD-097
Project Title:	Floyd County Police Department HEAT Grant	Funding Source:	IIJA 402 PT
Funded Amount:	\$99,908.64	Total Expended:	\$96,337.81
		Activity Hours:	5,222
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8 (80%)
		People Reached:	26,118
Project Description:	Project will reduce traffic fatalities due to speed, impaired driving, failure to properly use occupant safety, and distracted driving. The goal of this project is to help reduce the number of fatalities within Floyd County and the State of Georgia through the enforcement of these offenses and educational opportunities.		
Summary of Activities:	Floyd Co. PD initiated 173 DUI contacts, 778 OP contacts, 1946 speeding contacts, and 702 distracted driving contacts during the grant year. They participated in 6 GOHS/NHTSA campaigns, 13 TEN meetings, 3 Thunder Task Force mobilizations, Governor's Challenge, and conducted 14 educational events. They also conducted 2 seat belt surveys showing an increase in usage rate of 10% (80% to 90%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Forsyth County Sheriff's Office	Grant Number:	GA-2025-ForsythSO-044
Project Title:	HEAT Forsyth County Sheriff's Office	Funding Source:	IIJA 402 PT
Funded Amount:	\$166,560.60	Total Expended:	\$148,944.52
		Activity Hours:	4,169
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)
		People Reached:	7,110
Project Description:	The focus of the Forsyth County Sheriff's Office HEAT program is to maintain a level of enforcement activity that will reduce the number of serious traffic accidents, traffic violations, and pursue an aggressive policy of enforcement of all traffic laws. Forsyth County is one of the fastest growing counties in Georgia. With population growth comes an increase in traffic on state and county roadways, which requires increased enforcement.		
Summary of Activities:	The Forsyth Co. Sheriff's Office initiated 657 DUI contacts, 589 OP contacts, 2361 speeding contacts, and 744 distracted driving contacts during the grant year. They participated in 12 GOHS/NHTSA campaigns, Governor's Challenge, 18 TEN meetings, and 2 seat belt surveys (79%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Glynn County Police Department		Grant Number:	GA-2025-GlynnPD-008	
Project Title:	"Slow Down Brunswick" and "Drive Sober or Get Pulled Over" Glynn County HEAT Program		Funding Source:	IIJA 402 PT	
Funded Amount:	\$35,361.12	Total Expended:	\$27,785.25	Activity Hours:	4,802
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	6 (60%)	People Reached:	65
Project Description:	A unit to enforce aggressive traffic laws, educate the public about roadway safety, and decrease the rate of traffic injuries and fatalities.				
Summary of Activities:	Glynn County PD initiated 276 DUI contacts, 1379 OP contacts, 3469 speeding contacts, and 819 distracted driving contacts during the grant year. They conducted 1 seatbelt survey (70%), 10 educational events, participated in 10 GOHS/NHTSA campaigns, Governor's Challenge, 12 TEN meetings, and 2 Thunder mobilizations.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Habersham Co Sheriff's Office		Grant Number:	GA-2025-HabershaSO-112	
Project Title:	HEAT - Habersham County SO		Funding Source:	IIJA 402 PT	
Funded Amount:	\$294,500.00	Total Expended:	\$292,934.25	Activity Hours:	4,966.5
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)	People Reached:	2,300
Project Description:	The Habersham County Sheriff's Office is seeking funding to assist in the efforts to reduce crashes, injuries, and fatalities due to impaired driving, speeding, unrestrained occupants, distracted and aggressive driving.				
Summary of Activities:	Habersham County SO initiated 445 DUI contacts, 480 OP contacts, 2917 speeding contacts, and 495 distracted driving contacts during the grant year. They conducted 2 seatbelt surveys (96%), 14 educational events, participated in 8 GOHS/NHTSA campaigns, Governor's Challenge, 8 TEN meetings, and 3 Thunder mobilizations.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Hall County Sheriff's Office	Grant Number:	GA-2025-HallSO-019
Project Title:	Hall County Sheriff's Office HEAT	Funding Source:	IIJA 402 PT
Funded Amount:	\$151,680.00	Total Expended:	\$150,967.09
		Activity Hours:	5,158
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)
		People Reached:	3,910
Project Description:	The Hall County Sheriff's Office for the Fiscal Year 2025 is seeking a HEAT Grant from the Governor's Office of Highway Safety. Hall County, in the past several years, has experienced an alarming increase in roadway fatalities.		
Summary of Activities:	The Hall County Sheriff's Office initiated 439 DUI contacts, 1140 OP contacts, 3324 speeding contacts, and 1140 distracted driving contacts during the grant year. They conducted 3 seatbelt surveys (94%) and held 19 educational events. They participated in 9 GOHS/NHTSA campaigns, Governor's Challenge, 12 TEN meetings, and 3 Thunder mobilizations.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Johnson County Board of Commissioners	Grant Number:	GA-2025-JohnsonBOC-090
Project Title:	High Visibility Enforcement- Johnson County	Funding Source:	IIJA 402 PT
Funded Amount:	\$19,800.00	Total Expended:	\$17,788.70
		Activity Hours:	913.5
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	6 (85%)
		People Reached:	2,000
Project Description:	Johnson County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of speeding, not using occupant protection and impaired driving.		
Summary of Activities:	The Johnson County Sheriff's Office initiated 1237 speed contacts and 412 OP contacts during the grant year. They conducted 25 road checks, participated in 8 GOHS/NHTSA campaigns, 9 TEN meetings, and held 3 educational events. They conducted 2 seat belt surveys showing an increase in usage of 32% (53% to 85%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2		

Grantee:	Liberty County Sheriff's Office	Grant Number:	GA-2025-LibertySO-023
Project Title:	H.E.A.T. Liberty County	Funding Source:	IIJA 402 PT
Funded Amount:	\$91,683.36	Total Expended:	\$90,367.49
		Activity Hours:	4,791
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)
		People Reached:	383,273
Project Description:	The HEAT Team is dedicated to enforcement of traffic laws with a focus on violations that directly impact occupant safety, such as distracted driving, speeding, aggressive driving, DUI, and other violations as they are observed.		
Summary of Activities:	The Liberty County Sheriff's Office initiated 285 DUI contacts, 1100 OP contacts, 491 distracted driving contacts, and 3267 speeding contacts during the grant year. They conducted 2 seat belt surveys, increasing the usage rate by 3% (93% to 96%), and held 89 educational events. They participated in 8 GOHS/NHTSA campaigns, 9 TEN meetings, Governor's Challenge, and 2 Thunder task force mobilizations.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Lowndes County Sheriff's Office	Grant Number:	GA-2025-LowndesSO-013
Project Title:	HVE-High Visibility Enforcement- Lowndes County Sheriff's Office	Funding Source:	IIJA 402 PT
Funded Amount:	\$90,109.60	Total Expended:	\$88,929.45
		Activity Hours:	3,199.5
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	7,000
Project Description:	A 7-person team of Sheriff's Deputies assigned to the Lowndes County Sheriff's Office Traffic Unit. The goal of this team is to reduce the number of crashes resulting in serious injury and fatality through proactive patrol and enforcement of Georgia Traffic Laws.		
Summary of Activities:	The Lowndes County Sheriff's Office initiated 6521 speed contacts and 873 OP contacts during the grant year. They participated in 8 GOHS/NHTSA campaigns, 10 TEN meetings, and conducted 2 seat belt surveys which reflected an increase in usage rate of 4% (80% to 84%).		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 7.2		

Grantee:	Monroe Police Department, City of	Grant Number:	GA-2025-MonroePD-094
Project Title:	Monroe Police Department HVE Grant.	Funding Source:	IIJA 402 PT
Funded Amount:	\$63,260.00	Total Expended:	\$48,844.14
		Activity Hours:	1,424
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)
		People Reached:	10,000
Project Description:	The Monroe Police Department has requested assistance in tackling the growing problem of speeding and lack of occupant protection within their jurisdiction. As a department with 59 sworn officers, they are only equipped with speed measurement devices and require additional resources to address the issue. The department will also focus on educating the public on the importance of occupant protection.		
Summary of Activities:	Monroe PD initiated 1063 speed contacts, 480 OP contacts (including 9 safety checks), and 398 distracted driving contacts during the grant year. They conducted 10 educational events, 2 seat belt surveys showing an increase in usage of 16% (76% to 92%), participated in 8 GOHS/NHTSA campaigns, and 8 TEN meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2, 10.1		

Grantee:	Montgomery County Sheriff's Office	Grant Number:	GA-2025-MontgomeSO-122
Project Title:	High Visibility Enforcement Project	Funding Source:	IIJA 402 PT
Funded Amount:	\$27,537.00	Total Expended:	\$4,222.08
		Activity Hours:	158
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	0 (0%)
		People Reached:	0
Project Description:	Montgomery County Sheriff's Office has established an enforcement effort focusing on alcohol and drug impaired driving and speeding utilizing high visibility enforcement efforts to decrease the number of crashes and crash related injuries.		
Summary of Activities:	Montgomery Co Sheriff's Office initiated 6 DUI contacts, 6 OP contacts, and 150 speeding contacts during the grant year. They held 1 educational event and participated in 1 TEN meeting. Due to a severe manpower shortage, the grantee was unable to continue the project and closed their grant on April 21, 2025.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2,		

Grantee:	Muscogee County Sheriff's Office	Grant Number:	GA-2025-MuscogeeSO-104
Project Title:	HEAT - Muscogee	Funding Source:	IIJA 402 PT
Funded Amount:	368,897.76	Total Expended:	\$365,334.37
		Activity Hours:	5,376
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)
		People Reached	300,000
Project Description:	In alignment with the State Plan, the MCSO will implement evidence-based practices supporting the goals of the H.E.A.T. Unit to reduce alcohol and speed-related crashes, injuries and fatalities, and to increase child restraint and seatbelt usage.		
Summary of Activities:	The Muscogee County Sheriff's Office initiated 363 DUI contacts, 615 OP contacts, 2864 speeding contacts, and 664 distracted driving contacts during the grant period. They conducted 4 seat belt surveys (91%), 7 educational events, participated in 9 GOHS/NHTSA activities, and attended 7 TEN meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 10.1		

Grantee:	Newnan Police Department, City of	Grant Number:	GA-2025-NewnanPD-070
Project Title:	The Newnan Police Department High Visibility Enforcement	Funding Source:	IIJA 402 PT
Funded Amount:	\$43,882.00	Total Expended:	\$42,315.34
		Activity Hours:	1,453
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)
		People Reached:	100,000
Project Description:	The Newnan Police Department desires to reduce the number of traffic related accidents that are a direct result of speeding, distracted driving, and following too closely by motorist. High visibility in problematic areas, gearing toward educating citizens, to help prevent traffic/pedestrian accidents as a direct result of speeding, distracted driving, and following too closely.		
Summary of Activities:	Newnan PD initiated 1178 speed related contacts, 79 DUI contacts, 187 following too closely contacts, 897 distracted driving contacts, and 360 OP contacts during the grant year. They participated in 9 GOHS/NHTSA campaigns, conducted 6 educational events (including utilizing a large LED message board to educate drivers), and attended 7 TEN meetings. Seat Belt survey shows a usage rate of 92%.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Newton County Sheriff's Office		Grant Number:	GA-2025-NewtonSO-046	
Project Title:	Newton County Sheriff's Office HEAT Unit		Funding Source:	IIJA 402 PT	
Funded Amount:	\$141,753.60	Total Expended:	\$98,634.12	Activity Hours:	3,971
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached:	57,000
Project Description:	The Newton County Sheriff's Office HEAT Unit will continue its efforts to combat aggressive driving, distracted driving, speeding, DUI's, accident-related fatalities, enforce seat belt usage, and continuously educate the community on traffic safety.				
Summary of Activities:	The Newton County Sheriff's Office initiated 324 DUI contacts, 904 OP contacts, 2233 speeding contacts, and 840 distracted driving contacts during the grant year. They conducted 7 seatbelt surveys which showed an ending rate of 90%, 14 educational events, participated in 7 GOHS/NHTSA campaigns, 11 TEN meetings, Governor's Challenge, and 4 Thunder mobilizations.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Peach County Sheriff's Office		Grant Number:	GA-2025-PeachSO-120	
Project Title:	Peach County Sheriff's Office High Visibility Enforcement		Funding Source:	IIJA 402 PT	
Funded Amount:	\$62,858.00	Total Expended:	\$61,310.81	Activity Hours:	1,789
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5 (83%)	People Reached	250
Project Description:	The Peach County Sheriff's Office has established an enforcement/education program to enhance the abilities of the Peach County Sheriff's Deputies in the education, enforcement and prosecution of impaired driving and excessive speeding violations. We will also educate the driving public in the proper use of occupant restraints in order to reduce serious injuries and fatalities resulting from motor vehicle collisions.				
Summary of Activities:	The Peach County Sheriff's Office initiated 100 DUI contacts, 1178 speeding contacts and 343 OP contacts during the grant year. They conducted 4 educational events, participated in 9 GOHS/NHTSA campaigns, and 9 TEN meetings. Seat Belt surveys show a usage rate of 89%.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2				

Grantee:	Pooler Police Department	Grant Number:	GA-2025-PoolerPD-057
Project Title:	Pooler High Visibility Enforcement Project	Funding Source:	IIJA 402 PT
Funded Amount:	\$34,313.60	Total Expended:	\$34,235.97
		Activity Hours:	1,154
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	10 (91%)
		People Reached:	825,871
Project Description:	High visibility enforcement of aggressive drivers who follow too closely, speed, and drive distracted in order to reduce the number of crashes. We will work to reduce serious injuries and fatalities from crashes by enforcement and education of speeding, distracted driving, and impaired driving.		
Summary of Activities:	Pooler PD initiated 1702 speed contacts, 444 OP contacts, 224 distracted driving contacts, 63 impaired driving contacts and 160 contacts for following too closely during the grant year. They conducted 2 seat belt surveys showing a usage rate of 85%, 7 educational events, deployed mobile speed signs 25 times, participated in 8 GOHS/NHTSA campaigns, and 11 TEN meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2, 10.1		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2025-GPSTC TR-031
Project Title:	Speed Enforcement & Current Trends in Traffic Enforcement	Funding Source:	IIJA 402 PT
Funded Amount:	\$77,881.71	Total Expended:	\$62,897.48
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	2 (50%)
		People Reached:	0
Project Description:	Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives		
Summary of Activities:	GPSTC trained 38 law enforcement officers as Speed Detection Instructors, 835 as Speed Detection Operators, 873 in RADAR Refresher, 18 in Basic RADAR, 84 in Basic LIDAR, and 133 in Enforcement Trends & Georgia Traffic Code.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-6		
GOHS Objectives:	1.1, 3.1		

Grantee:	Public Safety, Georgia Department of	Grant Number:	GA-2025-GaDPS-101
Project Title:	HEAT/Nighthawks - Middle- GA	Funding Source:	IIJA 402 PT
Funded Amount:	\$862,001.72	Total Expended:	\$471,101.87
		Activity Hours:	6,411
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	6 (86%)
		People Reached:	1,000
Project Description:	"To more effectively address the problem related to impaired drivers and speeding. The Nighthawks will provide intense enforcement coverage of the Bibb, Muscogee, and other hot spot counties within GSP Troup D."		
Summary of Activities:	Heat/Nighthawks Middle GA conducted 26 checkpoints/saturated patrols and initiated 2363 speed contacts, 827 DUI contacts, and 850 OP contacts during the grant year. They conducted 7 educational events, participated in 11 GOHS/NHTSA campaigns, 11 TEN meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2		

Grantee:	Public Safety, Georgia Department of	Grant Number:	GA-2025-GaDPS-102
Project Title:	State-Wide Mobilization Patrol	Funding Source:	IIJA 402 PT
Funded Amount:	\$1,500,000.00	Total Expended:	\$1,499,947.24
		Activity Hours:	23,860.58
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	1 (33%)
		People Reached:	10,000
Project Description:	To more effectively address the problem related to impaired drivers, speeding, and occupant protection.		
Summary of Activities:	The Department of Public Safety conducted 5 state-wide enforcement efforts resulting in the following: 704 DUI contacts, 21,960 speeding contacts, 4,931 distracted driving contacts, and 4,800 OP contacts. They participated in 2 GOHS/NHTSA campaigns and conducted 2 press events.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1, 7.2		

Grantee:	Rabun County Sheriff's Office	Grant Number:	GA-2025-RabunSO-022
Project Title:	Rabun County Sheriff's Office High Visibility Enforcement Program	Funding Source:	IIJA 402 PT
Funded Amount:	\$24,398.40	Total Expended:	\$0.00
		Activity Hours:	0
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	0 (0%)
		People Reached:	0
Project Description:	The Rabun County Sheriff's Office will utilize high visibility traffic enforcement, in an effort to reduce the number of crash related injuries and fatalities by focusing on speeding enforcement, and occupant protection awareness.		
Summary of Activities:	The Rabun County Sheriff's Office requested this project be cancelled due to a lack of manpower. The grant was cancelled, and no funds were expended, or activities were conducted.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1		
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2		

Grantee:	Richmond County Sheriff's Office	Grant Number:	GA-2025-RichmondSO-134
Project Title:	Richmond County HEAT Team	Funding Source:	IIJA 402 PT
Funded Amount:	\$398,790.00	Total Expended:	\$397,192.31
		Activity Hours:	4,219
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%) *
		People Reached:	107,663
Project Description:	The Richmond County Sheriff's Office is seeking funding to assist in the efforts to reduce crashes, injuries, and fatalities due to impaired driving, speeding, unrestrained occupants, distracted and aggressive driving		
Summary of Activities:	The Richmond Co SO HEAT unit initiated 401 DUI contacts, 1208 OP contacts, 2585 speeding contacts, and 742 distracted driving contacts during the grant year. They conducted 2 seat belt surveys (72%), 12 educational events, participated in 8 GOHS/NHTSA campaigns, 2 Thunder Task Force mobilizations, and attended 8 TEN meetings.		
	*Grant was executed in Jan 2025. Project started February 2025		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.1, 7.2, 10.1		

Grantee:	Savannah Police Department		Grant Number:	GA-2025-SavannahPD-087	
Project Title:	HEAT Unit Savannah Police Department		Funding Source:	IIJA 402 PT	
Funded Amount:	\$230,604.26	Total Expended:	\$228,074.76	Activity Hours:	5,475.5
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached:	5,000
Project Description:	Reduce motor vehicle crashes, injuries, and fatalities via high visibility enforcement targeting impaired drivers, speeders, those who do not use safety restraints devices, aggressive and distracted driving.				
Summary of Activities:	The Savannah Police Department initiated 475 DUI contacts, 764 OP contacts, 2829 speeding contacts, and 834 distracted driving contacts during the grant year. They conducted 3 seat belt surveys (75%), 16 educational events, participated in 6 GOHS/NHTSA campaigns, 3 Thunder mobilizations, and attended 9 TEN meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Snellville Police Department		Grant Number:	GA-2025-SnellvilPD-081	
Project Title:	HEAT Snellville Police Department		Funding Source:	IIJA 402 PT	
Funded Amount:	\$58,231.68	Total Expended:	\$57,038.72	Activity Hours:	3,685
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)	People Reached:	75,000
Project Description:	The Snellville Police Department is seeking to renew our HEAT grant from the Governor's Office of Highway Safety to reduce injuries and fatalities from motor vehicle crashes. The Snellville Police Department HEAT unit will use best practice and analysis of traffic data to maximize the efficiency of enforcement efforts focusing on impaired driving, speeding, and occupant protection.				
Summary of Activities:	Snellville PD initiated 259 DUI contacts, 790 OP contacts, 1712 speeding contacts, and 1704 distracted driving contacts during the grant year. They conducted 12 seat belt surveys (94%) and 24 educational events. The HEAT team participated in 8 GOHS/NHTSA campaigns, Governor's Challenge, 24 TEN meetings (2 different networks), and 3 Thunder Task Force mobilization.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	South Fulton Police Department	Grant Number:	GA-2025-SouthFuIPD-054
Project Title:	South Fulton HEAT Unit	Funding Source:	IIJA 402 PT
Funded Amount:	\$280,676.00	Total Expended:	\$249,096.48
		Activity Hours:	2,924
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%)
		People Reached:	150,000
Project Description:	The goal of the South Fulton Police Department HEAT integration is to eliminate serious injuries and traffic related fatalities within the City of South Fulton due to speed, DUI, distracted driving and seat belt violations. We hope to educate citizens to the dangerous of reckless driving through contacts daily and educational events.		
Summary of Activities:	South Fulton PD initiated 247 DUI contacts, 465 OP contacts, 1978 speeding contacts, and 875 distracted driving contacts during the grant year. They conducted 2 seat belt surveys (74%) and 14 educational events. The HEAT team participated in 4 GOHS/NHTSA campaigns, 12 TEN meetings, and 2 Thunder Task Force mobilization.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Spalding County Sheriff's Office	Grant Number:	GA-2025-SpaldingSO-060
Project Title:	HEAT Unit	Funding Source:	IIJA 402 PT
Funded Amount:	\$79,857.92	Total Expended:	\$78,919.75
		Activity Hours:	3,155
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%)
		People Reached:	10,000
Project Description:	The project will be used to reduce fatal/ serious injury traffic collisions that involve DUI and speeding.		
Summary of Activities:	The Spalding Co. Sheriff's Office initiated 300 DUI contacts, 479 OP contacts, 1821 speeding contacts, and 384 distracted driving contacts during the grant year. They conducted one seat belt survey (87%), 19 educational events, participated in 8 GOHS/NHTSA campaigns, 8 TEN meetings, and 2 Thunder Task Force mobilizations.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1		

