FFY27-29

Triennial

GEORGIA HIGHWAY SAFETY PLAN

PREPARED BY THE

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

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EXECUTIVE SUMMARY

GEORGIA'S ANNUAL HIGHWAY SAFETY PLAN

Under the authority and approval of Governor Brian P. Kemp, the Governor's Office of Highway Safety (GOHS) produces the FFY27-FFY29 triennial Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives for federal grant funding from the National Highway Traffic Safety Administration (NHTSA).

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

MISSION STATEMENT

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

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

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

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the

authority to designate a governor's highway safety representative to administer the federally funded highway program.

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

LEGISLATIVE UPDATES

The Georgia General Assembly continued the 2025-2026 biennium session according to the State of Georgia Constitution on the second Monday of January which was January 12, 2026. During the 40-day session that ended on April 2, 2026, The General Assembly passed SB 160 that was signed into law by Governor Brian Kemp on May 5, 2026. SB 160 suspends the driver's license for three years for anyone convicted of reckless stunt driving for a second time within a five-year period from the committal of the first offense. A person whose license has been suspended for three years may apply for a limited driving permit provided the person has an intelligent speed assistance device installed on their vehicle. This law will take effect on January 1, 2028.

Governor Kemp also signed SB 433, known as Rio's Law. Beginning January 2, 2027, Rio's Law' allows for the issuance of specialty license plates for individuals, or their spouse, parent, or guardian, with autism spectrum disorder (ASD) or a developmental disability. The specialty license plates are designed to alert law enforcement before they even approach the vehicle. It requires a medical affidavit from a licensed physician or psychologist. Courses to teach law enforcement officers on interactions with individuals with autism spectrum disorder or other developmental disabilities will be part of basic peace officer training in the state beginning January 1, 2027.

The Georgia General Assembly also made changes to the law that allows for automated speed enforcement in school zones. HB 651, signed by Governor Kemp on May 12, 2026, requires school zones to be marked with visible signs that will have flashing yellow lights indicating when photographic speed enforcement is taking place. The new law also allows local governments to decide what hours of the school day automated speed enforcement will take place, sets forth disciplinary and suspension guidelines for any local entity that may not be following the law and on July 1, 2027 would require local voter approval for the placement of automated speed enforcement cameras in school zones.

The Georgia General Assembly also modified the automated speed enforcement school zone law in HB 1161, signed by Governor Kemp on May 12, 2026. HB 1161 requires drivers to move over to the furthest right-hand side of the roadway when an emergency vehicle operating in an official emergency warning equipment activated is approaching. This law will take effect on July 1, 2026. HB 1161 was also amended during the legislative process to include a provision requiring signs that show the speed a vehicle is traveling as it approaches a school zone that has automated speed enforcement and the local government that is responsible for operating that automated speed enforcement equipment will be required to generate an annual report detailing how much fine money the local entity has collected during the designated 12-month period.

After adjourning April 2, 2026, Governor Kemp called the General Assembly back for a special session on June 17, 2026. The session call includes legislative districting and election ballots and had no impact on highway safety.

The Georgia General Assembly began the 2025-2026 legislative term January 13, 2025. 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 Georgia General Assembly continued the 2023-2024 session on Monday, January 8, 2024. In response to the tragic death of eight-year Adalynn "Addy" Pierce, who was hit by a vehicle while crossing a road to board school bus in February 2024, the Georgia General Assembly passed HB 409, which was signed into law by Governor Brian P. Kemp on April 23, 2024. Known as 'Addy's Law', HB 409 prohibits school bus stops from being established that would require students to walk across roads and highways where the speed limit is 40 miles per hour or higher. HB 409 also increased the fine for those convicted of illegally passing a school bus to $1,000.00 on July 1, 2024. The fine applies to those convicted in criminal courts and those who are cited in civil action using electronic photographic cameras placed on school buses.

The State of Georgia continues its effort to protect those working on and along state highways and roads with the passage of HB 1193, which was signed into law by Governor Kemp on May 1, 2024, and took effect on July 1, 2024. HB 1193 seeks to improve the visibility of tow/recovery vehicles, utility vehicles, and highway transportation department vehicles when parked or stationary on the side of highways and roads with the use of yellow or amber revolving lights. The State of Georgia is also working to stem the recent increase across the nation in illegal street and drag racing events. SB 10 passed and signed on May 1, 2024, by Governor Kemp makes it crime to be a spectator at an illegal street racing or drag racing event. It is the hope that being able to charge attendees will discourage people from showing up to these illegal events and perhaps deter people from planning and holding such events. The 2023-2024 Georgia General Assembly Legislative Session closed on March 28, 2024. All bills and resolutions filed during this two-year period are no longer viable and under consideration.

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS

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

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

EPIDEMOLOGIST PARTNERSHIP

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the triennial Highway Safety Plan. The contracted epidemiologist has over seventeen (17) years of experience dealing with Georgia crash data and records.

CONTINUOUS FOLLOW-UP AND ADJUSTMENT

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

Section 1

HIGHWAY SAFETY PLANNING PROCESS & PROBLEM IDENTIFICATION

1.1 PROBLEM IDENTIFICATION

1.2 PROCESS PARTICIPANTS

1.3 METHODS FOR PROJECT SELECTION

1.1 PROBLEM IDENTIFICATION

In 2024, there were 1,403 fatalities and 7,920 serious injuries that occurred in motor vehicle traffic crashes on Georgia roadways – the lowest number of traffic fatalities since 2015. The number of traffic-related fatalities decreased by 13% from 1,610 fatalities in 2023. The main contributing factors to traffic crashes and injuries were drivers, passengers, and non-motorists engaging in risky behaviors. These behaviors include not using the appropriate restraint system (unrestrained), alcohol impairment, drug use, speeding, distracted driving, and drowsy driving. In 2024, 151 out of 159 Georgia counties experienced at least one traffic-related fatality.

GOHS recognizes the need to address specific causes of motor vehicle fatalities across the NHTSA traffic safety performance measures.

- **Unrestrained Fatalities:** Between 2011 and 2020, Georgia's observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. Since 2020, the statewide observed seatbelt usage rate has declined to 87.9% in 2025. The number of unrestrained passenger vehicle fatalities decreased by 91 fatalities (20%) from 462 in 2023 to 371 in 2024. Rural areas have a higher proportion of unrestrained seriously injured and fatally injured passenger vehicle occupants compared to other regions. In 2024, 57% of fatally injured occupants (in all seating positions) in rural areas were unrestrained – compared to 48% in other urban regions and 54% in the Atlanta region.

- **Alcohol-Related Fatalities:** In 2024, there were 339 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 2% decrease (8 fewer fatalities) compared to 2023, and a 20% decrease (83 fewer fatalities) compared to 2022. These alcohol-impaired driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia.

- **Speed-Related Fatalities:** In 2024, speeding-related fatalities decreased by 8% (24 fewer fatalities) compared to the previous year. In 2020 (during the COVID-19 public emergency response), speeding-related fatalities increased 73% compared to 2019. Twenty-four percent of all traffic fatalities (339 out of 1,403) were speeding-related in 2024, compared to 23% (380 out of 1,664) in 2020 and 17% (260 out of 1,492) in 2019.

- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2024, there were 286 pedestrian fatalities in the state of Georgia — an 8% decrease from 310 pedestrian fatalities in 2023. Twenty percent of all traffic fatalities were pedestrians in 2024. Despite this annual decrease, preliminary data[1] shows that pedestrian fatalities continue to increase.

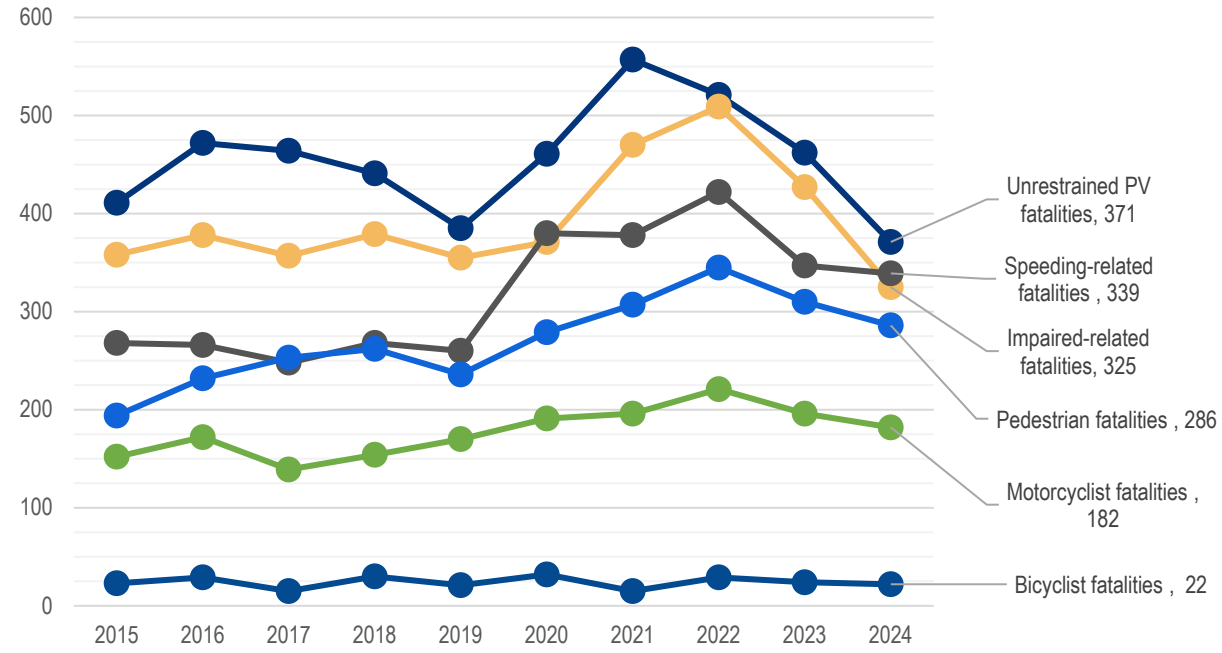
- **Motorcyclist Fatalities:** In 2024, there were 182 motorcyclist fatalities in Georgia motor vehicle traffic crashes – 14 fewer fatalities compared to 2023. Thirteen percent of all traffic fatalities were motorcyclists.

- **Bicyclist Fatalities:** Between 2020 and 2024, there was an average of 24 bicyclist fatalities per year. Two percent of all traffic fatalities were bicyclists in 2024.

[1] Preliminary data from the GDOT Daily Fatality Reports, June 2026.

GOHS, along with partnering state agencies and local organizations, use the statewide five-year rolling average (2015-2024 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year.

Georgia Traffic Fatalities by Traffic Safety Performance Measure (2015-2024)



Source: FARS 2015-2024

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

Georgia Traffic Fatalities and Annual Change by Traffic Safety Performance Measure

Performance Measure			2020	2021	2022	2023	2024
UNIVERSAL CORE PERFORMANCE MEASURES							
UC-1 HSIP-1	Traffic fatalities	Actual	1,658	1,809	1,796	1,610	1,403
		Annual Diff	166	151	(13)	(186)	(207)
UC-2 HSIP-2	Serious injuries in traffic crashes	Actual	7,606	8,937	8,660	8,171	7,920
		Annual Diff	287	1,331	(277)	(489)	(251)
UC-3 HSIP-3	Fatalities per 100M VMT	Actual	1.43	1.50	1.39	1.27	1.15
		Annual Diff	0.31	0.07	(0.11)	(0.12)	(0.12)
SD-1 HSIP-4	Serious Injuries per 100M VMT	Actual	6.577	7.405	6.699	6.445	6.492
		Annual Diff	1.045	0.828	(0.707)	(0.254)	0.047
SD-2 HSIP-5	Non-motorist serious injuries and fatalities	Actual	740	989	1,102	1,015	1,034
		Annual Diff	-	249	113	(87)	19
UC-4	Unrestrained passenger vehicle occupant fatalities	Actual	461	557	521	462	371
		Annual Diff	76	96	(36)	(59)	(91)
UC-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	Actual	371	470	509	427	325
		Annual Diff	16	99	39	(82)	(102)
UC-6	Speeding-related fatalities	Actual	380	378	422	347	339
		Annual Diff	120	(2)	44	(75)	(8)
UC-7	Pedestrian fatalities	Actual	279	307	345	310	286
		Annual Diff	43	28	38	(35)	(24)
STRATEGIC CORE PERFORMANCE MEASURES							
SC-1	Bicyclist fatalities	Actual	32	15	29	24	22
		Annual Diff	11	(17)	14	(5)	(2)
SC-2	Motorcyclist fatalities	Actual	191	196	221	196	182
		Annual Diff	21	5	25	(25)	(14)
SC-3	Drivers aged 20 or younger involved in fatal crashes	Actual	209	226	202	183	168
		Annual Diff	37	17	(24)	(19)	(15)
SC-4	Drivers aged 65 or older involved in fatal crashes	Actual	299	341	306	303	291
		Annual Diff	(14)	42	(35)	(3)	(12)
SC-6	Number of roadside fatalities (as defined by 405(h))	Actual	**	**	**	42	34
		Annual Diff	**	**	**	**	*(8)*
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Confirmed distraction-related fatalities	Actual	61	56	73	44	71
		Annual Diff	18	(5)	17	(29)	27
SD-4	Obser**ved seat belt** use for passenger vehicles, front seat outboard occupants	Actual	95.9%	94.8%	89.3%	87.6%	88.8%
		Annual Diff	0.0%	-1.1%	-5.5%	-1.7%	1.2%

The implementation of programs that reduce crashes, and eliminates injuries and fatalities on Georgia roadways begins with working collaboratively with key partners to identify and prioritize highway safety problems in the state. The highway safety problem areas reviewed are aligned with both the GOHS mission and the updated federal guidelines for the Uniform Procedures for State Highway Safety Grant Programs (23 CFR Part 1300). The updated framework organizes measures into three categories:

- *Universal Core* (**UC**) Performance Measures: Required for all States. These address traffic safety issues common to every State.
- *Strategic Core* (**SC**) Performance Measures: Required only when a State identifies a corresponding safety problem and includes a countermeasure strategy in its Triennial Highway Safety Plan (3HSP).
- *State-Developed* (**SD**) Performance Measures: Additional measures selected by the State to address unique or emerging traffic safety issues and evaluate State-specific strategies.

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

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

FFY27-FFY29:

- **UC-4** Unrestrained passenger vehicle occupant fatalities in urban counties (Fulton, DeKalb, Gwinnett, and Cobb) and rural counties (Coffee, Colquitt, Habersham, and Laurens)

- **UC-5** Fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ in urban counties (DeKalb, Fulton, Cobb, and Gwinnett) and rural counties (Colquitt, Laurens, Toombs, and Coffee)

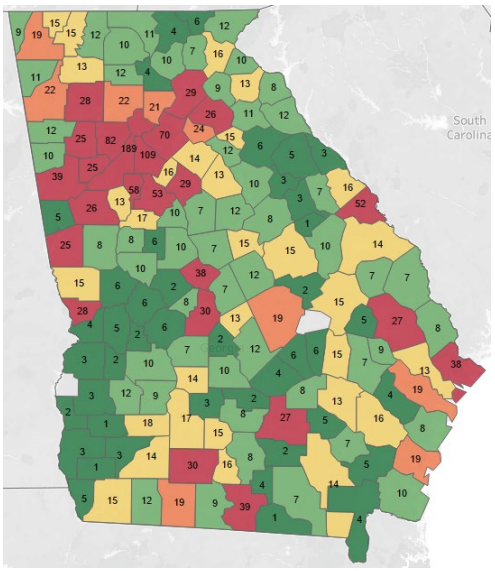
- **UC-6** Speeding-related fatalities in urban counties (Fulton, DeKalb, Cobb, and Gwinnett) and rural counties (Laurens, Thomas, Burke, and Coffee)

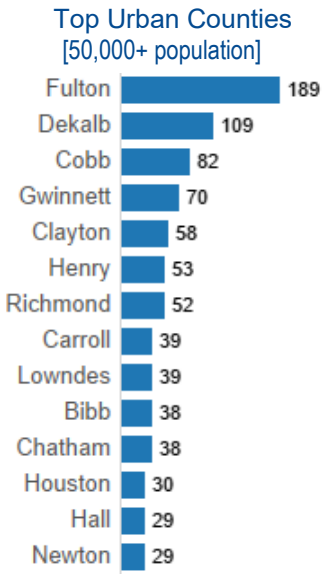
- **UC-7** Pedestrian fatalities in DeKalb, Fulton, Clayton, Bibb, and Chatham counties.

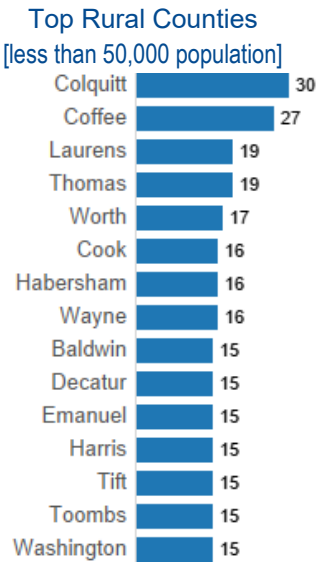
- **SC-2** Motorcyclist fatalities in urban counties (DeKalb, Fulton, Cobb, and Gwinnett) and rural counties (Burke, Polk, Dawson, Gilmer, and Lumpkin)

Note: GOHS will continue to review traffic safety data and trends regularly and update charts, maps, and targets as needed to reflect Georgia's evolving traffic safety priorities and areas of greatest need.

Top Counties with the Highest Number of Unrestrained Passenger Vehicle Fatalities (**UC-4**), *2020-2024*







In 2024, there were 1,403 traffic fatalities in Georgia, of which 849 (61%) were passenger vehicle occupants. Of the passenger vehicle occupants fatally injured, 44% were unrestrained, 45% were restrained, and 11% had unknown restraint use. One hundred and twenty-one counties experienced at least one unrestrained passenger vehicle occupant fatality. Nearly half of all unrestrained passenger vehicle fatalities occur in Georgia's rural counties.

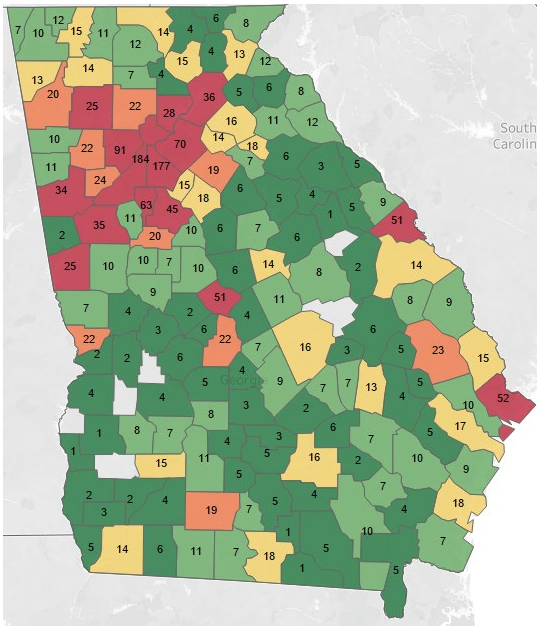
The top five (5) ***URBAN*** counties with the highest number of unrestrained passenger vehicle occupant fatalities in 2024 were:

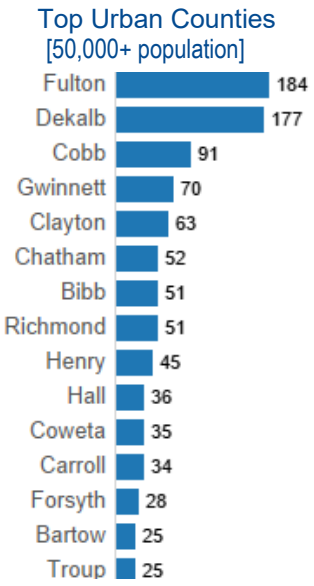
- Fulton County (23 unrestrained PV fatalities, -11 fewer fatalities compared to the previous year, 32% of all PV fatalities were unrestrained based on known restraint use)
- Gwinnett (14, -3, 42%)
- Richmond (12, +3, 63%)
- DeKalb (11, -13, 31%)
- Cobb (11, -1, 46%)

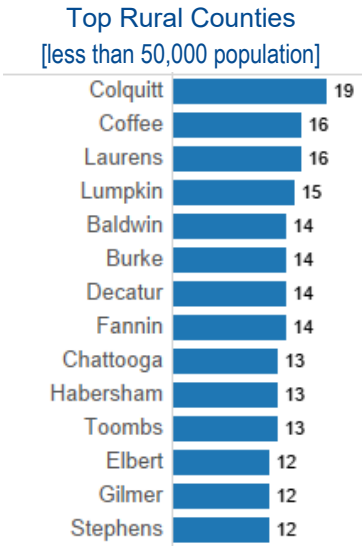
The top ***RURAL*** counties with the highest number of unrestrained passenger vehicle occupant fatalities in 2020-2024 were:

- Colquitt (30 unrestrained PV fatalities, 30% of all PV fatalities were unrestrained based on known restraint use)
- Coffee County (27, 80%)
- Laurens (19, 55%)
- Thomas (19, 60%)
- Habersham (16, 48%)
- Worth (17, 56%)

Top Counties with the Highest Number of Alcohol-Related Traffic Fatalities (**UC-5**)*, 2020-2024*





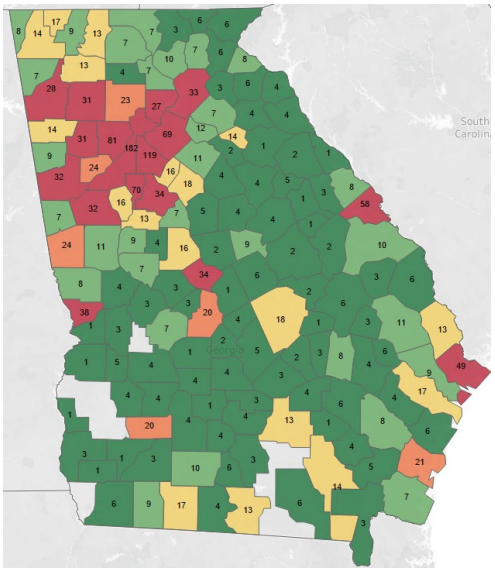


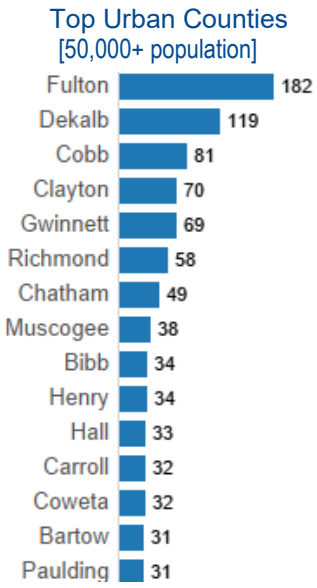
In 2024, 115 counties experienced at least one alcohol-related traffic fatality. Twenty-three percent (23%) of all traffic fatalities involved an impaired driver or motorcycle operator.

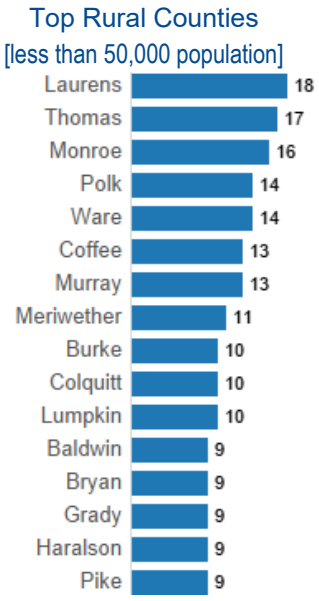
The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ between 2020 and 2024 were in urban counties:

- Fulton County (184 fatalities, 28% of all county fatalities were alcohol-related)
- DeKalb (177, 28%)
- Cobb (91, 28%)
- Gwinnett (70, 23%)
- Clayton (63, 25%)

Top Counties with the Highest Number of Speeding-Related Traffic Fatalities (**UC-6**)*, 2020-2024*





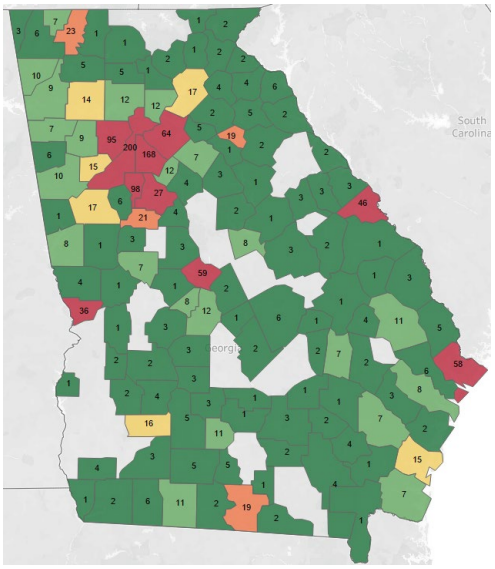


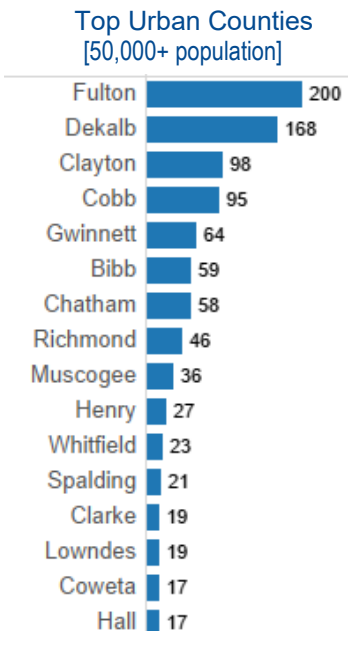
In 2024, 103 counties experienced at least one speed-related traffic fatality. Twenty-four percent (24%) of all traffic fatalities involved at least one speeding driver.

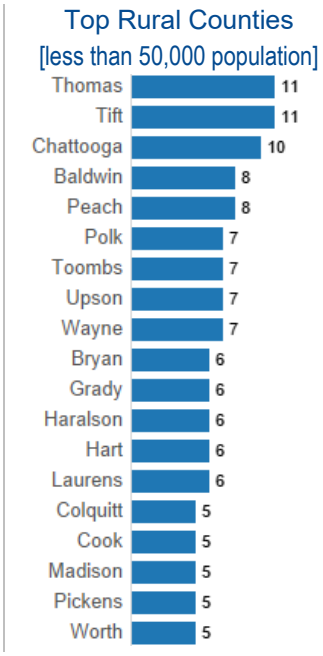
The top five (5) counties with the highest number of fatalities in crashes involving speeding between 2020 and 2024 were in urban counties:

- Fulton County (182 fatalities, 27% of all county fatalities were speed-related)
- DeKalb (119, 19%)
- Cobb (81, 25%)
- Clayton (70, 27%)
- Gwinnett (69, 23%)

Top Counties with the Highest Number of Pedestrian Fatalities (**UC-7**)*, 2020-2024*





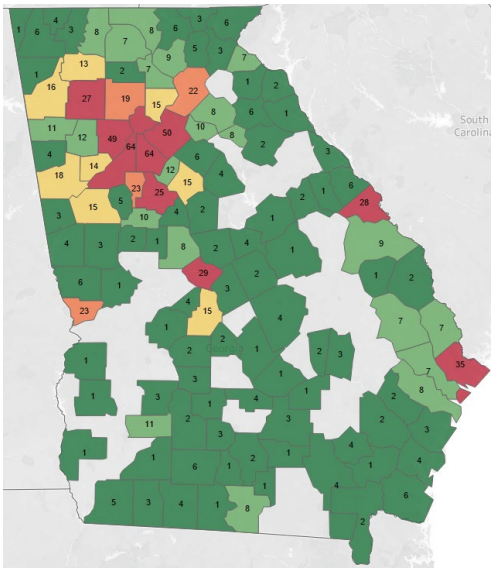


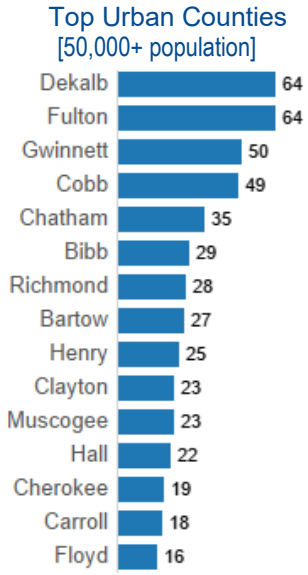
In 2024, 20% of all traffic fatalities were pedestrians. Seventy-seven counties experienced at least one pedestrian fatality. Nearly half (46%) of all pedestrian fatalities occurred in the top 5 counties, with 136 pedestrian fatalities (+5 fatalities compared to the previous year).

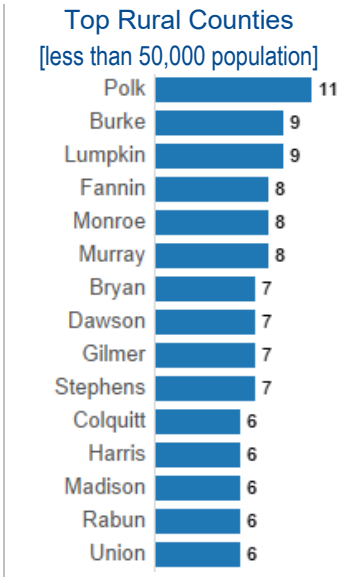
The top five (5) counties with the highest number of pedestrian fatalities are:

- DeKalb County (42 fatalities, -13 fatalities compared to the previous year, 38% of all county fatalities were pedestrians)
- Fulton (33, +1, 35%)
- Cobb (24, +6, 42%)
- Clayton (24, +11, 52%)
- Gwinnett (13, no change, 21%)

Top Counties with the Highest Number of Motorcyclist Traffic Fatalities (**SC-2**)*, 2020-2024*







In 2024, 13% of all traffic fatalities were motorcyclists. In 2024, 75 counties experienced at least one motorcyclist fatality. Twenty-five percent of all motorcyclist fatalities occurred in the top 5 counties, with 44 motorcyclist fatalities (-2 fatalities compared to the previous year).

The top counties with the highest number of motorcyclist fatalities in 2024 were:

- Gwinnett County (14 fatalities, +7 fatalities compared to the previous year, 13% of all county fatalities were motorcyclists)
- Fulton (11, +3, 12%)
- Cobb (7, -1, 12%)
- Dekalb (6, -11, 13%)
- Chatham (6, no change, 10%)

List of Information and Data Sources

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. The research projects that inform GOHS's priorities are described below.

1. **Georgia Traffic Safety Facts (GTSF):**
   These performance measures are used as a guide to further investigate the depth of the problem and answer the who, what, when, where, and the cause (why' or contributing crash factors) of each prioritized measure. The Georgia Traffic Safety Facts (GTSF) publications are intended to be used by a variety of disciplines including traffic safety practitioners, media, engineers, policy makers, and more. These deeper investigations are published annually in the GTSF series that is supported and funded by GOHS. The GTSF are compiled and published by the Crash Outcomes Data Evaluation System (CODES) and Traffic Records Coordinating Committee (TRCC) and cover a variety of traffic safety areas that include:

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

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

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

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

2. **Traffic Safety Performance Measures:**
   GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, GOHS's injury epidemiologist uses the most recent data points to assess the progress within each performance measure by comparing the new data points to the measure baseline values, projected trajectory, and target values established in previous years. In 2020, Georgia state agencies agreed to align target-setting objectives with the Vision Zero goal of achieving zero fatalities and serious injuries by the year 2100. The methodology uses a baseline year to determine the annual reduction required to reach zero traffic fatalities and serious injuries by 2100, based on a linear trendline. The linear trendline was adjusted using the 2024 baseline year to satisfy the requirement that annual targets be either "constant" or "demonstrate improvement" (23 CFR § 1300.11(b)(3)(i-iii)), particularly in cases where the state's actual fatalities were already below the original Vision Zero trendline established from the 2020 baseline.

3. **Annual Evaluation Report:**
   Each year GOHS provides funds for an outcome and process evaluation of the funded sub-recipients and assesses their ability to address highway safety problems and concerns at the local and state levels. The aim of the evaluation study is to determine how sub-recipients were able to address highway safety problems and concerns at the local/state levels and their ability to fulfill the requirements of the awarded application. Sub-recipients that have demonstrated success in implementing their programs specific to the prioritized performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other existing and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

The data-driven problem identification and prioritization process strategically focusses the resources and efforts in specific locations and areas across the state of Georgia. GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reduce serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in the efforts and programs that are being implemented. The identification of highway safety problems, scoring of grant applications (described in section 1.3 Methods for Project Selection), and description of highway safety program areas (section 4.1-4.13 Program Areas) were created using the most recent data and information available from these sources.

1.2 PROCESS PARTICIPANTS

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

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety (Georgia State Patrol)
3. Georgia Department of Public Health
4. Georgia Department of Transportation
5. Georgia Public Safety Training Center
6. Prosecuting Attorneys Council of Georgia
7. Georgia Traffic Records Coordinating Committee
8. Injury Prevention Planning Council
9. University of Georgia
10. Emory University
11. Local communities including police, fire, EMS, elected officials, and citizens.
12. Previously funded GOHS sub-recipients from state agencies, community-based agencies, and local groups
13. Strategic Highway Safety Plan Task Teams:

    - Impaired Driving
    - Occupant Protection
    - Distracted Driving
    - Intersection Safety
    - Roadway Departure
    - Young Adult Drivers
    - Older Drivers
    - Vulnerable Road User (Pedestrian & Bicycle)
    - Motorcycles
    - Commercial Motor Vehicle
    - E-Micromobility

14. Other programs listed within the Strategic Highway Safety Plan include the Georgia Office of EMS/Trauma, Traffic Records and Crash Outcome Data Evaluation System (CODES).

1.3 METHODS FOR PROJECT SELECTION

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

The following is the **FFY2027** Planning Calendar that outlines the highway safety program planning and grant application processes. This planning calendar will be duplicated annually.