Grantee:	Thomasville Police Department		Grant Number:	GA-2025-ThomasviPD-063	
Project Title:	Thomasville HVE Program 2025		Funding Source:	IIJA 402 PT	
Funded Amount:	\$26,001.60	Total Expended:	\$25,076.16	Activity Hours:	969
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)	People Reached:	12,000
Project Description:	<p>This project will continue the High Visibility Enforcement (HVE) program developed in 2024 to address an increase in traffic violations in our community. Thomasville Police Department (TPD) officers are dedicated to enforcing traffic laws on our roadways through saturated patrols and checkpoints in areas identified by data to be those where traffic violation-related crashes, injuries, and fatalities occur. Public education events and safety campaigns will be held regularly.</p>				
Summary of Activities:	<p>Thomasville PD initiated 1259 speeding contacts and 395 OP contacts during the grant year. They deployed the speed enforcement trailer 24 times and conducted 2 seat belt surveys showing an increase from 83% to 86%. They participated in 8 GOHS/NHTSA activities, 9 TEN meetings and conducted 5 educational events.</p>				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1				
GOHS Objectives:	2.1, 3.1, 3.2, 6.1, 7.2				

Grantee:	Toccoa Police Department		Grant Number:	GA-2025-ToccoaPD-095	
Project Title:	Toccoa Police Department HVE Grant		Funding Source:	IIJA 402 PT	
Funded Amount:	\$28,460.00	Total Expended:	\$25,450.52	Activity Hours:	934
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	9 (100%)	People Reached:	12,000
Project Description:	<p>The Toccoa Police Department is seeking funding to continue high visibility enforcement efforts in an effort to decrease speeding and increase seatbelt usage on the roadways of the City of Toccoa.</p>				
Summary of Activities:	<p>Toccoa PD initiated 1014 speeding contacts, 290 distracted driving contacts and 240 OP contacts during the grant year. They participated in 9 GOHS/NHTSA campaigns and conducted 8 road checks. They conducted 2 seat belt surveys (increasing the usage rate from 89% to 93%), 8 educational events, 5 community safety seat events while certifying 3 officers as new CPST and attended 10 TEN meetings.</p>				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 2.2, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Toombs County Sheriff's Office	Grant Number:	GA-2025-ToombsSO-086		
Project Title:	High Visibility Enforcement Project-Toombs County Sheriff's Office	Funding Source:	IJA 402 PT		
Funded Amount:	\$39,856.40	Total Expended:	\$18,270.80	Activity Hours:	642
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	1 (12%)	People Reached:	22,000
Project Description:	The Toombs County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of speeding and not using seat belts utilizing road checks and speed deterrent measures.				
Summary of Activities:	The Toombs County Sheriff's Office initiated 906 speed-related contacts, 4 DUI contacts and 52 OP contacts during the grant year. They conducted 2 seat belt surveys increasing the usage rate from 51% to 64%, participated in 3 GOHS/NHTSA campaigns and 3 TEN meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Twiggs County Sheriff's Office	Grant Number:	GA-2025-TwiggsSO-061		
Project Title:	Twiggs County High Visibility Enforcement	Funding Source:	IJA 402 PT		
Funded Amount:	\$48,258.40	Total Expended:	\$48,186.83	Activity Hours:	2,007
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)	People Reached:	7,190
Project Description:	Twiggs County Sheriff's Office has identified a growing problem with increased speeds within its jurisdiction. We are requesting support in combating these issues through this proposal.				
Summary of Activities:	The Twiggs Co. Sheriff's Office initiated 2697 speeding contacts and 426 OP contacts during the grant year. They participated in 10 GOHS/NHTSA campaigns, Governor's Challenge, 11 TEN meetings (hosted 3 meetings), conducted 34 educational events, and 2 seat belt surveys (81%).				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Union City, City of		Grant Number:	GA-2025-UnionCity-084	
Project Title:	Union City Police Department High Visibility Enforcement		Funding Source:	IJA 402 PT	
Funded Amount:	\$43,727.45	Total Expended:	\$40,718.90	Activity Hours:	1,305
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%)	People Reached:	7,850
Project Description:	Union City Police Department is seeking funding for High Visibility Enforcement which will greatly aid with traffic safety enforcement activities to foster awareness and help reduce the number of crashes, injuries and fatalities on Georgia roadways.				
Summary of Activities:	The Union City Police Department initiated 1736 speed-related contacts, 377 distracted driving contacts, and 334 OP contacts during the grant year. They conducted 54 seatbelt surveys (90%), 3 educational events, and participated in 6 GOHS/NHTSA campaigns.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Warner Robins Police Department		Grant Number:	GA-2025-WarnerRoPD-130	
Project Title:	H.E.A.T. - Warner Robins Police		Funding Source:	IJA 402 PT	
Funded Amount:	\$273,206.84	Total Expended:	\$272,512.44	Activity Hours:	3,485
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)	People Reached:	3,329
Project Description:	In alignment with the State Plan, the WRPD will implement evidence-based practices supporting the goals of the H.E.A.T. Unit to reduce alcohol and speed-related crashes, injuries and fatalities, and to increase child restraint and seatbelt usage.				
Summary of Activities:	The Warner Robins Police Department initiated 303 DUI contacts, 557 OP contacts, 1725 speeding contacts, and 406 distracted driving contacts during the grant year. They conducted 6 seat belt surveys (93%), 19 educational events, Governor's Challenge, participated in 8 GOHS/NHTSA campaigns, 9 traffic enforcement network meetings, and 3 Thunder mobilization.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Washington County Sheriff's Office		Grant Number:	GA-2025-WashingtSO-103	
Project Title:	Speed Enforcement and Occupant Protection Grant		Funding Source:	IJA 402 PT	
Funded Amount:	\$58,331.20	Total Expended:	\$40,687.69	Activity Hours:	1,420
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	7 (77%)	People Reached:	5,000
Project Description:	The Washington County Sheriff's Office will utilize high visibility traffic enforcement, in an effort to reduce the number of crash related injuries and fatalities by focusing on speeding enforcement and occupant protection awareness.				
Summary of Activities:	Washington Co. Sheriff's Office initiated 1444 speeding contacts and 398 OP contacts during the grant year. They deployed the mobile speed sign 38 times, conducted 2 seat belt surveys (81%) and held 6 educational events. They participated in 8 GOHS/NHTSA campaigns and 8 TEN meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-6, C-7, B-1				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	City of Woodstock/ Woodstock Police Department		Grant Number:	GA-2025-WoodstocPD-111	
Project Title:	HEAT - Woodstock Police Department		Funding Source:	IJA 402 PT	
Funded Amount:	\$275,108.60	Total Expended:	\$203,046.41	Activity Hours:	2,012
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached:	98,000
Project Description:	The City of Woodstock is requesting funds to help reduce motor vehicle crashes, serious injuries, and fatalities via high visibility enforcement targeting impaired driving, speeding, occupant protection, and distracted driving.				
Summary of Activities:	The City of Woodstock Police Department initiated 288 DUI contacts, 317 OP contacts, 1200 speeding contacts, and 364 distracted driving contacts during the grant year. They conducted 13 educational events, 3 seatbelt surveys (97%), participated in 11 GOHS/NHTSA campaigns, 3 waves of the Thunder Task Force, and attended 8 TEN meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Wrens Police Department		Grant Number:	GA-2025-WrensPD-088	
Project Title:	HVE Wrens PD		Funding Source:	IIJA 402 PT	
Funded Amount:	\$23,799.20	Total Expended:	\$20,386.09	Activity Hours:	908
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%)	People Reached:	3,000
Project Description:	The Wrens Police Department will establish an enforcement effort focusing on the dangers and consequences of speeding drivers, impaired drivers, and lack of safety belt use, utilizing road checks and speed deterrent measures.				
Summary of Activities:	Wrens PD initiated 927 speed-related contacts, 45 DUI contacts, and 292 OP contacts during the grant year. They conducted 3 educational events, participated in 10 GOHS/NHTSA campaigns, and 1 TEN meetings. Seat Belt surveys show an increase in usage rate of 7% (83% to 90%).				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, B-1				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Americus Police Department		Grant Number:	TEN-2025-AmericusPD-017	
Project Title:	TEN West Central (WCTEN)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$29,438.48	Total Expended:	\$26,453.75	Activity Hours:	410.5
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,300
Project Description:	The West Central Traffic Enforcement Network (WCTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	WCTEN conducted 10 network meetings (including Hands Across the Border), including participation from agencies not previously active; participated in 8 GOHS campaigns and 6 regional enforcement efforts; and attended two GOHS LEL conferences.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Calhoun Police Department	Grant Number:	TEN-2025-CalhounPD-004
Project Title:	TEN Mountain Area (MNTEN)	Funding Source:	IIJA 402 PT
Funded Amount:	\$31,157.00	Total Expended:	\$29,489.77
		Activity Hours:	417.56
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	541,750
Project Description:	The Mountain Traffic Enforcement Network (MNTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	MNTEN held 12 TEN meetings, including 4 Hands Across the Border events, participated in 10 GOHS campaigns, Governor's Challenge, 10 regional enforcement efforts, and 4 LEL meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Charlton County Sheriff's Office	Grant Number:	TEN-2025-CharltonSO-006
Project Title:	TEN - Coastal Area (CATEN)	Funding Source:	IIJA 402 PT
Funded Amount:	\$28,142.48	Total Expended:	\$27,539.28
		Activity Hours:	414.75
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)
		People Reached:	2,000,000
Project Description:	The Coastal Area Traffic Enforcement Network (CATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	CATEN held 12 TEN meetings (including Hands Across the Border), participated in 14 GOHS campaigns, Governor's Challenge, conducted 22 multi-agency road checks, attended 2 NHTSA region meetings, and deployed the Occupant Protection mobile unit 35 times.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Donalsonville Police Department		Grant Number:	TEN-2025-DonalsonPD-137	
Project Title:	TEN - Southwest (SWTEN)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$14,246.00	Total Expended:	\$12,834.40	Activity Hours:	213.79
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)*	People Reached:	1,000
Project Description:	The Southwest Traffic Enforcement Network (SWTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit				
Summary of Activities:	SWTEN conducted 7 TEN meetings, participated in 6 GOHS campaigns, 6 regional enforcement efforts, and attended two NHTSA LEL conferences. *This grant was executed 3/24/25 as a result of the Grady County TEN grant being closed early.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Douglasville, City of		Grant Number:	TEN-2025-Douglasvil-016	
Project Title:	TEN - Western Region		Funding Source:	IIJA 402 PT	
Funded Amount:	\$28,423.36	Total Expended:	\$24,834.94	Activity Hours:	369
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	50,000
Project Description:	The Western Region Traffic Enforcement Network (WR TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	WR TEN conducted 10 TEN meetings (including Hands Across the Border), participated in 10 GOHS campaigns and 8 regional enforcement efforts; Governor's Challenge, and attended two GOHS LEL conferences.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Effingham County Sheriff's Office	Grant Number:	TEN-2025-EffinghaSO-010
Project Title:	TEN - South East Area	Funding Source:	IIJA 402 PT
Funded Amount:	\$33,011.12	Total Expended:	\$29,872.27
		Activity Hours:	462
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	8,000
Project Description:	Southeastern Traffic Enforcement Network (SETEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	SETEN held 12 TEN meetings (including Hands Across the Border), participated in 8 GOHS campaigns, 6 regional enforcement efforts, Governor's Challenge, and attended the NHTSA LEL conference and the GOHS highway safety conference.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Fayetteville Police Department	Grant Number:	TEN-2025-FayettevPD-014
Project Title:	TEN - Metro Atlanta Traffic Enforcement Network (MATEN)	Funding Source:	IIJA 402 PT
Funded Amount:	\$27,738.72	Total Expended:	\$19,607.94
		Activity Hours:	459.5
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	780
Project Description:	The Metro Atlanta Traffic Enforcement Network (MATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	MATEN held 12 TEN meetings, participated in 8 GOHS campaigns, 11 regional enforcement efforts, Governor's Challenge, and attended the NHTSA LEL conference and the TEN conference.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Forsyth Police Department		Grant Number:	TEN-2025-ForsythPD-020	
Project Title:	TEN- Central Georgia		Funding Source:	IIJA 402 PT	
Funded Amount:	\$24,609.92	Total Expended:	\$17,114.88	Activity Hours:	238
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,000
Project Description:	Central Georgia Traffic Enforcement Network (CGTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The CGTEN held 10 TEN meetings, participated in 9 GOHS campaigns, Governor's Challenge, held 9 regional enforcement efforts, and attended the annual LEL conference. Grant was executed on Nov 27, 2024				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Grady County Sheriff's Office		Grant Number:	TEN-2025-GradySO-015	
Project Title:	TEN - Southwest (SWTEN)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$23,844.16	Total Expended:	\$10,740.43	Activity Hours:	222
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	0 (0%) *	People Reached:	500
Project Description:	The Southwest Traffic Enforcement Network (SWTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit				
Summary of Activities:	SWTEN held 6 TEN meetings, participated in 3 GOHS/NHTSA campaigns, 3 regional enforcement efforts, and attended the LEL conference and other GOHS meetings. *This grant was closed May 2 due to a network coordinator change. The project was moved to Donalsonville PD.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Grovetown Police Department		Grant Number:	TEN-2025-GrovetowPD-012	
Project Title:	TEN - East Central		Funding Source:	IIJA 402 PT	
Funded Amount:	\$32,676.32	Total Expended:	\$25,467.16	Activity Hours:	363
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	20,000
Project Description:	The East Central Traffic Enforcement Network (ECTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The ECTEN held 10 TEN meetings, participated in Hands Across the Border, Ft. Eisenhower's Public Safety Day, 8 GOHS campaigns, 8 regional enforcement efforts, Governor's Challenge, and attended the annual LEL conference and other GOHS meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Habersham County Sheriff's Office		Grant Number:	TEN-2025-HabershaSO-018	
Project Title:	TEN - NorthEast Traffic Enforcement Network		Funding Source:	IIJA 402 PT	
Funded Amount:	\$33,058.64	Total Expended:	\$28,796.82	Activity Hours:	424
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,000
Project Description:	Northeast Traffic Enforcement Network (NETEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The NETEN held 10 TEN meetings, participated in 8 GOHS campaigns, Governor's Challenge, 6 regional enforcement efforts, and attended LEL meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	McCaysville Police Department, City of		Grant Number:	TEN-2025-McCaysviPD-019	
Project Title:	TEN - Appalachian Trail		Funding Source:	IIJA 402 PT	
Funded Amount:	\$29,157.68	Total Expended:	\$23,392.14	Activity Hours:	360
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,500
Project Description:	The Appalachian Traffic Enforcement Network (ATTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The ATTEN held 11 TEN meetings, participated in 10 GOHS campaigns, 10 regional enforcement efforts, Governor's Challenge, and attended LEL meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Newton County Sheriff's Office		Grant Number:	TEN-2025-NewtonSO-007	
Project Title:	TEN - Central Region (CRTEN)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$26,250.40	Total Expended:	\$24,463.95	Activity Hours:	407.26
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	6,000
Project Description:	Central Region Traffic Enforcement Network (CRTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The CRTEN hosted 10 TEN meetings including a child safety seat event, participated in 8 GOHS campaigns, Governor's Challenge, 6 regional enforcement efforts, and attended the region LEL meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Oglethorpe County Sheriff's Office		Grant Number:	TEN-2025-OglethorSO-008	
Project Title:	TEN - Piedmont Area (PATEN)		Funding Source:	IIJA 402 PT	
Funded Amount:	\$24,719.04	Total Expended:	\$22,572.77	Activity Hours:	380.98
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,744
Project Description:	The Piedmont Area Traffic Enforcement Network (PATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The PATEN held 11 TEN meetings, participated in 9 GOHS campaigns including Hands Across the Border, 9 regional enforcement events, attended Governor's Challenge, the LEL conference and other GOHS meetings.				
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1				
GOHS Objectives:	6.1				

Grantee:	Twiggs County Sheriff's Office	Grant Number:	TEN-2025-TwiggsSO-005
Project Title:	TEN Middle Georgia (MGTEN)	Funding Source:	IIJA 402 PT
Funded Amount:	\$24,120.64	Total Expended:	\$23,778.05
		Activity Hours:	451
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	7,190
Project Description:	The Middle Georgia Traffic Enforcement Network (MGTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	The MGTEN held 11 TEN meetings and participated in 9 GOHS campaigns and 11 regional enforcement efforts. They attended the LEL conference and coordinator meetings.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Valdosta Police Department, City of	Grant Number:	TEN-2025-ValdostaPD-009
Project Title:	TEN- Southern Region	Funding Source:	IIJA 402 PT
Funded Amount:	\$27,081.92	Total Expended:	\$18,163.71
		Activity Hours:	324
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	500,000
Project Description:	Southern Region Traffic Enforcement Network (SRTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.		
Summary of Activities:	The SRTEN held 11 TEN meetings (including Hands Across the Border), participated in 9 GOHS/NHTSA campaigns, 7 regional enforcement efforts, and attended Governor's Challenge, the NHTSA Region 4 Conference and the GOHS LEL Conference.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		

Grantee:	Washington County Sheriff's Office	Grant Number:	TEN-2025-WashingtSO-011
Project Title:	TEN - South Central Traffic Enforcement Network (SCTEN)	Funding Source:	IIJA 402 PT
Funded Amount:	\$24,073.12	Total Expended:	\$19,716.58
		Activity Hours:	350.5
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	4 (67%)
		People Reached:	5,000
Project Description:	The South-Central Traffic Enforcement Network will use the grant to promote traffic safety in the Network.		
Summary of Activities:	The SCTEN hosted 10 TEN meetings, including a joint meeting with MGTEEN, participated in 9 GOHS campaigns, 7 regional enforcement efforts, and attended Governor's Challenge and the Region 4 NHTSA conference.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-7, SHSP-2, B-1		
GOHS Objectives:	6.1		



6.10 PREVENTING ROADSIDE DEATHS

Highlights

Preventing Roadside Deaths was a pilot project for FFY2025 to deploy and implement roadside digital technology to prevent death and injury involving first responders. FY2025, GOHS funded one (1) project and expended a total of \$0 within this program area. The funded project under this program area is:

- GAGOHS – Grantee; Digital Alerting, Seconds Save Lives

Funded Projects

The tables below show the grantee details for funded projects within the Preventing Roadside Deaths program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-129
Project Title:	Digital Alerting, Seconds Save Lives	Funding Source:	IIJA 405h M12BDAT
<i>Funded Amount:</i>	<i>\$40,920.00</i>	<i>Total Expended:</i>	<i>\$0.00</i>
Project Description:	Deploy and implement a pilot program to prevent death and injury from crashes involving motor vehicles striking other vehicles, first responders, and individuals stopped at the roadside\ utilizing digital technology.		
Summary of Activities:	This project was awarded but not implemented due to bidding and procurement issues.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-10		



6.11 ROADWAY SAFETY/ RAILROAD SAFETY

Highlights

The GOHS continues to have railroad safety funds available but have been unable to obtain a project since the loss of the former project director. Roadway safety is funded to enhance the various highway-safety related categories of Federal-aid highway funds, including Section 402, in order to maximize the safety benefits of the entire program as well as evaluate the state highway safety process. In FY2025, GOHS funded two (2) projects and expended a total of **\$534,999.05** within this program area. The funded project under this program area is:

- GAGOHS – Grantee
- University of Georgia – Grant Evaluations

Funded Projects

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-001
Project Title:	402RS - Road Safety	Funding Source:	IIJA 402 RS
<i>Funded Amount:</i>	<i>\$296,007.45</i>	<i>Total Expended:</i>	<i>\$292,127.42</i>
Project Description:	To fund staff and activities to become familiar with the various highway-safety related categories of Federal-aid highway funds--in addition to Section 402--in order to maximize the safety benefits of the entire program as well as evaluating the state highway safety process.		
Summary of Activities:	GOHS the various highway-safety related categories of Federal-aid highway funds--in addition to Section 402-- These activities contributed to the state's goal of decreasing injuries and fatalities involving failure to use safety belts.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4		

Grantee:	Georgia, University of	Grant Number:	GA-2025-UGA-035
Project Title:	Georgia Highway Safety Programs Evaluation	Funding Source:	IIJA 405d FDL*CP
<i>Funded Amount:</i>	<i>\$251,995.00</i>	<i>Total Expended:</i>	<i>\$242,871.63</i>
Activities Planned:	20	Activities Completed (Percent of Planned Activities Completed):	20 (100%) People Reached: 13,886
Project Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia.		
Summary of Activities:	Monitored and reported quarterly on 121 grants; conducted year 4 of 5-yr rural roads project; supported all GOHS mobilizations via 3 social media platforms; provided data support 30 times; maintained grantee and fatalities databases; produced evaluation reports, preliminary fatalities report and part of Annual Report for NHTSA; attended 63 task team meetings (7 different teams); conducted statewide surveys of attitudes and behaviors related to occupant protection and vulnerable road users		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	3.2, 7.1, 7.2, Other: All GOHS goals		



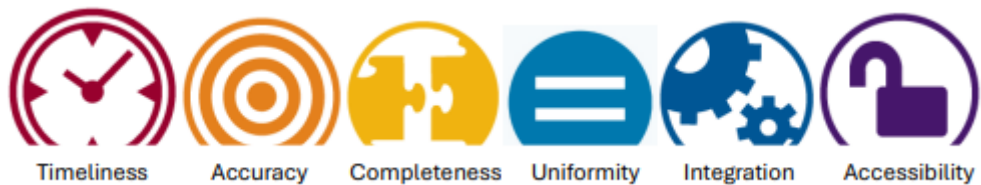
6.12 SPEED MANAGEMENT

Highlights

The Speed Management program area includes grants that enforce speed limits using high visibility enforcement methods and speed technologies to reduce speed-related fatalities. No individual projects were funded with 402 SC during they FFY2025 grant year however projects listed under 402 PT, including H.E.A.T. and HVE projects, had a focus on speed enforcement.



6.13 TRAFFIC RECORDS



Highlights

Georgia's traffic records system encompasses data on the state's transportation network and its users. This data is vital for safety programming, operational management, and strategic planning. The Traffic Records Program provides grants to enhance the system, funding projects aligned with problem identification, state performance targets, and countermeasure strategies. In FY2025, GOHS funded eight (8) projects and expended a total of **\$2,226,078.48** within this program area. The funded projects are:

- Georgia Traffic Records Program
- Crash Outcome Data Evaluation Survey (CODES)
- Online Analytical Statistical Information System (OASIS)
- Georgia Association of Chiefs of Police (GACP) LEA Technology Grant
- Georgia Electronic Conviction Processing System (GECPS)
- Georgia Emergency Medical Services Information System (GEMSIS)
- Georgia Traffic Data Analysis Epidemiologist Grant (TDAE)
- Georgia Motor Vehicle Accident Report Quality Oversight Training Program

Some notable accomplishments within the Traffic Records Program during FFY2025 include:

- CODES participated in a collaborative effort with University of Michigan's NCHRP 17-120 project. The goal of the project is to develop pilot methods for linking crash data to EMS and trauma registry via pushing the unique universal ID (UUID) generated by EMS into trauma registry and crash data via back-end linkage. UUID is required as part of the NEMSIS 3.5 data standard. The linkage to trauma registry is expected to be completed by trauma registry EMS data elements. As a result of these factors, the focus of this project will be establishing methods/best practices for linking to crash to EMS data. Georgia amband project and linkage results have helped with this project.
- Georgia was selected to participate in the Transportation-Public Health Leadership Program, developed by the University of North Carolina’s Injury Prevention Research Center and Highway Safety Research Center. This pilot project provides professionals with the tools, resources, and training needed to embed public health principles into their work. Through this program, participants learn to embrace more holistic, interdisciplinary methods that not only address immediate safety concerns but also foster long-term collaborations for traffic safety and health.

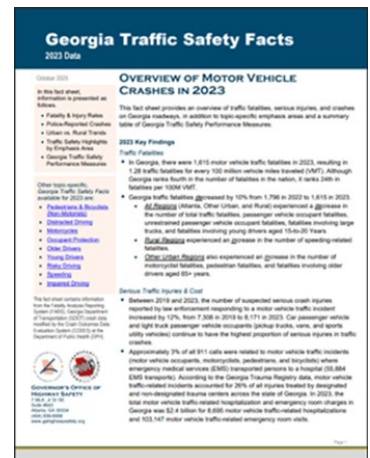
Traffic Records Coordinating Committee (TRCC) Subcommittees

Data Subcommittee

In FFY2025, the TRCC workgroup and CODES Data Subcommittee produced the following Georgia Traffic Safety Facts (GTSF) documents: 11 Detailed Fact Sheets and 6 Quick Facts documents based on 2023 data for the Strategic Highway Safety Plan (SHSP) Emphasis Areas. This series of publications collaboratively developed by CODES and TRCC combines information from all traffic records information systems (Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and Injury Surveillance) to paint a comprehensive picture of traffic safety issues on Georgia roadways. The GTSF series is reviewed and voted on by the multiagency CODES board.

The FFY2025 GTSF series includes detailed Fact Sheets based on 2023 data in the following topics:

- Preliminary Motor Vehicle Traffic Fatalities
- Pedestrians and Bicyclists (Non-motorists) Distracted Driving
- Motorcycles
- Occupant Protection
- Risky Driving
- Speeding
- Impaired Driving
- Young Drivers
- Older Drivers
- Overview of Motor Vehicle Crashes



The 2023 Quick Facts topics are:

- Risky Driving
- Young Drivers
- Drivers Aged 55+
- Pedestrian and Bicyclist
- Motorcycle Drivers
- Occupant Protection

Project Highlights



CODES

During FFY2025, the program expanded its public education efforts by developing three new fact sheets focused on risky driving behaviors: impaired driving, speeding, and overall risky driving trends. These materials were designed to support data-driven outreach and enhance public awareness of key crash factors statewide. In addition, significant progress was made on preparing five years of Georgia driver crash data by completing an initial data clean that removed all personal identifiers, such as names and addresses, to ensure accuracy, consistency, and privacy prior to analysis.

The team also advanced data integration capabilities through the arm band project, which linked 2023 crash data for White and Lumpkin counties with corresponding EMS records. This work improved the ability to evaluate injury outcomes and response patterns, supporting more comprehensive traffic safety analysis and better-informed decision-making for local and statewide partners.



OASIS

During the grant period, all planned data updates and milestones were met, including enhancements to the OASIS data repository with updated health, demographic, census, and injury severity data to improve accessibility, accuracy, and completeness. Data quality monitoring was strengthened through cross-source checks and collaboration with CODES. Additionally, work advanced on a new analytical interface with mapping capabilities, enabling more detailed analysis of crash data by person type, location, and intent.



LEA Technology Grant

In FFY2025, the Georgia Association of Chiefs of Police (GACP) administered funding to 22 qualified law enforcement agencies to strengthen statewide electronic crash reporting capabilities. These funds supported the purchase of computers, printers, mounting hardware, and associated installation costs necessary for agencies to effectively utilize the Georgia Electronic Accident Reporting System (GEARS).

Through this investment, participating agencies enhanced the accuracy, efficiency, and timeliness of crash data submissions. The improvements made this year contribute to a more reliable traffic records system, supporting data-driven decision-making and advancing Georgia's broader traffic safety initiatives. Statistics remain consistent with >99% of Georgia's crash reports are now submitted via the GEARS.



Numetric

Georgia updated statewide crash data through 2024 in the Numetric/AASHTOWare Safety software, strengthening the accuracy and accessibility of traffic safety information for partners and stakeholders. This year, the project also introduced new applications for Crash Diagramming and Crash Tree Diagramming, providing enhanced tools for analyzing crash patterns and supporting data-driven decision-making.

User engagement continues to grow, with more than 400 unique users accessing the crash data platform each month. This expanding participation reflects the increasing value of the system and supports broader, evidence-based improvements in traffic safety across the state.



DRIVES/ TDAE

In FFY2025, the Traffic Data Analysis Epidemiologist (TDAE) supported several statewide initiatives to enhance the quality, accessibility, and utility of Georgia's traffic records. Key efforts included contributing to a teen-focused project evaluating Joshua's Law to inform improvements to Driver's Education courses. The TDAE also produced monthly reports for the Commissioner tracking mobile Driver's License registrations, providing insight into customer accessibility and service needs. Additional accomplishments included developing a fact sheet summarizing outcomes from the Virtual Road Test evaluation, assisting the Motorcycle Safety Program in creating a reliable method for tracking motorcycle fatalities, and collaborating with GDOT to update daily fatality reports with vehicle-type data. The TDAE also supported public outreach by producing data-driven social media messaging on traffic safety trends and conducted a cost-benefit analysis of DDS kiosks to expand accessibility and strengthen the state's traffic data infrastructure.



GECPS

During the FFY2025 grant period, the Georgia Electronic Conviction Processing System (GECPS) advanced several key initiatives to strengthen court reporting, training, and public awareness. New educational materials, including updated clerk training and recertification resources, were developed, and two new reporting tools, the GECPS Non-Compliance Report and the Daily Summary Report, were added to DRIVES to improve visibility into citation submissions, timeliness, and error activity. Significant progress was also made on the new GECPS E-Service Web Portal, which enables real-time conviction transmission and was successfully piloted to ensure accurate UTC display. The portal is now available to all courts, with full training underway and an anticipated go-live date of January 2026. In addition, the 2025–2026 Traffic Court Reference Manual is being updated, and a revised GECPS Implementation Guide has been completed and posted online for statewide access.

GECPS further supported courts by issuing an ad hoc memo to assist with identifying active FTAs for suspension cleanup and general system updates. Error Highlights for all error codes remain accessible on the DDS/GECPS website, providing ongoing guidance and resolution examples. System performance continues to exceed expectations, maintaining a 2.88% error rate—well below the GOHS threshold of 5%—with an average of 54,318 traffic convictions transmitted to DDS each month. Current Monthly Traffic Conviction Report information is available on the DDS website for transparency and public reference.



Injury Surveillance: EMS and Trauma

During FFY2025, the Office of EMS and Trauma focused on improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of NEMSIS v3.5 data submitted to GEMSIS Elite and bio spatial. Monthly operational calls were hosted with EMS agencies and education programs to address documentation issues, review validation rule updates, and provide guidance on accurately using key data elements such as Type of Service Requested, Destination Patient Transfer of Care Date/Time, and Hospital Capability.



Georgia Motor Vehicle Accident Report Form Quality Oversight Training Program

GPSTC trained 545 students by integrating the Train the Trainer curriculum across all applicable courses, rather than limiting it to the Accident Investigation Level I course. This expanded approach significantly increased the number of students reached and will continue to do so in future training cycles.

In addition, GPSTC provided training to 425 Georgia law enforcement officers on the use of mapping software and the collection of imagery using small, unmanned aircraft systems. These tools will be utilized to standardize and expedite investigative scene documentation for serious injury and fatal crashes on the state highway system, reducing roadway and lane closure durations and minimizing the risk of secondary crashes.

Traffic Records Quantitative Progress Reports

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY2025, CODES and the Georgia Department of Driver Services (DDS) conducted a deterministic linkage using the 2 out of 3 methods using the variables: driver license number, date of birth, and first and last name. For this project, the only crash files sent to DDS for integration were those in-State drivers where there was a possibility of suspected impairment involved in the crash. Prior to this integration, only a small study was conducted with DDS, DPH (CODES), and GOHS. Following the achieved integration from this project, CODES and DDS are in discussion to create an ongoing MOU to annually link the crash file for in-State drivers to the driver file. The anticipated goal is to have the crash file integrate with the driver file for in-State drivers involved in a crash.



Funded Projects

The tables below show the grantee details for funded projects within the Traffic Records program area. Traffic Records Program *Quantitative* Progress Reports are available in [Appendix C](#).

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-118
Project Title:	405(c) Traffic Records Program	Funding Source:	IIJA 405c M3DA
<i>Funded Amount:</i>	<i>\$316,683.92</i>	<i>Total Expended:</i>	<i>\$295,702.10</i>
Project Description:	This program uses NHTSA Section 405(c) funds to fund the GOHS Georgia Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.		
Summary of Activities:	This project supported the creation and improvement of the state's traffic records system, including training and improvements in the recording and tracking of serious injuries.		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2025-DDS-043
Project Title:	GECPS Outreach	Funding Source:	IIJA 405c M3DA
Funded Amount:	\$261,197.69	Total Expended:	\$232,099.22
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%) People Reached: 900,000
Project Description:	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; to train and educate courts on the GECPS system for this purpose.		
Summary of Activities:	DDS successfully provided technical assistance and training to keep conviction reporting error rate below 5%; contacted 126 courts with high error rates to assist with improvements; created new educational tools for clerks and courts; held 41 training sessions at 20 conferences; maintained and improved GECPS e-service system, updated implementation guide, audited 131 courts		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2025-DDS-085
Project Title:	Traffic Data Analysis Epidemiologist	Funding Source:	IJA 405c M3DA
Funded Amount:	\$129,686.28	Total Expended:	\$118,607.60
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
Project Description:	<p>Hire a Traffic Data Analysis Epidemiologist dedicated to analyzing and interpreting population-based statistics to identify problems, recommend solutions and prepare responses for program development and implementation. This position will provide data and epidemiological analytic assistance to support highway safety injury prevention activities at the federal, state, and local levels.</p>		
Summary of Activities:	<p>Conducted cost/benefit analysis of Thales Kiosk; reviewed and recommended changes for FY 2025-27 Traffic Records Strategic Plan; created Power BI heat map to track registration of mobile users; created presentation on Joshua's Law survey data; made recommendations to GDOT to include vehicle types in daily fatality report; participated in Virtual Road Test study; made enhancements to DRIVES datasets; attended 20 CODES meetings and 10 TRCC meetings; conducted 14 data pulls for various agencies and departments; created social media presence for DDS with 45 posts to Facebook, Instagram, X , and LinkedIn; created a data dictionary for the DRIVES database.</p>		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Georgia Association of Chiefs of Police	Grant Number:	GA-2025-GACP-109
Project Title:	LEA Technology Grant GACP	Funding Source:	IJA 405c M3DA
Funded Amount:	\$672,010.00	Total Expended:	\$671,845.57
Activities Planned:	1	Activities Completed (Percent of Planned Activities Completed):	0 (0%)
Project Description:	<p>The Georgia Association of Chiefs of Police (GACP) will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.</p>		
Summary of Activities:	<p>Provided funding to 21 law enforcement agencies for purchase and installation of needed equipment to improve electronic crash reporting</p>		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2025-DPH-012
Project Title:	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	Funding Source:	IIJA 405c M3DA
Funded Amount:	\$214,890.84	Total Expended:	\$204,490.97
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	4 (100%)
Project Description:	<p>OASIS, DPH's query system, provides online access to data visualizations and reports. Data provisioning to partners is supported by the departmental data warehouse, which contains the most current Hospital Discharge, ER Visit, Death, Population and Geographic Information conformed to the latest vintage (2020) of Census Tracts. Value-additions include data quality controls and calculated variables such as injury classifications and severities using diagnosis codes, and standardized geographies.</p>		
Summary of Activities:	<p>DPH OASIS updated all data sets, monitored data quality, followed up on errors and issues, provided all data to CODES including new injury classification data; kept up with US Census recalculations of intercensal estimates; worked on new analysis interface including mapping, person type and intent of injury</p>		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2025-DPH-007
Project Title:	Support for CODES Crash Data Linkage	Funding Source:	IIJA 405c M3DA, Sup IIJA 405c
Funded Amount:	\$344,070.10	Total Expended:	\$292,183.77
Activities Planned:	12	Activities Completed (Percent of Planned Activities Completed):	12 (100%)
Project Description:	<p>The CODES project brings together multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.</p>		
Summary of Activities:	<p>CODES data group met 31 times and CODES board 6 times with active participation from members of 12 different groups; participated in Transportation-Public Health Leadership Program; conducted 8 validity checks; linked crash, EMS and hospital data for 2023; supported 12 SHSP task teams; produced 11 Traffic Safety Facts and 6 Quick Facts; linked child deaths to crash data; collaborated with DDS and OHIP for data exchange and injury page enhancements; collaborated with GDOT on injury data accuracy improvements; created a data dictionary and structure for the de-identified linked data set; collaborated with Shepherd Center on the Laurens County Rural Roads project; exhibited Ga. Traffic Safety Facts and Quick Facts at 5 events.</p>		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Public Health, Georgia Department of (EMS & Trauma)	Grant Number:	GA-2025-DPH EmsTra-052
Project Title:	DPH - OEMS GEMSIS Elite	Funding Source:	IIJA 405c M3DA
Funded Amount:	\$257,097.02	Total Expended:	\$166,594.93
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)
		People Reached:	28,153
Project Description:	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0 and NEMSIS v3.5.0 data, maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.		
Summary of Activities:	OEMST provided hosting for GEMSIS/GEMSIS Elite, access and support for EliteField, and 24/7 customer support via vendor contracts; attended 6 Impaired Driving Task Team meetings, 6 TIME Task Team meetings, 6 TRCC meetings, 6 OP Task Team meetings and 6 Codes meetings; hosted monthly operational calls with EMS agencies and education programs to provide training on use and documentation of data elements and improve accuracy and timeliness; provided continuing education to EMS providers at no cost, with an average of 3478 logins per month		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2025-GPSTC TR-034
Project Title:	Georgia Motor Vehicle Accident Report Form Quality Oversight Training Program	Funding Source:	IIJA 405c M3DA
Funded Amount:	\$281,802.00	Total Expended:	\$244,554.32
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	3 (60%)
		People Reached:	0
Project Description:	This training program is designed to improve efficiency, quantity & quality of crash report data collection, as well as mitigating post-secondary crashes due to delays in gathering data during active crash investigations. This will be accomplished through a combination of online training, creating a block of instruction within existing training currently offered, creating an additional training course utilizing aerial mapping technology and equipment & training offered through the TEN's.		
Summary of Activities:	GPSTC reached 545 students with Train the Trainer (now incorporated into all courses vs. only Accident Investigation Level 1), 627 with GUMVAR training, and 425 with mapping software training; provided 11 trainings on crash scene data collection and 2 updates on GUMVAR and GEARS training to regional police academies		
State Targets:	C-1/HSIP-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, HSIP-5, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10, C-11, SHSP-2, B-1		
GOHS Objectives:	8.2		



6.14 TEEN TRAFFIC SAFETY PROGRAMS

Highlights

The Teen Traffic Safety Programs include grants that promote education and awareness to teens and young adults about highway safety issues, such as but not limited to, underage drinking, impaired driving, distracted driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. In FY2025, GOHS funded seventeen (19) projects and expended a total of **\$1,040,988.81** within this program area. The funded projects under this program area are:

- Children and Parent Resource Group
- Grady Memorial Hospital Corporation
- Put on the Brakes
- Savannah Technical College
- GOHS – Grantee: 402 Teen Traffic Safety Program
- Students Against Destructive Decisions: SADD National
- Young Adult Grants (13 college/university grants)

For our teen traffic safety programs, one particular notable accomplishment was partnering with SADD National for the second year to execute one overall grant that works directly with local SADD chapters in Georgia. Previously, SADD grants were with specific high schools. Throughout FY2025, our SADD and Young Adult program grantees also tracked the number of teen and young adult drivers reached through their programmatic efforts. In FY2025 GOHS grantees reached a total of 1,687,583 teen and young adult drivers.