FFY 2027 PLANNING CALENDAR

October 2025 – November 2025	Produce an annual ranking report and develop program's Request for Proposals (RFPs).
December 2025	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation. Prepare and submit the Annual Report to NHTSA for the previous FFY.
November 2025 – January 2026	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
December 2025 – May 2026	Data analysis to define highway safety problems and to develop program area performance targets and measures.
January 2026 – February 2026	Receive FFY 2027 grant applications. Complete and submit internal grant applications.
January 2026 – June 2026	Identify and involve partners in the 3HSP planning process. Coordinate 3HSP and data collection for the state with SHSP.
February 2026 – June 2026	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft 3HSP to NHTSA
July 1, 2026	Submit triennial Highway Safety Plan for NHTSA review and approval.
August 1, 2026	Submit Annual Grant Application and 405 incentive grant applications
August 2026 – September 2026	Respond to NHTSA comments/recommendations. Award FFY 2027 grants.
October 2026	Beginning of the FFY 2027 grant year.
December 2026	Evaluate outcomes and results for use in next planning cycle
January 2027	Annual Report submitted to NHTSA

Grant Application Process

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

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

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

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

Application Scoring and Ranking

Once applications are submitted through the GMS, they are reviewed using a staggered-review process. All applications are assigned to a review panel which includes a GOHS grant manager, a staff member from the finance division, the contracted injury epidemiologist, and for new applications, an external reviewer. Due to their nature, in-house grants, new traffic enforcement networks (TEN), new young adult (YA) applications, and mini grants (MG) do not receive an external reviewer.

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

Coordination of the SHSP, HSP, and HSIP

The Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the “4 Safety E’s” – Engineering, Education, Enforcement, and Emergency Medical Services. The 2025-2029 SHSP establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users. This most recent SHSP also incorporated the Safe System approach to highway safety and promoted inter-agency efforts (where at least two state agencies collaboratively co-implement projects).

Throughout the year, joint task team meetings were held to streamline strategies and further promote collaboration among GOHS sub-recipients, state agencies, the SHSP task teams, and other non-traditional partners. GOHS will continue to partner with GDOT to plan and host the SHSP Summit. Collaboration and coordination galvanized by the SHSP ensure uniformity among the prioritized traffic safety goals in Georgia, encourage a team effort in implementing safety programs, and promote diversity in field disciplines and representation of stakeholder groups.

The most recent SHSP (FFY25-FFY29) identified the following topic areas as key focal points for traffic safety. These areas are also aligned with the priorities identified by GOHS for FFY27-FFY29—pedestrian safety, motorcycle safety, impaired driving, and older drivers. GOHS also prioritized increasing restraint use in rural communities and reducing speeding-related traffic injuries and fatalities.

FFY25-FFY29 Strategic Highway Safety Plan Emphasis Areas

The State Highway Safety Plan (SHSP), Triennial Highway Safety Plan (3HSP), and Highway Safety Improvement Program (HSIP) work together to support aligned core performance measure targets and ensure that all agencies are working toward the same traffic safety goals during each reporting cycle. The SHSP is updated at least every five years, the HSIP is updated annually, and the 3HSP is updated every three years.

Challenges in Aligning Federal Reporting Requirements: Triennial HSP & HSIP

Pursuant to 23 CFR § 490.207(b), each Highway Safety Improvement Plan (HSIP) safety performance measure is based on a 5-year rolling average. In contrast, the Triennial Highway Safety Plan (HSP) provides states with flexibility in establishing performance targets, allowing the use of annual counts, 3-year moving averages, or 5-year moving averages in accordance with the Uniform Procedures for State Highway Safety Grant Programs Docket No. NHTSA-2024-0037.

Historically, **23 CFR § 490.209(a)(1)** required State Departments of Transportation and State Highway Safety Offices to establish identical targets for the common HSIP and HSP performance measures. However, FHWA and NHTSA amended **23 CFR § 490.209(a)(1)** and waived the identical-target requirement following changes to the HSP performance management framework. As a result, for the FY27–29 planning cycle, the Triennial HSP and HSIP federal reporting targets requirement will not align (Uniform Procedures for State Highway Safety Grant Programs). The differing reporting requirements prescribed by the respective regulations—annual counts, 3-year moving averages, or 5-year moving averages for the HSP versus mandatory 5-year moving averages for the HSIP—limit the ability to establish identical reported targets.

Although the reporting mandates related to metrics differ, Georgia's transportation safety partners have adopted a common **Vision Zero by 2100** methodology to ensure consistency in the underlying target-setting approach. *Georgia state agencies want to align and use the same annual target metrics for reporting; therefore, safety partners agreed to use annual targets when communicating progress publicly and engaging with stakeholders, as annual counts are more easily understood, readily translated into local goals and initiatives, and more actionable for partner agencies compared to rolling-average measures.*

Target Comparison: Annual Highway Safety Plan (HSP) vs. 5-Year Moving Average Highway Safety Improvement Plan (HSIP)

Performance Measures		Metric	FY27-29 BASELINE	Prelim	Targets		
			2024*	2025**	2027	2028	2029
Universal Core-1 HSIP-1	**Traffic fatalities**	**HSP** Annual	1,403	1,347	1,349	1,331	1,313
		HSIP 5MA	1,655.2	1,593.0	1,415.2*	--	--
Universal Core-2 HSIP-2	**Serious traffic injuries**	**HSP** Annual	7,920	7,537	7,608	7,504	7,400
		HSIP 5MA	8,258.8	8,245.0	7,789.6*	--	--
Universal Core-3 HSIP-3	**Traffic fatalities per 100M VMT**	**HSP** Annual	1.15	1.09	1.12	1.11	1.10
		HSIP 5MA	1.348	1.280	1.152*	--	--
State Developed-1 HSIP-4	**Serious injuries in traffic crashes per 100M VMT**	**HSP** Annual	6.492	6.108	6.237	6.152	6.067
		HSIP 5MA	6.723	6.630	6.321*	--	--
State Developed-2 HSIP-5	**Non-motorist serious injuries and fatalities**	**HSP** Annual	1,034	1,050	995	982	969
		HSIP 5MA	976.0	1,038.0	1,020.4*	--	--

Although the reporting mandates related to metrics differ, Georgia's transportation safety partners have adopted a common Vision Zero by 2100 methodology to ensure consistency in the underlying target-setting approach. FY27–29 HSP annual targets were established based on the updated FY26–27 Vision Zero trendline, while FY27 HSIP 5-year moving average targets were calculated using 2023–2024 FARS data, 2025 preliminary state data, and FY26–27 Vision Zero annual targets.

Triennial HSP & HSIP Challenges for Target Alignment

Federal reporting requirements for the HSP and HSIP now differ, preventing identical reported targets. The 3HSP allows states to report targets using annual counts, 3-year moving averages, or 5-year moving averages, while the HSIP continues to require 5-year moving averages.

To maintain consistency across programs, Georgia's transportation safety partners use a common Vision Zero by 2100 methodology and annual target values when communicating progress. This approach provides a more understandable, actionable, and locally relevant framework for traffic safety planning and stakeholder engagement.

Section 2

PERFORMANCE REPORT

Traffic Safety Performance Measures: Outcomes Compared to Baseline and Target

The Traffic Safety Performance Measures are aligned with the updated federal guidelines for the Uniform Procedures for State Highway Safety Grant Programs (23 CFR Part 1300). The updated framework organizes measures into three categories:

Universal Core (UC) Performance Measures: Required for all States. These address traffic safety issues common to every State.

Strategic Core (SC) Performance Measures: Required only when a State identifies a corresponding safety problem and includes a countermeasure strategy in its Triennial Highway Safety Plan (3HSP).

State-Developed (SD) Performance Measures: Additional measures selected by the State to address unique or emerging traffic safety issues and evaluate State-specific strategies.

- UC-1 / HSIP-1: Number of traffic fatalities
- UC-2 / HSIP-2: Number of serious injuries in traffic crashes
- UC-3 / HSIP-3: Fatalities per 100 Million Vehicle Miles Traveled
- SD-1 / HSIP-4: Serious Injuries per 100 Million Vehicle Miles Traveled
- SD-2 / HSIP-5: Number of non-motorist serious injuries and fatalities
- UC-4: Number of unrestrained passenger vehicle occupant fatalities
- UC-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
- UC-6: Number of speeding-related fatalities
- UC-7: Number of pedestrian fatalities
- SC-1: Number of bicyclist fatalities
- SC-2: Number of motorcyclist fatalities
- SC-3: Number of drivers aged 20 or younger involved in fatal crashes
- SC-4: Number of drivers aged 65 or older involved in fatal crashes
- SD-3: Number of distraction-related fatalities
- SD-4: Observed seat belt use for passenger vehicles

FFY26 TRAFFIC SAFETY PERFORMANCE PROGRESS REPORT

(Annual Metric)

In addition to the mandated 5-year moving-average performance metrics for FY26, Georgia GOHS has set annual targets aligned with the Vision Zero initiative. Georgia continued to make substantial progress toward its traffic safety goals during the FY24–FY26 reporting period. Of the 13 traffic safety performance measures, 10 measures achieved a "Met" status in 2024, 2 measures were classified as "On Track," and 1 measure ("Observed Seat Belt Use") did not meet its target. Preliminary 2025 data indicate continued progress for most fatality and serious injury measures, although increases were observed among some vulnerable road user measures.

- Traffic fatalities and serious injuries continue to trend downward and remain below target levels.
- Fatality and serious injury rates reached their lowest levels in several years.
- Alcohol-impaired, speeding-related, motorcyclists, and unrestrained occupant fatalities showed substantial reductions.
- Pedestrian, bicyclist, and overall non-motorist measures remain below targets but showed recent increases.
- Seat belt use remains the state's most significant performance challenge and the only measure not meeting targets.

Overall, Georgia remains on track toward its **Vision Zero by 2100** strategy, with most measures outperforming annual target projections and continuing long-term downward trends.

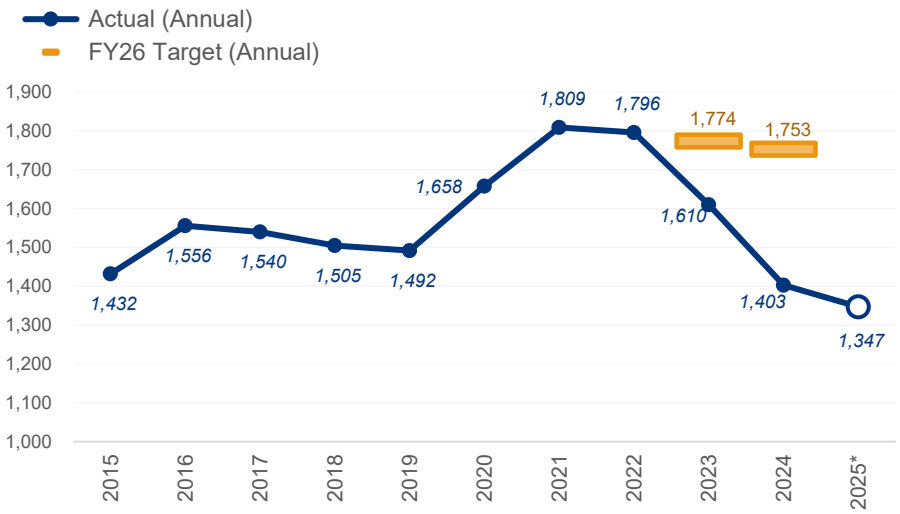
Traffic Safety Performance Measure		Annual Fatalities 2022	2023	2024	2025 (preliminary)	Proposed Vision Zero *(in 80 years)* Annual Targets (FFY24-FFY26)		Annual Target Progress Status 2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-1 HSIP-1	Traffic fatalities	1,796	1,610	1,403	1,347	Reduce 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	Met
		-13	*-186*	*-207*	*-56*					
UC-2 HSIP-2	Serious injuries in traffic crashes	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	Met
		-277	*-489*	*-251*	*-383*					
UC-3 HSIP-3	Fatalities per 100M VMT	1.39	1.27	1.15	1.09	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	Met	Met	Met
		-0.11	*-0.12*	*-0.12*	*-0.06*					
SD-1 HSIP-4	Serious Injuries per 100M VMT	6.699	6.445	6.492	6.108	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	Met
		-0.707	*-0.254*	*-0.047*	*-0.384*					
SD-2 HSIP-5	Number of non-motorist serious injuries and fatalities	1,102	1,015	1,034	1,050	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	On Track [annual increase]	On Track [annual increase]
		+113	*-87*	*+19*	*+16*					

Traffic Safety Performance Measure		Annual Fatalities 2022	2023	2024	2025 (preliminary)	Proposed Vision Zero *(in 80 years)* Annual Targets (FFY24-FFY26)		Annual Target Progress Status 2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-4	Unrestrained passenger vehicle occupant fatalities	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
		-36	*-57*	*-79*	**					
UC-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	509	427	325	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
		39	*-82*	*-102*	**					
UC-6	Speeding-related fatalities	422	347	339	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	** TBD
		44	*-75*	*-8*	**					
UC-7	Pedestrian fatalities	345	310	286	299	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 [annual increase]
		38	*-35*	*-24*	*+13*					
SC-1	Bicyclist fatalities	29	24	22	26	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	On Track [annual increase]
		+14	*-5*	*-2*	*+4*					
SC-2	Motorcyclist fatalities	221	196	182	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	Met
		+25	*-25*	*-14*	*-78*					
SC-3	Drivers aged 20 or younger involved in fatal crashes	202	183	168	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
		-24	*-19*	*-15*	**					
SC-4	Number of drivers aged 65 or older involved in fatal crashes	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	Met	Met	** TBD
		-35	*-3*	*-12*	**					
SD-3	Number of confirmed distraction-related fatalities	73	41	71	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	On Track [annual increase]	** TBD
		+17	*-32*	*+27*	**					
SD-4	Observed seat belt use for passenger vehicles, front seat outboard occupants	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	Not Met
		-5.5%	*-1.7%*	*1.2%*	*-0.9%*					

FFY26 TRAFFIC SAFETY PERFORMANCE REPORT NARRATIVE

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

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-1 HSIP-1	Traffic fatalities	1,796	1,610	1,403	1,347	Met	Met	Met
		-13	*-186*	*-207*	*-56*			



Program-Area-Level Report

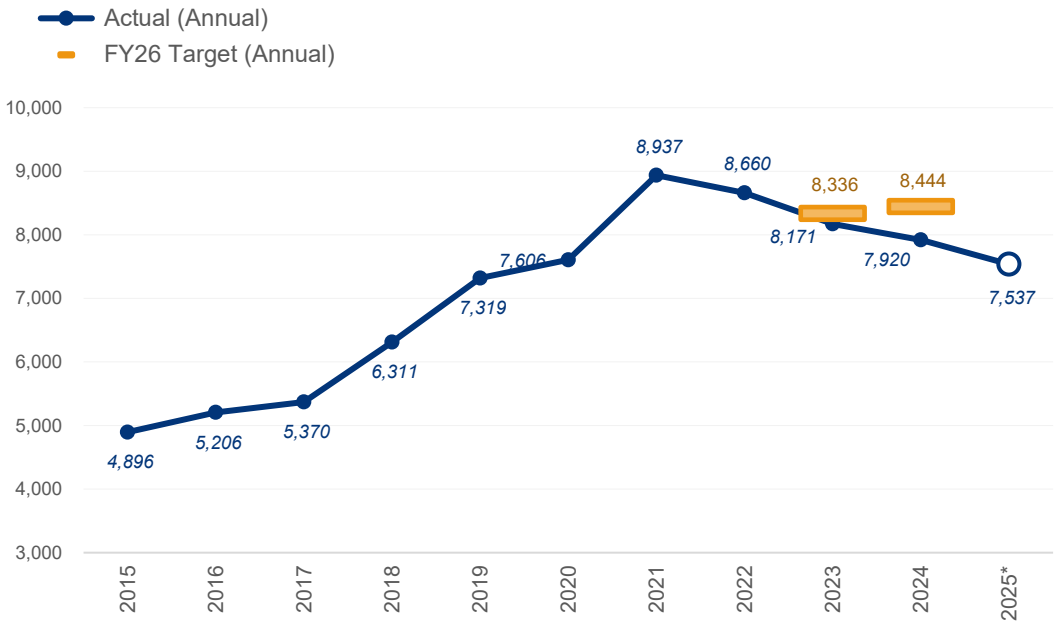
Traffic fatalities in Georgia have continued to decline for the third consecutive year following a peak of 1,809 fatalities in 2021. Fatalities decreased from 1,796 in 2022 to 1,610 in 2023 (-186 fatalities, -10%) and further declined to 1,403 in 2024 (-207 fatalities, -13%). Preliminary 2025 data indicate 1,347 fatalities, representing an additional reduction of 56 fatalities (-4%) compared to 2024. Fatalities declined 25% from the 2021 peak (1,809) to the preliminary 2025 total (1,347). Fatalities decreased by 449 deaths between 2022 and preliminary 2025.

The state exceeded its annual fatality reduction goals in each of the last three years. The annual target for FY24 was 1,774 fatalities, while the actual 2023 total was 1,610, exceeding the target by 164 fewer fatalities than projected. Similarly, the FY25 target was 1,753 fatalities, and the actual 2024 total of 1,403 fatalities outperformed the target by 350 fatalities.

Preliminary 2025 fatalities remain well below both prior-year levels and the Vision Zero target trajectory (2022 baseline), indicating that Georgia is continuing to make meaningful progress toward reducing traffic deaths. *As a result, the state achieved a **"Met"** status for annual fatality targets in 2023, 2024, and preliminary 2025.*

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

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-2 HSIP-2	Serious injuries in traffic crashes	8,660	8,171	7,920	7,537	Met	Met	Met
		-277	*-489*	*-251*	*-383*			



Program-Area-Level Report

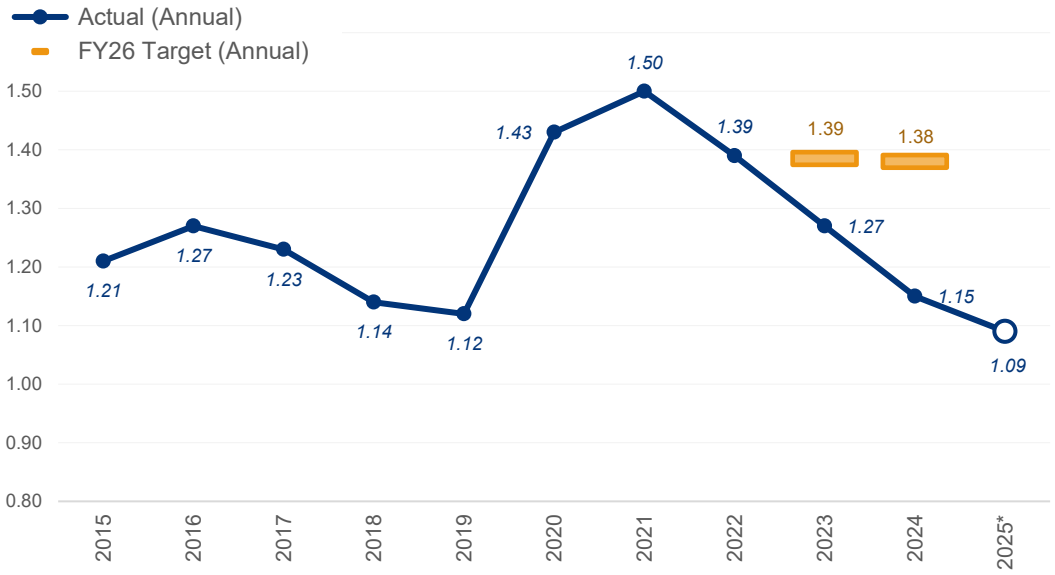
Serious injuries resulting from traffic crashes have declined steadily since reaching a peak of 8,937 serious injuries in 2021. Following that peak, serious injuries decreased to 8,660 in 2022, 8,171 in 2023 (-489 injuries, -6%), and 7,920 in 2024 (-251 injuries, -3%). Preliminary 2025 data show a further decline to 7,537 serious injuries, representing 383 fewer serious injuries (-5%) compared to 2024. □ Serious injuries decreased by 1,123 injuries between 2022 and preliminary 2025.

Georgia has outperformed its annual serious injury reduction targets. The FY24 target was 8,336 serious injuries, while the actual 2023 total was 8,171, exceeding the target by 165 fewer serious injuries than projected. Likewise, the FY25 target was 8,444 serious injuries, and the actual 2024 total of 7,920 serious injuries surpassed the target by 524 fewer serious injuries.

Preliminary 2025 data continue this positive trend, with serious injuries remaining well below the state's target trajectory. *As a result, Georgia achieved a "Met" target status in 2023, 2024, and preliminary 2025.*

UC-3 / HSIP-3: Fatalities per 100M VMT (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-3 HSIP-3	Fatalities per 100M VMT	1.39	1.27	1.15	1.09	Met	Met	Met
		-0.11	*-0.12*	*-0.12*	*-0.06*			



Program-Area-Level Report

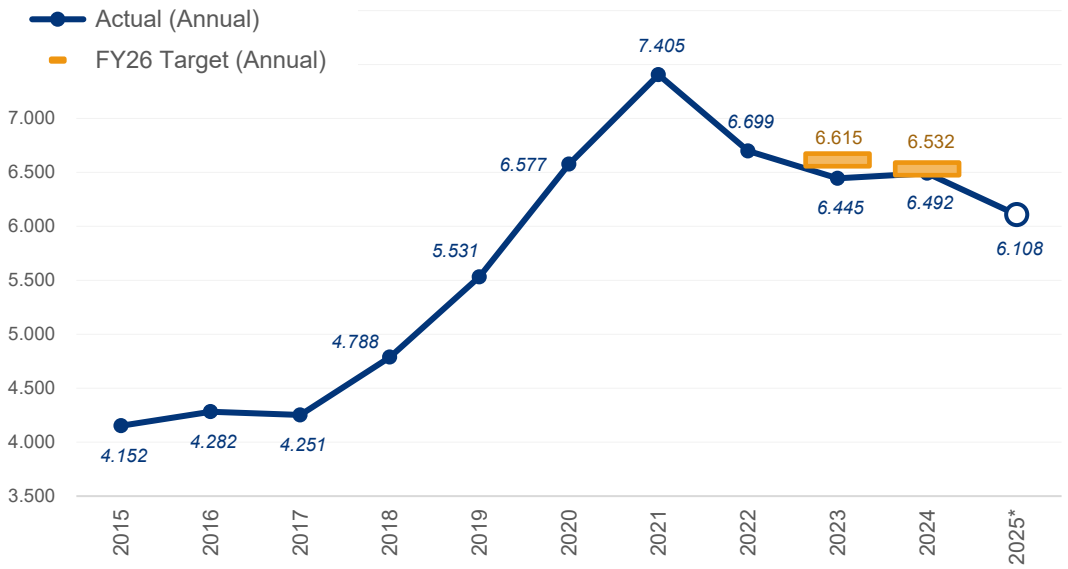
Georgia's fatality rate per 100 million vehicle miles traveled (VMT) has declined substantially since reaching a high of 1.50 in 2021, indicating that traffic fatalities have decreased relative to the amount of travel occurring on the state's roadways. The fatality rate fell to 1.39 in 2022, 1.27 in 2023 (-0.12), and 1.15 in 2024 (-0.12). Preliminary 2025 data show a further decline to 1.09, representing an additional reduction of 0.06 from 2024. The rate decreased by 0.30 points between 2022 and preliminary 2025.

The state exceeded its annual fatality rate targets in each of the last two reporting years. The FY24 target was 1.38 fatalities per 100 million VMT, while the actual 2023 rate was 1.27, outperforming the target by 0.11 points. Similarly, the FY25 target was 1.38, and the actual 2024 rate of 1.15 exceeded the target by 0.23 points.

Preliminary 2025 data indicate continued improvement, with the fatality rate declining below 1.10 for the first time in the period shown. *As a result, Georgia achieved a "Met" target status in 2023, 2024, and preliminary 2025.*

SD-1 / HSIP-4: Serious Injuries per 100M VMT (State data files)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SD-1 HSIP-4	Serious Injuries per 100M VMT	6.699	6.445	6.492	6.108	Met	Met	Met
		-0.707	*-0.254*	*-0.047*	*-0.384*			



Program-Area-Level Report

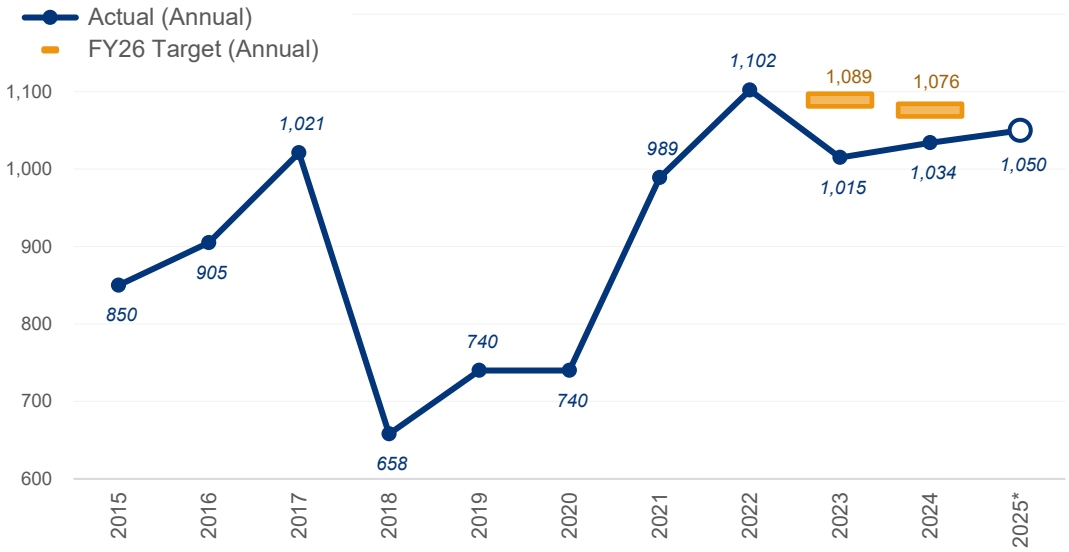
Georgia's serious injury rate per 100 million vehicle miles traveled (VMT) has steadily improved since peaking at 7.405 in 2021. Following that peak, the rate declined to 6.699 in 2022, 6.445 in 2023 (-0.254), and 6.492 in 2024 (+0.047). Preliminary 2025 data show a substantial decrease to 6.108, down 0.384 from 2024. The rate decreased by 0.591 points between 2022 and preliminary 2025.

Although the rate increased slightly between 2023 and 2024, it remained below the state's annual target trajectory. The FY24 target was 6.615 serious injuries per 100 million VMT, while the actual 2023 rate was 6.445, exceeding the target by 0.170 points. Similarly, the FY25 target was 6.532, and the actual 2024 rate of 6.492 remained 0.040 points below the target, resulting in another year of meeting the performance goal.

Preliminary 2025 data indicate renewed progress, with the serious injury rate falling to its lowest level since 2019. *As a result, Georgia achieved a "Met" target status in 2023, 2024, and preliminary 2025.*

SD-2 / HSIP-5: Number of non-motorist serious injuries and fatalities (FARS & State crash data)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SD-2 HSIP-5	Number of non-motorist serious injuries and fatalities	1,102	1,015	1,034	1,050	Met	On Track [annual increase]	On Track [annual increase]
		+113	-87	+19	+16			



Program-Area-Level Report

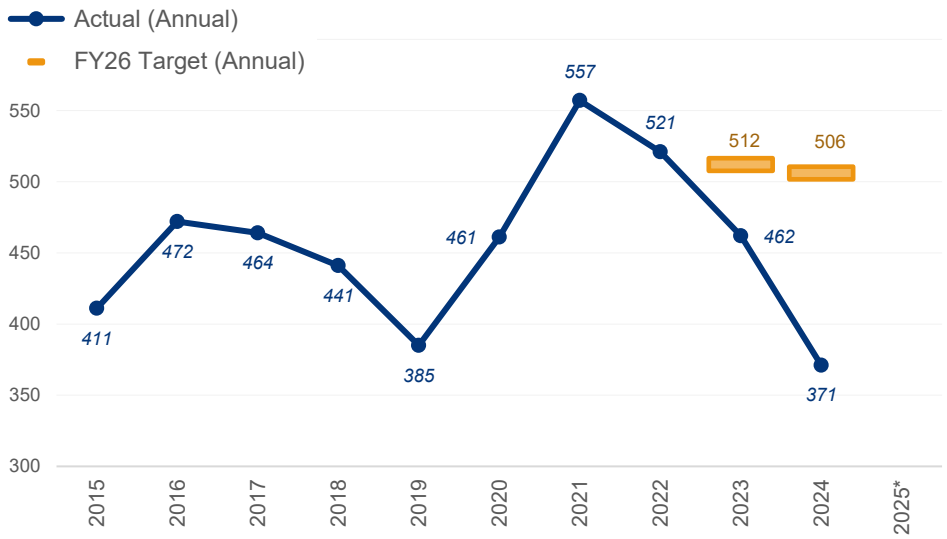
Non-motorist fatalities and serious injuries remain a significant traffic safety concern in Georgia. Following a low of 658 non-motorist fatalities and serious injuries in 2018, the measure increased substantially, reaching 1,102 in 2022. Since then, the measure declined to 1,015 in 2023 (-87), but increased slightly to 1,034 in 2024 (+19). Preliminary 2025 data indicate a further increase to 1,050, representing 16 additional fatalities and serious injuries compared to 2024.

Although annual increases were observed in 2024 and preliminary 2025, the measure remains below the state's target trajectory. The FY24 target was 1,089 non-motorist fatalities and serious injuries, while the actual 2023 total was 1,015, outperforming the target by 74 fewer fatalities and serious injuries than projected. Similarly, the FY25 target was 1,076, and the actual 2024 total of 1,034 remained 42 below the target.

Because the measure increased in both 2024 and preliminary 2025, Georgia did not achieve an annual reduction compared to the previous year. *However, the actual counts remained below the established target values, resulting in an "On Track" status for 2024 and preliminary 2025.* This indicates that while the state remains below its projected target trajectory, recent increases warrant continued attention and targeted safety efforts for pedestrians, bicyclists, and other vulnerable road users.

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

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-4	Unrestrained passenger vehicle occupant fatalities	521	464	385	TBD	● Met	● Met	** TBD
		-36	-57	-79	**			



Program-Area-Level Report

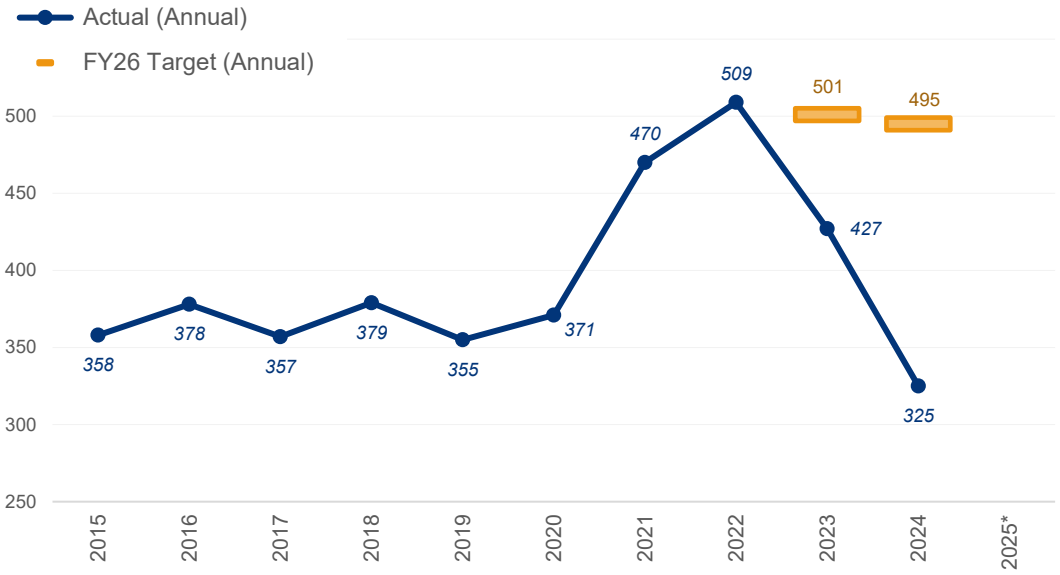
Unrestrained passenger vehicle occupant fatalities have declined substantially in recent years, reflecting continued progress in occupant protection and seat belt use. Following a peak of 557 fatalities in 2021, the number decreased to 521 in 2022, 462 in 2023 (-59 fatalities, -11%), and 371 in 2024 (-91 fatalities, -20%). Overall, unrestrained occupant fatalities declined by 150 deaths (29%) between 2022 and 2024.

Georgia exceeded its annual reduction targets in both 2023 and 2024. The FY24 target was 512 unrestrained occupant fatalities, while the actual 2023 total was 462, outperforming the target by 50 fewer fatalities than projected. Similarly, the FY25 target was 506 fatalities, and the actual 2024 total of 371 fatalities exceeded the target by 135 fewer fatalities.

*Target status was **Met** in 2023 and 2024, demonstrating continued success in reducing fatalities among unrestrained passenger vehicle occupants. Preliminary 2025 data were not available at the time of reporting; therefore, target attainment for FY26 remains TBD.*

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

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	509	427	325	TBD	Met	Met	** TBD
		39	*-82*	*-102*	**			



Program-Area-Level Report

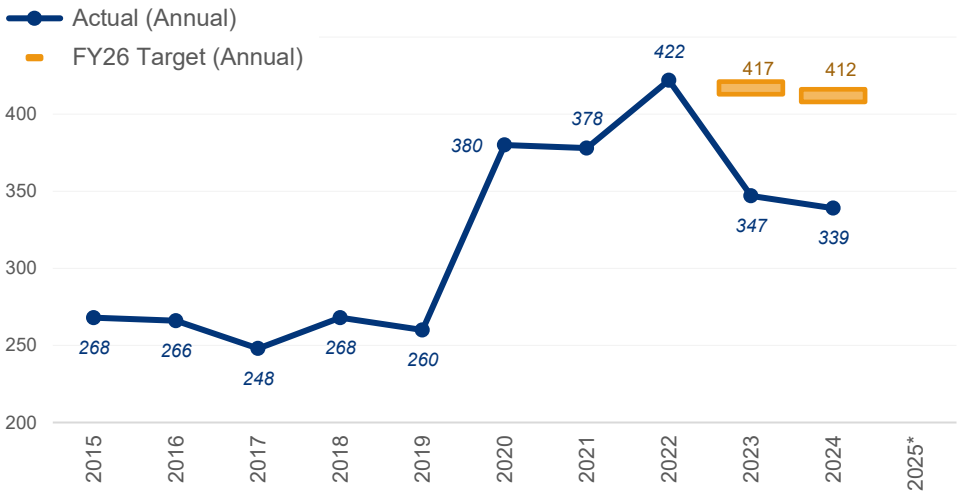
Fatalities involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of 0.08 g/dL or higher declined significantly in recent years after reaching a peak of 509 fatalities in 2022. Alcohol-impaired driving fatalities decreased to 427 in 2023 (-82 fatalities, -16.1%) and further declined to 325 in 2024 (-102 fatalities, -23.9%). Overall, fatalities involving alcohol-impaired drivers decreased by 184 fatalities (36%) between 2022 and 2024.