SADD PROGRAM: PEOPLE REACHED

Grant ID	Organization	Number of People Reached
GA-2025-SADD-065	SADD National	1,224,253
Total Reached		1,224,253

YOUNG ADULT PROGRAM: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
YA-2025-ABAC-002	ABAC Advancement Foundation, Inc.	814
YA-2025-AugusaUni-009	Augusta University	5,000
YA-2025-FortValley-006	Fort Valley State University	12,281
YA-2025-GeorgiaCSU-001	Georgia College & State University	15,349
YA-2025-GwinnetWRC-015	Georgia Gwinnett College, Wellness & Recreation Center	1,000
YA-2025-GASouthwes-008	Georgia Southwestern State University	1,000
YA-2025-GAStateUni-007	Georgia State University	15,000
YA-2025-KennesawSt-003	Kennesaw State University	350,138
YA-2025-UnivNorGA-004	North Georgia, University of	4,867
YA-2025-ValdostaSt-013	Valdosta State University	100
YA-2025-WestGAUniv-005	West Georgia, University of	16,000
YA-2025-GSoUnivWHP-014	Georgia Southern University	1,889
YA-2025-DaltonStCo-011	Dalton State University	12,740
Total Reached		436,178

OTHER YOUTH & YOUNG ADULT PROGRAMS: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
GA-2025-ChildrenPR-100	Children and Parent Resource Group	10,000
GA-2025-GradyMemoH-075	Grady Memorial Hospital Corporation	8,000
GA-2025-PutOnBrake-080	Put on the Brakes, Inc	684
GA-2025-SavannTech-004	Savannah Technical College	8,468
Total Reached		27,152

Funded Projects

The tables below show the grantee details for funded projects within Teen Traffic Safety Programs.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2025-GohsGrante-025
Project Title:	402TSP: Teen Traffic Safety Program	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$282,883.31</i>	<i>Total Expended:</i>	<i>\$275,042.63</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.		
Summary of Activities:	GOHS supported young driver grants with meetings, site visits, grant management and other assistance. These activities contributed to the state's goal of decreasing injuries and fatalities involving high school and college aged drivers.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		

Grantee:	Children and Parent Resource Group, Inc.	Grant Number:	GA-2025-ChildrenPR-100
Project Title:	Life Changing Experience Community Education Project	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$400,000.00</i>	<i>Total Expended:</i>	<i>\$196,000.00</i>
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	1 (33.33%)
		People Reached:	10,000
Project Description:	Cinema Drive and Smart Driver, an exciting, interactive 3D safe-driving experience for teens educating them on how to drive safely, eliminate distractions, impaired driving and drugged driving		
Summary of Activities:	Children & Parent Resource Group provided Screen Cinema Drive to 32 schools with 55% of students rating the program excellent/good, and up to 50% of participants with improvement between pre- and post-surveys. The grantee attended 6 Young Adult Task Team meetings and screened the Smart Driver program at 17 high schools.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	7.1		

Grantee:	Grady Memorial Hospital Corp	Grant Number:	GA-2025-GradyMemoH-075
Project Title:	Shattered Dreams	Funding Source:	IIJA 405d FDL* <i>TSP</i>
<i>Funded Amount:</i>	<i>\$243,545.12</i>	<i>Total Expended:</i>	<i>\$78,107.12</i>
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	0 (0%) People Reached: 8,000
Project Description:	<p>Shattered Dreams is a two-day, school-based program that promotes responsible decision-making among junior and senior high school students regarding underage drinking and impaired driving (driving after drinking or riding with a drunk driver) by showing them how irresponsible choices can end all dreams (it is important to note that the curriculum of this program can be tailored to the specific needs or current climate of each school).</p>		
Summary of Activities:	<p>Grady held one event at McNair High School that reached 200+ students and included a skit depicting impaired and alcohol use while driving. Community partners located in DeKalb County participated in the demonstration. Students then traveled to Grady Hospital to participate in impaired/distracted driving activities overnight at the hospital. Grady held one distracted driving event at New Manchester High School, which included 400+ students and was in collaboration with Wellstar Douglas. Douglas County community partners participated in the demonstration. Students then traveled to Grady Hospital to participate in impaired/distracted driving activities overnight at the hospital and then returned to the school the following day for an hour assembly.</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 10.1		

Grantee:	Put on the Brakes	Grant Number:	GA-2025-PutontheBrake-080
Project Title:	B.R.A.K.E.S Teen Pro-Active Driving School	Funding Source:	BIL 405d FDL*TSP
<i>Funded Amount:</i>	<i>\$71,500</i>	<i>Total Expended:</i>	<i>\$70,000</i>
Activities Planned:	1	Activities Completed (Percent of Planned Activities Completed):	1 (100%) People Reached: 684
Project Description:	<p>B.R.A.K.E.S. is a free hands-on defensive driving program. The curriculum includes an array of defensive driving techniques, including crash avoidance, distracted driving, drop wheel/off road recovery, panic stops as well as car control and recovery. By training and educating teenage drivers and their parents, the program aims to promote safe driving, to prevent injuries and to save lives. We host dozens of schools at locations across the U.S. every year.</p>		
Summary of Activities:	<p>B.R.A.K.E.S. conducted 5 sessions of defensive driving schools, educating 348 parents and 336 teen drivers using classroom discussion and learning, static presentation and modeling, and dynamic vehicle driving to educate parents on safe driving techniques with a focus on skills and language to better coach their teen drivers. Each school weekend consists of (5) identical (3) hour class sessions. Each (3) hour session includes 30 minutes of classroom instruction followed by five hands-on driving exercises. B.R.A.K.E.S. teaches teens crash avoidance techniques on a closed course, in a controlled environment. Our professional instructors educate teens and parents through both classroom and hands-on experience. B.R.A.K.E.S. Curriculum Included: 1. Car Control/ Skid Recovery Exercise 2. Panic Braking/ABS Stop Exercise 3. Distraction Driving Awareness Exercise 4. Drop Wheel/Off Road Recovery Exercise 5. Crash Avoidance Exercise 6. Slalom Exercise</p>		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	Other: To provide (2) Teen Pro-Active Defensive Driving training to reduce Young Driver related fatalities in (2) Georgia high fatality areas during the grant year/cycle.		

Grantee:	Savannah Technical College	Grant Number:	GA-2025-SavannTech-004
Project Title:	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$190,638.72</i>	<i>Total Expended:</i>	<i>\$113,000.88</i>
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	4 (100%) People Reached: 8,468
Project Description:	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.		
Summary of Activities:	Savannah Technical College reached 5620 young drivers with its VR simulator at school and community events during the grant year. They also used Fatal Vision kits at various events, reaching 8,468 students, and distributed over 21,258 pieces of GOHS resource materials, as well as promoting GOHS and NHTSA material via media campaigns.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	1.1, 1.2, 7.2, 10.1		

Grantee:	Students Against Destructive Decisions (SADD) Inc	Grant Number:	GA-2025-SADD-065
Project Title:	GA SADD: Empowering a Generations of Leaders in Traffic Safety with Countermeasures That Work	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$241,772.18</i>	<i>Total Expended:</i>	<i>\$179,698.72</i>
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	5 (100%) People Reached: 1,224,253
Project Description:	Throughout the last several years, SADD has been working to build the capacity and effectiveness of our chapters across Georgia while measuring impact. This project will focus on creating productive systems and enriching education around mobility safety.		
Summary of Activities:	SADD's total chapters in the State of Georgia total out to 97 chapters. Of those 97 chapters, 32 chapters received GOHS support; throughout the fiscal year, SADD facilitated 565 educational events and activities (school assemblies, interactive workshops, and safety fairs, partnering with schools, faith-based organizations, businesses and community centers); launched 272 communications campaigns via social media (Instagram, LinkedIn, TikTok, Spotify, and Facebook) on topics including seat belt use, distracted and impaired driving, and pedestrian safety; and delivered train-the-trainer instruction to 143 community partners during the grant year.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 5.1, 7.1, 7.2		

Grantee:	ABAC Advancement Foundation, Inc., The	Grant Number:	YA-2025-ABAC-002
Project Title:	ABAC Young Adult Program	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$11,310.00</i>	<i>Total Expended:</i>	<i>\$6,268.00</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	3 (50%) People Reached: 814
Project Description:	To educate young adults on the importance of highway safety by hosting educational programs and distributing materials that will help decrease the number of crashes, injuries, and fatalities.		
Summary of Activities:	The ABAC Young Adult Program completed 1 seatbelt check on campus, reviewed the campus alcohol policy, and held 4 campus events, including 2 ThinkFast and 2 Arrive Alive events.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 2.1, 7.2, 10.1		

Grantee:	Augusta University	Grant Number:	YA-2025-AugustaUni-009
Project Title:	AU GOHS YA Grant 2025	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$12,600.00</i>	<i>Total Expended:</i>	<i>\$10,088.95</i>
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%) People Reached: 5,000
Project Description:	Student Wellness Programs is one of few departments at Augusta University providing education on safe driving and alcohol awareness. Our program is dedicated to providing outreach opportunities to educate students on various topics within the eight dimensions of wellness, including alcohol awareness and DUI prevention. Augusta University police also provide programming in the area of safe driving, but with a very limited budget.		
Summary of Activities:	Augusta University held 6 campus events focused on safe alcohol consumption, the risk of DUI, and how to plan in advance for getting home. AU reached 70 students with one Arrive Alive event on campus and held 3 events with the Pedal kart. GOHS educational materials were distributed at all events. The program collaborated with campus police to collect highway safety statistics, reviewed campus alcohol policies, and conducted 2 seat belt checks, initial rate 90%, follow-up was 92%. Events were held with campus police to reach 47 students using the Fatal Vision Goggles. The grant 2 recruited new peer educators.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1, 10.1		

Grantee:	Dalton State University	Grant Number:	YA-2025-DaltonStCo-011
Project Title:	Roadrunners Assisting in Hwy Safety	Funding Source:	IIJA 402 TSP
Funded Amount:	\$22,393.68	Total Expended:	\$ 15,751.04
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	4 (80%) * People Reached: 12,740
Project Description:	Dalton State College (DSC) is a public, 4-year, open-access institution. While many of our students are commuters, 36% of them also identify as Hispanic (HSI designation awarded in 2020). We hope to provide an educational program to assist in the reduction of impaired and distracted driving. To educate young adults on the importance of highway safety by hosting educational programs and distributing materials that will help decrease the number of crashes, injuries, and fatalities.		
Summary of Activities:	Conducted 7 educational events, engaged 157 students with DUI simulator and an unrecorded number with fatal vision goggles, engaged 143 students with guest speaker events, implemented 2 highway safety campaigns *Grant was executed Nov 27, 2024.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 10.1		

Grantee:	Fort Valley State University	Grant Number:	YA-2025-FortValley-006
Project Title:	Be the Sober One	Funding Source:	IIJA 402 TSP
Funded Amount:	\$9,640.88	Total Expended:	\$4,169.57
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (80%) People Reached: 12,281
Project Description:	The "Be the Sober One" continues to be a Peer-to-Peer social norms campaign designed to increase prevention-oriented knowledge and positive behaviors amongst Fort Valley State University students and residents of middle GA to prevent drinking and driving, and substance abuse in general through the support of Institutional resources and community partners.		
Summary of Activities:	Be the Sober One conducted 8 events, reaching 352 students. They collected highway safety statistics for the campus and surrounding areas, reviewed campus alcohol policies, and distributed educational resources via campus sporting events. Thirty peer educators were recruited during the grant year to hold weekly prevention sessions.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.1, 1.2		

Grantee:	Georgia College & State University	Grant Number:	YA-2025-GeorgiaCSU-001
Project Title:	YA GOHS Grant	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$9,539.00</i>	<i>Total Expended:</i>	<i>\$8,978.55</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	5 (55.56%) People Reached: 15,349
Project Description:	The YA GOHS Grant will provide educational opportunities to reduce high risk drinking and driving after drinking among Georgia College Students. The YA GOHS grant will also provide opportunities to educate our campus about low-risk decisions regarding alcohol and how to make our campus safer and healthier through traffic safety education.		
Summary of Activities:	Georgia College & State University hosted 5 events with students. They hosted ThinkFast twice during the year, reaching 175 students. They collected highway safety statistics, reviewed the campus alcohol policy, distributed GOHS educational material, and collaborated with Public Safety using the Fatal Vision Goggles to reach 235 students.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 2.1, 7.2		

Grantee:	Georgia Gwinnett College, Wellness & Recreation Center	Grant Number:	YA-2025-GwinnettWRC-015
Project Title:	Protecting the Grizzley Den: A peer-powered program on making informed decisions around alcohol and drugs while driving smart and not impaired	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$20,665.50</i>	<i>Total Expended:</i>	<i>\$7,208.42</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%) People Reached: 1,000
Project Description:	The peer-powered program grant will provide educational opportunities to reduce high risk drinking and driving after drinking among Georgia Gwinnett College Students. The grant will also provide opportunities to educate our campus about low-risk decisions regarding alcohol and how to make our campus safer and healthier through traffic safety education.		
Summary of Activities:	Georgia Gwinnett College hosted 12 events with students, reaching over 1200 students during the grant year. They participated in GOHS highway safety campaigns during the year which they distributed GOHS educational materials. Incorporated fatal vision goggles into educational programming, reaching 1001 students. Hosted two speakers on campus, reaching 825 students. They continued the Pedal Kart programming, reaching 676 students.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 7.2		

Grantee:	Georgia Southern University, Office of Student Wellness & Health Promotion	Grant Number:	YA-2025-GSoUnivWHP-014
Project Title:	Alcohol and Other Drug Harm Reduction	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$26,658.73</i>	<i>Total Expended:</i>	<i>\$14,535.83</i>
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	5 (100%) People Reached: 1,889
Project Description:	This initiative will allow the Office of Student Wellness & Health Promotion at Georgia Southern University to expand alcohol and other drug harm reduction programming to work towards preventing driving under the influence among University students and promote safe driving practices. The program will entail social media efforts, activities and programs, such as ThinkFast Interactive and Arrive Alive, to provide engaging education on harm reduction strategies and safe driving practices.		
Summary of Activities:	GSoUniv held several events with 120 students participating in ThinkFast, 298 participating in Arrive Alive, and 204 students participating in the Fatal Vision Goggle activity. GSoUniv distributed educational materials, social media posts, and had 421 students pledge not to drive under the influence.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2		

Grantee:	Georgia Southwestern State University	Grant Number:	YA-2025-GASouthwes-008
Project Title:	GSW IHELP PEER EDUCATORS	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$11,800.00</i>	<i>Total Expended:</i>	<i>\$8,212.85</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	4 (44%) People Reached: 1,000
Project Description:	To provide training and programming to enhance college students' awareness and knowledge of alcohol/impaired driving/binge drinking and highway safety issues. To help reduce the use of alcohol of minors on campus.		
Summary of Activities:	GSW IHELP held 2 campus events, reaching 52 students with ThinkFast and 31 students with Fatal Vision Goggles. They collected highway safety statistics, reviewed campus alcohol policies, distributed GOHS educational materials, completed 2 seat belt surveys, and recruited and trained eight new peer health educators.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.1, 1.2, 2.1, 7.2, 10.1		

Grantee:	Georgia State University	Grant Number:	YA-2025-GAStateUni-007
Project Title:	Georgia State University Young Adult	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$20,066.00</i>	<i>Total Expended:</i>	<i>\$14,704.90</i>
Activities Planned:	12	Activities Completed (Percent of Planned Activities Completed):	10 (83%) People Reached: 15,000
Project Description:	This program builds a comprehensive alcohol & other drug prevention program to reach all Georgia State University campuses.		
Summary of Activities:	Georgia State held 26 educational exhibits, conducted 18 seatbelt surveys along with driver phone use documentation, trained 8 new peer health educators, distributed GOHS materials at 203 events, reviewed campus alcohol and drug policies, hosted ThinkFast for 215 participants and DUI Simulator for 197 participants, implemented 11 seasonal highway safety campaigns and 15 Instagram Reels, posted 11 web articles, hosted hands-on drinking risk activities and reached 209 students with alcohol & cannabis screening information		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.1, 1.2, 2.1, 7.2		

Grantee:	Kennesaw State University Research and Service Foundation	Grant Number:	YA-2025-KennesawSt-003
Project Title:	GOHS YA Kennesaw State University	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$31,579.44</i>	<i>Total Expended:</i>	<i>\$13,693.66</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%) People Reached: 350,138
Project Description:	YA application to improve the health of the Kennesaw State University community as it relates to impaired driving and alcohol use.		
Summary of Activities:	Kennesaw State University conducted 6 activities, reaching more than 400 participants. Activities included alcohol education, games, Fatal Vision Goggles, pour demonstrations, and tabling by University Police and other partners. GOHS educational materials were distributed at all events. They conducted 2 seat belt surveys with an end-of-school year rate of 91.75%. They reviewed campus alcohol policy and recruited 3 new health educators.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.1, 2.1		

Grantee:	North Georgia, University of	Grant Number:	YA-2025-UnivNorGA-004
Project Title:	Peer Health Educators Educating UNG Student Community on Highway Safety	Funding Source:	IJJA 402 TSP
<i>Funded Amount:</i>	<i>\$20,718.96</i>	<i>Total Expended:</i>	<i>\$16,213.87</i>
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)
		People Reached:	4,867
Project Description:	The University of North Georgia seeks funding for developing, promoting, and implementing programs and events to educate our students on the major contributing factors of highway-related injuries and fatalities among college students. The primary concern addressed is the high percentage of alcohol-related crashes, injuries, and deaths among college students/ youth. The grant allows us to expand our outreach efforts to our UNG community and play a role in their safety.		
Summary of Activities:	The University of North Georgia held 33 campus events in partnership with UNG Athletics, UNG Police, Residence Life, and others. Events held included Arrive Alive, Pedal Kart, and Fatal Vision Goggles. GOHS materials were distributed. Campus alcohol policies were reviewed and updated. Two seat belt surveys were conducted, and 4 peer health educators were recruited.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 2.1, 7.2		

Grantee:	Valdosta State University	Grant Number:	YA-2025-ValdostaSt-013
Project Title:	YA 2025	Funding Source:	IJJA 402 TSP
<i>Funded Amount:</i>	<i>\$6,434.49</i>	<i>Total Expended:</i>	<i>\$3,846.63</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	4 (57%)
		People Reached:	100
Project Description:	Increase awareness and compliance with DUI and Underage drinking laws among the VSU and Valdosta, Georgia community through the Office of Health Promotions and Wellness.		
Summary of Activities:	Valdosta State University participated in 4 activities and distributed GOHS educational materials at each. They reviewed campus alcohol policies, participated in GOHS campaigns, and hosted one Arrive Alive event, reaching 50 students.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2		

Grantee:	West Georgia, University of	Grant Number:	YA-2025-WestGAUniv-005
Project Title:	UWG & GOHS Collaborative Safety Initiative	Funding Source:	IIJA 402 TSP
<i>Funded Amount:</i>	<i>\$10,505.88</i>	<i>Total Expended:</i>	<i>\$5,467.19</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%) People Reached: 16,000
Project Description:	To continue our partnership with GOHS to provide alcohol/highway safety education to UWG students, high school students, and to citizens in our service area through multiple programs and initiatives.		
Summary of Activities:	University of West Georgia held 8 educational events, one ThinkFast event, reaching 60 students, and four events with the Fatal Vision Goggles, reaching 1161 students. They distributed educational materials, collected highway safety statistics, and reviewed campus alcohol policies. They recruited and trained five new peer health educators.		
State Targets:	C-1, C-2/HSIP-2, HSIP-3, C-3/HSIP-4, C-4, C-5, C-6, C-9, SHSP-2, B-1		
GOHS Objectives:	1.2, 7.2		



6.15 EVIDENCE-BASED ENFORCEMENT

Highlights

The Evidence-Based Enforcement program area includes law enforcement grants that utilize high-visibility enforcement strategies to reduce crashes, injuries, and fatalities on Georgia roadways. In FY2025, GOHS-funded projects under the *Police Traffic Services* program area implemented evidence-based enforcement activities documented by NHTSA as “Countermeasures that Work.” These activities included:

- Mobilizations
- Thunder Task Force
- Governor’s Challenge

Some notable accomplishments within Evidence-Based Enforcement during FY2025 include:

- Continuing the collaboration among law enforcement to conduct mobilization campaigns and high-visibility enforcement strategies.
- Continued implementation of mobilization campaigns and the Thunder Task Force.

Grant-Supported Enforcement Activities by Program

The Georgia's Governor's Office of Highway Safety tracks the number of impaired-driving, seatbelt, and speeding citations issued by grant-support law enforcement agencies. In FFY 2025, law enforcement grantees issued **266,245 speeding citations, 71,060 seatbelt citations, and 22,153 impaired driving citations**. The table below shows the number of citations issued by each grant-supported program for FFY2021-2025.

FFY2021-FFY2025 CITATIONS BY PROGRAM

	Federal Fiscal Year	Mobilizations **	HVE Programs (Statewide) ***	HEAT Programs (Statewide)	Thunder Task Force	Annual Total Across Grant Programs
Impaired Driving	2021	17,264		8,738	124	26,126
	2022	11,078		7,093	201	18,372
	2023	10,482		6,902	186	17,570
	2024	34,678	1,894	8,802	338	45,712
	2025	8,421	2,692	10,933	107	22,153
	5-yr. Total	81,923	4,586	42,468	956	129,933
Seat Belts*	2021	42,072		11,970	201	54,243
	2022	31,937		10,379	314	42,630
	2023	47,461		13,940	941	62,342
	2024	51,326	13,817	19,624	471	85,238
	2025	35,170	15,592	19,878	420	71,060
	5-yr. Total	207,966	29,409	75,791	2,347	315,513
Speed	2021	241,485		51,014	33	292,532
	2022	155,043		31,722	264	187,029
	2023	170,460		49,404	562	220,426
	2024	183,328	63,231	73,565	270	320,394
	2025	141,020	62,988	62,211	26	266,245
	5-yr. Total	891,336	126,219	267,916	1,155	1,286,626

*Seatbelt citations include adult seatbelt violations and child safety restraint violations

** Mobilizations include CIOT, Drive Sober or Get Pulled Over, 100 Days of Summer HEAT, CIOT Border to Border, Operations Zero Tolerance, Operation Southern Slow Down, and Hands Across the Border

*** HVE Contacts are not available for 2021-2023 but were included in the Mobilizations column for those years



Mobilizations

During the FFY 2025 grant period, the Governor’s Office of Highway Safety collaborated with law enforcement agencies statewide to implement a variety of high-visibility enforcement campaigns across all 159 Georgia counties. These campaigns leveraged highly visible law enforcement presence, using alternating schedules, to deter and reduce extreme and illegal driving behaviors. State and local law enforcement agencies worked simultaneously to remove drunk and drug-impaired drivers from Georgia’s roadways, while also issuing citations for distracted driving, speeding, failure to wear seat belts (including child safety seats), and other traffic violations to improve overall roadway safety. The mobilization campaigns in FFY2025 include:

- Click It or Ticket (CIOT)
- Drive Sober or Get Pulled Over
- One Hundred Days of Summer H.E.A.T.
- CIOT Border to Border
- Operation Zero Tolerance
- Operation Southern Slow Down
- Hands Across the Border

FFY2025 MOBILIZATIONS

Mobilization Event	Duration	Description / Highlights
Click It or Ticket	November 23-30, 2024	Focus: Seat belts 44% of agencies participated 4,798 occupant protection contacts
Drive Sober or Get Pulled Over*	December 11, 2024 – January 1, 2025	Focus: Impaired Driving 45% of agencies participated 1,900 impaired driving contacts
Click It or Ticket*	May 19 - June 1, 2025	Focus: Seat belts 40% of agencies participated 7,468 occupant protection contacts
Drive Sober or Get Pulled Over	August 13 – September 1, 2025	Focus: Impaired Driving 34% of agencies participated 1,704 impaired driving contacts
One Hundred Days of Summer H.E.A.T.	May 19 – September 2, 2025	The 100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign is a multi-jurisdictional highway safety program designed to reduce fatal crashes during Georgia’s deadly holiday driving period from Memorial Day through Labor Day. Law enforcement partners operate 100 Days of Summer H.E.A.T. in all corners of the state looking for unsafe motorists...from drunk drivers and aggressive speeders to distracted drivers who continue to text while behind the wheel.
CIOT Border to Border	May 19, 2025	The summer Click It or Ticket campaign was kicked off at the annual CIOT Border to Border event, designed to raise awareness of the importance of safety belts ahead of the Memorial Day holiday weekend. 36% of agencies participated, resulting in 573 occupant protection contacts.

Mobilization Event	Duration	Description / Highlights
Operation Zero Tolerance	June 27 - July 6, 2025	Operation Zero Tolerance is Georgia's high-visibility enforcement program that targets impaired drivers through concentrated patrols and sobriety checkpoints; 38% of Georgia law enforcement agencies participated in this operation resulting in 720 impaired driving contacts.
Operation Southern Slow Down 	July 14 – 20, 2025	Law enforcement from Georgia, South Carolina, Alabama, Florida, and Tennessee teamed up to combat speeding. This was the fifth year of this campaign. Four media events were held around the state during this week, including Augusta with South Carolina, Phoenix City with Alabama, Yulee with Florida, and Ringgold with Tennessee. Enforcement activities were conducted by 39% of Georgia law enforcement resulting in 13,291 speeding contacts.
Hands Across the Border 	August 25 – 28, 2025	Law enforcement from Georgia joined forces with counterparts in Florida, Alabama, South Carolina, and Tennessee to conduct road checks in their respective states over a 4-day period leading up to Labor Day weekend. FFY 2025 marked the campaign's 34rd year. State and local law enforcement in all five states worked simultaneously to take drunk and drugged drivers off the roads, as well as issue citations for distracted driving, speeding, being unbuckled (including car seats) and other traffic violations in an effort to make roads even safer for the holiday weekend. This year, there were 6 events held with our partner states.

Thunder Task Force

The mission of Operation Thunder Task Force is to identify Georgia's high-crash corridors and reduce traffic-related fatalities and serious injuries through the deployment of sustained, high-visibility law enforcement presence. These efforts are designed to deter and reduce extreme and illegal driving behaviors that contribute to serious crashes. The task force's objective is to demonstrate measurable reductions in traffic fatalities and serious injuries during enforcement initiatives and subsequent enforcement waves.

The Operation Thunder Task Force strategy deploys concentrated patrols along state routes, rural roadways, and interstate highways using alternating schedules throughout each enforcement period. Participating officers conduct safety belt enforcement, distracted driving enforcement, sobriety checkpoints or road checks, and speed enforcement, while collecting enforcement and activity data to document progress toward traffic safety outcomes.

Since its inception in 2007, Operation Thunder Task Force has supported statewide efforts to reduce traffic fatalities through coordinated high-visibility enforcement. During each activation, the Governor's Office of Highway Safety (GOHS) Thunder Task Force conducts combined safety belt, distracted

driving, speed, and impaired driving mobilizations in partnership with local law enforcement agencies. Highway Enforcement of Aggressive Traffic (H.E.A.T.) officers assigned to the task force are certified in standardized field sobriety testing and ARIDE (Advanced Roadside Impaired Driving Enforcement) or are credentialed Drug Recognition Experts (DREs). Required training includes advanced traffic law, DUI breath-testing equipment, speed detection technologies, emergency vehicle operations, and pursuit intervention techniques. Many participating officers also maintain phlebotomy certification to support impaired driving enforcement efforts.

THUNDER TASK FORCE DEPLOYMENTS FOR FFY 2025

Mobilization Event	Duration
Coweta County, Georgia	December 5 - 7, 2024
Warner Robins, Georgia	January 30 – February 1, 2025
Twiggs County, Georgia	March 14-15, 2025
Richmond County, Georgia	July 24-26, 2025

Governor’s Challenge

The FFY 2025 grant year marked the 26th anniversary of the Georgia Governor’s Challenge, an annual awards program hosted by the Governor’s Office of Highway Safety (GOHS). The Governor’s Challenge recognizes law enforcement agencies statewide for excellence in highway safety enforcement and education. Awards are presented in nine categories based on agency size, as well as several specialty categories that reflect specific traffic safety focus areas. Award recipients were announced during the Governor’s Challenge awards banquet held in Macon, Georgia, on October 31, 2025. During the FFY 2025 ceremony, GOHS recognized 33 Georgia law enforcement agencies, presenting a total of 46 awards for outstanding service and commitment to traffic safety.

The Governor’s Challenge is designed to highlight exemplary performance and best practices in highway safety programming. Participating agencies are evaluated on the effectiveness of their comprehensive traffic safety efforts, including enforcement strategies, public information and education initiatives, innovative problem-solving approaches, and the development of departmental policies that support sustained traffic enforcement and community engagement. Through this program, GOHS promotes evidence-based practices and recognizes agencies that demonstrate measurable commitment to reducing traffic crashes, injuries, and fatalities.



2024-2025 Award Winners

<i>AWARD CATEGORY</i>	<i>PLACE</i>
<i>Category 1: 1-10 Officers</i>	
Alto Police Department	1st Place
McCaysville Police Department	2nd Place
Demorest Police Department	3rd Place
<i>Category 2: 11-25 Officers</i>	
Twiggs County Sheriff's Office	1st Place
Forsyth Police Department	2nd Place
Cleveland Police Department	3rd Place
<i>Category 3: 26-45 Officers</i>	
Calhoun Police Department	1st Place
Morrow Police Department	2nd Place
Milledgeville Police Department	3rd Place
<i>Category 4: 46-75 Officers</i>	
Dalton Police Department	1st Place
Snellville Police Department	2nd Place
Habersham County Sheriff's Office	3rd Place
<i>Category 5: 76-100</i>	
Rome Police Department	1st Place
Floyd County Police Department	2nd Place
Liberty County Sheriff's Office	3rd Place
<i>Category 6: 101-200</i>	
Gainesville Police Department	1st Place
Newton County Sheriff's Office	2nd Place
Warner Robins Police Department	3rd Place
<i>Category 7: 201-500</i>	
Coweta County Sheriff's Office	1st Place

Hall County Sheriff's Office	2 nd Place
Forsyth County Sheriff's Office	3 rd Place
<i>Category 8: 501+</i>	
Dekalb County Police Department	1 st Place
Atlanta Police Department	2 nd Place
Cobb County Police Department	3 rd Place
<i>College & University</i>	
Georgia State University Police Department	1 st Place
University of West Georgia Police Department	2 nd Place
University of North Georgia Police Department	3 rd Place
<i>Traffic Enforcement Network of the Year</i>	
Southeast Traffic Enforcement Network	1 st Place
Metro Atlanta Traffic Enforcement Network	2 nd Place
Coastal Area Traffic Enforcement Network	3 rd Place
Coordinator of the Year	Cpl. Patrick Gilbert
Asst Coordinator of Year	Lt. Kimberly Barnett
<i>HEAT Team of the Year</i>	
Habersham County Sheriff's Office	1 st Place
Hall County Sheriff's Office	2 nd Place
Coweta County Sheriff's Office	3 rd Place
<i>SPECIAL CATEGORY AWARDS</i>	
Bibb County Sheriff's Office	Impaired Driving
Calhoun Police Department	Speed Awareness
Coweta County Sheriff's Office	Occupant Protection
Snellville Police Department	Distracted Driving
Forsyth Police Department	Rookie of the Year
Rome Police Department	Child Passenger Safety
Douglas Police Department	Bike/Pedestrian Safety
Twiggs County Sheriff's Office	Teen/Young Driver Safety
Hall County Sheriff's Office	Motorcycle Safety
DNR Law Enforcement Region 2	Impaired Boating
Twiggs County Sheriff's Office (244.5 Points)	Governor's Cup

Funded Projects

See Section “6.9 Police Traffic Services” for the list of law enforcement agencies funded to implement evidenced-based enforcement activities.

7.0 Public Participation and Engagement

Public Participation and Engagement

The Georgia Governor’s Office of Highway Safety (GOHS) prioritized addressing the rising number of pedestrian fatalities and serious injuries in communities disproportionately affected by traffic-related incidents. In our FFY24 – FFY26 Triennial Georgia HSP, we identified communities with statewide hotspots and priorities. Our goal was to establish a solid footprint that can be used and customized throughout the state. The process began with data-led problem identification, where GOHS isolated target counties and identified specific safety challenges.

City of Fairburn

Focusing on the top 3 counties, noting hot spots in specific traffic safety issues, GOHS chose the city of Fairburn in Fulton County as our initial stakeholder engagement opportunity. The city of Fairburn, as of April 2020, had a population of almost 16,500, with 12.5% white and 82.6% black. GOHS partnered to engage and collaborate with the local community leaders and key stakeholders in tackling traffic safety issues such as pedestrian fatalities and large truck traffic. In July of 2023, GOHS convened a meeting with 37 elected officials, public safety professionals, nonprofit organizations, and other community leaders. Accessibility measures were available; however, they were not needed. The discussion centered on collaborative strategies and corrective measures to effectively improve traffic safety outcomes.

GOHS continued to meet with the city of Fairburn in December 2024 and January 2025, focusing on proposed activities and data-driven enforcement strategies.

As a result of our collaborative conversations, GOHS has partnered with the Fairburn Police Department with a High Visibility Enforcement grant for FY2026, focused on speeding, occupant protection, and distracted driving. The organization also plans to continue educating the public on a regular basis.

Public Surveys

GOHS continued to gather community input during outreach events across the state. During FFY2025, GOHS partnered with Alliance Highway Safety at Atlanta Motor Speedway (Echo Park Speedway) during race weekend to survey attendees on seatbelt usage. [Appendix D](#) shows survey questions and results.

Appendices

- A. **Performance Measure Trends & Projections**
- B. **Grants by Funding Source**
- C. **Traffic Records - Section 405c Quantitative Progress Reports**
- D. **GOHS & Alliance Highway Safety Survey Results**

APPENDIX A: PERFORMANCE MEASURE TRENDS & PROJECTIONS

The sections below describe Georgia’s performance for each Traffic Safety Performance Measure goal and target established in the FY2024-FY2026 Triennial Highway Safety Plans. The target assessments were determined using:

- 2023 FARS data;
- 2024 preliminary fatality data from the University of Georgia’s Traffic Safety Research and Evaluation Group (TSREG); and,
- 2024 preliminary data from the Georgia Department of Transportation’s (GDOT) daily fatality reports that were cross-referenced with the Georgia Electronic Accident Reporting System’s (GEARS) online database.

Delays in data availability at the time of analysis are possible due to the inherent nature of reporting roadway fatalities.

Target Setting & Considerations

The statewide targets for each performance measure were guided by the mandate to use the **5-year rolling average metric** (§490.207) and to establish “**improved**” or “**constant**” targets for core performance measures (§1300.11(3)(i)). Georgia established the targets to ‘maintain’ the 5-year rolling average of fatalities at the 2017-2021 baseline to meet this requirement. In most states, the 5-year rolling average will continue to rise despite future annual decreases for most traffic safety performance measures. In the FY2024–2026 Highway Safety Plan (HSP), Georgia acknowledged that setting a target of ‘constant’ compared to the baseline was an unachievable goal and not informed by what is shown in the 5-year rolling average calculations and projections, and, therefore, may not be met.

Target Assessment Methodology

2024 preliminary traffic data from TSREG and GEARS were used to determine whether GOHS has met or not met the 5-year moving average targets established in the FY2025–2026 HSP. The 5-year average was calculated using final FARS data from 2020–2023 and preliminary 2024 data.

- If the **preliminary 5-year average** (2020-2024) was **below** the target, GOHS is considered to have **met the goal**.
- If the average was **above** the target, then GOHS **did not meet** the goal.

For some performance measures, 2025 projected fatality counts were also factored in. These projections were based on a comparison between January–June 2025 fatality reports (from daily fatality logs) and year-to-date 2024 data.

- If the **projected 5-year average** (based on 2021–2023 FARS data, 2024 preliminary, and 2025 projected data) **exceeds the target**, GOHS is considered **not on track** to meet the goal.
- If the **projected average** is **below** the target, then GOHS is **on track** to meet the goal.

C-1 & C-3: Number of traffic fatalities & Fatalities per 100M VMT

Although GOHS **did not meet** its FY2024–FY2026 HSP target of keeping the *five-year moving average* of traffic fatalities below 1,600 in FY2025, projections indicate the goal is **on track to be met** in FY2026. GOHS **did not meet** its FY2024–FY2026 HSP target of maintaining the five-year moving average traffic fatality rate below 1.25 in FY2025. 2025 projections also indicate the goal is **not expected to be met** in FY2026.

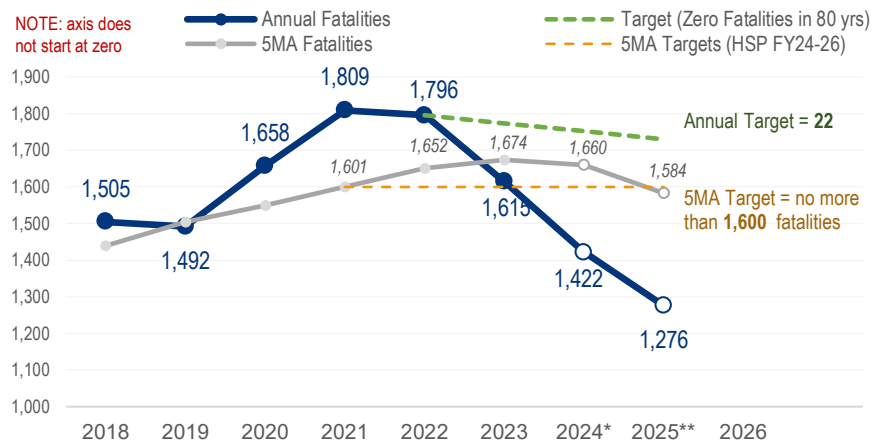
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **1,660** traffic fatalities and **1.35** fatalities per 100M VMT.
- 2025 projections indicate the 2021-2025 5-year moving average is estimated at **1,584** traffic fatalities and **1.26** fatalities per 100M VMT.

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-1 HSIP-1 Number of traffic fatalities	5-year: 2021-2025	1,600	1,584	● On Track	5-year: 2020-2024	1,600	1,660	● Not Met
C-3 HSIP-4 Fatalities per 100M VMT	5-year: 2021-2025	1.25	1.26	● Not On Track	5-year: 2020-2024	1.25	1.35	● Not Met

GOHS has **met** its FY2025 goal and is **on track** to meet the FY2026 HSP goal of reducing the number of *annual* traffic fatalities by 2.4% (from 1,797 in 2022 to 1,753 by 2025). Additionally, GOHS has **met** its FY2025 goal and is **on track** to meet the FY2026 goal to reduce the *annual* fatality rate per 100 million VMT by 0.7% (from 1.39 in 2022 to **1.38** by 2024).

- According to 2024 preliminary state data, there were 1,422 traffic fatalities and a fatality rate of 1.12.
- 2025 projections estimate 1,276 traffic fatalities and a fatality rate of 1.02.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
	2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]	2023 FARS [FY24]	2024 Preliminary [FY25]
C-1 HSIP-1 Traffic fatalities	Reduce the number of traffic fatalities by 2.4% from 1,797 in 2022 to 1,753 by 2024.	22 fewer fatalities per year in 2023 and 2024	● Met 1,615	● Met 1,422	● On Track 1,276
C-3 HSIP-4 Fatalities per 100M VMT	Reduce the number of fatalities per 100M VMT by 0.7% from 1.39 in 2022 to 1.38 by 2024.	22 fewer fatalities per year in 2023 and 2024 (0.25% annual decrease in VMT)	● Met 1.25	● Met 1.12	● On Track 1.02



C-2: Number of serious injuries in traffic crashes

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average below **7,109** serious injuries in traffic crashes and **5.711** serious injuries per 100M VMT.

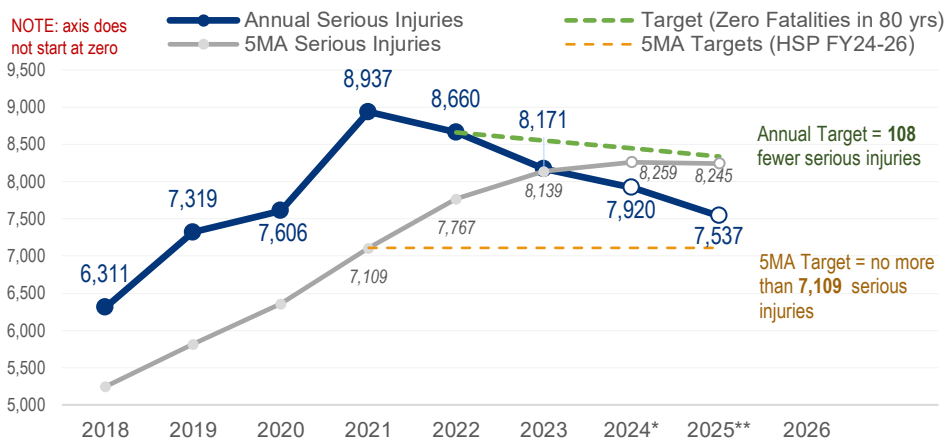
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **8,259** serious injuries and **6.690** fatalities per 100M VMT.
- 2025 projections indicate the 2021-2025 5-year moving average is estimated to be **8,245** serious injuries and **6.575** fatalities per 100M VMT.