Georgia substantially exceeded its annual reduction targets during both reporting years. The FY24 target was 501 fatalities, while the actual 2023 total was 427, outperforming the target by 74 fewer fatalities than projected. Similarly, the FY25 target was 495 fatalities, and the actual 2024 total of 325 fatalities exceeded the target by 170 fewer fatalities, representing the largest margin below target among the measures presented.

Target status was Met in 2023 and 2024, while FY26 status remains TBD pending availability of preliminary 2025 data.

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

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-6	Speeding-related fatalities	422	347	339	TBD	Met	Met	** TBD
		44	*-75*	*-8*	**			



Program-Area-Level Report

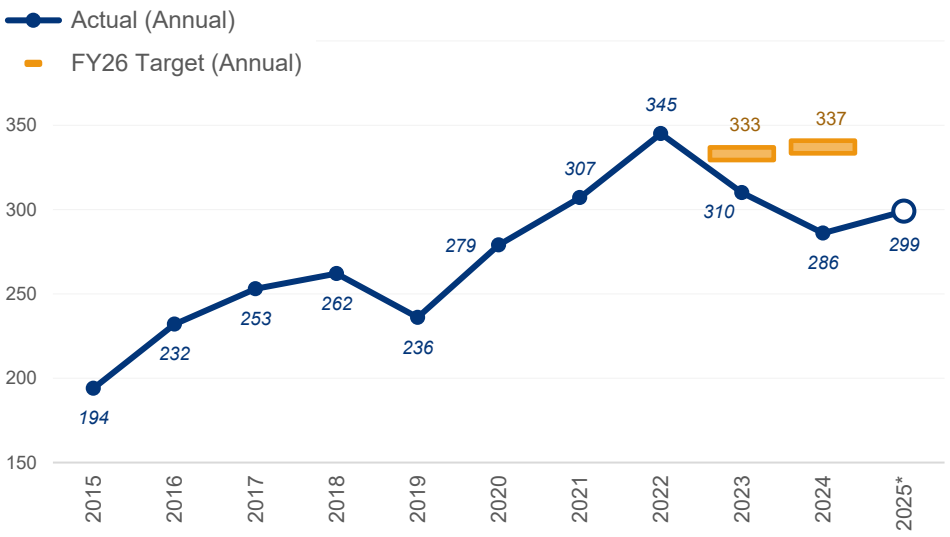
Speeding-related fatalities declined for the second consecutive year following a peak of 422 fatalities in 2022. Fatalities decreased to 347 in 2023 (-75 fatalities, -18%) and further declined to 339 in 2024 (-8 fatalities, -2%). Overall, speeding-related fatalities were reduced by 83 fatalities (20%) between 2022 and 2024.

Georgia exceeded its annual speeding-related fatality reduction targets in both reporting years. The FY24 target was 417 fatalities, while the actual 2023 total was 347, outperforming the target by 70 fewer fatalities than projected. Likewise, the FY25 target was 412 fatalities, and the actual 2024 total of 339 fatalities exceeded the target by 73 fewer fatalities.

Although the decline between 2023 and 2024 was modest compared to the previous year's reduction, speeding-related fatalities remained well below the state's target levels. *Target status was Met in 2023 and 2024, while FY26 status remains TBD pending availability of preliminary 2025 data.*

UC-7: Number of pedestrian fatalities (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
UC-7	Pedestrian fatalities	345	310	286	299	Met	Met	On Track [annual increase]
		38	*-35*	*-24*	*+13*			



Program-Area-Level Report

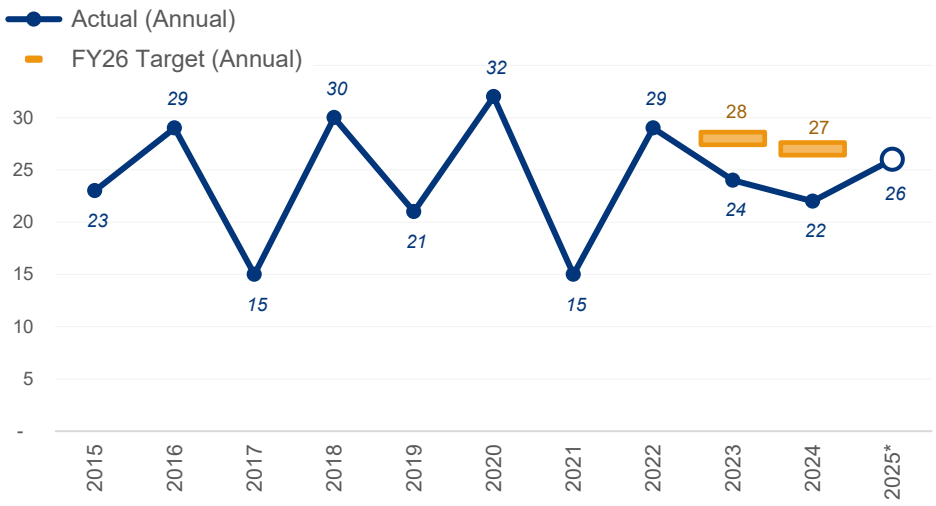
Pedestrian fatalities remain one of Georgia's most significant traffic safety challenges. After reaching a peak of 345 fatalities in 2022, pedestrian fatalities declined to 310 in 2023 (-35 fatalities, -10.1%) and further decreased to 286 in 2024 (-24 fatalities, -7.7%). Preliminary 2025 data, however, indicate a slight increase to 299 fatalities, representing 13 additional pedestrian deaths (+4.5%) compared to 2024.

Georgia exceeded its annual pedestrian fatality reduction targets in both 2023 and 2024. The FY24 target was 333 pedestrian fatalities, while the actual 2023 total was 310, outperforming the target by 23 fewer fatalities than projected. Similarly, the FY25 target was 337 fatalities, and the actual 2024 total of 286 fatalities exceeded the target by 51 fewer fatalities, reflecting substantial progress beyond the anticipated reduction trajectory.

Although preliminary 2025 pedestrian fatalities increased compared to 2024, the total remains below the state's target trajectory. *As a result, the measure is considered "On Track" for FY26 rather than "Met," due to the year-over-year increase.*

SC-1: Number of bicyclist fatalities (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SC-1	Bicyclist fatalities	29	24	22	26	Met	Met	On Track [annual increase]
		+14	-5	-2	+4			



Program-Area-Level Report

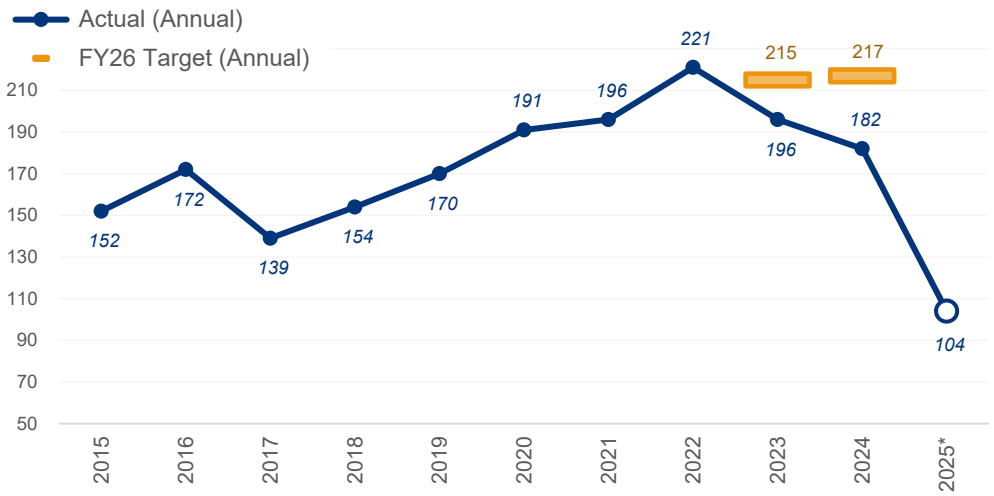
Bicyclist fatalities in Georgia remain relatively low compared to other traffic safety measures but continue to fluctuate from year to year due to the small number of cases. Following a recent high of 29 fatalities in 2022, bicyclist fatalities declined to 24 in 2023 (-5 fatalities, -17%) and further decreased to 22 in 2024 (-2 fatalities, -8%). Preliminary 2025 data indicate an increase to 26 fatalities, representing 4 additional bicyclist deaths (+18%) compared to 2024.

Georgia exceeded its annual bicyclist fatality reduction targets in both 2023 and 2024. The FY24 target was 28 fatalities, while the actual 2023 total was 24, outperforming the target by 4 fewer fatalities than projected. Similarly, the FY25 target was 27 fatalities, and the actual 2024 total of 22 fatalities exceeded the target by 5 fewer fatalities, demonstrating continued progress in reducing bicyclist fatalities.

Although preliminary 2025 fatalities increased compared to 2024, the total remains below the FY26 target trajectory. *As a result, the measure is classified as "On Track" rather than "Met" due to the year-over-year increase.* Given the relatively small number of annual fatalities, even modest changes in counts can result in noticeable fluctuations from year to year.

SC-2: Number of motorcyclist fatalities (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SC-2	Motorcyclist fatalities	221	196	182	104	Met	Met	Met
		+25	-25	-14	-78			



Program-Area-Level Report

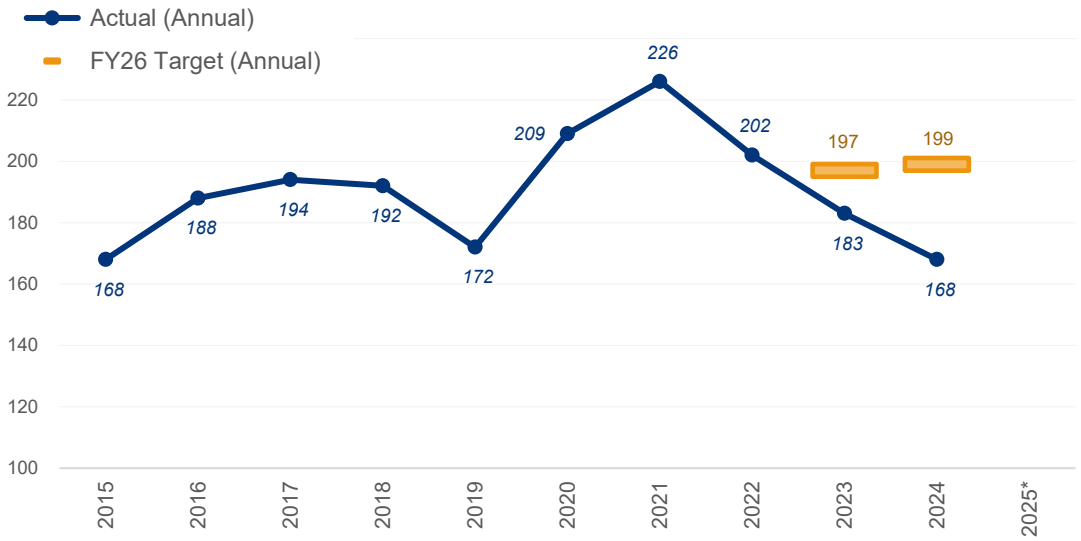
Motorcyclist fatalities declined substantially over the most recent reporting period following a peak of 221 fatalities in 2022. Fatalities decreased to 196 in 2023 (-25 fatalities, -11%) and further declined to 182 in 2024 (-14 fatalities, -7%). Preliminary 2025 data indicate a significant reduction to 104 fatalities, representing 78 fewer fatalities (-43%) compared to 2024.

Georgia exceeded its annual motorcyclist fatality reduction targets in both 2023 and 2024. The FY24 target was 215 fatalities, while the actual 2023 total was 196, outperforming the target by 19 fewer fatalities than projected. Similarly, the FY25 target was 217 fatalities, and the actual 2024 total of 182 fatalities exceeded the target by 35 fewer fatalities, demonstrating continued progress beyond the anticipated reduction trajectory.

Preliminary 2025 data show a substantial decrease in motorcyclist fatalities and remain well below the FY26 target trajectory. *As a result, Georgia achieved a "Met" status for 2023, 2024, and preliminary 2025.*

SC-3: Drivers aged 20 or younger involved in fatal crashes (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SC-3	Drivers aged 20 or younger involved in fatal crashes	202	183	168	TBD	Met	Met	** TBD
		-24	*-19*	*-15*	**			



Program-Area-Level Report

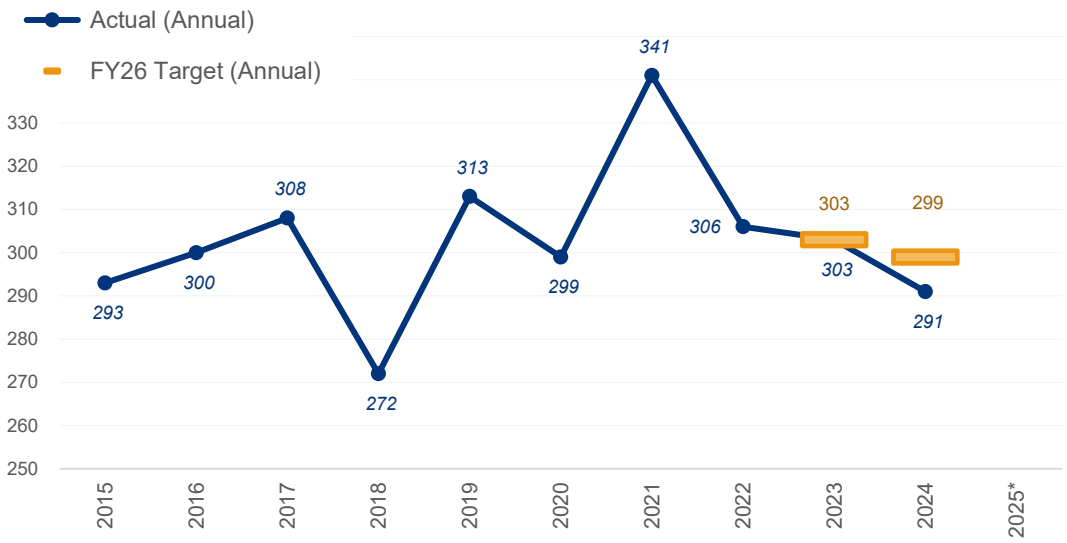
The number of drivers aged 20 or younger involved in fatal crashes has declined steadily in recent years following a peak of 226 young drivers in 2021. The measure decreased to 202 in 2022, 183 in 2023 (-19 drivers, -9%), and 168 in 2024 (-15 drivers, -8%). Overall, the number of young drivers involved in fatal crashes declined by 58 drivers (26%) between 2021 and 2024.

Georgia exceeded its annual reduction targets in both 2023 and 2024. The FY24 target was 197 young drivers involved in fatal crashes, while the actual 2023 total was 183, outperforming the target by 14 fewer drivers than projected. Similarly, the FY25 target was 199, and the actual 2024 total of 168 exceeded the target by 31 fewer drivers, reflecting continued progress beyond the expected reduction trajectory.

The 2024 total represents the lowest number reported during the period shown since 2015, indicating sustained improvement in reducing fatal crash involvement among young drivers. *Preliminary 2025 data were not available at the time of reporting; therefore, FY26 target attainment remains TBD.*

SC-4: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SC-4	Number of drivers aged 65 or older involved in fatal crashes	306	303	291	TBD	Met	Met	** TBD
		-35	-3	-12	**			



Program-Area-Level Report

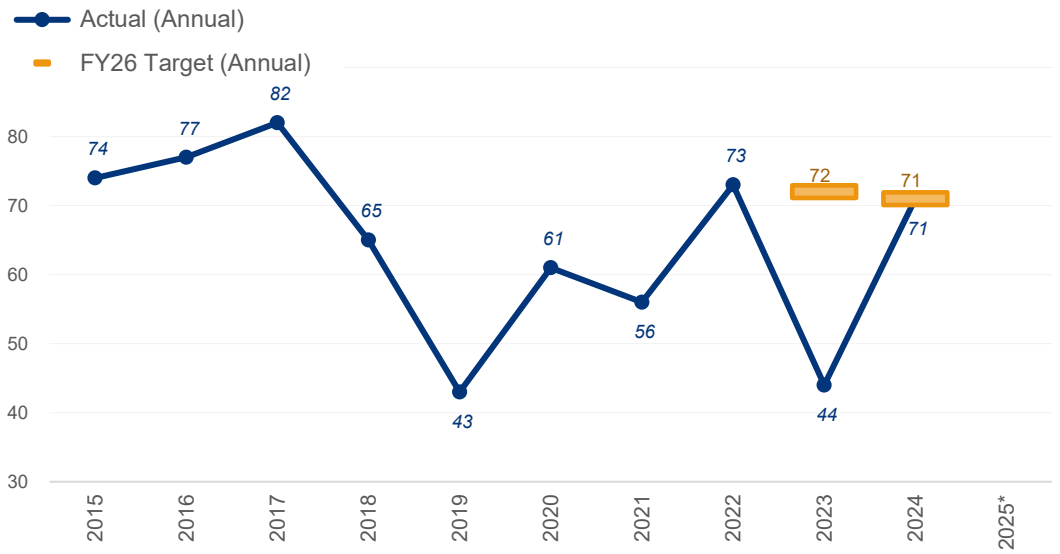
The number of drivers aged 65 or older involved in fatal crashes has generally declined since reaching a recent peak of 341 drivers in 2021. The measure decreased to 306 in 2022, 303 in 2023 (-3 drivers, -1%), and 291 in 2024 (-12 drivers, -4%). Overall, older-driver involvement in fatal crashes declined by 50 drivers (15%) between 2021 and 2024.

Georgia exceeded its annual reduction targets in both 2023 and 2024. The FY24 target was 303 drivers aged 65 or older involved in fatal crashes, while the actual 2023 total was 303, meeting the target exactly. The FY25 target was 299, and the actual 2024 total of 291 exceeded the target by 8 fewer drivers than projected, demonstrating continued progress toward reducing fatal crash involvement among older drivers.

Although year-to-year changes have been relatively modest, the overall trend since 2021 has been downward. The 2024 total represents the lowest value recorded since 2018 and reflects continued improvement in this population group. *Target status was Met in 2023 and 2024, while FY26 status remains TBD pending the availability of preliminary 2025 data.*

SD-3: Number of confirmed distraction-related fatalities (FARS)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025 (preliminary)	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SD-3	Number of confirmed distraction-related fatalities	73	41	71	TBD	Met	On Track [annual increase]	** TBD
		+17	-32	+27	**			



Program-Area-Level Report

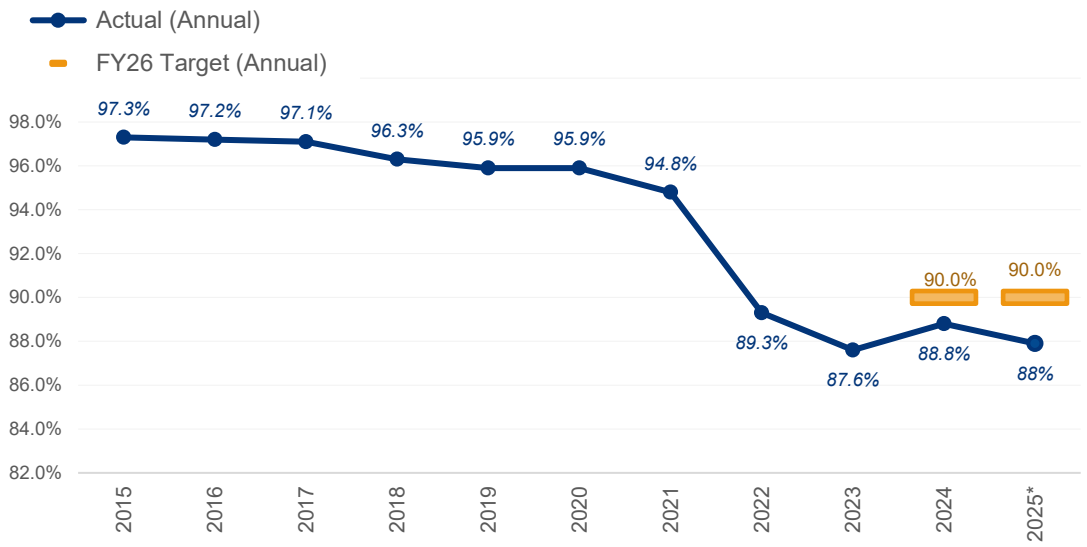
Confirmed distraction-related fatalities have fluctuated considerably over the past decade, reflecting both changes in driver behavior and the challenges associated with identifying and confirming distraction as a contributing factor in fatal crashes. Fatalities increased to 73 in 2022, declined sharply to 44 in 2023 (-29 fatalities, -40%), and then increased to 71 in 2024 (+27 fatalities, +38%). Despite the increase in 2024, the total remained slightly below the state's annual target.

Georgia exceeded its annual target in 2023. The FY24 target was 72 distraction-related fatalities, while the actual 2023 total was 44, outperforming the target by 28 fewer fatalities than projected. However, the substantial increase in 2024 resulted in a total of 71 fatalities, just below the FY25 target of 71, but representing an increase of 27 fatalities compared to the prior year. Because the measure increased year over year, the status for 2024 was classified as "On Track" rather than "Met."

Although the 2024 total remained below the target trajectory, the sharp increase warrants continued monitoring and emphasis on strategies aimed at reducing distracted driving behaviors. *Due to the year-over-year increase in 2024, the measure received an "On Track" status despite remaining below the target trajectory. Preliminary 2025 data were not available at the time of reporting; therefore, FY26 target attainment remains TBD.*

SD-4: Observed seat belt use for passenger vehicles, front seat outboard occupants (state observational survey)

Traffic Safety Performance Measure		Annual Fatalities				Annual Target Progress Status		
		2022	2023	2024	2025	2023 FARS [FY24]	2024 FARS [FY25]	2025 Preliminary [FY26]
SD-4	Observed seat belt use for passenger vehicles, front seat outboard occupants	89.3%	87.6%	88.8%	87.9%	Not Met	Not Met	Not Met
		-5.5%	*-1.7%*	*1.2%*	*-0.9%*			



Program-Area-Level Report

Observed seat belt use in Georgia declined substantially between 2021 and 2023 before showing modest improvement in 2024. Seat belt use decreased from 94.8% in 2021 to 89.3% in 2022[2] (-5.5 percentage points) and further declined to 87.6% in 2023 (-1.7 percentage points). In 2024, seat belt use increased to 88.8%, representing a 1.2 percentage improvement from the previous year but declined -0.9 percent points again in 2025 to 87.9%.

Despite the improvement observed in 2024, seat belt use remained below the state's annual target of 90.0%. The FY24 target was 90.0%, while the actual 2023 seat belt use rate was 87.6%, falling short of the target by 2.4 percentage points. Similarly, the FY25 target remained at 90.0%, and the actual 2024 rate of 88.8% missed the target by 1.2 percentage points. The 2025 seat belt use also remains below the FY26 target of 90.0%.

Although seat belt use improved in 2024, the measure has not yet returned to pre-2022 levels and remains below the established target. *As a result, Georgia received a "Not Met" status for 2023, 2024, and 2025.*

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

Section 3

PERFORMANCE PLAN

Traffic Safety Performance Measures: 2024 Baseline & FY27-29 Targets

The Traffic Safety Performance Measures are aligned with the updated federal guidelines for the Uniform Procedures for State Highway Safety Grant Programs (23 CFR Part 1300). The updated framework organizes measures into three categories: **Universal Core (UC)** Performance Measures, **Strategic Core (SC)** Performance Measures, and **State-Developed (SD)** Performance Measures

- UC-1 / HSIP-1: Number of traffic fatalities
- UC-2 / HSIP-2: Number of serious injuries in traffic crashes
- UC-3 / HSIP-3: Fatalities per 100 Million Vehicle Miles Traveled
- SD-1 / HSIP-4: Serious Injuries per 100 Million Vehicle Miles Traveled
- SD-2 / HSIP-5: Number of non-motorist serious injuries and fatalities
- UC-4: Number of unrestrained passenger vehicle occupant fatalities
- UC-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
- UC-6: Number of speeding-related fatalities
- UC-7: Number of pedestrian fatalities
- SC-1: Number of bicyclist fatalities
- SC-2: Number of motorcyclist fatalities
- SC-3: Number of drivers aged 20 or younger involved in fatal crashes
- SC-4: Number of drivers aged 65 or older involved in fatal crashes
- SC-6: Number of roadside fatalities (as defined by CODES)
- SD-3: Number of distraction-related fatalities
- SD-4: Observed seat belt use for passenger vehicles

TRAFFIC SAFETY PERFORMANCE MEASURE FFY27-FFY29 TARGETS

The table below presents the most recent data for each performance measure, including annual fatalities (or rates), annual change, and future targets. Targets were developed using Georgia's Vision Zero approach, with 2024 as the baseline year.

Performance Measure			Annual Counts						Annual Targets			
			2020	2021	2022	2023	2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES												
UC-1 HSIP-1	Traffic fatalities	Actual	1,658	1,809	1,796	1,610	1,403	1,347	1,367	1,349	1,331	1,313
		Annual Change	*166*	*151*	*(13)*	*(186)*	*(207)*	*(56)*	*18 fewer severe injuries per year*			
UC-2 HSIP-2	Serious injuries in traffic crashes	Actual	7,606	8,937	8,660	8,171	7,920	7,537	7,712	7,608	7,504	7,400
		Annual Change	*287*	*1,331*	*(277)*	*(489)*	*(251)*	*(383)*	*104 fewer serious injuries per year*			
UC-3 HSIP-3	Fatalities per 100M VMT	Actual	1.43	1.50	1.39	1.27	1.15	1.09	1.13	1.12	1.11	1.10
		Annual Change	*0.31*	*0.07*	*(0.11)*	*(0.12)*	*(0.12)*	*(0.06)*				
SD-1 HSIP-4	Serious Injuries per 100M VMT	Actual	6.577	7.405	6.699	6.445	6.492	6.108	6.322	6.237	6.152	6.067
		Annual Change	*1.045*	*0.828*	*(0.707)*	*(0.254)*	*0.047*	*(0.384)*				
SD-2 HSIP-5	Non-motorist serious injuries and fatalities	Actual	740	989	1,102	1,015	1,034	1,050	1,008	995	982	969
		Annual Change	-	*249*	*113*	*(87)*	*19*	*16*	*13 fewer severe injuries per year*			
UC-4	Unrestrained passenger vehicle occupant fatalities	Actual	461	557	521	462	371	**	363	359	355	351
		Annual Change	*76*	*96*	*(36)*	*(59)*	*(91)*		*4 fewer fatalities per year*			
UC-5	Impaired-related fatalities	Actual	371	470	509	427	325	**	317	313	309	305
		Annual Change	*16*	*99*	*39*	*(82)*	*(102)*		*4 fewer fatalities per year*			
UC-6	Speeding-related fatalities	Actual	380	378	422	347	339	**	331	327	323	319
		Annual Change	*120*	*(2)*	*44*	*(75)*	*(8)*		*4 fewer fatalities per year*			
UC-7	Pedestrian fatalities	Actual	279	307	345	310	286	299	280	277	274	271
		Annual Change	*43*	*28*	*38*	*(35)*	*(24)*	*13*	*3 fewer fatalities per year*			
STRATEGIC PERFORMANCE MEASURES												
SC-1	Bicyclist fatalities	Actual	32	15	29	24	22	26	20	19	18	17
		Annual Change	*11*	*(17)*	*14*	*(5)*	*(2)*	*4*	*1 fewer fatality per year*			
SC-2	Motorcyclist fatalities	Actual	191	196	221	196	182	104	178	176	174	172
		Annual Change	*21*	*5*	*25*	*(25)*	*(14)*	*(78)*	*2 fewer fatalities per year*			
SC-3	Drivers aged 20 or younger involved in fatal crashes	Actual	209	226	202	183	168	**	164	162	160	158
		Annual Change	*37*	*17*	*(24)*	*(19)*	*(15)*		*2 fewer drivers per year*			
SC-4	Drivers aged 65 or older involved in fatal crashes	Actual	299	341	306	303	291	**	285	282	279	276
		Annual Change	*(14)*	*42*	*(35)*	*(3)*	*(12)*		*3 fewer drivers per year*			
SC-6	Roadside fatalities as defined by 405(h)	Actual	**	**	**	42	34	**	32	31	30	29
		Annual Change	**	**	**	**	*(8)*		*1 fewer fatality per year*			
STATE DEVELOPED PERFORMANCE MEASURES												
SD-3	Confirmed distraction-related fatalities	Actual	61	56	73	44	71	**	69	68	67	66
		Annual Change	*18*	*(5)*	*17*	*(29)*	*27*		*1 fewer fatality per year*			
SD-4	Observed seat belt use	Actual	95.9%	94.8%	89.3%	87.6%	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
		Annual Change	*0.0%*	*-1.1%*	*-5.5%*	*-1.7%*	*1.2%*		*0.10% net increase per year*			

METHODOLOGY & CONSIDERATIONS

Vision Zero Approach

In 2020, Georgia state agencies agreed to align target-setting objectives with the Vision Zero goal of achieving zero fatalities and serious injuries by the year **2100**. The methodology uses a baseline year to determine the annual reduction required to reach zero traffic fatalities and serious injuries by **2100**, based on a linear trendline.

The linear trendline was adjusted using the 2024 baseline year to satisfy the requirement that annual targets be either "constant" or “demonstrate improvement” (23 CFR § 1300.11(b)(3)(i-iii)), particularly in cases where the state's actual fatalities were already below the original Vision Zero trendline established from the 2020 baseline.

The *annual count* targets for the Triennial Highway Safety Plan (HSP) were determined using the FY 2027–2029 trendline toward Vision Zero by **2100**, with 2024 FARS data serving as the baseline year (in compliance with the Uniform Procedures for State Highway Safety Grant Programs).

The Highway Safety Improvement Plan (HSIP) 5-year moving average (5MA) targets for FY 2027 (in compliance with 23 CFR § 490.207(b)) were calculated using 2023–2024 actual FARS data, 2025 preliminary state data, and the FY 2026–2027 annual targets from the FY 2027–2029 Vision Zero target line.

Methodology Notes & Considerations

- To maintain a conservative approach, annual rates of decline were rounded down.
- For measures with fewer than 100 annual fatalities, such as bicyclist fatalities, the annual target was established as a reduction of one (1) fatality per year until zero fatalities are achieved.
- Georgia's transportation safety partners recognize that this linear approach to achieving Vision Zero will likely require adjustment in future years as the state progresses toward the 2100 goal. Additionally, numerous external factors—including economic conditions, demographic changes, travel patterns, transportation technologies, vehicle safety advancements, policy changes, and roadway improvements—may influence the number of fatalities and serious injuries within each performance measure. As a result, target methodology will continue to be evaluated and refined over time to reflect emerging trends, changing conditions, and the best available data.

Data Assumptions & Limitations

- Final FARS data were used whenever available. For years in which final FARS data were not yet available, preliminary fatality counts from FCRS and GDOT Daily Fatality Reports were used.
- Serious injury data are subject to future revisions as crash reports are updated and validated.
- Because official VMT estimates were not available for 2025 at the time of target development, a 1.15 percent annual increase was assumed based on recent travel growth trends. Actual VMT may vary from this estimate.
- Future targets and performance measures may be adjusted as more complete and final data becomes available.

Alignment of Federal Reporting Requirements: Triennial HSP & HSIP

Pursuant to 23 CFR § 490.207(b), each Highway Safety Improvement Plan (HSIP) safety performance measure is based on a 5-year rolling average. In contrast, the Triennial Highway Safety Plan (HSP) provides states with flexibility in establishing performance targets, allowing the use of annual counts, 3-year moving averages, or 5-year moving averages in accordance with the Uniform Procedures for State Highway Safety Grant Programs Docket No. NHTSA-2024-0037.

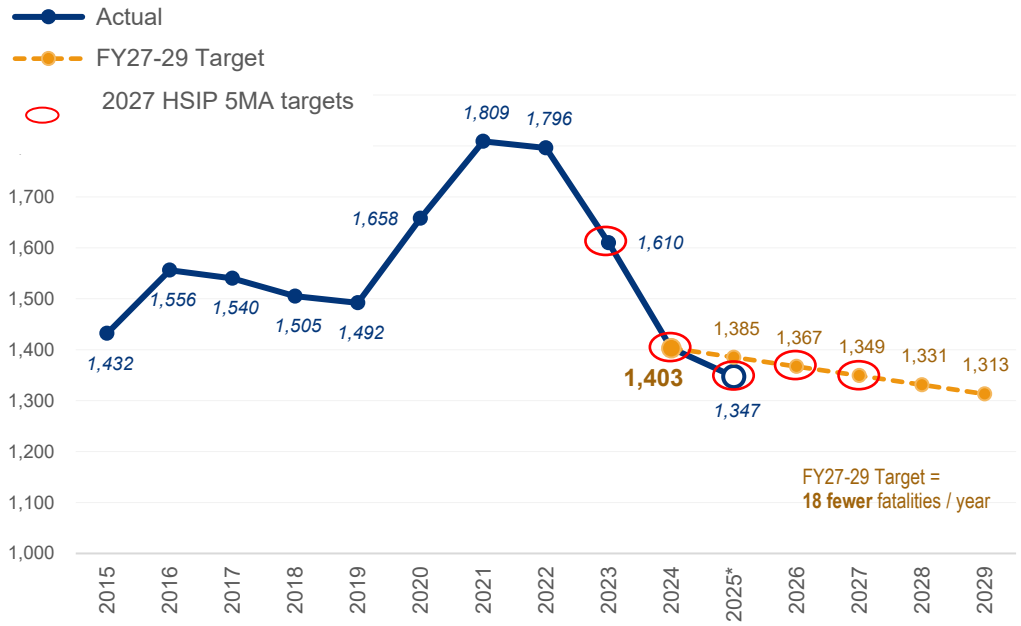
Historically, **23 CFR § 490.209(a)(1)** required State Departments of Transportation and State Highway Safety Offices to establish identical targets for the common HSIP and HSP performance measures. FHWA amended **23 CFR § 490.209(a)(1)** and waived the identical-target requirement following changes to the HSP performance management framework. As a result, for the FY27–29 planning cycle, the Triennial HSP and HSIP federal reporting targets requirement will not align (Uniform Procedures for State Highway Safety Grant Programs). The differing reporting requirements prescribed by the respective regulations—annual counts, 3-year moving averages, or 5-year moving averages for the HSP versus mandatory 5-year moving averages for the HSIP—limit the ability to establish identical reported targets.

Although the reporting mandates related to metrics differ, Georgia's transportation safety partners have adopted a common Vision Zero by **2100** methodology to ensure consistency in the underlying target-setting approach. *Georgia state agencies want to align and use the same target metrics for reporting, therefore, safety partners agreed to use annual targets when communicating progress publicly and engaging with stakeholders, as annual counts are more easily understood, readily translated into local goals and initiatives, and more actionable for partner agencies compared to rolling-average measures.*

FFY27-29 TRAFFIC SAFETY PERFORMANCE MEASURES TARGET JUSTIFICATION

UC-1 HSIP-1: Traffic fatalities

HSP FY27-29: Annual	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.
HSIP FY27: 5MA	Reduce the *5MA* of traffic fatalities by **14%** from 1,655.2 in 2020-2024 to **1,415.2** by 2023-2027*.



Metric	FY27-29 BASELINE	Prelim	Targets		
	2024	2025*	2027	2028	2029
HSP Annual	1,403	1,347	1,349	1,331	1,313
HSIP 5MA	1,655.2	1,593.0	1,415.2*	--	--

2023-2024 actual, 2025 preliminary*,
2026-2027 FY27-29 target line

*Preliminary 2025 fatality counts were obtained from the GDOT Daily Fatality Reports (June 1, 2026) and may differ from the final 2025 FARS data. Historically, preliminary GDOT fatality counts have exceeded final FARS counts by approximately 1% to 5% over recent years.

Performance Target Justification

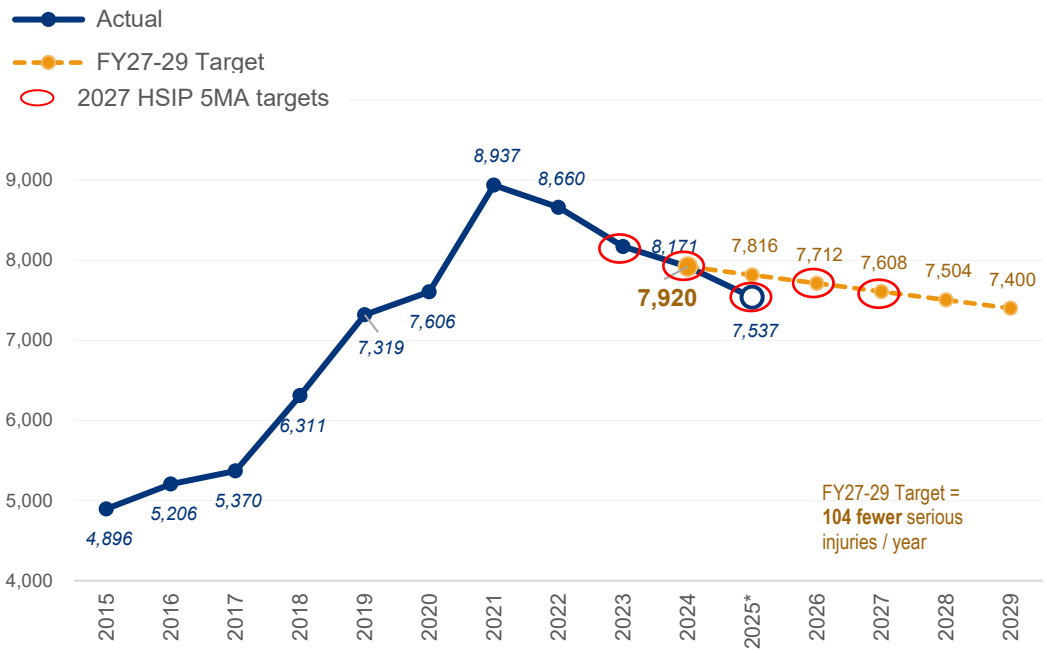
The FY27–29 fatality targets were developed using Georgia's Vision Zero framework, which establishes a long-term goal of reducing traffic fatalities to zero by the year 2100. Using 2024 as the baseline year (1,403 fatalities), a linear trendline was fitted to estimate the annual reduction required to achieve zero fatalities by 2100. This analysis resulted in an annual reduction target of approximately 18 fatalities per year.

The HSP annual targets were established directly from this Vision Zero trendline, resulting in targets of 1,349 fatalities in 2027, 1,331 in 2028, and 1,313 in 2029. The 2025 preliminary fatality count of 1,347 indicates that Georgia is currently performing slightly better than the Vision Zero trajectory, supporting the continued use of the established target line.

For the Highway Safety Improvement Program (HSIP), federal regulations require reporting fatalities as a 5-year moving average (5MA). Therefore, the FY27 HSIP target of 1,415.2 was calculated using the 2023–2024 actual fatality counts, the 2025 preliminary count, and the FY27–29 annual target values derived from the Vision Zero trendline. *This approach ensures alignment between Georgia's long-term Vision Zero strategy and federal HSIP reporting requirements while maintaining a trajectory of continuous improvement.*

UC-2 HSIP-2: Serious injuries in traffic crashes

HSP FY27-29: Annual	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.
HSIP FY27: 5MA	Reduce the *5MA* of serious injuries in traffic crashes by **6%** from 8,258.8 in 2020-2024 to **7,789.6** by 2023-2027.



Metric	FY27-29 BASELINE	Prelim	Targets		
	2024	2025*	2027	2028	2029
HSP Annual	7,920	7,537	7,608	7,504	7,400
HSIP 5MA	8,258.8	8,245.0	7,789.6 *	--	--

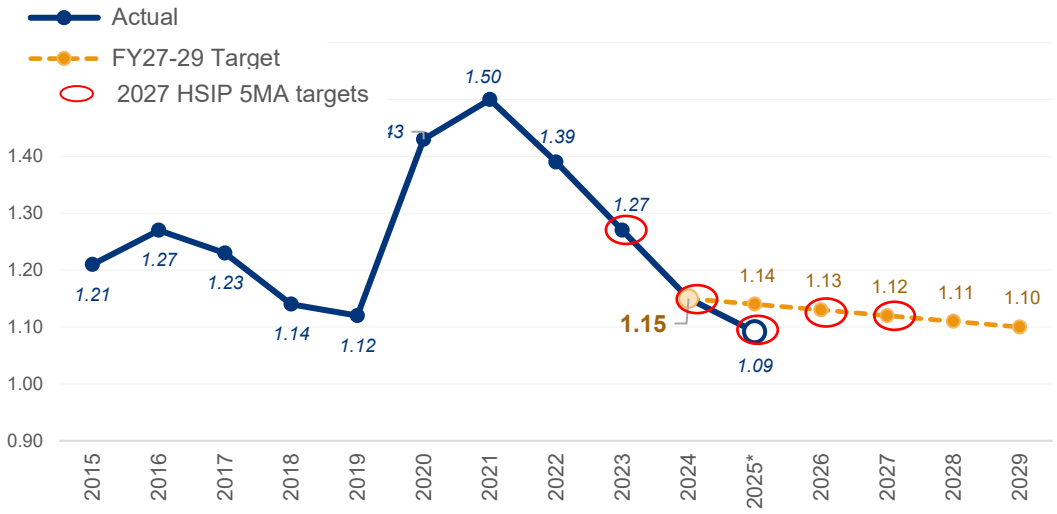
2023-2024 actual, 2025 preliminary*, 2026-2027 FY27-29 target line

The FY27–29 serious injury targets were developed using Georgia's Vision Zero framework, which applies a linear reduction trend from the 2024 baseline of 7,920 serious injuries toward zero by **2100**. This approach results in a target reduction of approximately 104 serious injuries per year, producing annual targets of 7,608 in 2027, 7,504 in 2028, and 7,400 in 2029.

The FY27 HSIP 5-year moving average target (7,789.8) was calculated using the 2023–2024 actual counts, the 2025 preliminary count, and the FY27-29 annual target values to maintain alignment with the 3HSP and compliance with federal HSIP reporting requirements.

UC-3 HSIP-3: Fatalities per 100M VMT

HSP FY27-29: Annual	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.
HSIP FY27: 5MA	Reduce the *5MA* traffic fatalities per 100M VMT by **15%** from 1.348 in 2020-2024 to **1.152** by 2023-2027*.



Metric	FY27-29 BASELINE	Prelim	Targets		
	2024	2025*	2027	2028	2029
HSP Annual	1.15	1.09	1.12	1.11	1.10
HSIP 5MA	1.348	1.280	1.152 *	--	--

2023-2024 actual, 2025 preliminary*, 2026-2027 FY27-29 target line

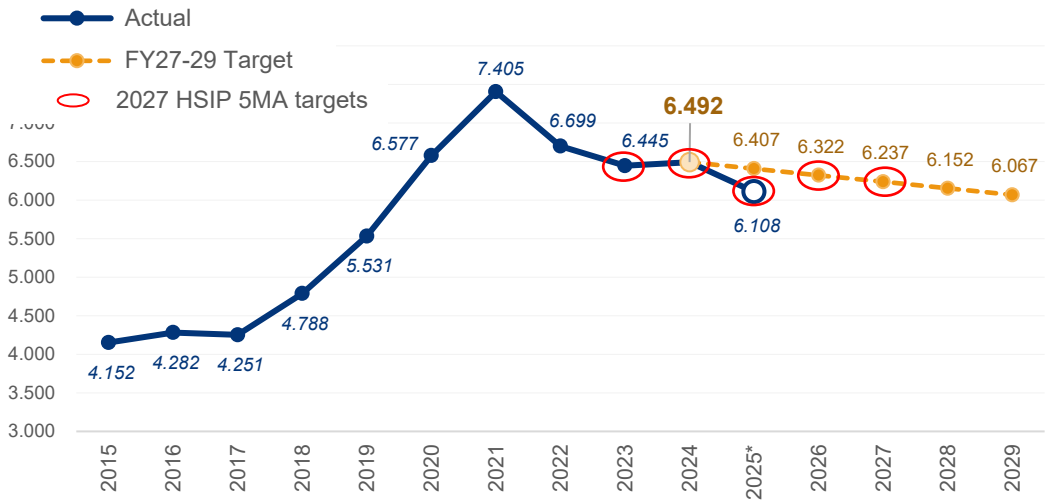
NOTES: VMT estimates were derived by reverse-calculating published FARS fatality rates and fatality counts. VMT was assumed to increase by 1.15%, and these estimates were used to calculate the 2025 fatality rate estimate. *Preliminary 2025 fatality counts were obtained from the GDOT Daily Fatality Reports (June 1, 2026) and may differ from the final 2025 FARS data. Historically, preliminary GDOT fatality counts have exceeded final FARS counts by approximately 1% to 5% over recent years.

The FY27–29 fatality rate targets were developed using Georgia's Vision Zero framework, which applies a linear reduction trend from the 2024 baseline rate of 1.15 fatalities per 100 million VMT toward zero by **2100**. This approach produced annual target rates of 1.12 in 2027, 1.11 in 2028, and 1.10 in 2029.

The FY27 HSIP 5-year moving average target rate (1.152) was calculated using the 2023–2024 actual rates, the 2025 preliminary rate, and the FY27 target rate to maintain alignment with the 3HSP and compliance with federal HSIP reporting requirements.

SD-1 HSIP-4: Serious Injuries per 100M VMT

HSP FY27-29: Annual	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.
HSIP FY27: 5MA	Reduce the *5MA* of serious injuries per 100M VMT by **6%** from 6.723 in 2020-2024 to **6.321** by 2023-2027.



Metric	FY27-29 BASELINE	Prelim	Targets		
	2024	2025*	2027	2028	2029
HSP Annual	6.492	6.108	6.237	6.152	6.067
HSIP 5MA	6.723	6.630	6.321 *	--	--

2023-2024 actual, 2025 preliminary*, 2026-2027 FY27-29 target line

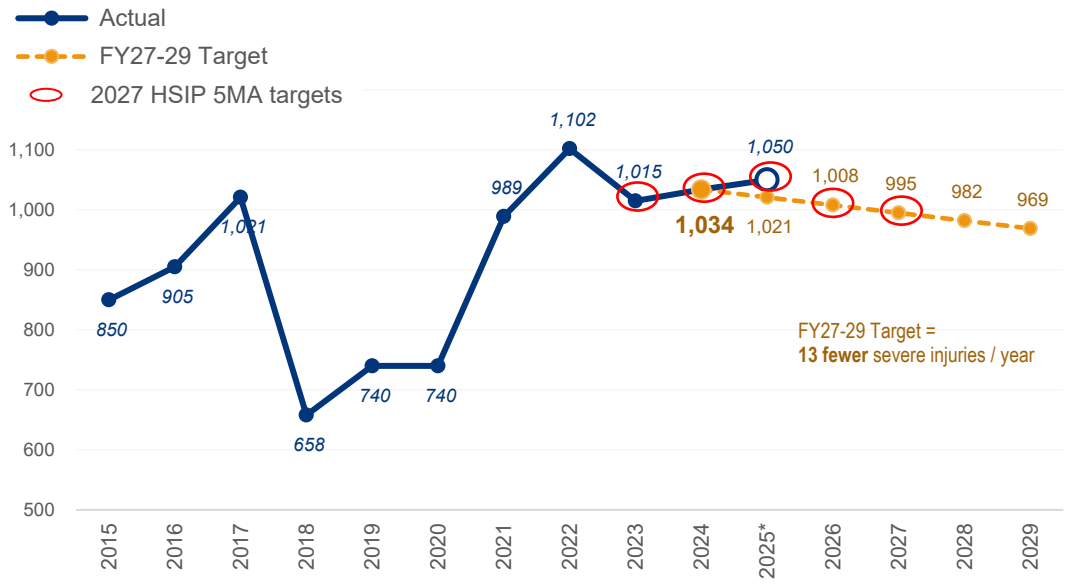
NOTES: VMT estimates were derived by reverse-calculating published FARS fatality rates and fatality counts. VMT was assumed to increase by 1.15%, and these estimates were used to calculate the 2025 fatality rate estimate.

The FY27–29 serious injury rate targets were developed using Georgia's Vision Zero framework, which applies a linear reduction trend from the 2024 baseline rate of 6.492 serious injuries per 100 million VMT toward zero by **2100**. This approach produced annual target rates of 6.237 in 2027, 6.152 in 2028, and 6.067 in 2029.

The FY27 HSIP 5-year moving average target rate (6.321) was calculated using the 2023–2024 actual rates, the 2025 preliminary rate, and the FY27 target rate to maintain alignment with the 3HSP and compliance with federal HSIP reporting requirements.

SD-2 HSIP-5: Non-motorist serious injuries and fatalities

HSP FY27-29: Annual	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.
HSIP FY27: 5MA	The *5MA* of non-motorist serious injuries and fatalities target is **1,020.4** (2024-2027) from the 976.0 (2020-2024 baseline) in 2023-2027.



Metric	FY27-29 BASELINE	Prelim	Targets		
	2024	2025*	2027	2028	2029
HSP Annual	1,034	1,050	995	982	969
HSIP 5MA	976.0	1,038.0	1,020.4	--	--

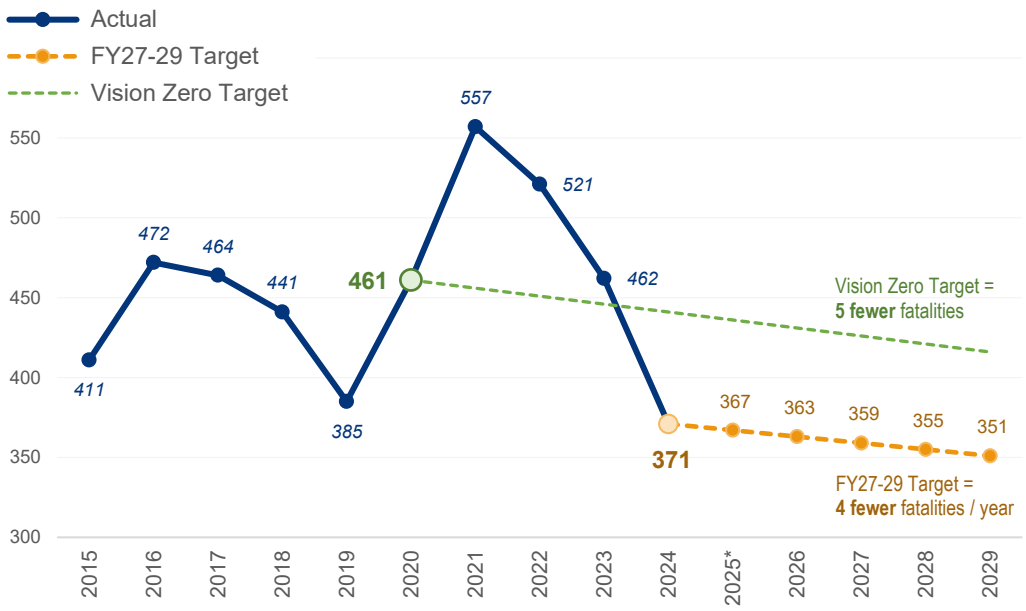
2023-2024 actual, 2025 preliminary*, 2026-2027 FY27-29 target line

The FY27–29 serious injury targets were developed using Georgia's Vision Zero framework, which applies a linear reduction trend from the 2024 baseline of 1,034 serious injuries toward zero by **2100**. This approach produced annual targets of 995 in 2027, 982 in 2028, and 969 in 2029.

The FY27 HSIP 5-year moving average target (1,020.4) was calculated using the 2023–2024 actual counts, the 2025 preliminary count, and the FY27 target value to maintain alignment with the 3HSP and compliance with federal HSIP reporting requirements. *This "increasing target" does not indicate worsening performance or a departure from the Vision Zero strategy. Rather, it reflects a mathematical characteristic of moving averages: they respond slowly to changes because historical values (e.g., the low of 740 injuries in 2020) remain in the calculation for multiple years.*

UC-4: Unrestrained passenger vehicle occupant fatalities

HSP FY27-29: Annual	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.



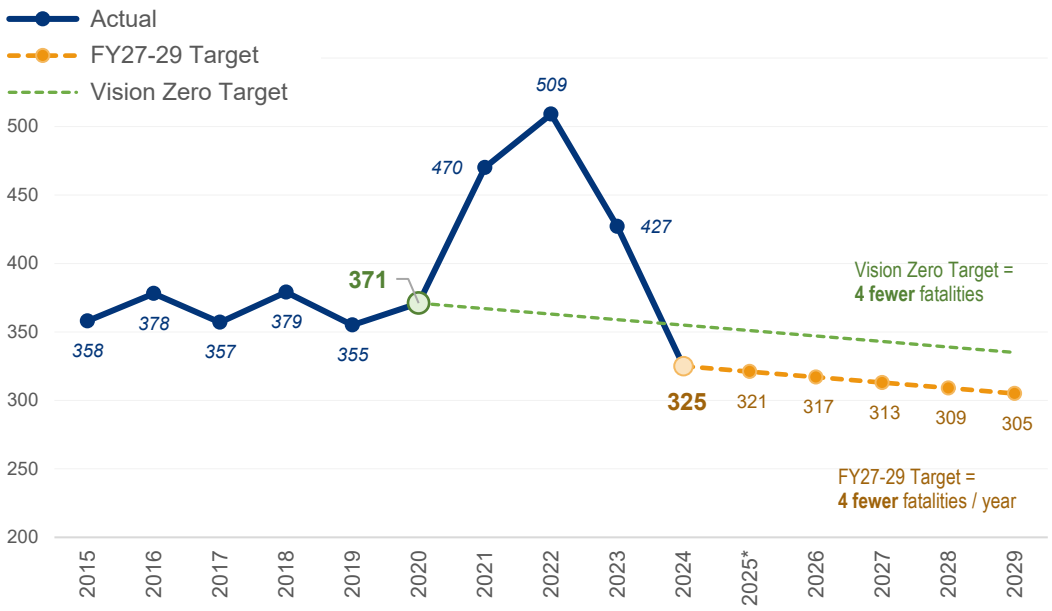
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	461	371	359	355	351

The original Vision Zero trendline, established using a 2020 baseline of 461 unrestrained passenger vehicle occupant fatalities, called for a reduction of approximately 5 fatalities per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 as the new baseline.

The revised FY27–29 targets apply a reduction of approximately 4 fatalities per year, resulting in targets of 359 fatalities in 2027, 355 in 2028, and 351 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

UC-5: Impaired-related fatalities

HSP FY27-29: Annual	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.



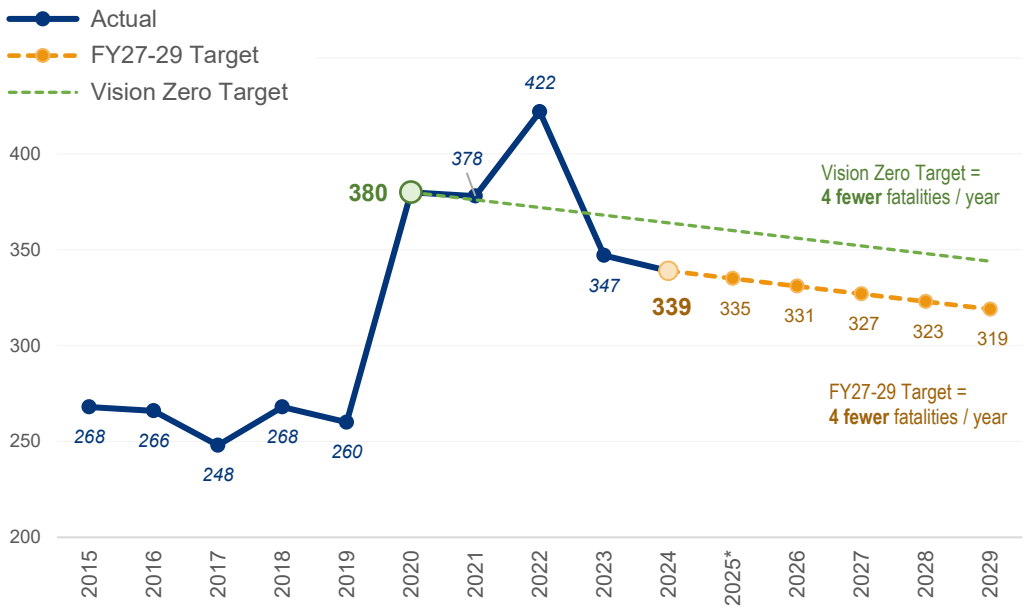
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	371	325	313	309	305

The original Vision Zero trendline, established using a 2020 baseline of 371 impaired-driving fatalities, called for a reduction of approximately 4 fatalities per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (325 fatalities) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 4 fatalities per year, resulting in targets of 313 fatalities in 2027, 309 in 2028, and 305 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

UC-6: Speeding-related fatalities

HSP FY27-29: Annual	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.



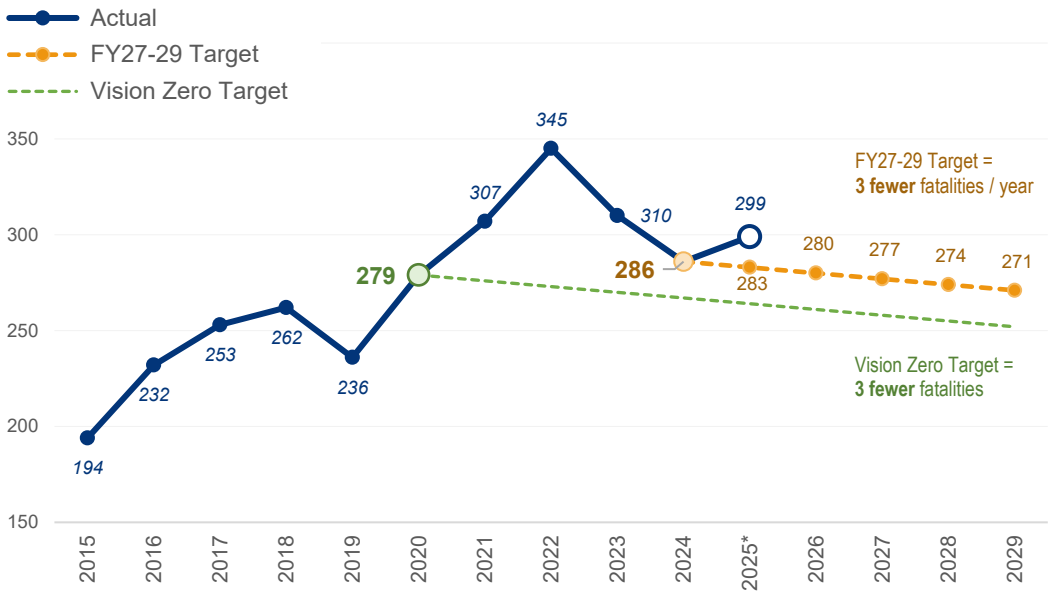
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	380	339	327	323	319

The original Vision Zero trendline, established using a 2020 baseline of 380 speeding-related fatalities, called for a reduction of approximately 4 fatalities per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (339 fatalities) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 4 fatalities per year, resulting in targets of 327 fatalities in 2027, 323 in 2028, and 319 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

UC-7: Pedestrian fatalities

HSP FY27-29: Annual	Reduce the *annual* pedestrian fatalities by **5%** from 286 in 2024 to **271** by 2029.



Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	279	286	277	274	271

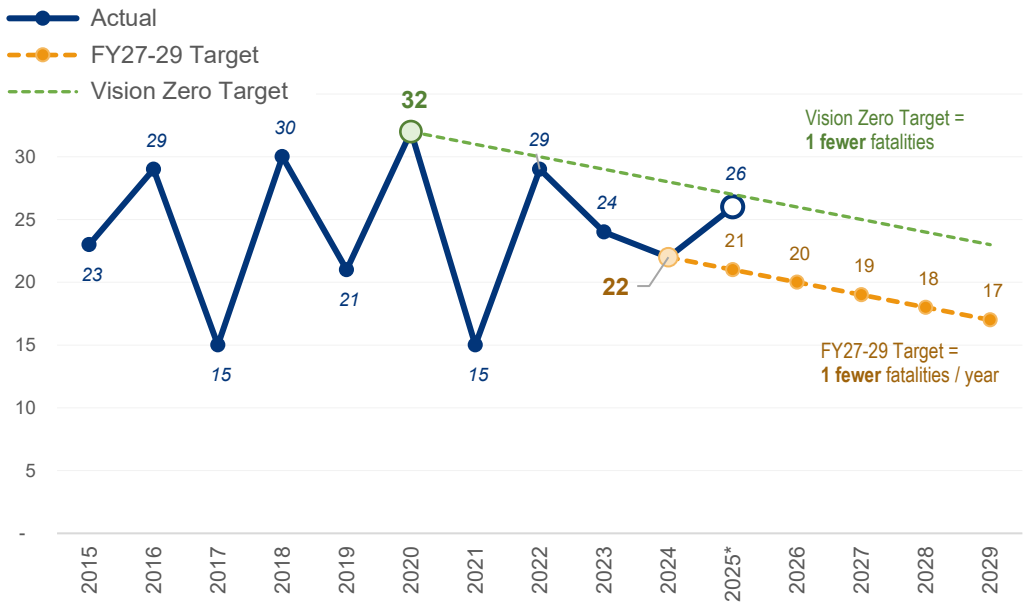
The original Vision Zero trendline, established using a 2020 baseline of 279 pedestrian fatalities, called for a reduction of approximately 3 fatalities per year. However, pedestrian fatalities increased to 286 in 2024, exceeding the original Vision Zero trajectory.

To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 as the new baseline. Because the 2024 baseline exceeds the original Vision Zero trendline, the recalibrated FY27–29 target trend is also higher than the original Vision Zero trend. However, both trendlines continue to make progress toward the long-term goal of zero fatalities by **2100**.

The revised FY27–29 target line continues to apply a reduction of approximately 3 fatalities per year, resulting in targets of 277 fatalities in 2027, 274 in 2028, and 271 in 2029.

SC-1: Bicyclist fatalities

HSP FY27-29: Annual	Reduce the *annual* bicyclist fatalities by **23%** from 22 in 2024 to **17** by 2029.



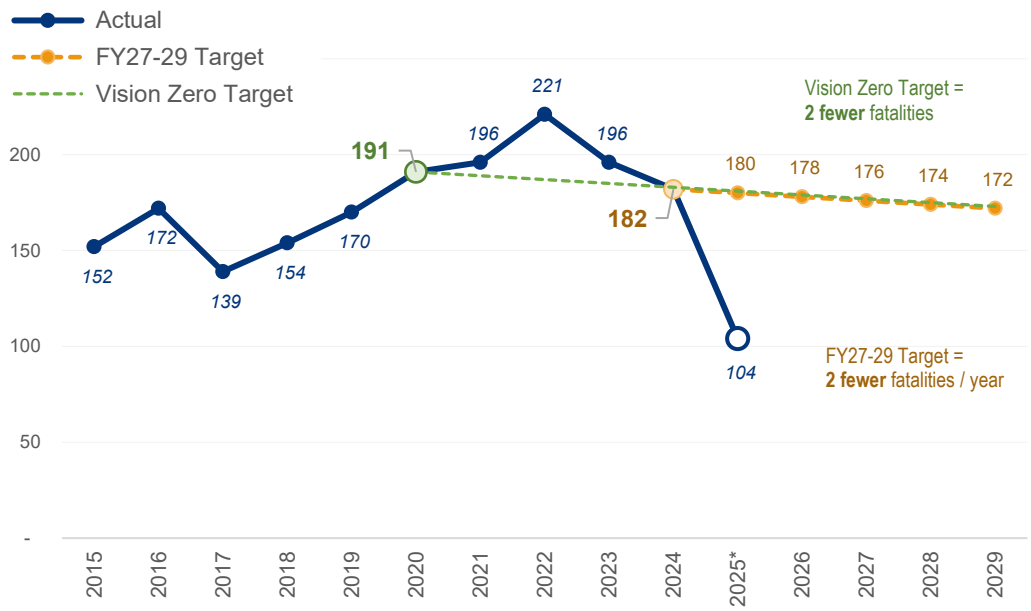
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	32	22	19	18	17

The original Vision Zero trendline, established using a 2020 baseline of 32 bicyclist fatalities, called for a reduction of approximately 1 fatality per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (22 fatalities) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 1 fatality per year, resulting in targets of 19 fatalities in 2027, 18 in 2028, and 17 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

SC-2: Motorcyclist fatalities

HSP FY27-29: Annual	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.



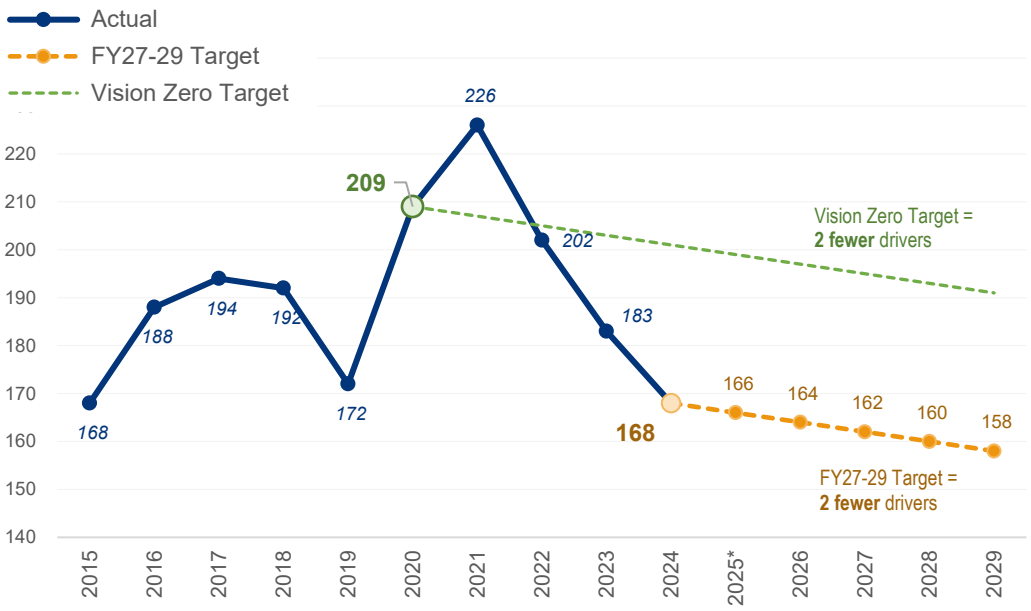
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	191	182	176	174	172

The original Vision Zero trendline, established using a 2020 baseline of 191 motorcyclist fatalities, called for a reduction of approximately 2 fatalities per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (182 fatalities) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 2 fatalities per year, resulting in targets of 176 fatalities in 2027, 174 in 2028, and 172 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

SC-3: Drivers aged 20 or younger involved in fatal crashes

HSP FY27-29: Annual	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.