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-2 HSIP-2	Serious injuries	5-year: 2021-2025	7,109	8,245	● Not on Track	5-year: 2020-2024	7,109	8,259	● Not Met
HSIP-3	Serious injuries per 100M VMT	5-year: 2021-2025	5.711	6.575	● Not on Track	5-year: 2020-2024	5.711	6.690	● Not Met

GOHS has **met** its FY2025 goal and is **on track** to meet the FY2026 HSP goal of reducing the number of annual serious traffic injuries by 2.5% (from 8,660 in 2022 to **8,444** by 2024). Additionally, GOHS has **met** its FY2025 goal and is **on track** to meet the FY2026 goal to reduce the annual serious traffic injuries per 100M VMT by 2.5% (from 6.699 in 2022 to **6.532** by 2024).

- According to 2024 preliminary state data, there were **7,920** serious injuries and a serious injury rate of **6.293**.
- 2025 projections estimate **7,537** serious injuries and a serious injury rate of **6.004**.

Traffic Safety Performance Measure		Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
				2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-2 HSIP-2	Serious injuries	Reduce the number of serious traffic injuries by 2.5% from 8,660 in 2022 to 8,444 by 2024.	108 fewer serious injuries per year in 2023 and 2024	● Met 8,171	● Met 7,920	● On Track 7,537
HSIP-3	Serious injuries per 100M VMT	Reduce the number of serious traffic injuries per 100M VMT by 2.5% from 6.699 in 2022 to 6.532 by 2024.	108 fewer serious injuries per year in 2023 and 2024	● Met 6.476	● Met 6.293	● On Track 6.004



HSIP-5: Number of non-motorist serious injuries and fatalities

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average below **797** non-motorist serious injuries and fatalities.

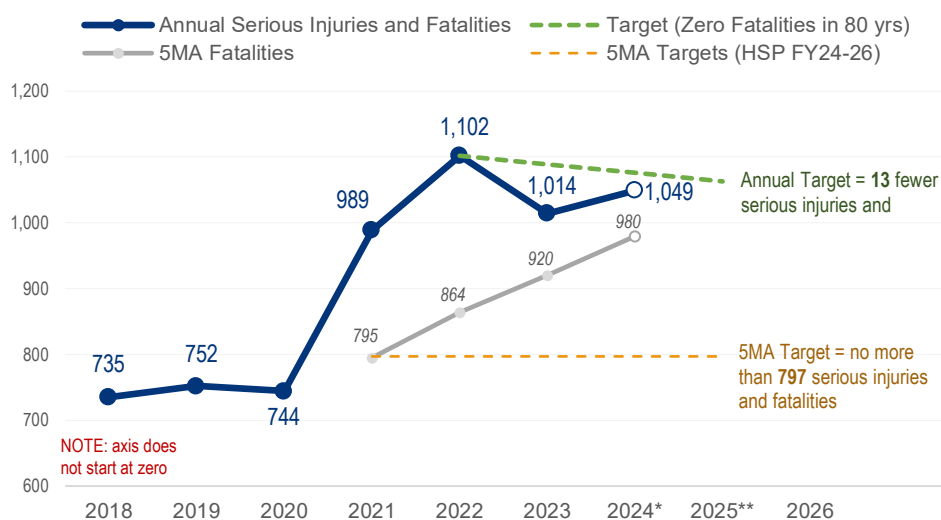
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **980** non-motorist serious injuries and fatalities.

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
HSIP-5	Non-motorist serious injuries and fatalities	5-year: 2021-2025	797	TBD	** TBD	5-year: 2020-2024	797	980	● Not Met

GOHS has **met** its FY2025 goal of reducing the annual number of non-motorist serious injuries and fatalities by 2.4% (from 1,102 in 2022 to 1,076 by 2024).

- According to 2024 preliminary state data, there were **1,049** non-motorist serious injuries and fatalities—69 fewer than the FY2026 target of 1,076, but 35 more compared to 2023.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
HSIP-5	Reduce the number of non-motorist serious injuries and fatalities by 2.4% from 1,102 in 2022 to 1,076 by 2024. 13 fewer non-motorist serious injuries and fatalities per year in 2023 and 2024	● Met 1,014	● Met 1,049 [est. annual increase]	** TBD



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

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average of unrestrained passenger vehicle occupant fatalities below **461**.

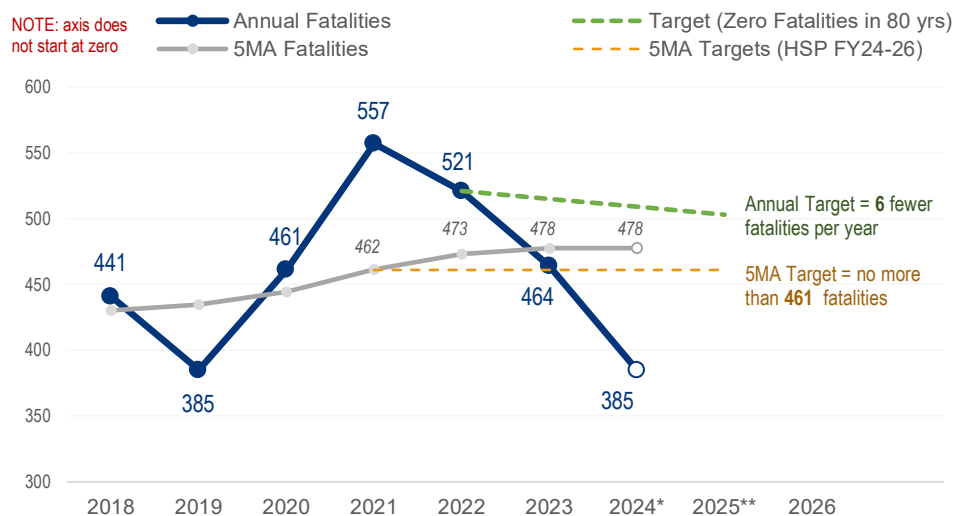
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **478** unrestrained passenger vehicle occupant fatalities.

Traffic Safety Performance Measure	FY2026					FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status	
C-4 Unrestrained passenger vehicle occupant fatalities	5-year: 2021-2025	461	TBD	** TBD	5-year: 2020-2024	461	478	● Not Met	

GOHS has **met** its FY2025 HSP goal of reducing the annual number of unrestrained passenger vehicle occupant fatalities by 2.3% (from 518 in 2022 to **506** by 2024).

- According to 2024 preliminary state data, there were **385** unrestrained passenger vehicle occupant fatalities—121 fewer than the FY2026 annual target of 506.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-4 Unrestrained passenger vehicle occupant fatalities	Reduce the number of unrestrained passenger vehicle occupant fatalities by 2.3% from 521 in 2022 to 506 by 2024. 6 fewer fatalities per year in 2023 and 2024	● Met 464	● Met 385	** TBD



C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average of fatalities in crashes involving a driver or motorcyclist with a BAC of .08+ below **371**.

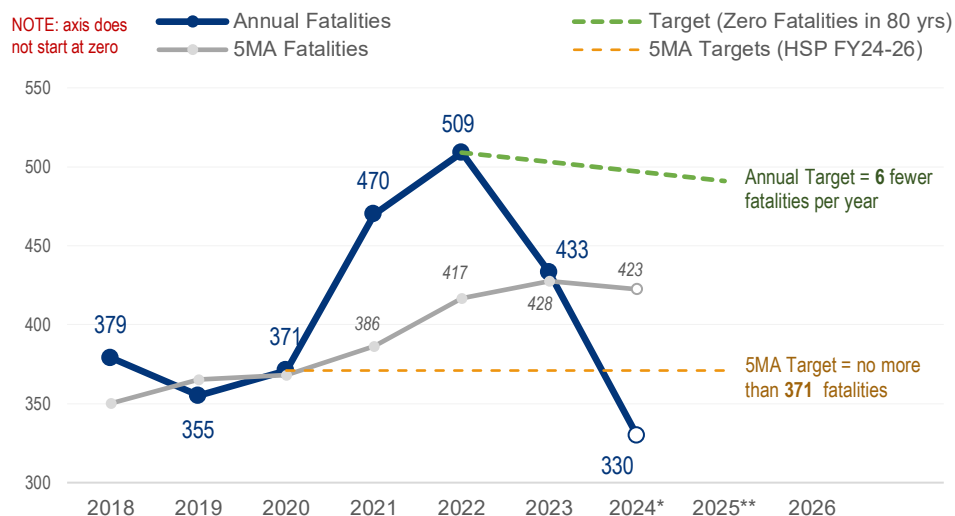
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is **423** fatalities in crashes involving a driver or motorcyclist with a BAC of .08+.

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-5 Fatalities in crashes involving a driver or motorcyclist with a BAC of .08+	5-year: 2021-2025	371	TBD	** TBD	5-year: 2020-2024	371	423	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the annual number of fatalities in crashes involving a driver or motorcyclist with a BAC of .08+ by 2.4% (from 507 in 2022 to **495** by 2024).

- According to 2024 preliminary state data, there were **330** alcohol-related traffic fatalities—165 fewer than the FY2025 target of 495.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-5 Fatalities in crashes involving a driver or motorcyclist with a BAC of .08+	Reduce the number of alcohol-related fatalities by 2.4% from 507 in 2022 to 495 by 2024. 6 fewer fatalities per year in 2023 and 2024	● Met 433	● Met 330	** TBD



C-6: Number of speeding-related fatalities

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average of speeding-related fatalities below **305**.

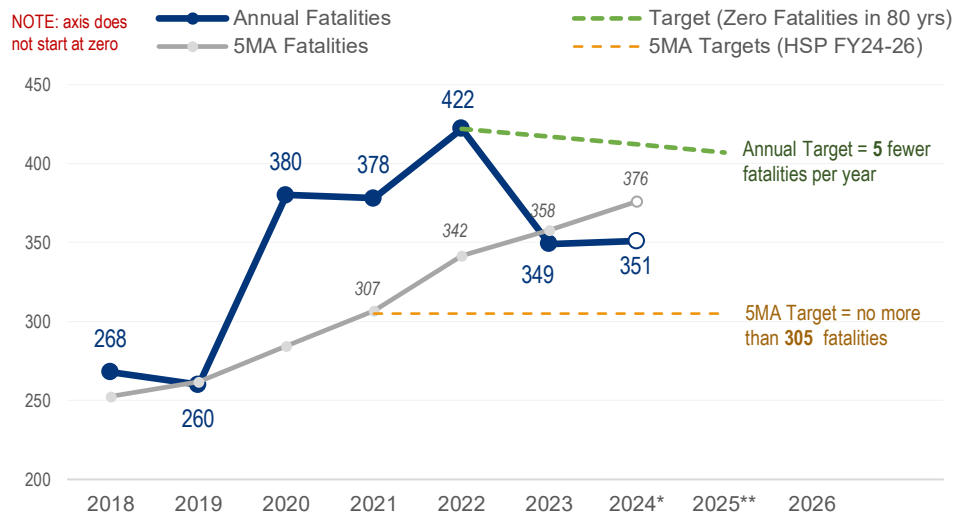
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **376** speeding-related fatalities.

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-6 Speeding-related fatalities	5-year: 2021-2025	305	TBD	** TBD	5-year: 2020-2024	305	376	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the annual number of speeding-related fatalities by 2.4% (from 422 in 2022 to **412** by 2024).

- According to 2024 preliminary state data, there were 351 speeding-related fatalities—61 fewer than the FY2026 target of 412, but 3 fatalities more compared to 2023.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-6 Speeding-related fatalities	Reduce the number of speeding-related fatalities by 2.4% from 422 in 2022 to 412 by 2024. <i>5 fewer fatalities per year in 2023 and 2024</i>	● Met 349	● Met 351 [est. annual increase]	** TBD



C-7 & C-8: Number of motorcyclist fatalities & un-helmeted motorcyclist fatalities

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average below **167** motorcyclist fatalities and **15** un-helmeted motorcyclist fatalities.

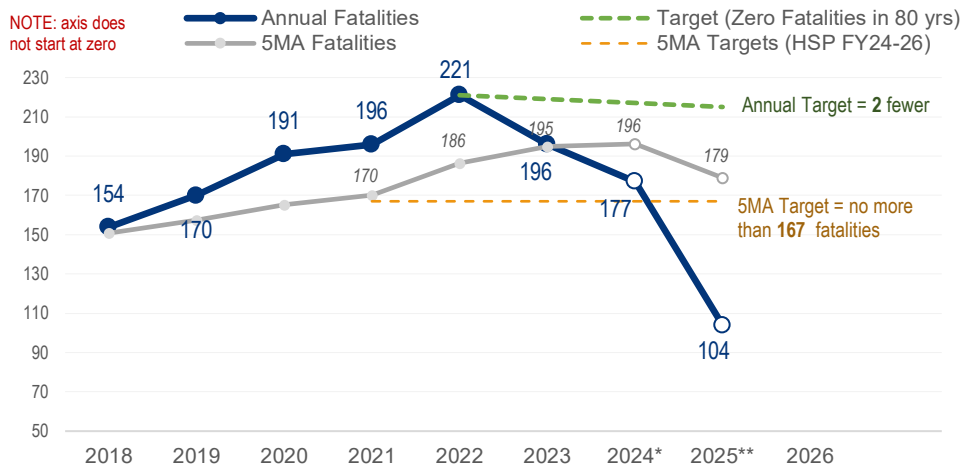
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **196** motorcyclist fatalities and **19** un-helmeted motorcyclist fatalities.
- 2025 projections indicate the 2021-2025 5-year moving average is estimated to be 179 motorcyclist fatalities.

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-7	Motorcyclist fatalities	5-year: 2021-2025	167	179	● Not on Track	5-year: 2020-2024	167	196	● Not Met
C-8	Un-helmeted motorcyclist fatalities	5-year: 2021-2025	15	TBD	** TBD	5-year: 2020-2024	15	19	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the number of annual motorcyclist fatalities by 1.8% (from 221 in 2022 to **217** by 2024). GOHS is also **on track** to meet its FY2025 goal to reduce the annual number of un-helmeted motorcyclist fatalities by 7.4% (from 27 in 2022 to 25 by 2024).

- According to 2024 preliminary state data, there were 177 motorcyclist fatalities and 14 un-helmeted motorcyclist fatalities.
- 2025 projections estimate 104 motorcyclist fatalities.

Traffic Safety Performance Measure		Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
				2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-7	Motorcyclist fatalities	Reduce the number of motorcyclist fatalities by 1.8% from 221 in 2022 to 217 by 2024.	2 fewer fatalities per year in 2023 and 2024	● Met 196	● Met 177	● On Track 104
C-8	Un-helmeted motorcyclist fatalities	Reduce un-helmeted motorcyclist fatalities by 7.4% from 27 in 2022 to 25 by 2024.	1 fewer fatality per year in 2023 and 2024	● Met 17	● Met 14	** TBD



C-9: Number of drivers age 20 or younger involved in fatal crashes

GOHS has **not met** its FY2025 HSP goals of maintaining the 5-year moving average of drivers aged 20 or younger involved in fatal crashes at or below **198**.

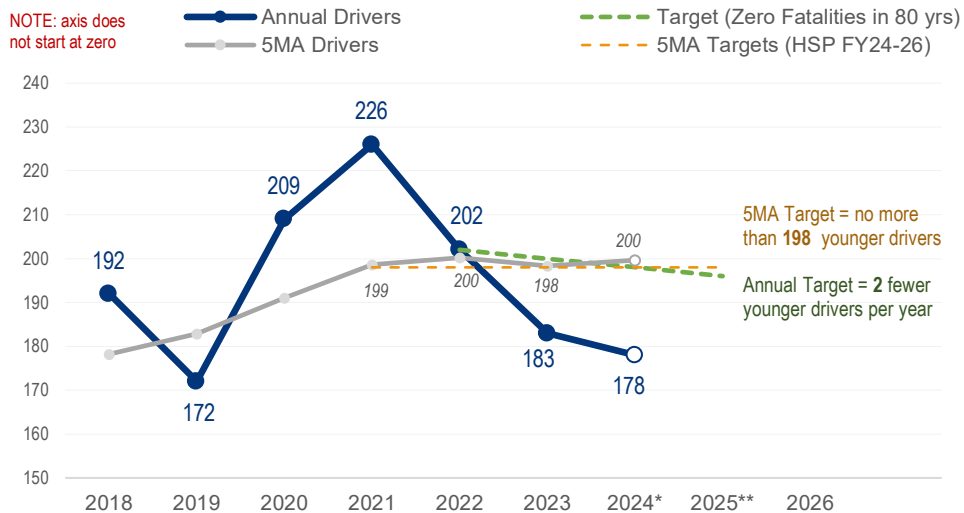
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **200** drivers aged 20 or younger involved in fatal crashes.

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-9 drivers aged 20 or younger involved in fatal crashes	5-year: 2021-2025	198	TBD	** TBD	5-year: 2020-2024	198	200	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the annual number of young drivers involved in fatal crashes by 2.0% (from 203 in 2022 to **199** by 2024).

- According to 2024 preliminary state data, there were 178 young drivers involved in fatal crashes—20 fewer than the FY2026 target of 198.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-9 Drivers aged 20 or younger involved in fatal crashes	Reduce young drivers involved in fatal crashes by 2.0% from 203 in 2022 to 199 by 2024. 2 fewer younger drivers per year in 2023 and 2024	● Met 183	● Met 178	** TBD



SHSP-1: Number of drivers age 65 or older involved in fatal crashes

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average of drivers aged 65 or older involved in fatal crashes at or below **307**.

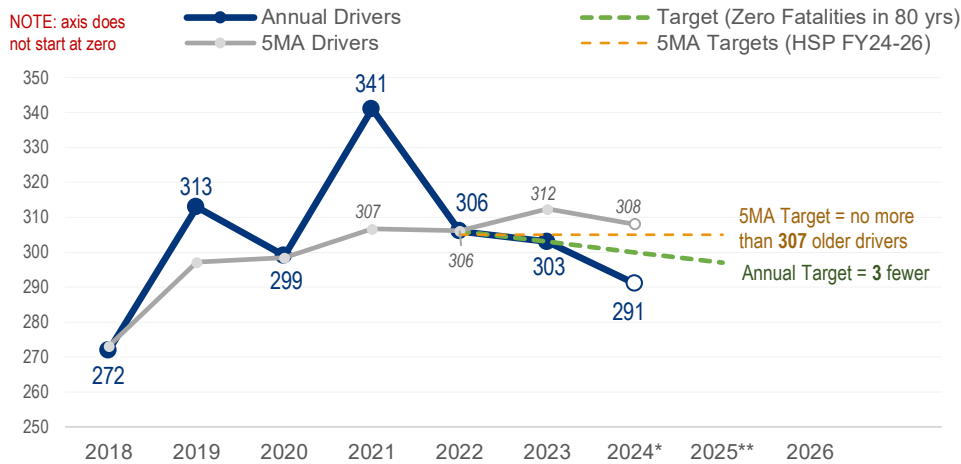
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **312** drivers aged 65 or older involved in fatal crashes.

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
SHSP-1 Number of drivers aged 65 or older involved in fatal crashes	5-year: 2021-2025	307	TBD	** TBD	5-year: 2020-2024	307	312	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the annual number of older drivers involved in fatal crashes by 2.0% (from 305 in 2022 to **299** by 2024).

- According to 2024 preliminary state data, there were 291 older drivers involved in fatal crashes—8 fewer than the FY2026 target of 299.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
SHSP-1 Number of drivers aged 65 or older involved in fatal crashes	Reduce the number of older drivers involved in fatal crashes by 2.0% from 305 in 2022 to 299 by 2024. 3 fewer older drivers per year in 2023 and 2024	● On Track 303	● Met 291	** TBD



C-10: Number of pedestrian fatalities

GOHS is **not on track** to meet its FY2024-2026 HSP goals of maintaining the 5-year moving average below **267** pedestrian fatalities.