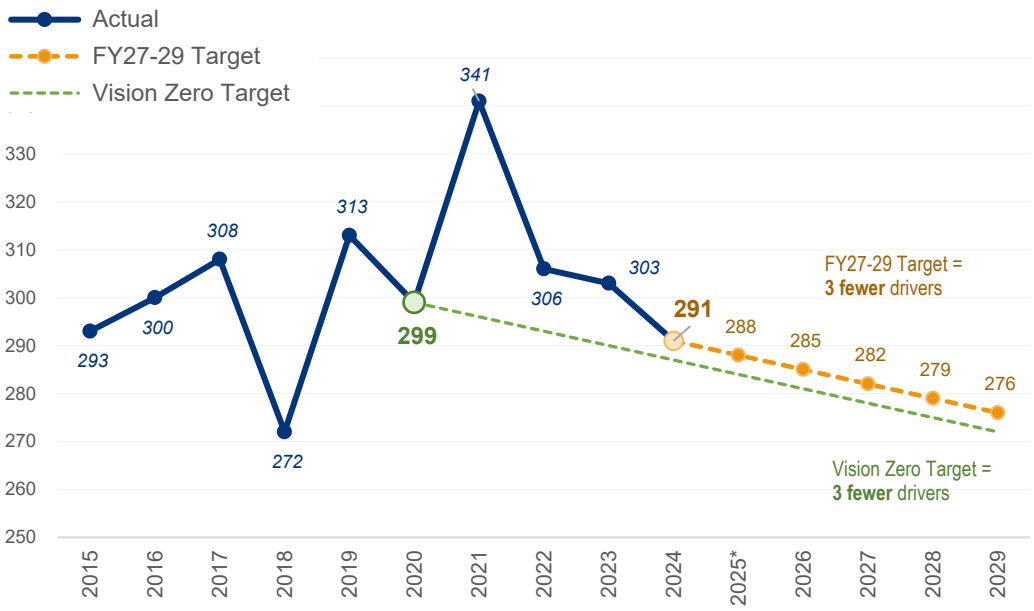
Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	209	168	162	160	158

The original Vision Zero trendline, established using a 2020 baseline of 209 drivers aged 20 or younger involved in fatal crashes, called for a reduction of approximately 2 drivers per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (168 drivers) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 2 drivers per year, resulting in targets of 162 drivers in 2027, 160 in 2028, and 158 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

SC-4: Drivers aged 65 or older involved in fatal crashes

HSP FY27-29: Annual	Reduce the *annual* number of drivers aged 65 or older involved in fatal crashes by **5%** from 291 in 2024 to **276** by 2029.



Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	299	291	282	279	276

The original Vision Zero trendline, established using a 2020 baseline of 299 drivers aged 65 or older involved in fatal crashes, called for a reduction of approximately 3 drivers per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (291 drivers) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 3 drivers per year, resulting in targets of 282 drivers in 2027, 279 in 2028, and 276 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

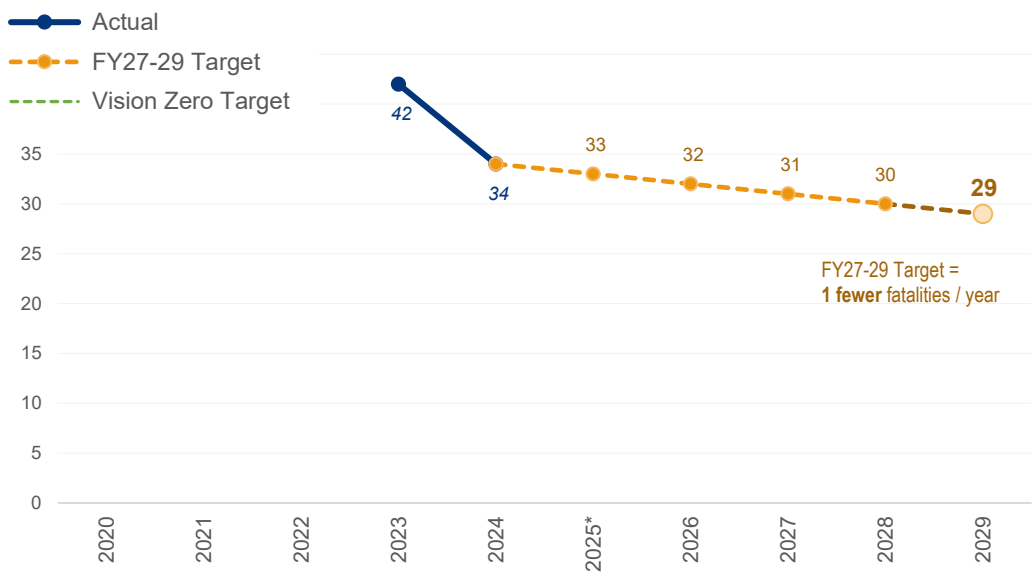
SC-6: Roadside fatalities (as defined by 405(h))

HSP FY27-29: Annual	Reduce the *annual* number of roadside fatalities by **15%** from 34 in 2024 to **29** by 2029.

NHTSA defines roadside crashes as crashes involving motor vehicles striking other vehicles and individuals stopped at the roadside, in accordance with 23 U.S.C. 405(h).

For Georgia stakeholders, roadside crashes are defined as ***"off-roadway"*** crashes in which a moving vehicle strikes a parked or stopped vehicle, a pedestrian, or a bicyclist. Roadside crashes also include incidents involving roadside assistance providers (i.e., authorized emergency vehicles) stopped/parked on the roadside, as well as crashes occurring in active work zones or in areas marked by cones or barriers that redirect traffic from the normal traveled way. The traveled way is the portion of the roadway intended for the movement of vehicles and does not include the shoulder. Off-roadway areas include shoulders, medians, entrance and exit ramps, gore areas, sidewalks, and parking lanes.

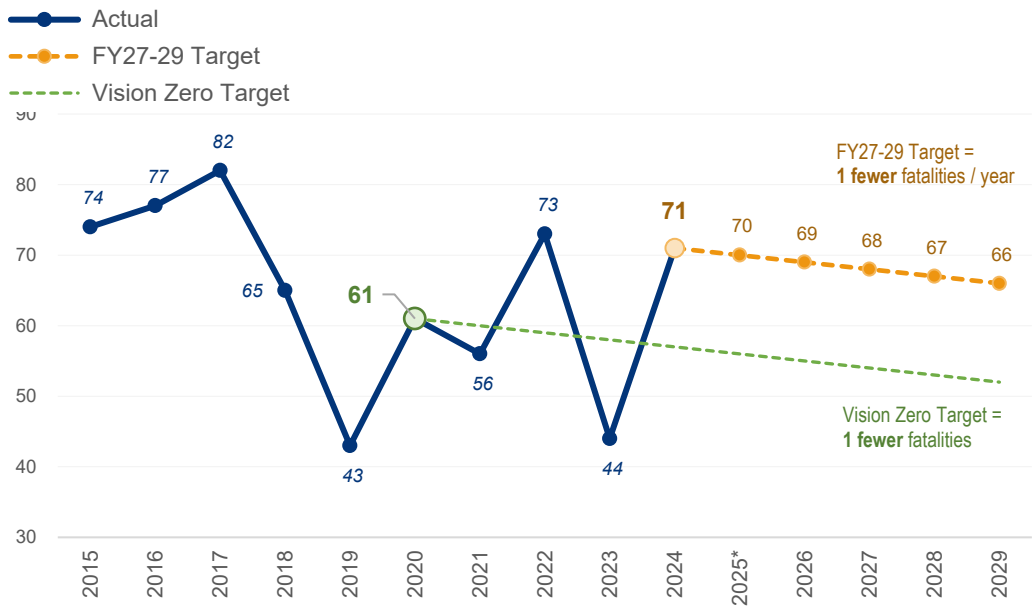
Roadside crashes are not explicitly defined in the Fatality Analysis Reporting System (FARS) Analytical User's Guide or the FARS dataset. Therefore, for this analysis, a Georgia-specific definition was developed using the 2023 Georgia Crash Outcomes Data Evaluation System (CODES) dataset and is applied beginning with the 2023 data year. Therefore, a Vision Zero 2020 baseline value or Vision Zero target trend line is not available.



Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	**	34	31	30	29

SD-3: Confirmed distraction-related fatalities

HSP FY27-29: Annual	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.



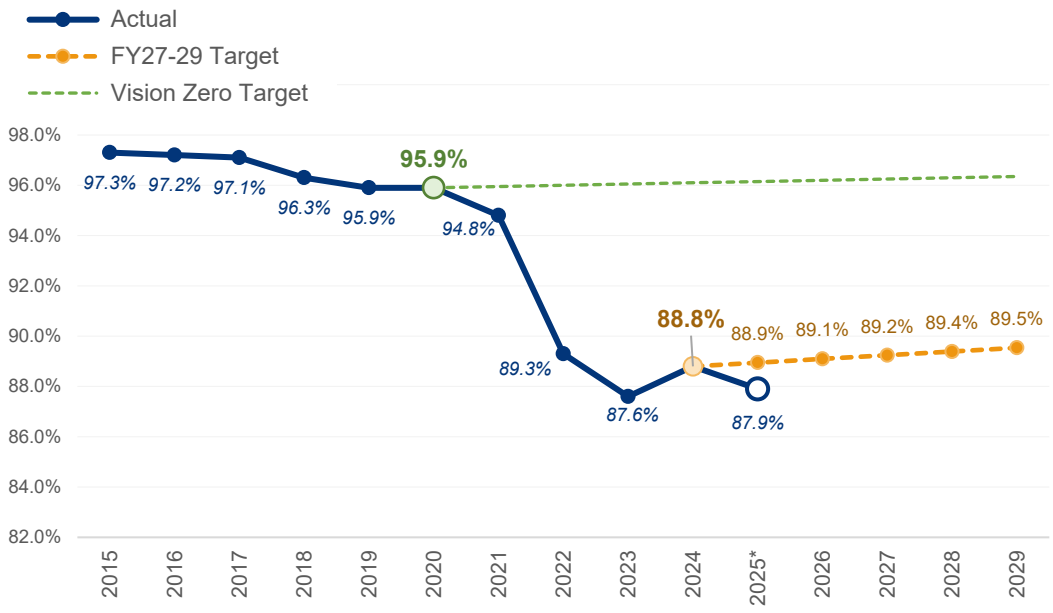
Metric	FY27-29 BASELINE	Prelim	Targets		
	2024*	2025**	2027	2028	2029
HSP Annual	61	71	68	67	66

The original Vision Zero trendline, established using a 2020 baseline of 61 confirmed distraction-related fatalities, called for a reduction of approximately 1 fatality per year. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 (71 confirmed distraction-related fatalities) as the new baseline.

The revised FY27–29 targets continue to apply a reduction of approximately 1 fatality per year, resulting in targets of 68 confirmed distraction-related fatalities in 2027, 67 in 2028, and 66 in 2029, while maintaining progress toward the Vision Zero goal of zero fatalities by **2100**.

SD-4: Observed seat belt use

HSP FY27-29: Annual	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.



Metric	VISION ZERO BASELINE	FY27-29 BASELINE	Targets		
	2020	2024	2027	2028	2029
HSP Annual	95.9%	88.8%	89.2%	89.4%	89.5%

The original Vision Zero trendline, established using a 2020 baseline of 95.9% observed seat belt use, called for gradual annual increases in seat belt usage. However, observed seat belt use declined to 88.8% in 2024, falling below the original Vision Zero trajectory. To ensure compliance with federal requirements that targets demonstrate improvement from the most recent baseline year, the FY27–29 targets were recalibrated using 2024 as the new baseline.

The revised FY27–29 targets establish incremental annual increases in seat belt use, resulting in targets of 89.2% in 2027, 89.4% in 2028, and 89.5% in 2029. While these targets are below the original Vision Zero trendline, they reflect a realistic improvement path from current observed usage levels and maintain progress toward increasing seat belt use over time.

Section 4

PROGRAM AREAS

4.1 **Planning & Administration**

4.2 **Communications** (Media)

4.3 **Distracted Driving**

4.4 **Impaired Driving** (Drug & Alcohol)

4.5 **Motorcycle Safety**

4.6 **Non-Motorized** (Pedestrians & Bicyclists)

4.7 **Occupant Protection** (Adult & Child Passenger Safety)

4.8 **Older Drivers**

4.9 **Police Traffic Services**

4.10 **Preventing Roadside Deaths**

4.11 **Speed Management**

4.12 **Traffic Records**

4.13 **Young Driver** (Teen Traffic Safety Programs)

4.1 PLANNING & ADMINISTRATION

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

As directed by the Highway Safety Act of 1966, 23 USC Chapter 4, the governor is responsible for the administration of a program through a state highway safety agency that has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs.

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

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

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

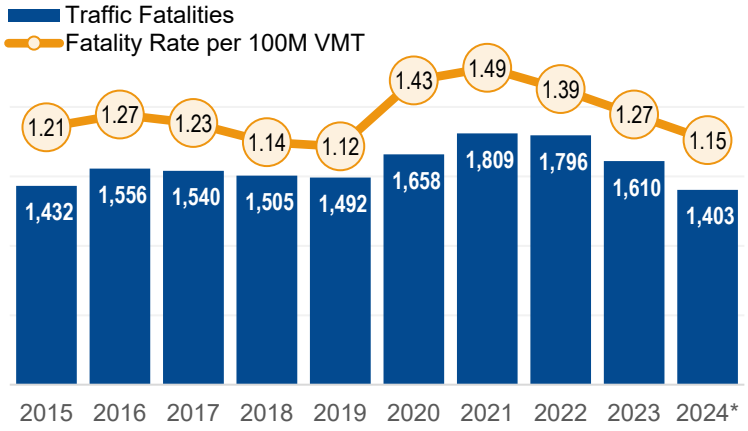
The most important document produced by the Governor's Office of Highway Safety (GOHS) is the triennial Highway Safety Plan (3HSP). The 3HSP is prepared by highway safety professionals who are guided by leadership principles to find solutions to state and local highway safety problems. GOHS manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. Georgia's Strategic Highway Safety Plan is used to document the problems and to propose countermeasures.

The Governor's Office of Highway Safety (GOHS) Planning and Administration (P&A) staff's responsibilities include a continuous process of fact-finding and providing guidance and direction to achieve the greatest possible impact. The Planning and Administration staff's goal is to make highway use safer and to improve the quality of life in Georgia and across the nation.

In 2024, Georgia experienced 1,403 traffic fatalities, 7,950 serious injuries, and 371,130 motor vehicle crashes on Georgia roadways.

Between 2023 and 2024, there was a 1% decrease in total police-reported crashes, a 7% decrease in fatal traffic crashes, a 2% decrease in serious injury crashes, and a 1% decrease in Property Damage Only (PDO) crashes. Crashes with other non-severe injuries increased by 1% between 2023 and 2024.

Fatalities and Fatality Rate per 100M VMT, 2015-2024



Source: FARS 2015–2024

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

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
SD-2 HSIP-5	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.	1,034	1,050	1,008	995	982	969
				13 fewer severe injuries per year			
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			
UC-7	Reduce the *annual* pedestrian fatalities by **5%** from 286 in 2024 to **271** by 2029.	286	299	280	277	274	271
				3 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-1	Reduce the *annual* bicyclist fatalities by **23%** from 22 in 2024 to **17** by 2029.	22	26	20	19	18	17
				1 fewer fatality per year			
SC-2	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.	182	104	178	176	174	172
				2 fewer fatalities per year			
SC-3	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.	168	**	164	162	160	158
				2 fewer drivers per year			
SC-4	Reduce the *annual* number of drivers aged 65 or older involved in fatal crashes by **5%** from 291 in 2024 to **276** by 2029.	291	**	285	282	279	276
				3 fewer drivers per year			
SC-6	Roadside fatalities as defined by 405(h)	34	**	32	31	30	29
				1 fewer fatality per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

STRATEGIC HIGHWAY SAFETY PLANNING

Activities undertaken by the Governor's Office of Highway Safety (GOHS) focus on reducing traffic fatalities and serious injuries through programs that address occupant protection, impaired driving, distracted driving, speeding, vulnerable roadway user safety, and other high-risk driving behaviors. While these initiatives primarily target behavioral safety factors, achieving long-term improvements in roadway safety requires a coordinated, multidisciplinary approach that integrates transportation planning, engineering, enforcement, education, emergency medical services, and public health. Strengthening collaboration between highway safety and transportation planning partners is essential to advancing Georgia's goal of zero traffic deaths and serious injuries.

The 2025-2029 Georgia Strategic Highway Safety Plan (SHSP) serves as the state's comprehensive, data-driven framework for improving roadway safety through the Safe System Approach. Development and implementation of the SHSP requires collaboration among a diverse network of stakeholders, including the Governor's Office of Highway Safety (GOHS), Georgia Department of Transportation (GDOT), Georgia Department of Public Safety (DPS), Department of Driver Services (DDS), Georgia Department of Public Health (DPH), Federal Motor Carrier Safety Administration (FMCSA), Metropolitan Planning Organizations (MPOs), Regional Commissions, local governments, law enforcement agencies, emergency medical services providers, advocacy organizations, academic institutions, and community partners. Through SHSP emphasis area task teams and ongoing coordination efforts, these partners work together to identify priority safety issues, implement evidence-based strategies, and align investments across the "4 E's" of traffic safety: Engineering, Education, Enforcement, and Emergency Medical Services. Collectively, these efforts support a statewide highway safety improvement program focused on reducing crashes and eliminating serious injuries and fatalities for all of Georgia's road users. The requirements for our highway safety improvement program include:

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

The estimated 3-year allocation of federal funds for the FFY27-FFY29 Planning and Administration is $3,000,000 (402 P&A).

4.2 COMMUNICATIONS (MEDIA)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

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

Highway Safety Emphasis Areas	Communications and Media Initiatives
Alcohol-Impairment	Drive Sober or Get Pulled Over
Occupant Protection	Click It or Ticket
Speeding	100 Days of Summer H.E.A.T./Operation Southern Slow Down
Motorcycle Safety	Share the Road
Distracted Driving	Hands Free Georgia/Hands Free for Safety/Know When to Hit Send
Non-Motorist	Pedestrian and Bicycle Safety Months
Unattended Passenger	Look Before You Lock
Preventing Roadside Deaths	Georgia Move Over Law campaigns
Young Driver/ Young Children	Campus Multi-Media (Bicycle/e-bike safety, seatbelt use, distracted driving)

In 2024, Georgia experienced 1,403 traffic fatalities, 7,950 serious injuries, and 371,130 motor vehicle crashes on Georgia roadways. Vehicle miles traveled in Georgia increased significantly over the last five years as the state and nation transitioned from COVID-19 pandemic restrictions from 2020 to 2021. Even with the increased traffic on state highways and roads, NHTSA FARS crash data showed traffic deaths in Georgia decreased by 22% from 2021 (1,809) to 2024 (1,403), and the fatality rate per 100 million vehicle miles traveled (VMT) decreased from 1.49 in 2021 to 1.15 in 2024. The VMT in Georgia continues to be the highest in the rural areas at 1.32 in 2024, compared to 1.07 in urban areas.

- Between 2020 and 2024, the number of police-reported motor vehicle crashes, injury crashes, and property damage-only (PDO) crashes fluctuated from year to year. From 2023 to 2024, Georgia experienced overall improvements in several key traffic safety measures. Total police-reported crashes decreased by 1%, fatal crashes decreased by 7%, serious injury crashes decreased by 2%, and PDO crashes decreased by 1%.
- Passenger vehicle occupant fatalities declined by 12%, while serious injuries among passenger vehicle occupants decreased by 3%. Motorcyclist fatalities also declined by 10%; however, motorcyclist serious injuries increased by 10%. Un-helmeted motorcyclist fatalities decreased from 17 in 2023 to 14 in 2024.
- Among vulnerable road users, pedestrian fatalities decreased by 8%, although pedestrian serious injuries increased by 6%. Bicyclist fatalities decreased from 24 in 2023 to 22 in 2024, while bicyclist serious injuries increased by 9%. Despite the year-to-year decline, the five-year average number of bicyclist fatalities in Georgia remained 24 during the 2020–2024 period.

Overall, while fatalities generally declined across most roadway user groups in 2024, increases in serious injuries among motorcyclists, pedestrians, and bicyclists highlight ongoing safety challenges for vulnerable road users.

Georgia will use paid, earned, and owned media campaigns to support enforcement mobilizations and educate the public on traffic laws. Georgia will continue to partner with state and local government

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

Highway Safety Emphasis Areas Description

- ***Impaired Driving***

  Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. Between 2023 and 2024, alcohol-impaired related fatalities decreased by nearly 25% from 427 in 2023 to 325 in 2024, decreasing 12% over a five-year period from 2020 to 2024. In 2023, 10% of all drivers in fatal crashes were suspected of drug involvement or had positive drug test results. Drug-related fatalities represented 14% of all traffic-related fatalities in 2023. Since 2019, the reported rise in drug-impaired driving fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs, such as marijuana, opioids, and stimulants, across the nation. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is $7.8 billion a year.

- ***Occupant Protection***

  While the number of traffic deaths in Georgia has decreased for three consecutive years (2021 to 2024), the failure to use seat belts and child safety seats remains one of the leading causes of motor vehicle deaths and injuries in the nation and in Georgia. In 2024, 43% (371 out of 848) of passenger vehicle occupants killed in crashes in Georgia were not wearing seat belts. More than 46% of the passenger vehicle occupants killed in crashes in Georgia from 2020 to 2024 were not wearing seat belts. Of the 5,135 passenger vehicle occupants killed in crashes in Georgia from 2020 to 2024, 2,272 were restrained at the time of the crash, 2,372 were unrestrained, and it was not known if 551 passenger vehicle occupants were restrained at the time of their crash.

  According to the 2025 Georgia Seat Belt Observational Survey, the rate of seat belt use for drivers and front right-seat passengers in passenger vehicles was 87.9% compared to 88.8% in 2024. The seat belt usage rate for drivers (87.0%) was lower than for front-seat passengers (92.2%). According to the survey, seat belt use in rural areas of the state (82%) is lower than in urban areas (90.2%).

  Unrestrained individuals are at a greater risk of severe injury in motor vehicle crashes. Historically, a higher proportion of unrestrained motor vehicle occupants have more severe and fatal injuries compared to restrained occupants. With the increase in unrestrained passenger vehicle occupants in crashes in recent years, Georgia will use paid, earned, and owned media to support enforcement mobilizations aimed at increasing seat belt use among vehicle occupants. Georgia will partner with state and local governments and highway-safety nonprofit organizations to

educate the public through community events and earned media campaigns that promote seat belt use and proper child safety seat installation and use. Educational campaigns will be geared to minority and underserved communities identified through census and crash data.

Georgia will also work with vendors who develop marketing and messaging campaigns to develop a campaign designed to promote seat belt use in the state with an emphasis on rural areas. The campaign will use radio, television, digital, and outdoor advertising, as well as paid owned media, to promote seat belt use.

- ***Speeding***

  A ten-year trend shows that speeding-related fatalities have increased by more than 25% in Georgia from 268 in 2015 to 339 in 2024. Between 2023 and 2024, speeding-related fatalities decreased by eight fewer fatalities — from 347 in 2023 to 339 in 2024. Speed was a factor in nearly one out of every four traffic deaths in Georgia in 2024, while speed was a factor in only 18% of persons killed in crashes in the state in 2015. Historically, more speeding-related crashes occurred in the Atlanta region and other urban regions compared to rural regions. Fulton (26) and DeKalb (20) counties had the highest number of speeding-related fatal crashes in Georgia in 2024, and nearly one-third of the state's speeding-related fatal crashes occurred in metro Atlanta. Prior to 2019, Georgia averaged 226 speeding-related fatal crashes per year, but the number increased by more than 45% in from 2019 to 2020, which is when the COVID pandemic began. Fewer vehicles on the road, which led to traffic congestion, and the implementation of health and safety emergency response measures are believed to have contributed to an increase in speeding fatalities in Georgia and across the nation. While the number of speed-related fatalities has decreased from the prior years in 2023 and 2024, the average number of speed-related fatalities in the state from 2020 to 2024 was 373.

- ***Motorcycle Safety***

  The 182 motorcyclist fatalities that occurred in 2024 represented 13% of all traffic fatalities in the state that year and were nearly a 20% increase over a ten-year period, when Georgia had 152 motorcyclists killed in crashes in 2015. The 182 motorcycle fatalities in Georgia were a 9% decrease from the 221 motorcycle fatalities in the state in 2022, and it was the first time the state experienced fewer than 190 motorcycle fatalities in a calendar year since 2019, the year before the COVID pandemic.

  According to the Georgia Department of Revenue's 2024 Annual Report, there were approximately 221,600 motorcycles registered in the State of Georgia, which represented 2.1% of the total vehicles registered in the state that year. The number of motorcycles registered in the state has increased by almost 10% in the past five years.

  According to 2024 police crash reports, 4,591 motorcyclists (4,334 operators and 257 passengers) were involved in motor vehicle traffic crashes, with 973 reported suspected serious injuries among motorcyclists. In 2023, motorcyclists with police-reported suspected serious injuries increased by 9% from 892 in 2023. Out of the 4,236 crashes that involved motorcyclists, 63% were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 2% were crashes involving two or more motorcycles, and 34% were single-vehicle crashes (involving only one

motorcycle). Sixty-two percent of motorcyclist serious injuries (602 of 973) and 73% of all motorcyclist fatalities (132 out of 182) occurred in multi-vehicle crashes.

- ***Distracted Driving***

  According to NHTSA FARS data, 67 people were killed in confirmed distracted driving crashes in Georgia in 2024, which accounted for 2.2.% of the state's total fatalities for the year. This is an increase of 12 persons killed in a confirmed distracted driving crash in Georgia over a five-year period when 55 persons died in a confirmed distracted driving crash in the state in 2020. Almost 70% of the persons killed or seriously injured in confirmed, multi-vehicle distraction-related crashes in Georgia in 20224 were not the confirmed distracted driver.

  In 2024, 54% of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver—a net 1-point percentage increase compared to 2023. This finding aligns with naturalistic driving studies that used video cameras and sensors installed in vehicles to determine driver risk factors seconds before a crash. According to a multi-state naturalistic study, 51.9% of all crashes involved distracted, non-impaired drivers.

  Among the drivers involved in motor vehicle traffic crashes, 2% were confirmed to be distracted, 29% were suspected of distraction, and 23% were undistracted drivers involved in a distraction-related crash, the other 46% of drivers were not involved in distraction-related crashes.

  Hand-held device distraction trends in Georgia are similar to the national findings from the 2023 National Occupant Protection Use Survey. Nationwide, 5.1% of drivers were observed using a hand-held device, which is consistent with Georgia's rate (5.1%). However, Georgia reports a higher proportion of drivers actively manipulating devices (3.8%) compared to the national average (3.0%). Similar to previous driver distraction observational studies, the rate of hand-held device distractions (talking or texting/dialing) was higher among unbelted drivers (8.0%) than among belted drivers (4.4%).

- ***Non-Motorist***

  Between 2015 and 2024, the total number of traffic-related fatalities decreased by 13% (from 1,610 to 1,403), while pedestrian fatalities increased by 46% (from 194 to 284). In 2024, 81% of the pedestrian fatalities occurred in dark lighting conditions (231 out of 284). Similar to previous years, more than half of all pedestrian crashes occurred within the Atlanta region (58%). In 2024, three-quarters of pedestrian fatalities (75%) and nearly half (45%) of pedestrian injuries occurred on roadways with posted speed limits at or above 45 mph. In 2024, hospitalization and emergency room visit charges totaled $253.5 million for the 2,653 pedestrians injured in motor vehicle traffic and non-traffic-related crashes.

  There was an average of 25 bicyclist fatalities in traffic crashes each year between 2020 and 2024. In 2023, there were 22 bicyclist fatalities on Georgia roadways, a decrease from the 24 bicyclist fatalities in 2023. The bicyclist crash rate is highest in urban counties outside of the Atlanta region. Sixty-four percent of bicyclist crashes occur at intersections. Hospitalization and emergency room visit charges totaled $43.4 million for the 480 bicyclists injured in motor vehicle traffic and 3,706 non-traffic-related crashes.

Target Population - Georgia's Primary Audience

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

GOHS will continue to use crash data, census data, and other information to ensure that highway safety education and safety messages reach all populations in our state. GOHS will continue to use media programs to reach Black/African American, non-Hispanic, and Hispanic populations of Georgia drivers with occupant protection and impaired driving highway safety messages. According to NHTSA FARS data, the total number of Hispanic persons killed in crashes in the state increased by 44% over a five-year period from 108 in 2020 to 156 in 2023. The number of Black, Non-Hispanic persons killed in crashes in 2023 was 594, which is an increase of one from 2020 but a 15% decrease from 2022, when there were 702 Black, Non-Hispanic persons killed in crashes in Georgia.

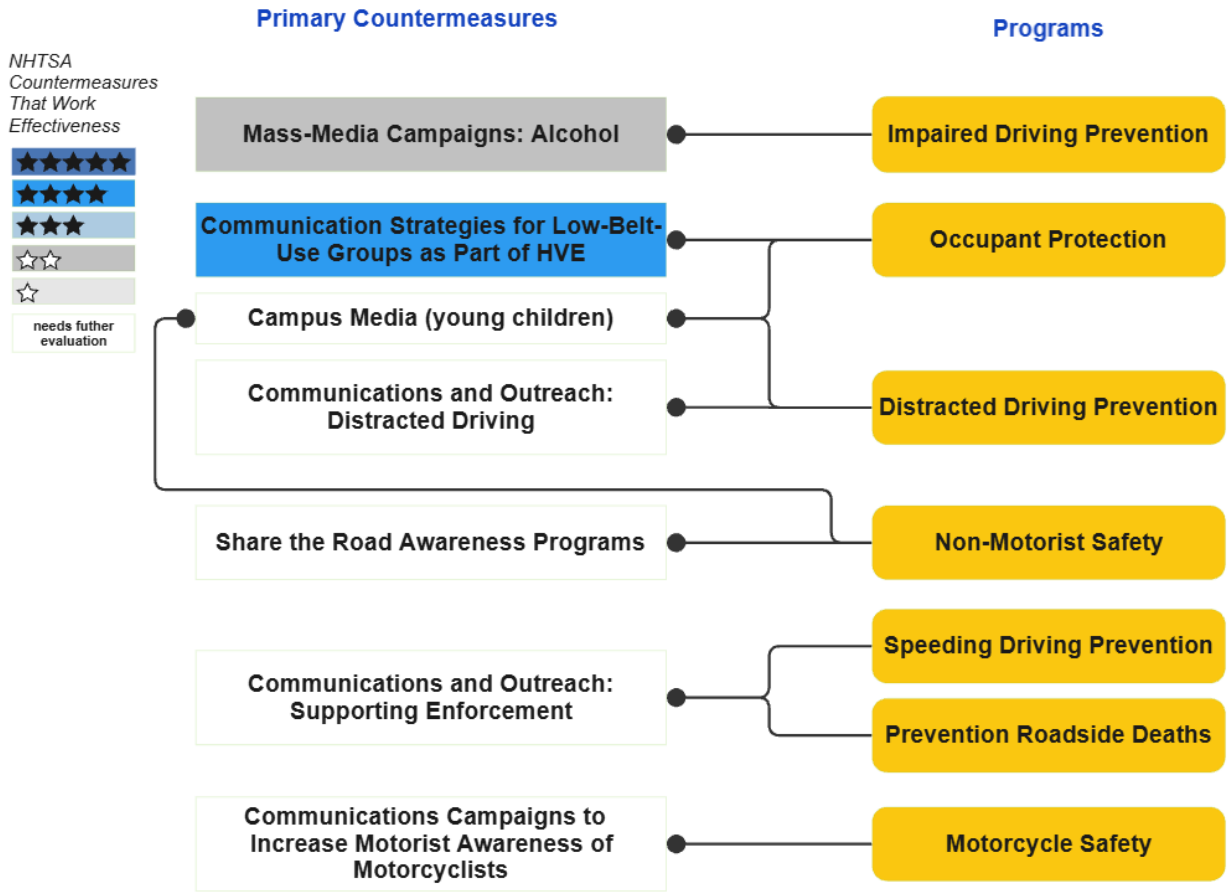
GOHS will continue to work with vendors and media buyers to ensure all plans include messaging through digital, broadcast/cable television, and radio outlets that reach the state's diverse population.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
SD-2 HSIP-5	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.	1,034	1,050	1,008	995	982	969
				13 fewer severe injuries per year			
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			
UC-7	Reduce the *annual* pedestrian fatalities by **5%** from 286 in 2024 to **271** by 2029.	286	299	280	277	274	271
				3 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-1	Reduce the *annual* bicyclist fatalities by **23%** from 22 in 2024 to **17** by 2029.	22	26	20	19	18	17
				1 fewer fatality per year			
SC-2	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.	182	104	178	176	174	172
				2 fewer fatalities per year			
SC-3	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.	168	**	164	162	160	158
				2 fewer drivers per year			
SC-4	Reduce the *annual* number of drivers aged 65 or older involved in fatal crashes by **5%** from 291 in 2024 to **276** by 2029.	291	**	285	282	279	276
				3 fewer drivers per year			
SC-6	Roadside fatalities as defined by 405(h)	34	**	32	31	30	29
				1 fewer fatality per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

PRIMARY COUNTERMEASURES

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



Communication Campaign and Paid Media

- ***Impaired Driving***

  GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices in the other Region IV states will conduct earned media events prior to holidays and occasions that are normally associated with the consumption of alcohol such as the Super Bowl, St. Patrick's Day, July 4th, and the Christmas/New Year's holidays. GOHS will also support impaired driving enforcement efforts during July 4th, Labor Day and Christmas/New Year's holidays with paid radio and television message campaigns. GOHS will pay to boost social

media content during these enforcement mobilizations to promote sober driving and discourage those who are impaired from getting behind the wheel using graphics, videos and other material created by GOHS and provided by NHTSA. The only way to prevent alcohol-impaired crashes is to keep impaired drivers from getting behind the wheel. The earned media, paid media and social media projects will be aimed at influencing behavior and promoting sober driving with concentrated messaging on the enhanced enforcement, risks to public health and the consequences of being arrested for DUI. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television PSA's use one or a combination of other safety messages.

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

The Mass Media Campaigns - Alcohol countermeasure supports Drive Sober or Get Pulled Over mobilization throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. Although Countermeasures That Work, 11th edition rates this countermeasure with 2-star effectiveness, NHTSA Highway Safety Program Guideline No.8 suggests that states should develop and implement a comprehensive communication program that supports priority policies and program efforts. Communication and media are used to supplement high visibility enforcement measures.

- ***Occupant Protection***

GOHS will use paid, earned and social media to promote seat belt and child passenger seat use for all drivers and passengers. We will work with partners in state agencies and other groups to hold earned media events prior to major travel holidays such as Memorial Day and Thanksgiving. Paid media and social media messages will support Click It or Ticket seat belt enforcement efforts prior to these holidays. GOHS will also continue existing campaigns to promote seat belt use in teen and younger drivers with Buckle Up Georgia and child passenger safety seats with outdoor messaging at popular family attractions. GOHS will also have earned media events and interviews to promote the use and assistance available with the inspection and installation of child passenger safety seats. The Buckle Up Georgia campaign will continue its message of seat belt use on every trip for teen and young adult drivers. Traffic crashes are one of the leading causes of death for this age group and a significant number of persons in this age group were not restrained at the time of their crash.