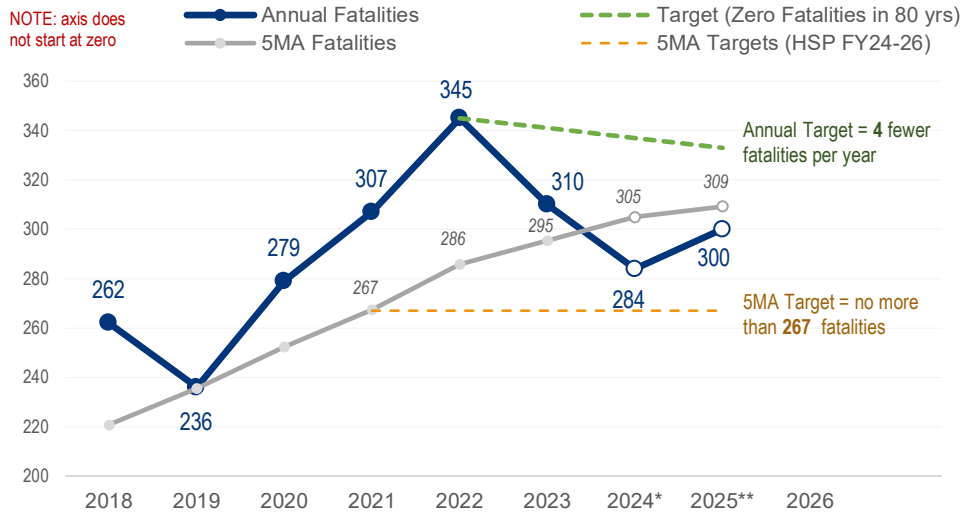
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **305** pedestrian fatalities.

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-10	Pedestrian fatalities	5-year: 2021-2025	267	309	● Not on Track	5-year: 2020-2024	267	305	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the number of annual pedestrian fatalities by 2.3% (from 345 in 2022 to **337** by 2024).

- According to 2024 preliminary state data, there were 284 pedestrian fatalities—53 fewer than the FY2025 target of 337.
- 2025 projections estimate 300 pedestrian fatalities—33 fewer than the FY2025 target of 33, but an increase of 16 pedestrian fatalities compared to 2024.

Traffic Safety Performance Measure		Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
				2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-10	Pedestrian fatalities	Reduce the number of pedestrian fatalities by 2.3% from 345 in 2022 to 337 by 2024.	4 fewer fatalities per year in 2023 and 2024	● Met 310	● Met 284	● On Track 300 [est. annual increase]



C-11: Number of bicyclist fatalities

GOHS **did not meet** its FY2024-2026 HSP goals of maintaining the 5-year moving average below **22** bicyclist fatalities.

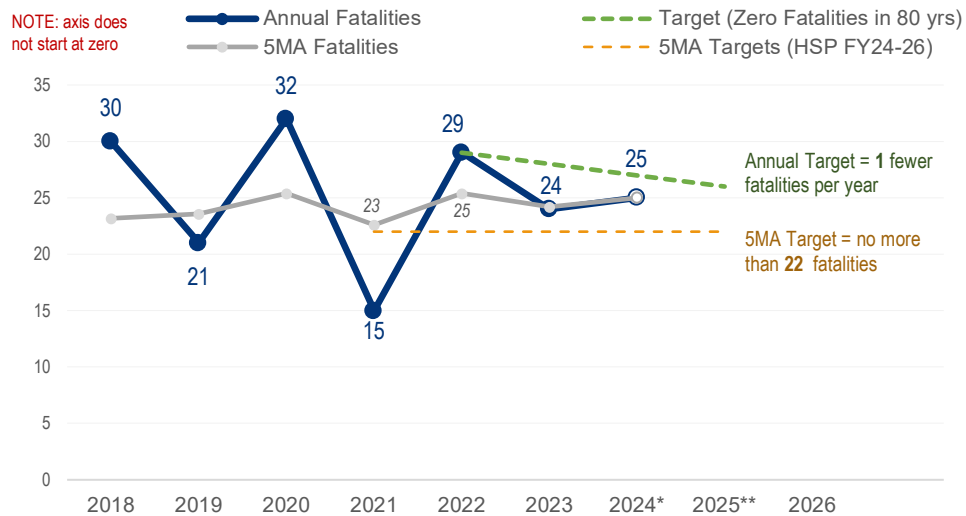
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **25** bicyclist fatalities.

Traffic Safety Performance Measure		FY2026				FY2025			
		Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
C-11	Bicyclist fatalities	5-year: 2021-2025	22	TBD	** TBD	5-year: 2020-2024	22	25	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the number of annual bicyclist fatalities by 6.9% (from 29 in 2022 to **27** by 2024).

- According to 2024 preliminary state data, there were 25 bicyclist fatalities—2 fewer than the FY2025 target of 27, but 1 more than the previous 2023 year.

Traffic Safety Performance Measure		Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		Annual Target Progress Status		
				2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
C-11	Bicyclist fatalities	Reduce the number of bicyclist fatalities by 6.9% from 29 in 2022 to 27 by 2024.	1 fewer fatality per year in 2023 and 2024	● Met 24	● Met 25 [est. annual increase]	** TBD



SHSP-1: Number of distraction-related fatalities

GOHS **did not meet** its FY2025 HSP goals of maintaining the 5-year moving average of confirmed distraction-related traffic fatalities at or below **56**.

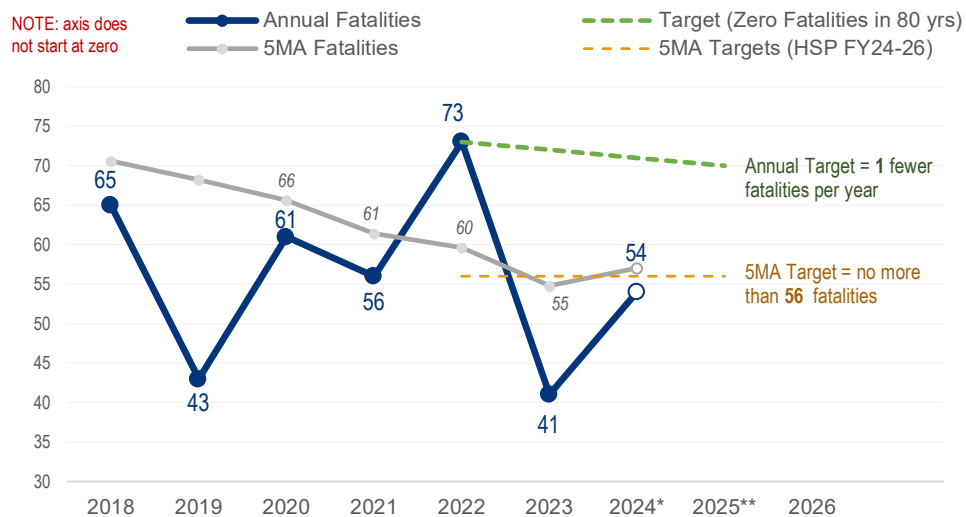
- According to 2024 preliminary state data, the 2020-2024 5-year moving average is estimated to be **57** confirmed distraction-related traffic fatalities

Traffic Safety Performance Measure	FY2026				FY2025			
	Target Year(s)	Target 5MA Value*	Projected 5MA Value	Progress Status	Target Year(s)	Target 5MA Value*	Preliminary 5MA Value	Progress Status
SHSP-2 Confirmed distraction-related fatalities	5-year: 2021-2025	56	TBD	* TBD	5-year: 2020-2024	56	57	● Not Met

GOHS has **met** its FY2025 HSP goal of reducing the annual number of confirmed distraction-related fatalities by 2.7% (from 73 in 2022 to **71** by 2024).

- According to 2024 preliminary state data, there were 54 confirmed distraction-related fatalities—17 fewer than the FY2025 target of 72, but 13 more compared to the previous year.

Traffic Safety Performance Measure	Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
		2023 FARS [FY24]	2024 Preliminary [FY25]	2025 Projected [FY26]
SHSP-2 Confirmed distraction-related fatalities	Reduce the number of distraction-related fatalities by 2.7% from 73 in 2022 to 71 by 2024. 1 fewer fatality per year in 2023 and 2024	● Met 41	● Met 54 [est. annual increase]	** TBD

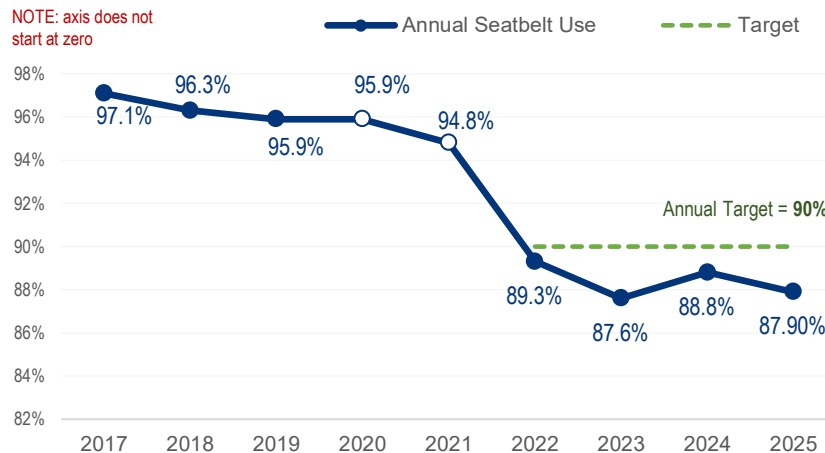


B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants

GOHS **did not meet** its FY2025 goal and is **on track** to meet the FY2026 HSP goal 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.

- According to 2024 observational survey data, 88.8% of front seat passenger vehicle occupants were observed to be wearing a seat belt, 1.2% below the target.
- According to 2025 observational survey data, 87.9% of front seat passenger vehicle occupants were observed to be wearing a seat belt, 2.1% below the target.

Traffic Safety Performance Measure		Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)	Annual Target Progress Status		
			2023	2024	2025
B-1	Observed seat belt use for passenger vehicles (State observational survey)	Increase the annual observed seat belt use for passenger vehicles, front seat outboard occupants from 89.3% in 2022 to 90.0% by 2024.	● Not Met 87.6%	● Not Met 88.8%	● Not Met 87.9%



Note: The 2020-2025 Observational Survey of Seat Belt Use in Georgia was conducted by the Injury Prevention Research Center at Emory (IPRCE). Previous iterations of the study were conducted by the Traffic Safety Research and Evaluation Group in the College of Public Health at the University of Georgia. The 2020 sample design remained the same as in previous iterations and complies with 23 CFR 1340 (Uniform Criteria for State Observational Surveys of Seat Belt Use) and has been reviewed and approved by NHTSA for use in 2020-2024. The design of the 2022 Safety Belt Observation Survey represents a replication of surveys conducted in Georgia since 1987 (with slight updates in 1997, 2000, 2006, and 2012 to conform to NHTSA guidelines) and allows for continued comparison with earlier surveys.

APPENDIX B: GRANTS BY FUNDING SOURCE

Appendix B shows the FY2025 GOHS grant award amounts and total expenditures by funding source and program area.

Program Area	Organization	Grant Number	Funding Source	FY2025 Awarded Amount	FY2025 Expenditures
PLANNING & ADMINISTRATION					
In-House Grant	GA GOHS P&A	GA-2025-GOHS Grante-062	IIJA 402 PA	\$884,883.00	\$605,340.68
COMMUNICATIONS (PAID ADVERTISING)					
In-House Grant Distracted Driving	GA GOHS	GA-2025-GOHS Grante-038	IIJA 405d FDL*DD	\$891,000.00	\$886,173.12
In-House Grant	GA GOHS PM	GA-2025-GOHS Grante-036	IIJA 402 PM	\$1,097,798.79	\$980,483.66
COMMUNITY TRAFFIC SAFETY PROGRAM					
Seatbelt Survey	Emory University	GA-2025-EmoryUniv-032	IIJA 405d FDL*CP	\$301,431.86	\$242,392.43
Evaluation	University of Georgia	GA-2025-UGA-035	IIJA 405d FDL*CP	\$251,995.00	\$242,871.63
IMPAIRED DRIVING					
In-House Grant/Media	GA GOHS	GA-2025-GOHS Grante-039	IIJA 405d-M5X	\$975,296.58	\$869,511.47
			IIJA 405d-M6X	\$629,703.42	\$629,703.42
	GA GOHS AL	GA-2025-GOHS Grante-026	IIJA 402 AL	\$137,737.16	\$103,649.55
Public Safety Training Center, GA		GA-2025-GPSTC-TR-033	IIJA 405d-M6X	\$257,517.81	\$257,517.81
			IIJA 405d-M5X	\$573,295.45	\$489,541.24
DeKalb County Police Department		GA-2025-DeKalb PD-016	IIJA 405d-M6X	\$32,307.49	\$32,307.49
			SUP IIJA 405d- M5X	\$117,161.31	\$66,317.53
Prosecuting Attorney's Council		GA-2025-PAC-051	IIJA 405d-M6X	\$595,420.00	\$539,162.45
Public Safety, Georgia Dept. of		GA-2025-GaDPS-091	IIJA 405d-M6X	\$2,347,298.65	\$1,734,418.63
Mothers Against Drunk Driving		GA-2025-MADD-066	IIJA 405d-M6X	\$21,431.61	\$21,431.61
			SUP IIJA 405d- M5X	\$134,127.50	\$81,526.53
Driver Service, Georgia Department		GA-2025-DDS-064	IIJA 405d- FDL*AL	\$50,025.56	\$37,639.04
Mothers Against Drunk Driving		GA-2025-MADD-067	IIJA 405d- FDL*AL	\$104,562.01	\$70,218.40
Fayette County DUI/Drug Court		GA-2025-FayetteDUI-077	IIJA 405d-B6CS	\$35,000.00	\$35,000.00
MOTORCYCLE SAFETY					
In-House Grant/Media	GA GOHS	GA-2025-GOHS Grante-040	IIJA 405f-M11X	\$61,304.30	\$61,304.30
			SUP IIJA 405f- M11X	\$38,695.70	\$38,306.45

Program Area	Organization	Grant Number	Funding Source	FY2025 Awarded Amount	FY2025 Expenditures
	Driver Services, Georgia Department of	GA-2025-DDS-082	IIJA 405f-M11X	\$143,787.18	\$121,278.78
NON-MOTORIZED (PEDESTRIAN & BICYCLIST)					
In-House Grant/Media	GA GOHS	GA-2025-GOHS Grante-041	FAST 405H FHX	\$537,942.24	\$537,942.24
			IIJA 405H FHX	\$712,057.76	\$711,459.66
In-House Grant	GA GOHS-PS	GA-2025-GOHS Grante-024	IIJA 402 PS	\$255,646.04	\$149,272.64
	Bike Walk Macon	GA-2025-BikeWalkMa-073	IIJA 405g-BGPE	\$59,639.95	\$57,130.39
	Fulton County SO/Bike Ped	GA-2025-FultonSO-110	IIJA 402 PS	\$7,033.42	\$5,272.94
	Bike Walk Golden Isles	GA-2025-BikeWalkGI-117	IIJA 405g-BGPE	\$96,974.20	\$95,930.76
	Propel ATL	GA-2025-Propel ATL-030	IIJA 405g-BGPE	\$96,581.97	\$88,521.81
	Savannah Bicycle Campaign	GA-2025-SavannBIKE-009	IIJA 405g-BGPE	\$57,569.30	\$32,497.64
	Muscogee County SO	GA-2025-MuscogeeSO-113	IIJA 402 PS	\$79,400.00	\$60,000.00
	Bike Athens	GA-2025-BikeWalkAT-014	IIJA 405g-BGPE	\$57,816.25	\$53,562.28
	Georgia Bikes	GA-2025-GABikes-027	IIJA 405g-BGPE	\$150,530.28	\$124,161.60
	Decatur Parks and Recreation Department	GA-2025-DecaturPNR-121	IIJA 402 PS	\$47,944.00	\$15,777.36
OCCUPANT PROTECTION					
In-House Grant	GA GOHS OP	GA-2025-GOHS Grante-020	SUP IIJA 402OP	\$240,867.83	\$171,174.86
	Public Health, Georgia Dept of	GA-2025-DPH-003	IIJA 402 OP	\$1,743,636.75	\$1,667,749.69
	Atlanta Fire Rescue Dept, City of	GA-2025-AtlantaFIR-011	IIJA 405b-B2CPS_US	\$200,113.28	\$186,838.28
	Cleveland PD	GA-2025-Clevelan PD-096	IIJA 402 OP	\$13,260.00	\$11,758.33
	Shepherd Center	GA-2025-Shepherd CE-029	IIJA 405D-FDL*OP	\$208,440.99	\$199,406.78
	GA GOHS FDL*OP	GA-2025-GOHS Grante-037	IIJA 405D-FDL*OP	850,000.00	\$829,001.03
POLICE TRAFFIC SERVICES					
In-House Grant	GA GOHS PT	GA-2025-GOHS Grante-010	IIJA 402 PT	\$1,562,611.82	\$1,439,547.77
HEAT	Albany PD	Ga-2025-AlbanyPD-136	IIJA 402 PT	\$281,777.84	\$239,225.79
HEAT	Bibb County Gov	GA-2025-BibbCounty-053	IIJA 402 PT	\$29,528.04	\$22,635.89
HEAT	Carroll County SO	GA-2025-CarrollSO-059	IIJA 402 PT	\$47,591.34	\$45,781.97
HEAT	City of Atlanta PD	GA-2025-AtlantaPD-105	IIJA 402 PT	\$47,334.24	\$41,931.73
HEAT	City of Woodstock PD	GA-2025-WoodstocPD-111	IIJA 402 PT	\$275,108.60	\$203,046.41
HEAT	Clayton County PD	GA-2025-ClaytonPD-055	IIJA 402 PT	\$103,894.56	\$79,072.56
HEAT	Cobb County BOC-PD	GA-2025-CobbBocPD-058	IIJA 402 PT	\$384,999.99	\$346,922.27
HEAT	Coweta County SO	GA-2025-CowetaSO-006	IIJA 402 PT	\$150,919.20	\$149,389.70
HEAT	Dawson County S.O.	GA-2025-DawsonSO-015	IIJA 402 PT	\$51,903.46	\$37,925.07
HEAT	Douglas County SO	GA-2025-DouglasSO-106	IIJA 402 PT	\$79,032.11	\$76,149.35
HEAT	Dublin PD	GA-2025-DublinPD-135	IIJA 402 PT	\$279,740.00	\$247,596.45

Program Area	Organization	Grant Number	Funding Source	FY2025 Awarded Amount	FY2025 Expenditures
HEAT	Floyd County PD	GA-2025-FloydPD-097	IIJA 402 PT	\$99,908.64	\$96,337.81
HEAT	Forsyth County SO	GA-2025-ForsythSO-044	IIJA 402 PT	\$166,560.60	\$148,944.52
HEAT	Glynn County PD	GA-2025-GlynnPD-008	IIJA 402 PT	\$35,361.12	\$27,785.25
HEAT	Habersham County SO	GA-2025-HabershSO-112	IIJA 402 PT	\$294,500.00	\$292,934.25
HEAT	Hall County SO	GA-2025-HallSO-019	IIJA 402 PT	\$151,680.00	\$150,967.09
HEAT	Liberty County SO	GA-2025-LibertySO-023	IIJA 402 PT	\$91,683.36	\$90,367.49
HEAT	Muscogee County SO	GA-2025-MuscogeeSO-104	IIJA 402 PT	\$368,897.76	\$365,334.37
HEAT	Newton County SO	GA-2025-NewtonSO-046	IIJA 402 PT	\$141,753.60	\$98,634.12
HEAT	Richmond County SO	GA-2025-RichmondSO-134	IIJA 402 PT	\$398,790.00	\$397,192.31
HEAT	Savannah PD	GA-2025-SavannahPD-087	IIJA 402 PT	\$230,604.26	\$228,074.76
HEAT	Snellville PD	GA-2025-SnellvilPD-081	IIJA 402 PT	\$58,231.68	\$57,038.72
HEAT	South Fulton PD	GA-2025-SouthFulPD-054	IIJA 402 PT	\$280,676.00	\$249,096.48
HEAT	Spalding County SO	GA-2025-SpaldingSO-060	IIJA 402 PT	\$79,857.92	\$78,919.75
HEAT	Warner Robbins PD	GA-2025-WarnerRoPD-130	IIJA 402 PT	\$273,206.84	\$272,512.44
HEAT/Nighthawk	Public Safety, Georgia Dept	GA-2025-GaDPS-101	IIJA 402 PT	\$862,001.72	\$471,101.87
TEN	Americus PD	TEN-2025-AmericusPD-017	IIJA 402 PT	\$29,438.48	\$26,453.75
TEN	Calhoun PD	TEN-2025-CalhounPD-004	IIJA 402 PT	\$31,157.00	\$29,489.77
TEN	Charlton County SO	TEN-2025-CharltonSO-006	IIJA 402 PT	\$28,142.48	\$27,539.28
TEN	Donalsonville PD	TEN-2025-DonalsonPD-137	IIJA 402 PT	\$14,246.00	\$12,834.40
TEN	Douglasville, City of	TEN-2025-Douglasvil-016	IIJA 402 PT	\$28,423.36	\$24,834.94
TEN	Effingham County SO	TEN-2025-EffinghaSO-010	IIJA 402 PT	\$33,011.12	\$29,872.27
TEN	Fayetteville PD	TEN-2025-FayettevPD-014	IIJA 402 PT	\$27,738.72	\$19,607.94
TEN	Forsyth PD	TEN-2025-ForsythPD-020	IIJA 402 PT	\$24,609.92	\$17,114.88
TEN	Grady County SO	TEN-2025-GradySO-015	IIJA 402 PT	\$23,844.16	\$10,740.43
TEN	Grovetown PD	TEN-2025-GrovetowPD-012	IIJA 402 PT	\$32,676.32	\$25,467.16
TEN	Habersham County SO	TEN-2025-HabershaSO-018	IIJA 402 PT	\$33,058.64	\$28,796.82
TEN	McCaysville PD	TEN-2025-McCaysviPD-019	IIJA 402 PT	\$29,157.68	\$23,392.14
TEN	Newton County SO	TEN-2025-NewtonSO-007	IIJA 402 PT	\$26,250.40	\$24,463.95
TEN	Oglethorpe County SO	TEN-2025-OglethorSO-008	IIJA 402 PT	\$24,719.04	\$22,572.77
TEN	Twiggs County SO	TEN-2025-TwiggsSO-005	IIJA 402 PT	\$24,120.64	\$23,778.05
TEN	Valdosta PD	TEN-2025-ValdostaPD-009	IIJA 402 PT	\$27,081.92	\$18,163.71
TEN	Washington County SO	TEN-2025-WashingtSO-011	IIJA 402 PT	\$24,073.12	\$19,716.58
HVE	Barnesville Pd	GA-2025-Barnesvill-124	IIJA 402 PT	\$24,605.50	\$19,093.96
HVE	Bryan County SO	GA-2025-BryanSO-047	IIJA 402 PT	\$52,094.00	\$48,958.85
HVE	Burke SO	GA-2025-BurkeSO-078	IIJA 402 PT	\$51,184.00	\$48,171.06
HVE	Calhoun PD	GA-2025-CalhounPD-018	IIJA 402 PT	\$45,819.00	\$45,709.73
HVE	Carrollton PD	GA-2025-Carrollton-115	IIJA 402 PT	\$53,366.40	\$50,446.49
HVE	Claxton PD	GA-2025-ClaxtonPD-021	IIJA 402 PT	\$25,670.40	\$22,942.68

Program Area	Organization	Grant Number	Funding Source	FY2025 Awarded Amount	FY2025 Expenditures
HVE	Crisp County SO	GA-2025-CrispCtySO-092	IIJA 402 PT	\$29,476.80	\$28,262.50
HVE	Effingham County SO	GA-2025-EffinghaSO-076	IIJA 402 PT	\$75,248.00	\$72,232.04
HVE	Fitzgerald Pd	GA-2025-FitzgerlPD-123	IIJA 402 PT	\$29,308.00	\$28,141.82
HVE	Johnson County BOC	GA-2025-JohnsonBOC-090	IIJA 402 PT	\$19,800.00	\$17,788.70
HVE	Lowndes County SO	GA-2025-LowndesSO-013	IIJA 402 PT	\$90,109.60	\$88,929.45
HVE	Monroe PD	GA-2025-MonroePD-094	IIJA 402 PT	\$63,260.00	\$48,844.14
HVE	Montgomery County SO	GA-2025-MontgomeSO-122	IIJA 402 PT	\$27,537.00	\$4,222.08
HVE	Newnan PD	GA-2025-NewnanPD-070	IIJA 402 PT	\$43,882.00	\$42,315.34
HVE	Peach County SO	GA-2025-PeachSO-120	IIJA 402 PT	\$62,858.00	\$61,310.81
HVE	Pooler PD	GA-2025-PoolerPD-057	IIJA 402 PT	\$34,313.60	\$34,235.97
HVE	Thomasville PD	GA-2025-ThomasviPD-063	IIJA 402 PT	\$26,001.60	\$25,076.16
HVE	Toccoa PD	GA-2025-ToccoaPD-095	IIJA 402 PT	\$28,460.00	\$25,450.52
HVE	Toombs County SO	GA-2025-ToombsSO-086	IIJA 402 PT	\$39,856.40	\$18,270.80
HVE	Twiggs County SO	GA-2025-TwiggsSO-061	IIJA 402 PT	\$48,258.40	\$48,186.83
HVE	Union City, City of	GA-2025-UnionCity-084	IIJA 402 PT	\$43,727.45	\$40,718.90
HVE	Washington County SO	GA-2025-WashingtSO-103	IIJA 402 PT	\$58,331.20	\$40,687.69
HVE	Wrens PD	GA-2025-WrensPD-088	IIJA 402 PT	\$23,799.20	\$20,386.09
Speed Enforcement Training	Public Safety Training Center, GA	GA-2025-GPSTC-TR-031	IIJA 402 PT	\$77,881.71	\$62,897.48
Campaign	Public Safety, Department of	GA-2025-GaDPS-102	IIJA 402 PT	\$1,500,000.00	\$1,499,947.24
PREVENTING ROADSIDE DEATHS					
In-House Grant	GA GOHS M12BDAT	GA-2025-GohsGrante-129	IIJA 405h M12BDAT	\$40,920.00	\$0.00
ROADWAY SAFETY					
In-House Grant	GA GOHS RS	GA-2025 GohsGrante-001	IIJA 402 RS	\$296,007.45	\$292,127.42
TRAFFIC RECORDS/DATA PROGRAM					
In-House Grant	GA GOHS-405c	GA-2025-GohsGrante-118	IIJA 405c	\$316,683.92	\$295,702.10
CODES	Public Health, Georgia Dept of	GA-2025-DPH-007	IIJA 405c	\$105,570.34	\$105,570.34
			SUP IIJA 405C	\$238,499.76	\$186,613.43
GECPS	Driver Services, Georgia Department of	GA-2025-DDS-043	IIJA 405c	\$261,197.69	\$232,099.22
Oasis	Public Health, Georgia Dept of	GA-2025-DPH-012	IIJA 405c	\$214,890.84	\$204,490.97
	Public Safety Training Center	GA-2025-GPSTC TR-034	IIJA 405c	\$281,802.00	\$244,554.32
EMS/Trauma	Public Health, Georgia Department (EMS/TR)	GA-2025-DPH EmsTra-052	IIJA 405c	\$257,097.02	\$166,594.93
	Georgia Association of Chief Police	GA-2025-GACP-109	IIJA 405c	\$672,010.00	\$671,845.57
	Driver Services, Georgia Dept. of	GA-2025-DDS-085	IIJA 405c	\$129,686.28	\$118,607.60

Program Area	Organization	Grant Number	Funding Source	FY2025 Awarded Amount	FY2025 Expenditures
TEEN TRAFFIC SAFETY					
In-House Grant	GA GOHS TSP	GA-2025-GohsGrante-025	IIJA 402 TSP	\$282,883.31	\$275,042.63
	Savannah Technical College	GA-2025-SavannTech-004	IIJA 402 TSP	\$190,638.72	\$113,000.88
	Children and Parent Resource Group	GA-2025-ChildrenPR-100	IIJA 402 TSP	\$400,000.00	\$196,000.00
	Students Against Destructive Decisions SADD	GA-2025-SADD-065	IIJA 402 TSP	\$241,772.18	\$179,698.72
Young Adult	ABAC Advancement Foundation, INC.	YA-2025-ABAC-002	IIJA 402 TSP	\$11,310.00	\$6,268.00
Young Adult	Augusta University	YA-2025-AugustaUni-009	IIJA 402 TSP	\$12,600.00	\$10,088.95
Young Adult	Fort Valley State University	YA-2025-FortValley-006	IIJA 402 TSP	\$9,640.88	\$4,169.57
Young Adult	Georgia College & State University	YA-2025-GeorgiaCSU-001	IIJA 402 TSP	\$9,539.00	\$8,978.55
Young Adult	Georgia Southwestern State Univ	YA-2025-GASouthwes-008	IIJA 402 TSP	\$11,800.00	\$8,212.85
Young Adult	Georgia State University	YA-2025-GAStateUni-007	IIJA 402 TSP	\$20,066.00	\$14,704.90
Young Adult	Kennesaw State University Foundation	YA-2025-KennesawSt-003	IIJA 402 TSP	\$31,579.44	\$13,693.66
Young Adult	North Georgia, University of	YA-2025-UnivNorGA-004	IIJA 402 TSP	\$20,718.96	\$16,213.87
Young Adult	Valdosta State University	YA-2025-ValdostaSt-013	IIJA 402 TSP	\$6,434.49	\$3,846.63
Young Adult	Dalton State College	YA-2025-DaltonStCo-011	IIJA 402 TSP	\$22,393.68	\$15,751.04
Young Adult	GA Southern Univ. Office of Students Wellness	YA-2025-GSoUnivWHP-014	IIJA 402 TSP	\$26,658.73	\$14,535.83
Young Adult	GA Gwinnett College, Wellness & Rec. Center	YA-2025-GwinnettWRC-015	IIJA 402 TSP	\$20,665.50	\$7,208.42
Young Adult	West Georgia, University of	YA-2025-WestGAUniv-005	IIJA 402 TSP	\$10,505.88	\$5,467.19
Shattered Dreams	Grady Memorial Hospital	GA-2025-GradyMemoH-075	IIJA 405d FDL*TSP	\$243,545.12	\$78,107.12
B.R.A.K.E.S.	Putting on the Brakes	GA-2025-PutOnBrake-080	IIJA 405d FDL*TSP	\$71,500.00	\$70,000.00
OLDER DRIVER					
	Public Health, Georgia Dept. of	GA-2025-DPH-005	IIJA 402 OD	\$218,977.93	\$180,345.18
UNATTENDED					
Heatstroke/ Unattended	Early Care and Learning, Georgia Dept. of	GA-2025-DECAL-133	IIJA 402 UNATTD	\$30,000.00	\$30,000.00

APPENDIX C: TRAFFIC RECORDS - SECTION 405C QUANTITATIVE PROGRESS REPORTS

Traffic Records Quantitative Progress Report

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY 2025, the Georgia EMS and Injury Surveillance systems have improved in the areas of Accuracy, Completeness, Uniformity, and Timeliness as demonstrated in the Section 405c Quantitative Progress Report below.

Section 405c Quantitative Progress Report

State: GA Date: 7.25.2025 Submitted by Denise Yeager, CODES Manager

Regional Reviewer:

System to be Impacted	<input checked="" type="checkbox"/> _CRASH <input checked="" type="checkbox"/> _DRIVER <input type="checkbox"/> _VEHICLE <input type="checkbox"/> _ROADWAY <input type="checkbox"/> _CITATION/ADJUDICATION <input type="checkbox"/> _EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input type="checkbox"/> _ACCURACY <input type="checkbox"/> _TIMELINESS <input type="checkbox"/> _COMPLETENESS <input type="checkbox"/> _ACCESSIBILITY <input type="checkbox"/> _UNIFORMITY <input checked="" type="checkbox"/> _INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure</p> <p>Increase the percentage of in-State drivers involved in a crash linked with the driver license file from 0% in 2023 to 5.4% in 2024. This increase includes the 5-year data period from 2017-2021. These linked files only include drivers involved in a crash with suspected impairment. There was a total of 189,862 drivers that were linked to crashes between 2017-2021.</p>
Relevant Project(s) in the State’s Strategic Plan	<p>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates.</p> <p>GA-2025-DPH-007 Support for Georgia Crash Outcome Data Evaluation Systems (CODES) Data Linkage - integration and analysis published in <i>Georgia Traffic Safety Facts Issue Brief: Examining Alcohol-Impaired Drivers Involved in Motor Vehicle Crashes, September 2024.</i></p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s)</p> <p>CODES and the Georgia Department of Driver Services (DDS) conducted a deterministic linkage using the 2 out of 3 method using the variables: driver license number, date of birth, and first and last name. For this project, the only crash files sent to DDS for integration were those in-State drivers where there was a possibility of suspected impairment involved in the crash. Prior to this integration, only a small study was conducted with DDS, DPH (CODES), and GOHS. Following the achieved integration from this project, CODES and DDS are in discussion to create an ongoing MOU to annually link the crash file for in-State drivers to the driver file. The anticipated goal is to have the crash file integrate with the driver file for in-State drivers involved in a crash.</p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <p>CODES integrated drivers suspected of impairment involved in a crash to the driver file that included their license and conviction record. CODES selected the in-State drivers that did not have a driver condition of no impairment. The variables included in the linkage were: driver license number, date of birth, and first/ last name. These were cleaned by CODES personnel and those files were sent to DDS for linkage using the 2 out of 3 method. These results were sent back to CODES and of those that linked CODES received selected driver and conviction variables.</p> <p>The measure is calculated by the number of driver files from DDS with a positive match divided by the total of in-state drivers involved in a crash (2017-20221). The data exchange began in September 2023 upon signing of the MOU between DDS and DPH (CODES) and clean up of the integration took place in May 2024. Full analysis of the integrated data took place in June-September 2024, with final results of the integration completed and published in September 2024. In the <i>Georgia Traffic Safety Facts Issue Brief: Examining Alcohol-Impaired Drivers Involved in Motor Vehicle Crashes.</i></p>

Date and Baseline Value for the Measure	<i>Number of in-State drivers linked to driver file: 0</i> <i>Percentage of in-State drivers involved in a crash linked with the driver license file September 2023: 0%</i>
Date and Current Value for the Measure	<i>Number of in-State drivers linked to driver file: 189,862 (2017-2021)</i> <i>Percentage of in-State drivers involved in a crash linked with the driver license file September 2024: 5.4%</i>
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
If “has not” or “not sure”: What remedial guidance have you given the State?	
Comments	

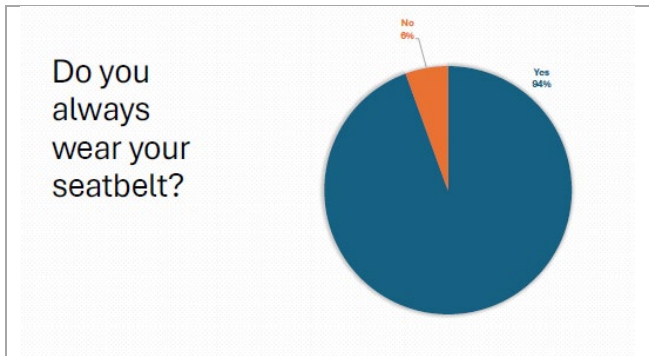
Project Timeline

Month(s), year	Activity	Percent of in-State drivers involved in a crash Fully Integrated	Number of in-State drivers linked to driver file
Pre-Sep-23	Select crash driver files possible suspected of impairment and clean the driver linking variables for data years 2017-2021	0%	0
Sep-23	MOU Signed and data exchange between DDS and DPH begins	0%	0
May-24	Cleaning of Integrated Data	0%	0
June-September 2024	Full Analysis of integrated data	0%	0
Sep-24	Final results of the integration completed and published in the <i>Georgia Traffic Safety Facts Issue Brief: Examining Alcohol-Impaired Drivers Involved in Motor Vehicle Crashes</i>	5.4% (2017-2021)	189,862 (2017-2021)

Yearly Data

Data Year	GA Drivers involved in a Crash	DDS Drivers link with crash	% crash and driver linkage
2017	729,582	45,436	6.2%
2018	764,550	30,908	4.0%
2019	746,984	25,445	3.4%
2020	592,431	38,443	6.5%
2021	700,645	49,630	7.1%
Total 2017-2021	3,534,192	189,862	5.4%

APPENDIX D: GOHS & ALLIANCE HIGHWAY SAFETY SURVEY RESULTS

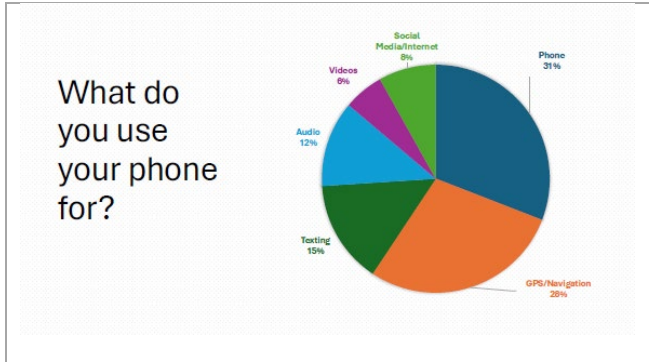
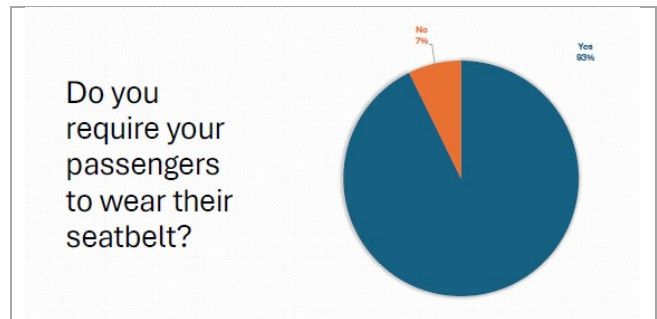


If no, why not?

Most common response: "It's uncomfortable"
"It's not needed"
"Why would I?"
"I forget"
"I don't have to on farm truck on private land"
"I'm not a fan of the belt"

What could convince you to wear your seatbelt?

"If it was more comfortable"
"Getting a ticket"
"If someone could prove the benefits to me"
"A louder reminder bell"
"If I could just wear a lapbelt"



How can the Highway Safety Office make your community safer?

"More awareness programs"	"More motorcycle awareness"
"More DUI Checkpoints"	"I'm not sure"
"More punishment for texting and driving"	"Stop young drivers from driving like [they do]"
"More seatbelt checks, more patrols for texters"	"Pull people over with kids in the front seat"
"Enforce the distracted driving laws"	"Coordinate the spotlight on Thornton Road and I-20"
"More speeding patrols"	"Stop vehicles that are over capacity"
"Provide child care seat courses for Rome"	"More electronic signs"
"Visit Ross Station Middle School and speak on the dangers of off-road vehicles without a helmet."	"Pull over slow drivers in the left lane"
"Keep doing these events"	"Discounted Uber"

How can the Highway Safety Office make your community safer?

"Pullover tailgaters"	"Go after people driving and smoking marijuana"
"Improve the roads"	"Keep pushing seatbelts"
"Bigger fines for speeding and texting and driving"	"You're already doing a great job"
"More electronic signs"	"Longer stop lights"
"Love the overhead sign that give alerts"	"Fix potholes quicker"
"Speed Bumps"	"Provide more lanes"
"Promote Safe Driving habits in schools"	"More speed studies"
"Make the older generation retake the drivers test"	"Harsher penalties"
"Higher DUI penalties"	"More stop lights"

Closing Remarks....

I am honored as the Director, along with my staff, to present the FFY 2025 Annual Highway Safety Report. The report highlights all events and accomplishments along with documentation of the agency and our many partners during FFY 2025. The agency funded many life-saving initiatives designed to meet our mission statement goals. GOHS used strong countermeasures and a renewed, strengthened alliance with partnerships from state, local, community organizations, health departments, high schools, colleges, and businesses.

The Annual Report included many graphs and charts that highlighted our progress in the program areas and the proven countermeasures that we funded throughout the year. We recognize that there is still much more to be done. We are committed to finding innovative ways to reach our goal of Zero Fatalities in our State.

— Allen Poole GOHS Director