> ***Click It or Ticket:*** GOHS believes Paid Media Occupant Protection messaging supporting the "Click It or Ticket" enforcement mobilizations and will continue to use Paid Media OP campaigns to support enforcement mobilizations with the goal of reducing the number of unrestrained and unknown restrained passenger vehicle fatalities. GOHS will also develop and implement a specific paid media campaign designed to increase seat belt use with personal advocate testimonials and influencers, with a goal to increase seat belt use in rural areas.

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high-visibility seat belt law enforcement measures with proven paid media strategies with a 4-star effectiveness rating in Countermeasures That Work.

- ***Speeding***

GOHS will use earned and social media to show the importance for all vehicles to operate at safe, legal speeds. GOHS will continue to use earned and social media to support all speed-related enforcement mobilizations and campaigns. GOHS will also support the 'Operation Southern Slow Down' enforcement mobilization in the third week in July with a radio and television message educating the public on the dangers speeding poses to all road users

> ***100 Days of Summer H.E.A.T./Operation Southern Slow Down:*** A multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer driving period from Memorial Day through Labor Day. GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional, paid media PSA's run in rotation with occupant safety and alcohol countermeasure campaign ads.

Communications and Outreach Supporting Enforcement is a countermeasure that is likely to be effective for speeding and speed management when supporting enforcement mobilizations. Speed enforcement mobilizations generate millions of screen impressions on social media and crash data has shown that driving behavior is safer when operators see or know enforcement is taking place. Georgia and neighboring states have seen positive results in the Operation Southern Slow Down speed enforcement mobilization conducted during the peak of the summer travel season due to extensive earned media coverage and social media content. GOHS will continue to promote safe driving, seat belt use, and sober driving during the 100 Days of Summer H.E.A.T. campaign and continue to use earned and social media to educate the public on the importance of driving at safe, legal speeds before, during and after Thunder Task Force mobilizations conducted in the state.

- ***Motorcycle Safety***

GOHS will use paid and social media during Motorcycle Safety Awareness Month in May to promote drivers sharing the road with motorcyclists with "Look Twice" and sober operation of motorcyclists by all riders. GOHS will also have a four-week statewide radio campaign in late winter and early spring to remind drivers to look twice for motorcycles who are returning to the road as the weather warms. GOHS will also use social media to promote sober motorcycle operation and "Share the Road" and "Be Seen" messages to reduce all types of motorcycle-related crashes, deaths, and injuries. The "Look Twice" paid media campaign in May will promote the increase of motorcycles on the roads as the weather gets warmer.

> ***Share the Road:*** As part of a speed and impaired driving countermeasure message strategy, GOHS uses paid media funds when available to target motorists in Georgia's secondary audience with awareness messages such as "Share the Road," "Look Twice,

Save A Life" to remind motorists to yield when required by law for motorcyclists. Funds are used to pay for a statewide radio/television campaign in March when traffic data shows a 67% increase in persons killed in motorcycle crashes from February to March and a second campaign in May to increase public awareness on sharing the road with motorcycles during "National Motorcycle Safety Awareness Month."

The "Communication Campaign to Increase Motorist Awareness of Motorcyclists" countermeasure goal is not rated by CTW, 11th edition however according to NHTSA Highway Safety Program Guideline No. 3, states should develop and implement a communications strategies directed at specific high-risk populations as identified by data. Communications should enlist the support of a variety of media, including mass media, to improve public awareness of motorcycles crash problems and programs directed at preventing them.

- ***Distracted Driving***

The 'hands-free' law in Georgia makes it illegal for drivers to have a phone in their hand or supported by their body when on the road, including when the vehicle is stopped for a traffic device. GOHS will continue to support the 'Put the Phone Away or Pay' distracted driving awareness enforcement campaign with a month long buy during National Distracted Driving Awareness Month in April. GOHS will run radio and television messages educating the public on the state's hands-free law on Georgia Association of Broadcasting member stations in April. GOHS will also conduct a statewide radio/television/digital paid media campaign to educate the public on the dangers of distracted driving, especially the use of electronic devices. This campaign will run approximately three months from March through early May. GOHS will also partner with Georgia Public Broadcasting for the "HeadsUpGeorgia" campaign. GOHS and GPB will produce and air educational segments on the dangers of distracted driving, especially targeting teen and young adult drivers and testimonials from victim advocates. These segments will air before and during GPB broadcasts of Georgia high school football regular season and postseason games and during coverage of girls Flag Football regular season and postseason games. The campaign will also have students producing and submitting their media messages designed to reduce distracted driving. GOHS will also introduce a new brand character "Distraction Jaxon" who will be used to promote distracted driving awareness.

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

With distracted driving a factor in more than half the crashes in the state, GOHS believes a data point highlighting the fact that most of those seriously injured or killed in distracted driving crashes are not the distracted driver will show all motorists how dangerous this behavior is to everyone who travels on roads and highways. While the "Communications and Outreach on Distracted Driving" does not have an effectiveness rating as a stand-alone countermeasure, communications campaign efforts are coordinated with statewide enforcement initiatives and targeted outreach to high-risk populations to maximize their impact. Together, these efforts support the state's goal of reducing distracted driving crashes, and eliminating injuries and fatalities. Public education and

outreach increase awareness of the risks and legal consequences of distracted driving, reinforce high-visibility enforcement efforts, and encourage voluntary behavior change.

- ***Non-Motorist***

  With the number of pedestrian and bicycle fatalities having increased the past decade, GOHS will use paid, earned, and owned media to educate motorists and non-motorists on state laws that have been enacted so that both groups can safely interact on roads and highways with the goal to reduce the number of fatality and serious-injury crashes. The paid and earned media events will happen in conjunction with National Pedestrian Safety Month in October and owned media efforts will continue throughout the year. Paid and earned media efforts will happen at the start of the fall season when daylight hours begin to decrease. Crash data has consistently shown more than 80% of pedestrian crash deaths in Georgia each year happened during nighttime and low-light periods of the day. GOHS will also continue to use outdoor advertising during the winter months when there are fewer daylight hours, to educate drivers on Georgia's pedestrian law. GOHS will use crash data to pinpoint roads and highway corridors where pedestrian crashes have occurred and place these education law messages on billboards on these roads. GOHS will also place these education messages focused on Georgia pedestrian laws on bus shelters since many passengers will walk to and from the bus stop. Pedalcycle messaging will continue in May during National Bicycle Safety Month, which is a time when warmer weather brings more bicyclists on the road for recreation and exercise. State of Georgia, Share the Road, funds are available to promote compliance with Georgia's bicycle safety law.

  Pedestrian safety owned media will continue throughout the year with messages focusing on the importance for motorists to drive the speed limit and keep focus on the road in areas where people are walking and bicycling. Owned media scheduling will include late afternoon and evening to coincide with majority of pedestrian fatalities happening during nighttime hours. GOHS will also work to increase safe interaction with pedalcyclists and motorists by educating motorists on Georgia's bicycle safety law that requires motorists to move into an adjacent lane if safe and legal to do so or if they cannot, to slow down to a speed 10 miles below the legal posted limit or no slower than 25mph and give at least three feet between their vehicle and bicyclist(s). GOHS will conduct earned media events during National Bicycle Safety month on radio, television and digital platforms. While the "Share the Road Awareness Campaign" countermeasure is not rated, NHTSA's Highway Safety Program Guideline No.14 provides that states should have a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices and educates drivers to share the road with other road users.

- ***Unattended Passenger Safety***

  According to noheatstroke.org, more than 1050 persons have died of vehicular heatstroke in the United States since 1998 and more than half of those victims were two years of age are younger. More than 50 percent of the child pediatric vehicular heatstroke deaths in the United States since 1998 were mistakenly left in a vehicle by an adult caregiver and almost 25% of the unattended child vehicular heatstroke deaths were caused by a child being able to get inside and then becoming trapped in a parked vehicle. In Georgia, 19 children have died after being left

unattended in vehicles in the last ten years, including one death in 2025. Nearly 75% of pediatric vehicular heatstroke deaths in Georgia from 2016-2025 happened between May and September when air temperatures average in the 80's and 90's across the state.

> ***Look Before You Lock:*** GOHS and grantee Georgia Department of Early Care and Learning (DECAL) will spend $30,000 annually from May to July to educate the public on the dangers of pediatric vehicular heatstroke and offer educational information on what people can do to prevent these tragedies from happening. DECAL will purchase outdoor advertising to post educational billboards across the state and will also air :30 second radio messages on stations across the state during the summer months when air temperatures can reach triple digits and temperatures inside parked vehicles can quickly rise above 125 degrees. The messages will remind parents and adult caregivers to look in the back seat before leaving their vehicle and for all occupants to keep their vehicles locked when parked to prevent small children from gaining access and becoming trapped.

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

- ***Preventing Roadside Deaths (Communications & Outreach: Supporting Enforcement)***

  Although communications and outreach supporting enforcement for preventing roadside deaths are not identified by NHTSA as a stand-alone count measure that works, they are a very important component of traffic safety. GOHS works to increase awareness of Georgia's Move-Over laws through communications and outreach events. GOHS will launch "Move-Over" campaigns that will appear on social media and during law-enforcement-hosted community events. Additionally, the campaign effort will extend to other stakeholder groups that are also impacted by motorists who do not adhere to the Move-Over law—towing industries, lineman/utility trucks, DOT workers, construction workers, and other public service providers. These statewide campaigning efforts will deliver age-, cultural-, and industry-appropriate content to prevent risky driving behaviors and encourage motorists to move over or slow down to prevent roadside crashes, injuries, and fatalities. When these campaigns are coordinated with enforcement and other roadside safety initiatives, these efforts increase public awareness, reinforce compliance with traffic laws, and support safer driver behavior around roadside incidents. Together, these activities complement evidence-based enforcement strategies and contribute to reducing roadside fatalities and serious injuries.

- ***Campus Multimedia***

  GOHS will continue efforts with Campus Multimedia, a third-party vendor that has been charged with the following objectives:

  - Promote and extend existing driver safety campaigns in late grade elementary/middle schools throughout the state of Georgia

- Include focus on areas that over-index on accidents and fatalities based on data
- Position programs in classrooms so students learn the importance of driver safety and reinforce the message to parents

NHTSA Highway Safety Program Guideline No. 14 and No. 20 both suggest that states develop safety initiatives to reduce fatalities amount high-risk groups such as children. Campus Multimedia will help amplify the Georgia Governor's Office of Highway Safety's existing driver safety campaigns during key windows throughout the year by creating relevant content and activity extensions for use in classrooms across Georgia. Efforts began in the middle of FFY2026. Campus Media will focus on three program areas:

- **Bicycle safety/E-bikes**, teach students to maintain their bikes, wear helmets properly, and understand road awareness. Empower students to become Bike Safety Champions—students who not only ride safely but model responsible behavior for their families and communities.
- **Passenger Safety (seat belt),** teach the basics of *being a safe passenger* inside and around cars. Empower students to be *Seat Belt Champions*—correcting/reminding all car riders to buckle up; and
- **Distracted Driving**, help kids understand distractions and why they're deadly, both in and around the vehicle.

Campus Multimedia will access its network of elementary and middle schools throughout the state of Georgia to communicate and secure participation in the Georgia Governor's Highway Safety program. Schools that accept the program and commit to offering the curriculum will receive useful classroom instruction materials and some fun items to distribute to their classrooms (Worksheets, postcards, etc.). Campus Multimedia will manage all aspects of the program and ensure schools are engaged, including pre- and post-surveys and data collection to report on its effectiveness. Campus Multimedia will begin with 200 schools and expand to 500.

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

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for Communications and Media is $20,000,000 (402 PM, 402 Unattd, 405b, 405d, 405e, 405f, 405g, 405h, 405i)

4.3 DISTRACTED DRIVING

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Distracted Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of distraction-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

The Injury Prevention Research Center at Emory University conducted a daytime observational survey of visible driver distraction, with over 32,000 observations across 400 sites in 20 Georgia counties between May and August 2025. According to the 2025 Georgia Distracted Driving Observational Survey, 24.1% of all drivers exhibited some form of visible distraction while operating a motor vehicle (i.e., talking, texting, dialing, or eating). Between 2023 and 2025, an average of 19.5% of drivers were observed to have some form of distraction. This suggests that at any point in time or location on Georgia roadways during daytime hours, approximately 1 out of 5 drivers may be distracted. It's important to note that, unlike seatbelt observations, distracted driving observations represent snapshots in time and place, as drivers are not continuously distracted throughout their travel.

In 2024, 54% of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver—a net 1-point percentage increase compared to 2023. This finding aligns with naturalistic driving studies that used video cameras and sensors installed in vehicles to determine driver risk factors seconds before a crash. According to a multi-state naturalistic study, 51.9% of all crashes involved distracted, non-impaired drivers.[3]

Among the drivers involved in motor vehicle traffic crashes, 2% were confirmed to be distracted, 29% were suspected of distraction[4], and 23% were *un*distracted drivers involved in a distraction-related crash—the other 46% of drivers were not involved in distraction-related crashes. Most distraction-related crashes involved other vehicles.

- 78% of all distraction-related crashes involved at least one other vehicle besides that of the distracted driver.
- 22% of all distraction-related crashes were single-vehicle crashes that only involved the distracted driver's vehicle.

Furthermore, among all *single-vehicle* crashes, 62% involved a confirmed or suspected distracted driver. Among all *multi-vehicle* crashes, 52% involved at least one confirmed or suspected distracted driver.

Percent of All Traffic Crashes that were Distraction-Related, 2023-2024

Traffic Measure	2023	2024
Crashes		
Distraction-Related Crashes	53%	54%
Confirmed distraction-related crashes	*4%*	*4%*
Suspected distraction-related crashes	*49%*	*50%*
Not distraction-related crashes	47%	46%
Drivers		
Drivers involved in distraction-related crashes	53%	54%
Confirmed distracted driver	*2%*	*2%*
Suspected distracted driver	*28%*	*29%*
*Un*distracted driver	*22%*	*23%*
Other drivers *not* involved in distraction-related crashes	47%	46%

Source: CODES 2023-2024

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

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

Distraction-Related Traffic Fatalities and Serious Injuries

According to FARS, 67 fatal crashes involved at least one confirmed distracted driver (5.1% of all fatal crashes) in 2024. In these confirmed distraction-related crashes, 71 fatalities occurred (5.1% of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely underreported due to unknown contributing factors at the time of the crash. The table below shows the number and percentage of confirmed distraction-related fatal crashes and traffic fatalities between 2020 and 2024.

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

Confirmed Distraction-Related Fatal Crashes and Traffic Fatalities, 2020-2024

Year	Fatal Crashes			Fatalities		
	Total Fatal Crashes	Confirmed Distraction-Related		Total Traffic Fatalities	Confirmed Distraction-Related	
		Number	Percent		Number	Percent
2020	1,517	55	3.6%	1,658	61	3.7%
2021	1,681	50	3.0%	1,809	56	3.1%
2022	1,677	70	4.2%	1,796	73	4.1%
2023	1,486	36	2.4%	1,610	41	2.5%
2024	1,312	67	5.1%	1,403	71	5.1%

Source: FARS 2020-2024

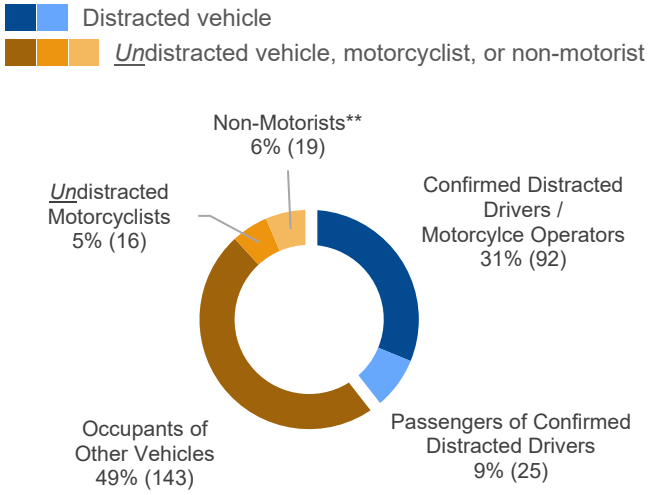
In 2024, **28%** of all serious injury crashes involved at least one driver ***confirmed or suspected*** of distraction. The number of serious injuries that involved a ***confirmed*** distracted driver decreased by 2%— from 383 in 2023 to 374 in 2024.

The figure shows the percentage of fatal or serious injuries in multi-vehicle crashes that involved at least one confirmed distracted driver, by person type in 2024.

- 40% were in the confirmed distracted driver's vehicle (represented by blue in the figure).
  - 31% were distracted drivers themselves.
  - 9% were passengers of the distracted driver.
- 60% were occupants of other vehicles or non-motorists (represented by yellow in the figure).
  - 49% were occupants of other vehicles *not* operated by the distracted driver.
  - 5% were undistracted motorcyclists
  - 6% were non-motorists (i.e., pedestrians or bicyclists).

Eighty-two percent (82%) of ***confirmed*** distracted drivers involved in motor vehicle crashes did *not* have passenger occupants with them in the vehicle.

Percent of Persons Fatally or Seriously Injured in Confirmed *Multi-Vehicle* Distraction-Related Crashes** by Person Type, 2024*



40 Fatal Injuries
255 Serious Injuries

Source: CODES 2024

*Multi-vehicle also includes single vehicle crashes with other non-motorists
**Distraction-related crashes only include distracted drivers of motor vehicles or distracted motorcycle operators, not distracted non-motorists (pedestrians or bicyclists).

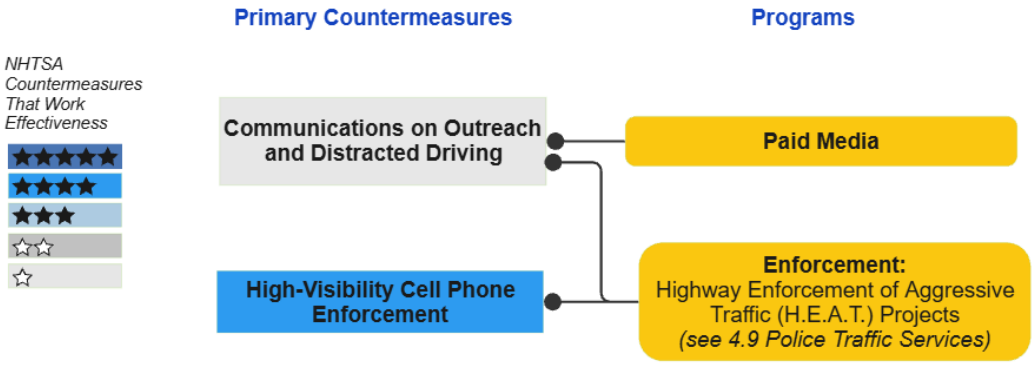
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(e): Distracted Driving Grant Application if the state meets the eligibility criteria. The 405(e) annual application has more detailed information on preventing distracted driving countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the prevention of distracted driving primary countermeasures that will be implemented during the FFY27-FFY29 period.

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



Paid Media

Distracted driving and other risking driving behaviors remain a concern in Georgia. Nearly half of all motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. GOHS aims to reduce the number of distraction-related fatalities (SD-3). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Paid Media Campaigns and Enforcement strategies to reinforce safe driving practices and deter risky driving behaviors. The primary countermeasure for Paid Media is Communications and Outreach on Distracted Driving (No Rating).

While this countermeasure is unproven or needing further evaluation, NHTSA's Highway Safety Program Guideline No. 15 provides that states should develop and implement communication strategies directed at supporting policy and program elements. Public awareness and knowledge about traffic enforcement services are essential for sustaining increased compliance with traffic laws and regulations. High-Visibility Cell Phone Enforcement is a 4-star countermeasure. Together, the campaign and enforcement efforts will deliver age-appropriate and culturally appropriate media content to remind drivers of the deadly dangers and the legal consequences of using handheld devices while driving not only to themselves but others on the road.

The estimated FFY27-FFY29 3-year allocation of federal funds for Distracted Driving is $2,750,000 (405e).

- ***Communications and Outreach: Distracted Driving***
  The 'hands-free' law makes it illegal for drivers to have a phone in their hand or supported by their body when on the road, including when the vehicle is stopped at a traffic signal. GOHS will continue to support the ''Put the Phone Away or Pay" distracted driving awareness enforcement campaign with a month-long buy during National Distracted Driving Awareness Month in April. GOHS will also develop a statewide media campaign using radio, television, and digital media to promote compliance with hands-free laws and the importance of avoiding distractions behind the wheel. GOHS will continue to educate teen and young adult drivers on the dangers and consequences of distracted driving with the "HeadsUpGeorgia" distracted driving awareness campaign produced by Georgia Public Broadcasting during their coverage of regular season and postseason high school football, girls flag football, girls cheerleading and boys and girls basketball. GOHS will continue to partner with state agencies, local communities, and highway-safety related non-profit groups to promote distracted driving awareness and prevention with earned media events and year-round social media content.

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

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

High Visibility Cell Phone Enforcement

See **4.9 Police Traffic Services** for more information.

Young Children/ Young Drivers (Campus Media)

See **4.2 Communications** for more information

4.4 IMPAIRED DRIVING
(DRUG & ALCOHOL)

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2024, there were 325 traffic fatalities that involved at least one alcohol-impaired driver—a 24% decrease from the 427 alcohol-impaired fatalities in 2023. These alcohol-impaired fatalities represented 23% of all traffic fatalities that occurred on Georgia roadways in 2024.

Reported drug-related fatalities increased more than 7 times—from 43 fatalities in 2019 to 331 fatalities in 2020. The increase in confirmed drugged driving and related traffic fatalities may be attributed to both the improvement in reporting drug test results in the crash reports and the increased use of certain drugs across the nation. In 2024, there were 194 drug-related traffic fatalities—an 18% decrease compared to 2023.

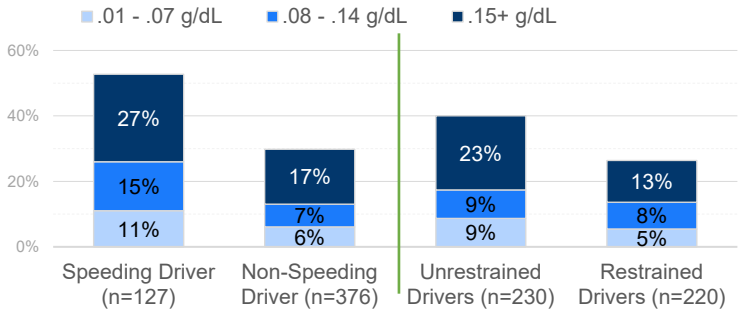
Alcohol Impaired- and/or Drug-Related Fatalities by Type, 2020-2024*

Measure Type	2020	2021	2022	2023	2024
Alcohol-Impaired Driving Fatalities	371	470	509	427	325
Annual % Change	▲ *5%*	▲ *27%*	▲ *8%*	▽ *-11%*	▽ *-24%*
Drug-Related Fatalities	508**	337	331	237	194
Annual % Change	▲ *86%*	▽ *-34%*	▽ *-2%*	▽ *-28%*	▽ *-18%*
All Traffic-Related Fatalities	1,658	1,809	1,796	1,610	1,403
Annual % Change	▲ *11%*	▲ *9%*	▽ *-1%*	▽ *-10%*	▽ *-13%*

* Risky-driving-related fatalities include all persons involved in the fatal crash, risky drivers, passengers, occupants in other vehicles, and non-motorists. ** The increase in reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2020-2024.

Alcohol is known to reduce brain functionality, muscle coordination, and other abilities needed for operating a vehicle safely. Even a small amount of alcohol can affect driving ability. In 2024, drivers involved in fatal crashes with a positive BAC were 2.6 times more likely to be speeding and 1.9 times more likely to be unrestrained. Twenty-seven percent of speeding drivers and 23% unrestrained drivers with known BAC were impaired (.08+ g/dL).

Speeding Drivers and Unrestrained Drivers Involved in Fatal Crashes by BAC Status, 2024*



*Percent calculated across drivers with known BAC. In Georgia, drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher.
Source: FARS 2024

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

Suspected Serious Injuries Involving Alcohol-Impaired and/or Drugged Drivers and Annual Percentage Change by Police Reported Driver Condition, 2021-2023*

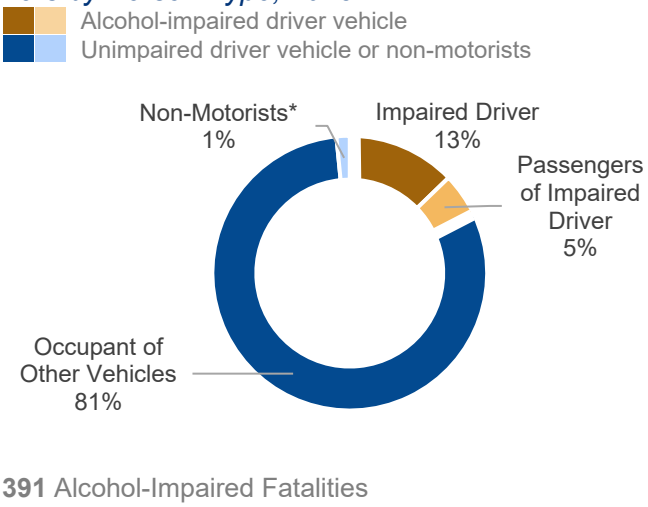
Driver Condition**	2021	2022	2023
Confirmed alcohol impairment and/or drug use	552	430	332
Annual % Change	▲ *38%*	▽ *-22%*	▽ *-23%*
Suspected alcohol impairment and/or drug use	675	562	477
Annual % Change	▲ *49%*	▽ *-17%*	▽ *-15%*
Confirmed and suspected alcohol impairment and/or drug use	1,227	992	809
Annual % Change	▲ *44%*	▽ *-19%*	▽ *-18%*

*DOT-523 Crash Report Manual Version 3.0 was revised January 2018 with a more specified definition for serious injury. **Confirmed cases can include drivers that used alcohol only, drugs only, or both alcohol and drugs. See data considerations for what is included under suspected.
Source: CODES 2021-2023

In 2023, 53% of all alcohol-related fatal crashes involved more than one vehicle. When an alcohol-impaired driver was involved in a multi-vehicle crash, most of the fatalities were among occupants of the other vehicle or non-motorists. The figure shows the percentage of fatalities involving at least one alcohol-impaired driver by person type in 2023.

- 18% were in the impaired driver's vehicle (represented by dark and light yellow).
  - 13% were the impaired drivers
  - 5% were *passengers* of the impaired driver
- 82% were occupants of other vehicles or non-motorists (represented by dark and light blue).
  - 81% were occupants of other vehicles that were *not* operated by the impaired driver
  - 1% were non-motorists (i.e., pedestrians or bicyclists involved in multi-vehicle crashes)

Estimated Percent of Persons Fatally or Seriously Injured in Multi-Vehicle Crashes Involving Alcohol-Impaired Drivers by Person Type, 2023



391 Alcohol-Impaired Fatalities

BAC is imputed for drivers involved in fatal crashes at the crash level and will result in a large standard error when reported on the person-level. Please review the "Data Definitions and Considerations" and the FARS Analytical Reference Guide for documentation. Percent totals may not equal 100% due to rounding.
*Note: Non-motorists in single-vehicle crashes are not included.

Source: CODES 2023

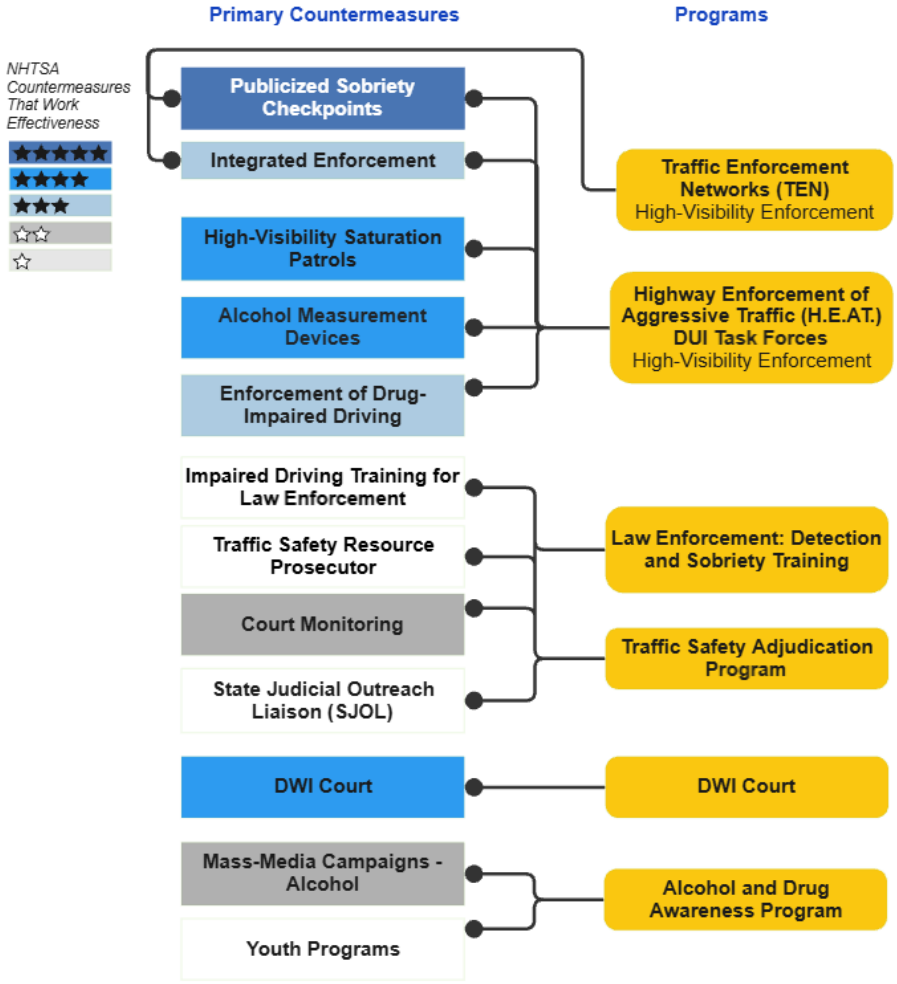
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-3	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.	168	**	164	162	160	158
				2 fewer drivers per year			

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(d): Impaired Driving Countermeasure Grant Application if the state meets the eligibility criteria. The 405(d) annual application has more detailed information on the prevention of impaired-driving countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the prevention of impaired-driving primary countermeasures that will be implemented during the FFY27-FFY29 period.

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



Highway Enforcement of Aggressive Traffic (H.E.A.T.), High Visibility Enforcement (HVE), Traffic Enforcement Networks (TEN)

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

1. Publicized Sobriety Checkpoints (5-star NHTSA effectiveness rating)
2. High-Visibility Saturation Patrols (4-star)
3. Integrated Enforcement (3-star)
4. Alcohol Measurement Devices (4-star)
5. Enforcement of Drug-Impaired Driving (3-star)

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for HEAT, HVE, and TEN is $32,800,000 (402 PT, 405d). See *4.9 Police Traffic Services* for further information.

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

- ***High-Visibility Saturation Patrols***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the impaired driving laws across the state. GOHS recognizes that law enforcement plays an extremely important role in overall highway safety in the state of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Drive Sober or Get Pulled Over, with participation from the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of impaired driving.

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

- ***Alcohol Measuring Devices***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to detect and arrest impaired drivers through regular traffic enforcement, special impaired-driving checkpoints, and saturation patrols. Alcohol measuring devices are available to grantee organizations as well as on sobriety checkpoints organized by the Traffic Enforcement Networks.

- ***Enforcement of Drug-Impaired Driving***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the drug impaired driving laws across the state. Through safety campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Drive Sober or Get Pulled Over, the GOHS H.E.A.T. teams and H.V.E. programs have proven that high-visibility enforcement of drugged driving is a key to saving lives and reducing injuries on Georgia's roadways. Law enforcement agencies are encouraged to send officers to impaired driving training such as Drug Recognition Expert (DRE), Standardized Field Sobriety Testing (SFST), and Advanced Roadside Impaired Driving Enforcement (ARIDE) to help recognize drugged impaired drivers.

Traffic Safety Adjudication Program & Impaired Driving Training Program

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

GOHS aims to reduce the number of alcohol and drug-related fatalities by increasing the legal consequences of impaired driving. To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Adjudication and Impaired Driving Training programs that prepare and train law enforcement and prosecutors on DWI cases.

The primary countermeasures for these programs are:

1. DWI Courts (4-star NHTSA effectiveness rating)
2. Court Monitoring (2-star NHTSA effectiveness rating)

3. Traffic Safety Resource Prosecutors (need further evaluation for effectiveness)
4. State JOL (need further evaluation for effectiveness)
5. Impaired Driving Training (need further evaluation for effectiveness)

Effective adjudication and sanction methods are a critical feature in retraining alcohol-related offenses on driver records. Without an offense on the record, drivers will often recidivate, and less severe penalties for future reckless or impaired driving incidents may result.

The estimated FFY27-FFY29, 3-year allocation of federal funds for the Adjudication and Impaired Driving Training programs is $3,750,000 (405d).

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

- ***Court Monitoring***
  According to Mothers Against Drunk Driving, Court Monitoring is intended to enhance transparency and accountability within the criminal justice system and reduce the likelihood of repeat offenses. One way this goal is achieved is by sharing data and observations with law enforcement, judges, prosecutors, and the public to promote awareness of impaired driving and ensure accountabilities for all impaired driving offenders. GOHS partners and sub-recipients will use this data to enhance the resources and information provided by Traffic Safety Resource Prosecutors. The goal is to limit plea agreements and diversion programs, deterring repeat DUI offenses and ultimately reducing impaired-driving-related fatalities on Georgia roadways. Sub-recipients will work to coordinate volunteer court monitoring efforts each grant year by means of monitoring impaired driving cases both in person and via online public access. This will be a statewide effort across potentially all 159 Georgia counties, but especially where needed and requested. Statewide impaired driving cases can involve motorists of any age and unfortunately, impaired driving crashes can affect passengers of any age. This monitoring will provide essential victim and family assistance and support, as well as support to relevant law enforcement agencies. These services can aid both DUI victims and perpetrators to turn their case into a lifelong educational opportunity that can help decrease the number of impaired driving crashes, injuries and fatalities on Georgia roadways.

- ***Traffic Safety Resource Prosecutors (TSPR)***
  Although TSRP's are not showing effectiveness according to CTW 11th edition, the NHTSA Highway Safety Program Guideline No. 8 explains that States should implement a comprehensive program to visibly, aggressively, and effectively prosecute and publicize impaired-driving-related efforts, including use of experienced prosecutors (e.g., traffic safety

resource prosecutors), to help coordinate and deliver training and technical assistance to prosecutors handling impaired driving cases throughout the State. DWI cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. Surveys have shown that about half of prosecutors and judges said the training and education they received prior to assuming their position was inadequate for preparing them to prosecute and preside over DWI cases. Traffic safety resource prosecutors (TSRPs) are professionals with prosecutorial experience who specialize in the prosecution of traffic crimes, and DWI cases in particular. They provide training, education, and technical support to prosecutors and law enforcement. Georgia will continue the TSRP program to ensure prosecutors and law enforcement across the state will continue to receive the most updated training in regard to impaired driving prosecution.

- ***State Judicial Outreach Liaison (SJOL, JOL)***

  Although SJOLs are not showing effectiveness according to CTW 11th edition, the NHTSA encourages their use under this CTW document. These are generally current or former judges experienced in adjudicating DWI cases. Many JOLs have presided over DWI or drug courts. JOLs function as peer-to-peer educators, writers, consultants and liaisons, to share the latest research with the judges of their region or State. GOHS will continue to work with the State JOL to improve the delivery of justice in impaired driving cases through education, communication, community outreach activities, and collaboration with judges and other court traffic safety stakeholders. The SJOL will provide training, education, and technical assistance to judges and other criminal justice officials, as appropriate, regarding impaired driving and traffic safety issues. The State JOL will also promote evidence-based sentencing and supervision practices that relate to impaired driving and traffic safety, including use of DUI treatment courts.

- ***Impaired Driving Training***

  Although Impaired Driving Training shows no stars effectiveness, to actually be effective in identifying impaired drivers, law enforcement must be trained properly. According to NHTSA's Highway Safety Program Guideline No. 15, training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. GOHS will continue to encourage law enforcement officers to obtain proper training to detect drug and alcohol impaired drivers.

  GOHS intended sub-recipients will partner with state and local law enforcement agencies and courts to assist and help train both law enforcement personnel and prosecutors in effective impaired driving investigation and prosecution. These trainings and assistance opportunities with provide essential and valuable information to both law enforcement and prosecution personnel on DUI investigation and prosecution, ARIDE training, direct examination of expert testimony and cross of defense experts, effective detection and prosecution of DUI cases, proper use of Intoxilyzer 9000 and defense of its results, crash investigation and prosecution, phlebotomy, the nature and function of the DRE program, and general traffic safety issues. Assistance will also be provided to statewide stakeholders via TSRP and DRE listservs, task force and leadership teams, email and telephone, requested trainings, case review and traffic

safety publications. The focus of these activities will be statewide, which includes 159 counties in Georgia, because impaired driving can and does happen anywhere. The lessons taught via this guidance and training will have an impact for years to come as Georgia law enforcement, prosecutors and motorists alike learn that Georgia has a zero-tolerance policy for impaired driving. This can create a behavioral change that will help decrease the number of impaired driving crashes, injuries and fatalities, as well as the successful prosecution of DUI offenders. Advanced-level law enforcement training programs, including Standardized Field Sobriety Testing (SFST), Drug Recognition Expert (DRE), and Phlebotomy, focus on reducing serious injury and fatality-related crashes through proactive, aggressive enforcement of impaired driving.

Impaired Driving Awareness Program

The Impaired Driving Awareness Program at GOHS aims to reduce the number of alcohol-related fatalities (UC-5) and Drivers aged 20 or younger involved in fatal crashes (SC-3) through two primary countermeasures:

1. Mass-Media Campaigns (2-star NHTSA effectiveness rating)
2. Youth Programs (no star)

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for the Impaired Driving Awareness Programs is $650,000.00 (402 AL, 405d). See *4.2 Communications* for estimated funding levels in media, including Campus Media.

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

- ***Youth Programs***
  NHTSA isn't currently able to show Youth Programs effective; however, there are many programs they suggest states use, which are geared towards young drivers. NHTSA's Peer-to-Peer Teen Traffic Safety Program Guide (DOT HS 812 631) suggests many young driver programs that states should consider using. GOHS intends to partner with many similar programs to educate young drivers on safe driving habits. GOHS will partner with high schools, colleges, parents, law enforcement agencies, media organizations, state agencies, and community partners to teach those under 21 and their parents/caregivers about the dangers and consequences of underage drinking and driving. These programming and outreach opportunities will provide vital information to participants about the dangers of underage drinking during prom season, as well as at any time of year. They will also provide knowledge about impaired driving and underage drinking, "train the trainer" presentations to community

volunteers, and identification of colleges and universities across Georgia for presentations of college-based curriculum.

Sub-recipients will administer the Alcohol and Drug Awareness Program (ADAP) to educate Georgia teens under 18 about the dangers of impaired driving and underage drinking. The program provides information and administrative support to both public and private schools on alcohol and drug-impaired driving, and targets both students and parents. These programs, as well as the ongoing effort to increase the number of instructors and the effectiveness of the programs, will be focused wherever there are young drivers in need of education. The goal of these programs is to instill a sense of responsibility in young Georgia drivers that will create a permanent commitment to driving sober and eliminating underage drinking and impaired driving crashes, injuries, and fatalities.

4.5 MOTORCYCLE SAFETY

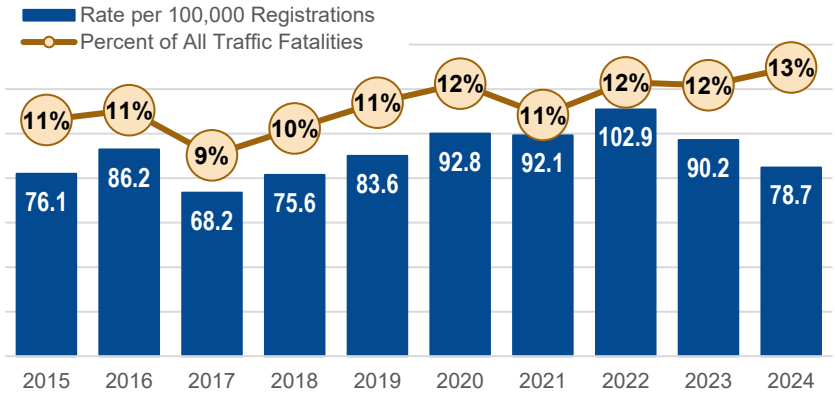
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities.
To access the full report, visit: https://www.gahighwaysafety.org/traffic-safety-facts-sheets/.

In 2024, there were 1,403 fatalities that resulted from motor vehicle traffic crashes on Georgia roadways. Motorcyclist fatalities represented 13% of all traffic fatalities (182 out of 1,403) (Figure 1). While overall traffic fatalities decreased by 13% from 2023 to 2024, motorcyclist fatalities decreased by only 7%.

Between 2023 and 2024, motorcycle registrations increased by 6% (from 217,285 to 231,187), while motorcyclist fatalities decreased by 7% (from 196 to 182). As a result, the motorcycle fatality rate decreased by 13%, from 90.2 to 78.7 motorcycle fatalities per 100,000 motorcycle registrations.

Rate and Percent of Motorcyclist Fatalities, 2015-2024



Source: FARS 2015–2024; FFY2015-FFY2019 DOR Annual Reports; DOR 2019-2024

Rate and Percent of Motorcyclist Traffic Fatalities, 2015-2024

Year	Total Traffic Fatalities	Georgia Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
2015	1,432	199,796	152	11%	76.1
2016	1,556	199,504	172	11%	86.2
2017	1,540	203,783	139	9%	68.2
2018	1,505	203,639	154	10%	75.6
2019	1,492	203,343	170	11%	83.6
2020	1,568	206,834	192	12%	92.8
2021	1,809	212,788	196	11%	92.1
2022	1,796	214,760	221	12%	102.9
2023	1,610	217,285	196	12%	90.2
2024	1,403	231,187	182	13%	78.7

Note: Motorcycle registrations include commercial and non-commercial motorcycles.
Source: FARS 2015–2024; FFY2015-FFY2019 DOR Annual Reports; DOR 2019-2024

The surveillance sources show an increase in motorcyclists with serious injuries between 2023 and 2024:

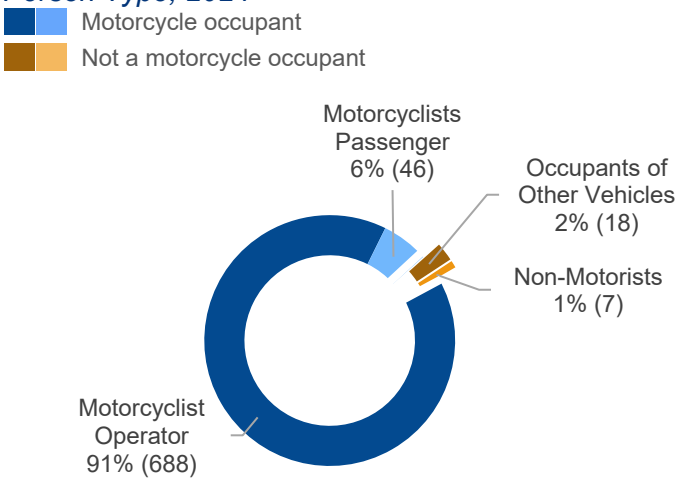
- Motorcyclist serious injuries reported by law enforcement increased by 9%.
- The number of motorcyclists transported to a hospital facility by the Emergency Medical Services (EMS) increased by 18%.
- The number of motorcyclists receiving patient care at a trauma center increased by 28%.
- Motor vehicle traffic-related emergency room-only visits involving motorcyclists increased by 2%, and hospitalizations increased by 8%.

Out of the 4,236 crashes that involved motorcyclists, 63% were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 2% were crashes involving two or more motorcycles, and 34% were single-vehicle crashes (involving only one motorcycle). Sixty-two percent of motorcyclist serious injuries (602 of 973) and 73% of all motorcyclist fatalities (132 out of 182) occurred in multi-vehicle crashes.

The figure shows the percentage of fatalities or serious injuries among all persons involved in multi-vehicle crashes with at least one motorcyclist in 2024. Among all the serious injuries involving motorcyclists:

- 97% were motorcyclists (represented by dark and light green in Figure 4).
  - 91% were motorcycle operators
  - 6% were motorcycle passengers
- 3% were occupants of other vehicles or non-motorists (represented by brown and yellow in Figure 4).
  - 2% were occupants of vehicles that were *not* a motorcycle vehicle body type.
  - 1% were non-motorists (i.e., pedestrians or bicyclists).

Percent of Persons Fatally or Seriously Injured in Multi-Vehicle *Crashes Involving Motorcyclists by Person Type, 2024*



624 Serious Injuries, including 602 motorcyclists
135 Fatal Injuries, including 132 motorcyclists

Source: CODES 2024, FARS 2024

Among single-vehicle crashes, the leading contributing factor was motorcycle operators speeding—reported in 25% of incidents before colliding with an object that was not another vehicle. For motorcycle operators involved in multi-vehicle crashes, the top contributing factors were risky/aggressive driving (17%) and following too closely (16%). The top factors for other drivers involved in multi-vehicle crashes with motorcyclists were failure to yield (27%) and risky/aggressive driving (9%).

Top Contributing Factors with Crashes Involving Motorcyclists by Number of Vehicles Involved and Person Type, 2024

	Single Vehicle Crashes		Two-Vehicle Crashes			
	Motorcyclists		Motorcyclists		Other Drivers	
Rank	Description	% of all operators	Description	% of all operators	Description	% of all drivers
1	Speeding	25%	Risky/aggressive driving	17%	Failed to yield	27%
2	Operator lost control	15%	Following too close	16%	Risky/aggressive driving	9%
3	Risky/aggressive driving	15%	Speeding	6%	Following too close	9%
4	Under the Influence of Alcohol or Drug (U.I.)	11%	Failed to Yield	5%	Improper Turn	4%

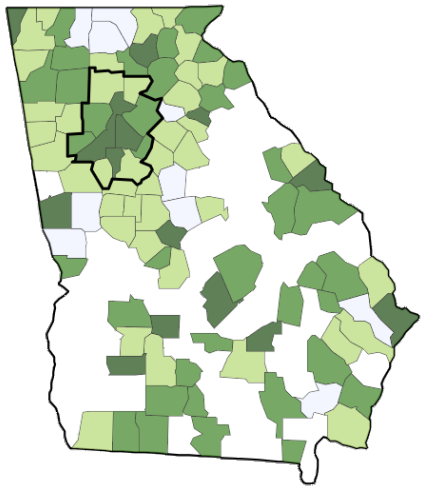
Source: CODES 2024; FARS 2024

Types of Motorcycle Crashes by County

The map to the right shows the motorcycle crash rate for counties with five or more motorcycle crashes in 2024. The statewide rate of motorcycle crashes for every 100,000 motorcycle registrations was 1,832.3.

The majority of all motorcycle crashes occur in north Georgia. Generally, there are higher motorcycle crash rates in the Atlanta Region and rural counties along Georgia's borders (Alabama, Florida, North Carolina, South Carolina, and Tennessee). Thirteen percent of all motorcycle operators involved in Georgia traffic crashes had a license from another state – 6% were licensed from a bordering state (Alabama, Florida, North Carolina, South Carolina, or Tennessee).

Motorcycle (MC) Crashes per 100,000 MC Registrations for Counties with 5+ MC Crashes, 2024



Statewide crash rate is **1,832.3** motorcycle crashes per 100,000

motorcycle registrations

Note: displaying counties with more than five (5) motorcycle crashes.
Source: CODES 2024, DOR 2024

The table below shows the number of motorcycle crashes that were multi-vehicle and single-vehicle by county. In 2024, there were a total of 2,937 multi-vehicle and 1,467 single-vehicle motorcycle crashes in the state of Georgia. GOHS will implement data-driven programs in the majority of counties where multi-vehicle crashes involving a motorcycle (55%, 1,623 out of 2,937) occur, as highlighted below.

Multi-Vehicle vs. Single-Vehicle Motorcycle Crashes (2024)
Source: CODES 2024

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclist Crash
STATEWIDE	**2,937**	**1,467**
Fulton	**405**	63
Cobb	**239**	62
Gwinnett	237	67
Dekalb	**173**	56
Chatham	**135**	58
Richmond	**80**	38
Clayton	**79**	31
Hall	**76**	36
Cherokee	**66**	38
Clarke	**60**	15
Henry	**52**	22
Muscogee	**51**	28
Houston	**43**	13
Forsyth	**41**	28
Douglas	**41**	21
Coweta	**41**	25
Bibb	**41**	24
Bartow	41	34
Paulding	38	16
Whitfield	37	29
Columbia	35	15

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclist Crash
Walton	33	16
Troup	33	17
Lowndes	32	23
Floyd	32	19
Carroll	32	17
Newton	30	18
Jackson	30	7
Lumpkin	27	39
Glynn	27	14
Dougherty	26	7
Bulloch	26	11
Rockdale	23	9
Dawson	23	17
Fayette	21	11
Gordon	20	16
Walker	19	15
Camden	19	7
Liberty	17	10
Effingham	17	11
Spalding	16	10
White	15	18
Thomas	14	5

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclist Crash	County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclist Crash
Stephens	14	13	Wilcox	2	--
Rabun	13	9	Telfair	2	--
Bryan	13	3	Taliaferro	2	1
Union	12	22	Talbot	2	3
Colquitt	12	6	Putnam	2	2
Laurens	11	9	Pierce	2	1
Dade	11	6	Lanier	2	1
Coffee	11	--	Jones	2	4
Catoosa	11	11	Jenkins	2	1
Wayne	9	8	Jefferson	2	3
Tift	9	9	Irwin	2	1
Polk	9	7	Heard	2	2
Hart	9	8	Harris	2	7
Haralson	9	6	Hancock	2	1
Habersham	9	13	Franklin	2	7
Ware	8	5	Evans	2	3
Pickens	8	15	Cook	2	6
Peach	8	5	Brantley	2	3
Butts	8	4	Bleckley	2	1
Toombs	7	4	Wilkinson	1	3
Crisp	7	3	Tattnall	1	2
Burke	7	7	Oglethorpe	1	1
Pike	6	7	Mitchell	1	--
McDuffie	6	8	McIntosh	1	1
Lee	6	4	Macon	1	--
Jeff Davis	6	4	Lincoln	1	--
Grady	6	5	Greene	1	2
Baldwin	6	3	Elbert	1	2
Murray	5	2	Early	1	1
Monroe	5	11	Crawford	1	5
Madison	5	14	Barrow	1	4
Long	5	4	Baker	1	1
Chattooga	5	5	Appling	1	2
Candler	5	1	Wilkes	--	1
Sumter	4	3	Washington	--	1
Morgan	4	5	Warren	--	2
Meriwether	4	3	Twiggs	--	3
Lamar	4	5	Turner	--	2
Jasper	4	1	Taylor	--	3
Gilmer	4	7	Stewart	--	1
Dodge	4	6	Seminole	--	1
Decatur	4	3	Schley	--	1
Banks	4	5	Pulaski	--	2
Worth	3	4	Johnson	--	2
Upson	3	7	Dooly	--	2
Towns	3	8	Clinch	--	1
Oconee	3	7	Charlton	--	2
Montgomery	3	1	Brooks	--	4
Fannin	3	11	Berrien	--	4
Emanuel	3	2	Bacon	--	3
Ben Hill	3	5	Atkinson	--	1

In 2024, there were 82 confirmed alcohol-impaired motorcyclist operators involved in crashes and 144 operators suspected of alcohol impairment. This accounts for 5% of all motorcycle crashes. The chart below shows the total number of motorcycle crashes in 2024, which involved an impaired operator (226 operators confirmed or suspected of alcohol impairment). Each year, GOHS will continue to focus on high-visibility enforcement and other motorcycle safety efforts in counties with the highest counts of alcohol-related crashes among motorcycle operators, shaded in green below which equals 57%.

Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2024)

Source: CODES 2024

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Chatham	8	8
Gwinnett	8	4
Clarke	4	1
Forsyth	4	1
Hall	4	5
Richmond	4	--
Cobb	3	2
Columbia	3	2
Fulton	3	5
Stephens	3	1
Cherokee	2	2
Effingham	2	3
Floyd	2	1
Walker	2	2
White	2	3
Bartow	1	6
Ben Hill	1	2
Bibb	1	3
Bryan	1	--
Carroll	1	1
Catoosa	1	1
Coffee	1	1
Colquitt	1	--
Decatur	1	--
Dekalb	1	--
Emanuel	1	--
Grady	1	2
Habersham	1	1
Haralson	1	--
Hart	1	2
Houston	1	5
Jones	1	--
Lowndes	1	2
Lumpkin	1	2
McDuffie	1	1
McIntosh	1	--
Muscogee	1	1
Newton	1	1
Paulding	1	5
Polk	1	--
Rockdale	1	1
Tift	1	2
Towns	1	--
Atkinson	--	1

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Barrow	--	1
Berrien	--	1
Brantley	--	1
Camden	--	2
Chattooga	--	1
Clayton	--	1
Coweta	--	3
Crisp	--	1
Dade	--	2
Dodge	--	1
Dougherty	--	2
Douglas	--	1
Fannin	--	1
Franklin	--	1
Gilmer	--	1
Glynn	--	2
Gordon	--	2
Harris	--	1
Jackson	--	1
Jeff Davis	--	1
Jefferson	--	1
Jenkins	--	1
Johnson	--	1
Laurens	--	1
Lee	--	1
Long	--	1
Madison	--	3
Meriwether	--	2
Morgan	--	1
Murray	--	1
Peach	--	2
Pickens	--	1
Pike	--	3
Pulaski	--	1
Spalding	--	2
Taylor	--	1
Troup	--	4
Turner	--	1
Union	--	1
Walton	--	2
Wayne	--	1
Whitfield	--	4
Wilkinson	--	1

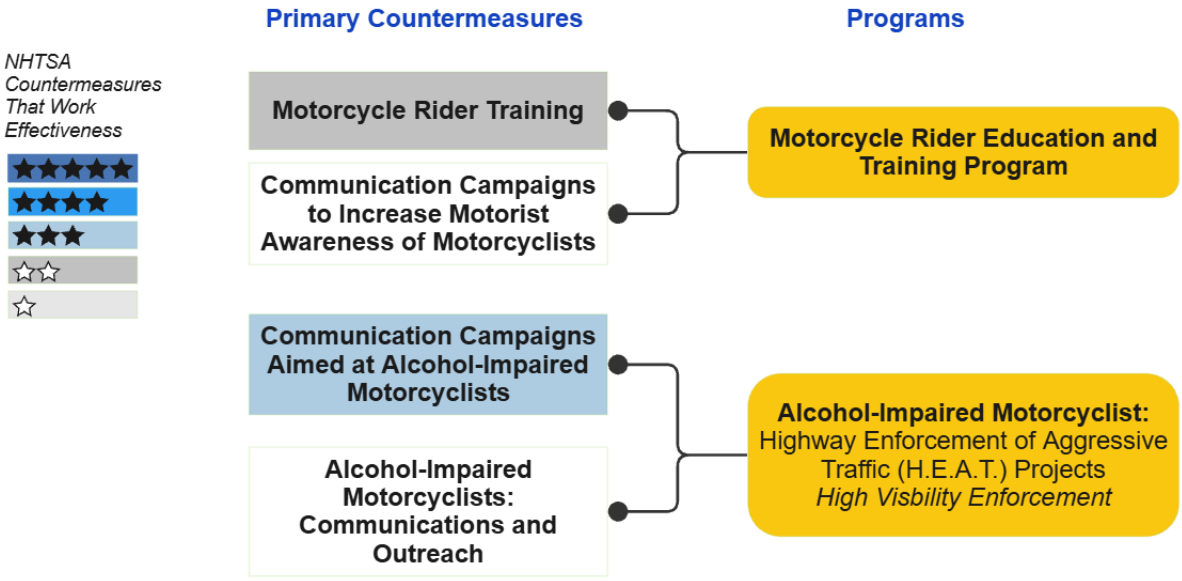
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-2	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.	182	104	178	176	174	172
				2 fewer fatalities per year			

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(f): Motorcyclist Safety if the state meets the eligibility criteria. The 405(f) annual application has more detailed information on motorcycle safety countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the motorcycle safety countermeasures that will be implemented during the FFY27-FFY29 period.

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



Motorcycle Rider Education and Training Program

Motorcyclists' involvement in traffic-related crashes remains a growing concern in Georgia. According to the Georgia Traffic Safety Facts 2024 Motorcycle Fact Sheet, half (50%) of motorcycle operators involved in crashes were riding without a valid motorcycle designation (Class M or MP) on their driver's license at the time of the crash. GOHS aims to reduce the number of motorcyclist fatalities (SC-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Motorcycle Rider Education and Training Program and fund agencies to train motorcyclists on safe riding practices and promote motorcycle safety and awareness through two primary countermeasures:

1. Motorcycle Rider Training (2-star NHTSA effectiveness rating)
2. Communication Campaigns to Increase Motorist Awareness of Motorcyclists (needs further evaluation for effectiveness)

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

The estimated 3-year allocation of federal funds for the FFY27-FFY29 Motorcycle Safety Program is $600,000.00 (405f).

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

Alcohol-Impaired Motorcyclist: HEAT Projects

Alcohol-impaired motorcyclists involved in traffic-related crashes remain a growing concern in Georgia. Over the past five years, nearly one-fifth of all motorcycle operators fatally injured had a positive blood alcohol concentration (BAC). GOHS aims to reduce the number of motorcyclist fatalities (SC-2) and reduce the number of alcohol-related fatalities (UC-5). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Alcohol-Impaired Motorcyclist: HEAT Projects and fund law enforcement agencies to reduce alcohol-impaired motorcycling and support communication and mobilization campaigns that spread awareness through two primary countermeasures:

1. Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions (3-star NHTSA effectiveness rating)
2. Communication Campaigns Aimed at Alcohol-Impaired Motorcyclists (needs further evaluation for effectiveness)

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

See section *4.9 Police Traffic Services* for the estimated 3-year allocation of federal funds for the FFY27-FFY29 HEAT Projects (402 PT, 405d).

- ***Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the impaired driving laws across the state. GOHS recognizes that law enforcement plays an extremely important role in overall highway safety in the state of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Drive Sober or Get Pulled Over, with participation from the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's impaired driving laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of impaired driving.

Communication Campaigns

Alcohol-impaired motorcyclists involved in traffic-related crashes remain a growing concern in Georgia. Over the past five years (2020-2024), 17% of all motorcycle operators involved in a fatal crash had a positive blood alcohol concentration (BAC). GOHS aims to reduce the number of motorcyclist fatalities (SC-2) and reduce the number of alcohol-related fatalities (UC-5).

1. Communication Campaigns to increase Motorists' Awareness of Motorcycles (No Stars)
2. Communication Campaigns aimed at Alcohol-Impaired Motorcyclists (No Stars)

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

- ***Communication Campaigns to increase Motorists' Awareness of Motorcyclists***
  GOHS continues to support the statewide and local efforts implementing the *Motorists' Awareness of Motorcyclists* countermeasure strategy. This is a crucial element of education because the majority of Georgia motorcycle crashes involve other vehicles (67%), while a smaller percentage (33%) are single-vehicle crashes. The GOHS will partner with sub-receipts to conduct education and outreach that promotes the "Share the Road with Motorcycles" messaging, which encourages motorist awareness of motorcycles. This messaging targets all roadway users of all ages—from novice teen drivers to older, experienced drivers who operate all other vehicle types other than motorcycles. Additionally, GOHS will support messaging efforts in counties with the highest number of multi-vehicle crashes involving motorcyclists. These statewide and county-level social media campaigns, outreach events, educational materials and ads, and information run on the DDS' Motor Vehicle Network screens at the customer service center locations (which are in every region of Georgia) will directly target

Georgia motorists statewide with "*Share the Road*" messaging that can help decrease the number of motorcyclist crashes, injuries, and fatalities in the state.

- ***Communication Campaigns Aimed at Alcohol-Impaired Motorcyclists***
  GOHS will implement Communications Aimed at Alcohol-Impaired Motorcyclists. Even though this countermeasure is unproven, GOHS has found that paid media messaging that supports enforcement mobilizations and features persons who have been involved or who have had a family member or friend killed in a crash resonates with all age groups, including the target age group of males ages 18-34.

  According to the 2024 Georgia Traffic Safety Fact Sheet on Motorcycles, 5.1% were either confirmed or suspected of alcohol impairment— 82 motorcycle operators were confirmed of alcohol impairment, and an additional 144 motorcycle operators were suspected of alcohol impairment. Of those motorcycle operators suspected of alcohol impairment, many did not have a BAC value reported in the police crash report; however, they were administered an alcohol test. In the same year, 1.8% of other drivers that were not motorcyclists were either confirmed or suspected of alcohol impairment— 6,441 drivers were confirmed of alcohol impairment, and an additional 6,053 drivers were suspected of alcohol impairment.

  GOHS will continue to implement proven sobriety enforcement measures to target impaired operators of all vehicles, including motorcycles and GOHS will support these efforts through paid media, earned media, and social media messaging using the "Drive Sober or Get Pulled Over" theme as well as data that shows operating a motorcycle or any vehicle under the influence of any impairing substance substantially increases the chances of being in a crash.

4.6 NON-MOTORIZED
(PEDESTRIANS & BICYCLISTS)

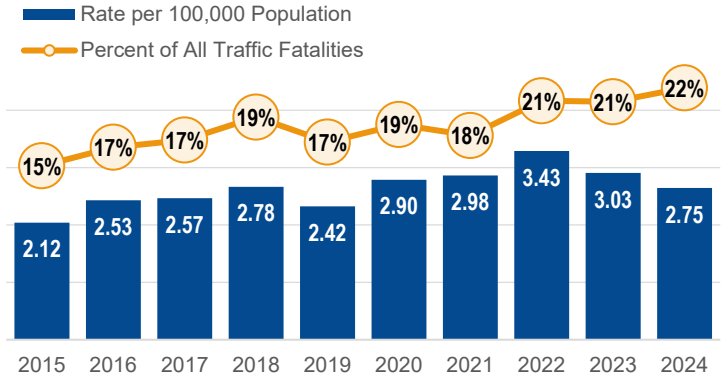
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Pedestrians and Bicyclists Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of non-motorist fatalities. To access the full report, visit: https://www.gahighwaysafety.org/traffic-safety-facts-sheets/.

According to FARS data, there were 286 pedestrians and 24 bicyclists fatally injured in motor vehicle traffic crashes in 2024 (Table 1). The number of pedestrian fatalities in traffic crashes decreased by 8%, from 310 in 2023 to 286 in 2024. There was an average of 24 bicyclist fatalities in traffic crashes per year between 2020 and 2024.

Although *non-motorists* accounted for less than 1% of all persons involved in motor vehicle crashes (0.45%) and 9% of those seriously injured, they accounted for 22% of all traffic fatalities in Georgia. For every 100,000 population in Georgia, there were 2.75 pedestrian and bicyclist fatalities—higher than the national rate of 2.39 non-motorist fatalities for every 100,000 population nationwide (21% of all national traffic fatalities). Figure 1 shows the rate by population and percentage of non-motorist traffic fatalities for the past decade.

Rate by Population and Percent of Non-Motorist Traffic Fatalities, 2015-2024



Source: FARS 2015-2024; OASIS 2015-2024

The table below presents the total number of traffic fatalities, Georgia population, and non-motorist fatalities (pedestrians and bicyclists) from 2020 to 2024.

- The number of total traffic fatalities *de*creased by 13%, from 1,610 in 2023 to 1,403 in 2024.
- The number of non-motorist fatalities *de*creased by 8%, from 334 in 2023 to 306 in 2024.
- The rate of non-motorist fatalities *de*creased by 10%, from 3.03 fatalities per 100,000 population (the highest rate in the past decade) in 2023 to 2.74 in 2024.

Rate and Percent of Non-Motorist Traffic Fatalities, 2020-2024

Year	Total Traffic Fatalities	Georgia Population	Pedestrian		Bicyclist		Non-Motorists Fatalities		
			Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Rate per 100,000 Population
2020	1,658	10,710,017	279	16.8%	32	1.9%	311	19%	2.90
2021	1,809	10,799,566	307	17.0%	15	0.8%	322	18%	2.98
2022	1,796	10,912,876	345	19.2%	29	1.6%	374	21%	3.43
2023	1,610	11,029,227	310	19.3%	24	1.5%	334	21%	3.03
2024	1,403	11,180,878	286	20.4%	22	1.6%	308	22%	2.75

Source: FARS 2020-2024, OASIS 2020-2024

According to police crash reports, 29% of all pedestrian crashes in Georgia (876 out of 3,003) resulted in at least one pedestrian being seriously or fatally injured in 2024. In the same year, 16% of all bicyclist crashes (155 out of 965) resulted in at least one bicyclist being seriously or fatally injured. The table shows the number of non-motorist crashes and the number of non-motorist crashes that resulted in a serious or fatal injury between 2020 and 2024.

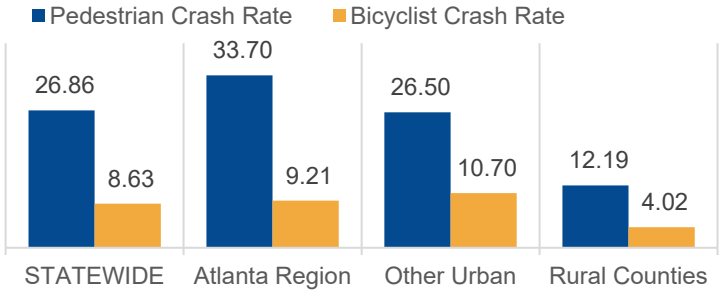
There were 26.86 pedestrians per 100,000 population and 8.63 bicyclists per 100,000 population involved in a motor vehicle traffic crash across the state of Georgia. In Georgia, non-motorist crashes are more frequent in the urban areas (the Atlanta region and other urban regions) compared to rural areas, where the residential population is less than 50,000 people per county. The Atlanta Region accounted for 46% of the state population. However, 58% (1,738 out of 3,003) of all pedestrian crashes, 58% (345 out of 592) of all pedestrian serious injury crashes, and 54% (153 out of 284) of all pedestrian fatal crashes occurred within this area.

Non-Motorist Crashes and Serious Injury and Fatal Crashes, 2020-2024

Year	Pedestrian		Bicyclist	
	Crashes	Serious Injury and Fatal Crashes	Crashes	Serious Injury and Fatal Crashes
2020	2,332+	625	654+	100
2021	2,615	846	731	109
2022	2,777	943	829	153
2023	2,814	865	921	140
2024	3,003	876	965	155

+ During the COVID-19 public emergency response, traffic crashes (including non-motorist crashes) with low injury severity were underreported in the police crash reports.
Source: CODES 2020-2024, FARS 2020-2024

Pedestrian and Bicyclist Crash Rate per 100,000 Population by Region Type, 2024



Source: CODES 2024, OASIS 2024

Vulnerable Populations

According to the Georgia Traffic Safety Facts study "*Examining Social Vulnerability and the Association with Pedestrian Crashes*" (Georgia Crash Outcomes Data Evaluation System, 2022), there is a positive correlation between vulnerable census tracts in Georgia and the rates of severe pedestrian crashes across the Atlanta region. In other words, the more vulnerable a community is, the higher the rate of pedestrian serious and fatal injury crashes.

In 2024, pedestrians aged 65+ years represented 8% of all pedestrians involved in crashes, 8% of all pedestrian serious injuries, and 16% of all pedestrian fatalities. Between 2023 and 2024, the number of pedestrians 65+ years of age who were seriously or fatally injured decreased by 6%, and the rate of seriously or fatally injured pedestrians 65+ years decreased by 9%.

In 2024, non-Hispanic Black pedestrians represented the highest proportion (43%) of pedestrians fatally injured in motor vehicle traffic crashes and 32% of the Georgia residential population, compared to non-Hispanic White pedestrians, who represent 34% of pedestrian fatalities and 49% of the population. The pedestrian fatality rate per population among non-Hispanic Black individuals is more than double (2.0 times) the pedestrian fatality rate experienced among non-Hispanic White.

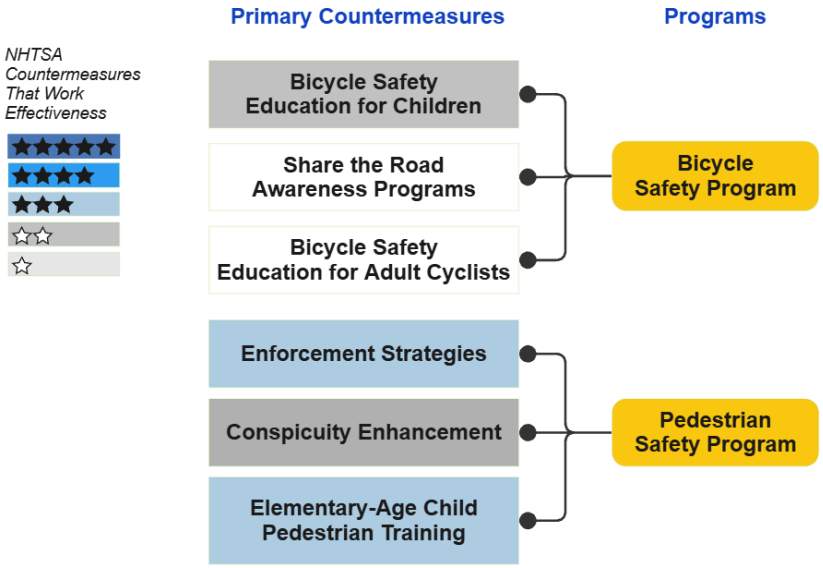
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
SD-2 HSIP-5	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.	1,034	1,050	1,008	995	982	969
				13 fewer severe injuries per year			
UC-7	Reduce the *annual* pedestrian fatalities by **5%** from 286 in 2024 to **271** by 2029.	286	299	280	277	274	271
				3 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-1	Reduce the *annual* bicyclist fatalities by **23%** from 22 in 2024 to **17** by 2029.	22	26	20	19	18	17
				1 fewer fatality per year			

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(g): Non-Motorized Safety Grant Application if the state meets the eligibility criteria. The 405(g) annual application has more detailed information on non-motorized safety countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the non-motorized safety primary countermeasures that will be implemented during the FFY27-FFY29 period.

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



The estimated 3-year allocation of federal funds for the FFY27-FFY29 Non-motorized Safety Program is $4,000,000.00 (402 PS, 405g).

Bicycle Safety Program

According to 2024 FARS and crash data, bicyclist involvement in traffic-related crashes remains a growing concern in Georgia, especially in urban and metropolitan areas. GOHS aims to reduce the number of bicyclist fatalities (SC-1) and non-motorist serious injuries and fatalities (SD-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Bicycle Safety Program and fund agencies to enhance and promote bicycle safety and awareness through three primary countermeasures:

1. Bicycle Safety Education for Children (2-star NHTSA effectiveness rating)
2. Share the Road Awareness Programs (not rated)
3. Bicycle Safety Education for Adult Cyclists (not rated)

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

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

- ***Share the Road Awareness Programs***
  Bicycle messaging will continue in May during National Bicycle Safety Month, which is a time when warmer weather brings more bicyclists on the road for recreation and exercise. Funds will be used to promote the use of nonmotorized road user safety equipment and the compliance with Georgia's bicycle safety law that requires motorists when passing a bicyclist(s) to either move into the adjacent lane or to slow down to a speed of ten miles per hour below the legal posted limit and give at least three feet of space if unable to move into the adjacent lane. See Communications (section 4.2) for further information.

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

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

Pedestrian Safety Program

According to 2024 FARS and crash data, pedestrian involvement in fatal crashes, serious injury crashes, and all traffic-related crashes remains a growing concern in Georgia. GOHS aims to reduce the number of pedestrian fatalities (UC-7) and non-motorist serious injuries and fatalities (SD-2). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Pedestrian Safety Program and fund agencies to enhance and improve pedestrian safety and promote awareness of pedestrian safety through three primary countermeasures:

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

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

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

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

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

4.7 OCCUPANT PROTECTION
(ADULT & CHILD PASSENGER SAFETY)

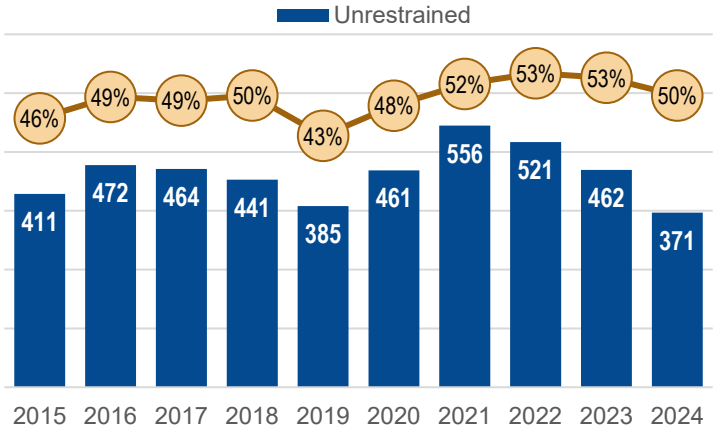
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Occupant Protection Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of distraction-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2024, there were 1,403 traffic fatalities in Georgia, of which 848 (60%) were occupants of passenger vehicles (PV). Of the 848 passenger vehicle occupants fatally injured, 371 (44%) were unrestrained, and 377 (44%) were restrained at the time of the crash. Restraint use was not known for the remaining 100 (12%) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 50% were restrained, and 50% were unrestrained.

The figure to the right shows the percentage and number of unrestrained passenger vehicle occupants fatally injured in traffic crashes when the restraint use was known. The percentage of unrestrained fatalities increased by three percentage points, from 53% in 2023 to 50% in 2024. The number of fatally injured passenger vehicle occupants by restraint use for 2020 to 2024 is shown in the table below.

Percent and Number of Unrestrained Passenger Vehicle Occupants Fatally Injured (All Ages), 2015-2024*



*Percent is calculated based on known restraint use. Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2020-2024

Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2020-2024

Year	Restraint Use						Total		Percent Restrained Based on Known Use	Percent Unrestrained Based on Known Use
	Restrained		Unrestrained		Unknown					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
2020	502	47%	461	43%	102	10%	1,065	100%	52%	48%
2021	522	44%	556	47%	113	9%	1,191	100%	48%	52%
2022	455	42%	521	48%	117	11%	1,093	100%	47%	53%
2023	416	42%	462	46%	119	12%	997	100%	47%	53%
2024	377	44%	371	44%	100	12%	848	100%	50%	50%

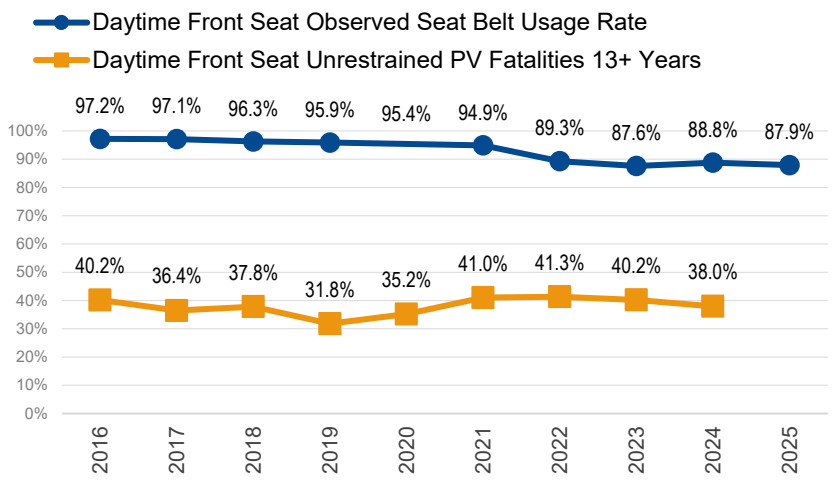
Note: The appropriate restraint system for children was not taken into consideration in the restraint classification.
Source: FARS 2020-2024

Since 2011, Georgia has observed a seat belt usage rate of over 90% — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. According to the 2025 Georgia Seat Belt Observational Survey[5], the rate of seat belt use for drivers and front right-seat passengers in vehicles[6] decreased by nearly 6% from 94.4% in 2021 to 87.9% in 2025. The seat belt usage rate for drivers was lower than front seat passengers (right seating position) use—87.0% among drivers and 92.2% among front seat passengers.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According to the 2025 Occupant Protection Observational Survey:

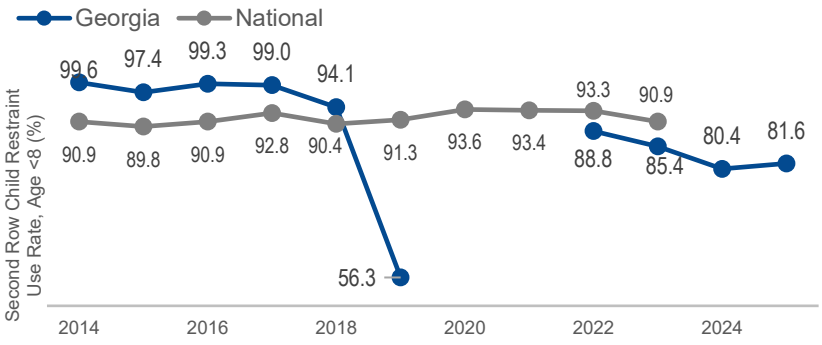
- Observed safety belt usage was highest in the Atlanta MSA (90.2%), followed by non-Atlanta MSAs (85.1%), and rural areas (82.0%).
- Seat belt use rate was highest among Asian occupants (95.1%), following by Hispanic occupants (91.1%), White occupants (88.5%), and Black occupants (84.1%). Occupants of Other races/ethnicities had a belt use rate of 93.7%.
- Safety belt usage was higher for women (90.7%) than for men (85.5%).
- Seat belt use rate was highest in minivans (95.7%), followed by SUVs (90.7%), vans (84.4%) and trucks (79.0%).

Observed Safety Belt Use (2016-2025) Front Seat Passenger Vehicle Occupants



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

Children Safety Seat Usage, 2014-2024



Source: Statewide Use of Occupant Restraints - Observational Survey of Safety Restraint Use in Georgia (2025) **NOTE: Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to those in surrounding states.

*Observed Safety Belt Use by Location and Sex (2021-2025)**

		2021	2022	2023	2024	2025
Overall Safety Belt Use:		**94.8**	**89.3**	**87.6**	**88.8**	**87.9**
Location:	Atlanta MSA	97.2	90.3	89.2	89.0	90.2
	Non-Atlanta MSA	95.3	87.5	83.4	88.1	85.1
	Rural	94.0	81.7	84.7	89.2	82.0
Driver Gender:	Male	93.2	86.7	84.3	87.3	85.5
	Female	98.6	92.2	91.2	90.6	90.7

Source: Statewide Use of Occupant Restraints - Observational Survey of Safety Restraint Use in Georgia (2021-2025)

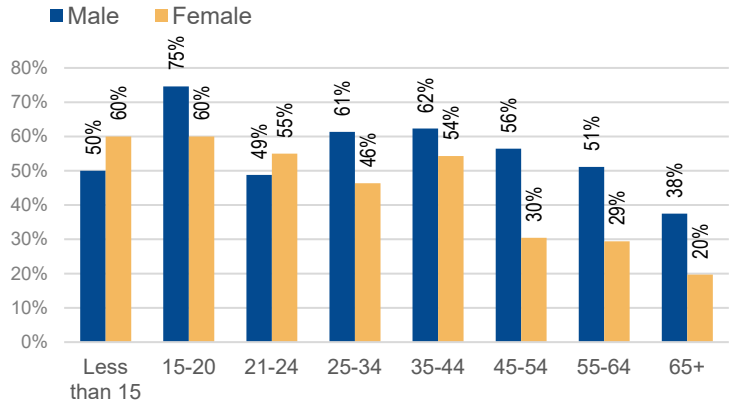
[5] Rupp, Jonathan. 2025. "Statewide Use of Seat Belt Restraints: An Observational Survey of Seat Belt Use in Georgia." The Injury Prevention Research Center at Emory (IPRCE), Emory University: Atlanta, Georgia

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

The figure to the right shows the percentage of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2024.

- 75% of fatally injured **male** PV occupants **15-to-20** years of age were unrestrained, compared to 60% of **female** PV occupants.
- 55% of fatally injured **female** PV occupants **21-to-24** years of age were unrestrained, compared to 49% of **male** PV occupants.

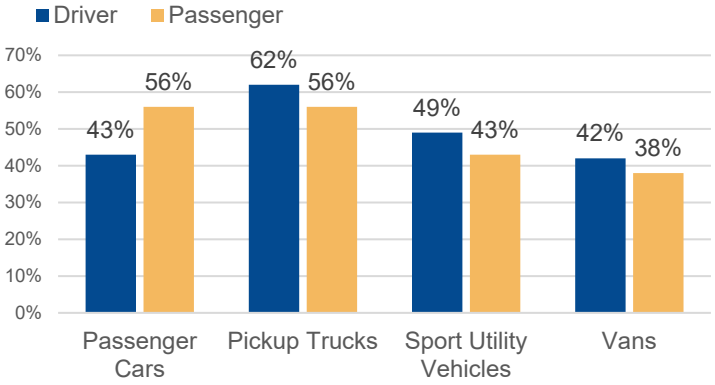
Percent of Unrestrained Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2024*



499 Male Passenger Vehicle Occupants with known age and restraint use
249 Female Passenger Vehicle Occupants with known age and restraint use
Note: Based on known restraint use
Source: FARS 2024

There were 848 passengers fatally injured in passenger vehicles in 2024. Fifty-one percent of the passengers fatally injured were riding in passenger cars. Among the 749 fatalities for which restraint use was known, 50% were unrestrained, but use varied by vehicle type: 61% of the passengers fatally injured in pickup trucks were unrestrained, compared to 48% in SUVs, 41% in vans, and 46% in passenger cars.

Percent of Unrestrained Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2024 (All Ages)*



Source: FARS 2024
*Based on known restraint use.

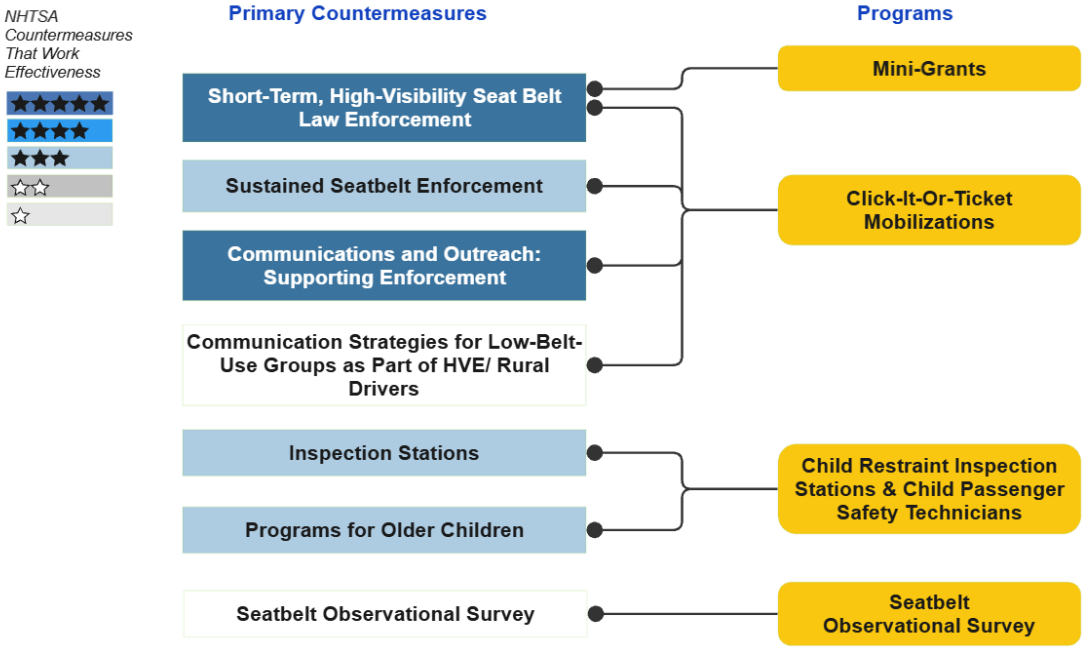
ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(b): Occupant Protection Incentive Grant Application if the state meets the eligibility criteria. The 405(b) annual application has more detailed information on occupant protection countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the occupant protection primary countermeasures that will be implemented during the FFY27-FFY29 period.

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



Click-It-Or-Ticket Mobilizations

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

1. Short-Term, High-Visibility Seat Belt Law Enforcement (5-star NHTSA effectiveness rating)
2. Sustained Seatbelt Enforcement (3 stars)
3. Communications and Outreach: Supporting Enforcement (5-star)
4. Communication Strategies for Low-Belt-Use Groups as Part of HVE/ Rural Drivers (not rated)

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

See section *4.2 Communications* and *4.9 Police Traffic Services* for the estimated 3-year allocation of federal funds for the FFY27-FFY29 Communication, HVE, and HEAT Projects (402 OP, 402 PM, 402 PT, 402 Unattd, 405b).

- ***Short-Term, High-Visibility Seat Belt Law Enforcement***
  Click It or Ticket has been shown to be an effective campaign to bring awareness to seatbelt usage. Georgia will continue to participate in the Click It or Ticket safety campaign through high-visibility enforcement of the seatbelt laws in Georgia. Crash data will continue to be reviewed to identify high-risk locations, and hotspot enforcement will be conducted throughout the state, including in rural Georgia, where seat belt use remains lower than the statewide average. Over the next three years, High-Visibility Enforcement (HVE) projects will include a seat belt enforcement component to increase compliance with Georgia's seat belt laws and improve statewide restraint use.

  The seat belt usage rate in rural Georgia continues to be a concern. Rural Georgia consistently has lower seatbelt usage rates than the metro areas of the state. In the 2025 seatbelt survey, Rural Georgia counties had a usage rate of 82% whereas the Atlanta metro area had 90.2% usage and other metro areas had 85.1% usage. In an effort to address seat belt usage rates in rural Georgia, GOHS will fund small, mini grants to law enforcement agencies to enforce the occupant protection laws through saturated patrol and checkpoints. This will be accomplished in areas identified by data to be those where non-restraint related injuries and fatalities occur.

- ***Sustained Seatbelt Enforcement***
  Unlike short-term mobilizations, sustained enforcement involves year-round, highly visible enforcement of occupant protection laws. During the triennial HSP, High Visibility Enforcement and H.E.A.T. projects will include a seatbelt component to increase compliance with seatbelt laws and, in turn, the state seatbelt usage rate. Enforcement efforts will be conducted throughout both urban and rural areas of Georgia. These efforts will be complemented by public education and outreach campaigns that reinforce enforcement activities, promote positive social norms surrounding seat belt use, and encourage voluntary compliance with Georgia's occupant protection laws. Together, these strategies will help increase seat belt use and eliminate unrestrained fatalities and serious injuries statewide.

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

- ***Communication Strategies for Low-Belt-Use Groups as Part of HVE/Rural Drivers***
  In 2023, GOHS released the Georgia Traffic Safety Facts Issue Brief “Examining Crashes and Drivers in Rural Areas, " which showed rural counties in Georgia have a greater proportion of non-interstate traffic crashes that resulted in serious injuries or fatalities compared to urban non-interstate traffic crashes. Rural counties also have higher proportions of unrestrained, speeding, alcohol-impaired, and distracted driving among drivers in rural crashes. Most notably, local rural drivers were more likely to have unrestrained passenger vehicle occupants with fatal or serious injuries compared to non-local rural drivers and all urban drivers. Statistical analyses showed there was also a positive association between CDC’s Social Vulnerability Index at the county level and lack of restraint use—unrestraint use increases with community social vulnerability.

  GOHS and community-level grantees (e.g., law enforcement agencies and community advocates) will implement countermeasures that specifically address low belt use in rural communities. These countermeasures include communications/messaging campaigns, multi-wave HVE campaigns (i.e., short-term, high-visibility adult seat belt / child passenger safety enforcement), which will be implemented concurrently with the Click It or Ticket (CIOT) statewide initiatives. GOHS will continue to support Click It or Ticket enforcement campaigns with paid media, earned media, and social media campaigns.

  Additionally, GOHS sub-recipients will continue to focus on enhancing rural road safety by using demographic data and collected survey data to plan a social norming campaign aimed at promoting seat belt use among rural Georgia residents. Social norming campaigns have been shown to be effective in addressing risky driving behavior such as speeding and alcohol impaired driving. A targeting approach to normalizing seatbelt use among rural residents will highlight the positive actions of the majority and promote accurate information in specific rural communities.

Child Restraint Inspection Stations & Child Passenger Safety Technicians

Child restraint non-use and misuse remain a concern in Georgia. GOHS aims to reduce the number of unrestrained passenger vehicle fatalities (UC-4) and total traffic fatalities (UC-1). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement child restraint inspection stations with technicians who will support the dissemination and proper use of child safety seats. The primary countermeasures for this programmatic effort are:

1. Child Restraint Inspection Stations (3 stars)
2. Programs for Increasing Child Restraint and Booster Seat Use (2-star)

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for the Child Restraint Inspection Stations & Child Passenger Safety Technicians program is $6,200,000. (402 OP, 405b).

- ***Child Restraint Inspection Stations***

  The Governor's Office of Highway Safety (GOHS) will continue to maintain a list of car seat fitting stations, or inspection stations, on the state website. Currently, there are car seat inspection stations throughout the state of Georgia that reach both urban and rural communities. In addition to urban and rural populations, many of these car seat inspection stations reach other vulnerable populations, such as Black-African American, Hispanic, Asian, and high-poverty-rate areas. When comparing demographics to the state's population, those counties with a higher percentage of a specific demographic were deemed counties with a high-risk population, especially when that demographic is historically overrepresented in crash data for fatalities and serious injuries. GOHS relies on many agencies to host inspection stations, including health departments, police departments, fire departments, and private, non-profit organizations. GOHS will continue to support and maintain this information on the website. **Please reference the current list of inspection stations at the end of this section (page 126).**

  The overall availability of CPS technicians throughout the State is a consideration in both maintaining inspection stations and educating parents and caregivers. Both retaining current CPST's and training new CPSTs at underserved locations may be an important part of maintaining the effectiveness of this countermeasure. Currently, there are 1,318 certified technicians and 72 certified instructors who can assist with car seat needs in their communities. To increase the number of CPST's in Georgia, GOHS is working hard to promote this education by working with DPH and Safe Kids Georgia. GOHS is also working with other state agencies to promote the National Digital Check Form (NDCF). The NDCF tracks valuable information, such as misuse and the most popular vehicle types in specific areas. Working with local agencies and utilizing the NDCF will provide much-needed insight into education that can be provided to local communities.

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

  In FFY27-FFY29, GOHS will work with partners and sub-recipients to host car seat check events throughout the state of Georgia. GOHS will incorporate effective Seats Across the States where Georgia partners with surrounding states to bring awareness to child safety. GOHS will also participate in National CPS week with the annual Caravan safety week which includes National Seat Check Saturday. The activities during the Caravan will be held in counties with high rates of fatalities and serious injuries identified by FARS Data. Check events will educate the public on proper child restraint use.

  In Georgia, programs exist that focus on select demographics to promote vehicle and occupant safety; child occupants and restraints, drivers over the age of 55, and teenage drivers. These are some of the populations of focus for programmatic activities funded by the Governor's Office of Highway Safety. The design of programs to reach a particular demographic increases certain aspects of validity and helps the programs meet their goals. Georgia will continue to review data regarding this age group and if needed, create programs to effectively reach the tween age group.

Seatbelt Observational Survey

Monitoring seatbelt use is important for determining the effectiveness of programmatic efforts and public compliance with seatbelt laws. GOHS aims to increase the seatbelt usage rate among passenger vehicle occupants (SD-4), including children.

1. Seatbelt Observation (not rated, but required)

GOHS will continue to fund and support the implementation of statewide observational surveys. This strategy is supported and encouraged by the Uniform Guidelines for State Highway Safety Program (Guideline No. 20). The data collected by these annual observational surveys will be used to identify problems or emerging issues related to seatbelt usage and to plan programs to address them.

The estimated FFY27-FFY29, 3-year allocation of federal funds for the Seatbelt Observation Survey is $950,000.00 (405b).

- ***Seatbelt Observational Survey***
  GOHS will continue conducting the statewide seatbelt survey, as required. Georgia will conduct a reselection of survey sites during the next 3 years. The new counties will be selected based on data and approved by NHTSA, which will remain in place for five years per NHTSA guidelines. The data collected will help determine trends in Metro Atlanta, non-Metro Atlanta, and rural areas. This data will break down restraint use by age, demographic, sex, and vehicle type. The breakdown of this data will continue to provide valuable information that all potential sub-recipients can use in their programmatic efforts. The Governor's Office of Highway Safety will continue to share this information, along with crash data, to communities most affected. This sharing of information will enhance community engagement in overrepresented and underserved areas.

Occupant Protection Assessment Update

GOHS conducted an Occupant Protection Needs Assessment in 2024, which included a review of our statewide OP program and identified programmatic strengths, accomplishments, challenges, and recommendations for improvement. The assessment is a tool for OP program planning, development, and implementation purposes, and for making decisions about how to best prioritize programs and use available resources.

A few examples of recommendations that have been implemented since receiving the needs assessment results:

- *Stable CPS State Coordinator:* The CPS State Coordinator also serves as the Occupant Protection Grant Manager/Planner within the Planning and Programs Department, providing consistency and stability for statewide CPS programming efforts. In addition, the State Coordinator has begun proactively reaching out to technicians and instructors with upcoming certification expirations to encourage timely renewal and help improve technician and instructor retention rates statewide.
- *Occupant Protection Task Team:* The task team meets regularly every other month on the first Wednesday of the month. The members are comprised of diverse partners and stakeholders who are assigned as a "champion" to specific sections of the implementation plan that has been developed.
- *Updates to the GOHS website:* GOHS has started revamping the website to include a more comprehensive and interactive experience for caregivers and partners under the Child Passenger Safety section.
- *Inspection Stations:* All inspection stations have been verified and updated
- *Newsletter:* Established a quarterly Child Passenger Safety and Occupant Protection newsletter

Georgia plans to work towards improved efforts to increase seatbelt use and reduce unrestrained fatalities in the State by implementing additional recommendations from the assessment:

- *Expand partnerships and grant opportunities in rural communities:* To address this recommendation, the mini-grant programs that will be released starting in 2026 will extend into additional months. As mentioned, the mini-grant sub-recipients will be selected based on the following criteria: demonstrated data-driven need, small rural law enforcement agencies, and

agencies that are not currently receiving funding from the Georgia Governor's Office of Highway Safety.

- *Develop and distribute a statewide driver attitude and awareness survey:* Questions will be developed to better gauge drivers' seat belt use habits and their understanding and support for enacting stronger occupant protection laws and associated fines (adult seat belts and child restraints).
- *Develop a communication and outreach plan*: GOHS will develop an outreach and communications plan focused on pickup drivers
- *Expand partnerships within birthing hospitals:* specifically in larger, metropolitan areas
- *Work towards expanding the number of child passenger safety technicians and instructors:* During the assessment, it was determined that 28 counties do not currently have any certified CPS technicians. To expand our efforts, Georgia will focus on areas with limited coverage to ensure stronger outreach.
- *Campus Media Partnership:* This partnership focuses on grade school children and high schools. Please reference section *4.2 Communications* for more information.

Child Restraint Inspection Stations (June 2026)

Main Contact	Main Contact Email Address	Phone Number	Address	City	Appointment / Regular Hours	Rural or Urban
Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street	Alma	Appointment Only (Monday-Friday 9:00 AM-4:00 PM)	Rural
Sean Rogers	srogers@altopolice.com	706-778-8028	3895 Gainesville Hwy	Alto	Appointment and Pre-Scheduled Hours (Monday-Friday 8:00 AM-4:00 PM)	Rural
Choka Wilcox	choka.cockrell@dph.ga.gov	478-374-5576	1121 Plaza Ave	Eastman	Appointment Only	Rural
Valeka Carter	valeka.carter@dph.ga.gov	229-263-7585	500 East Courtland Ave	Quitman	Appointment Only	Rural
Terri Black	tcameron@uga.edu	706-554-2119	715 W 6th Street	Waynesboro	Appointment Only	Rural
Lacey Shoemake	lacey.shoemake@dph.ga.gov	770-836-6667 EXT.116	1004 Newnan Road	Carrollton	Appointment Only	Rural
Lynetta Ponce	lynetta.ponce@dph.ga.gov	229-896-7527	204 N Parrish Ave.	Adel	Appointment Only	Rural
Choka Wilcox	choka.cockrell@dph.ga.gov	478-374-5576	1121 Plaza Ave	Eastman	Appointment Only	Rural
Denise Miller	denise.miller@dph.ga.gov	229-207-0049	618 Flowers Drive	Blakely	Appointment Only (9:00 AM-4:00 PM)	Rural
Cynthia Sharper	cynthia.sharper@dph.ga.gov	470-707-3116	149 GA-94	Statenville	Appointment Only	Rural
Lisa Lutterloh	Lisa.Lutterloh@dph.ga.gov	706-667-4277	1916 N. Leg Road	Augusta	Appointment Only	Rural
Cody Posey	Cposey@cairocity.net	229-377-3293	555 2nd Ave SE	Cairo	Pre-Scheduled Hours (9:00 AM-4:00 PM)	Rural
Laura Hardester	fcpcgreensboro@gmail.com	706-453-1908	1531 West Broad Street	Greensboro	Appointment Only	Rural
Sean Rogers	srogers@altopolice.com	706-778-8028	3895 Gainesville Hwy	Alto	Appointment and Pre-Scheduled Hours (Monday-Friday 8:00 AM-4:00 PM)	Rural
Kevin Marsteller	kmarsteller@cornelia.city	706-778-4314	181 Larkin Street	Cornelia	Appointment and Pre-Scheduled Hours (Monday-Friday 1:00 PM-4:00 PM)	Rural
SGT. Larry Sanford	lsanford@gainesville.org	770-535-3789	701 Queen City Parkway NW	Gainesville	Appointment or Walk-ins	Rural
Petula Holse	petula.holsey@dph.ga.gov	706-444-6616	516 Boland Street	Gainesville	Appointment Only	Rural
Michelle Hobbs	michelle.hobbs@dph.ga.gov	229-238-9540	407 W 4th St	Ocilla	Appointment Only	Rural
Dana Hager	Dana.Hager@dph.ga.gov	229-759-3014	112 Park Street	Leesburg	Appointment Only	Rural
Summer Banks	summer.banks@dph.ga.gov	912-545-2244	584 N Macon St.	Ludowici	Appointment Only (Classes)	Rural
Manny Diaz	manny.diaz@dph.ga.gov	229-333-5257 EXT.113	206 South Patterson St.	Valdosta	Appointment Only	Rural
Clair Autry	alyssaautry@dph.ga.gov	706-795-2121 EXT. 2513	1424 Highway 98 W	Danielsville	Appointment Only	Rural
Crystal Sherrer	crystal.partnersforsuccess@gmail.com	706-595-3112	511 Main St	Thompson	Appointment Only	Rural
Brooke Deverger	brooke.deverger@dph.ga.gov	912-832-5473	1335 GA HWY 57	Townsend	Appointment Only	Rural
Renae Hester	renae.hester@dph.ga.gov	229-758-3344 EXT. 7102	250 W Pine St.	Colquitt	Appointment Only	Rural
August Bundy	august.bundy@dph.ga.gov	229-355-3081	88 W Oakland Ave.	Camilla	Appointment Only	Rural
Robert Tillman	Safekidstoombs@gmail.com	912-403-9882	1415 Aimwell Rd	Vidalia	Appointment Only	Rural
Lori Dickerson	lori.dickerson@piedmont.org	770-385-4396	5126 Hospital Drive	Convington	Appointment Only	Rural
Sonyia Wallace-Burchett	swallace@oconeesheriff.org	706-769-5665	1140 Experiment Station Road	Watkinsville	Appointment Only	Rural
Ms. Johnnie Hay	johnnie.hay@dph.ga.gov	770-567-8972	541 Griffin St.	Zebulon	Appointment Only	Rural
Christopher Nix	christopher-nix@peachcounty.net	478-973-2891	1770 US Highway 341	Fort Valley	Appointment Only	Rural

Main Contact	Main Contact Email Address	Phone Number	Address	City	Appointment / Regular Hours	Rural or Urban
Ashley Rice	ashley.rice@dph.ga.gov	706-253-2821	60 Health Way	Jasper	Walk-ins	Rural
Jerrica Ray	Jsudduth@polkga.org	770-749-2906	1676 Rockmart Highway	Cedartown	Pre-Scheduled Hours (Monday-Friday: 8:00 AM-12:00 PM and 1:00 PM-3:00 PM)	Rural
Christa McMillian	christa.mcmillian@dph.ga.gov	706-485-8591	117 Putnam Drive, Suite C	Eatonton	Appointment and Walk-ins (8:00 AM-4:30 PM)	Rural
Martika Peterson	martika.peterson@dph.ga.gov	706-326-4537	105 Main Street	Georgetown	Appointment Only, Virtual	Rural
Lindsey Hixon	lindsey.hixon@dph.ga.gov	229-732-2414	207 North Webster Street	Cuthbert	Appointment Only	Rural
Lisa Lutterloh	Lisa.Lutterloh@dph.ga.gov	706-667-4277	1916 N Leg Road	Augusta	Appointment Only	Rural
Kolby Bush	kbush@donalsonvillega.org	229-524-2117	300 North Tennille Ave	Donalsonville	Appointment Only	Rural
David Sims	dsims@cityoftoccoa.com	706-282-3244	91 N Alexander Street	Toccoa	Appointment or Walk ins	Rural
Wendy Winters or John Harty	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd	Americus	Appointment Only (8:00 AM-2:00 PM)	Rural
Tony Riggins	1132triggins@gmail.com	678-967-1132	188 Jackson Ave	Talbotton	Appointment Only	Rural
Laura T. Smith	lauras@uga.edu	229-868-6489	91 Telfair Ave, Suite E	McRae	Appointment Only	Rural
Robert Tillman	Safekidstoombs@gmail.com	912-403-9882	1415 Aimwell Rd	Vidalia	Appointment Only	Rural
Robert Tillman	Safekidstoombs@gmail.com	912-403-9882	125 Church Street STE. 104	Vidalia	Appointment Only	Rural
Amber Blash	amber.blash@dph.ga.gov	478-274-7616	904A Hillcrest Pkwy	Dublin	Appointment Only	Rural
Ashley Boatwright	ashley.boatwright@dph.ga.gov	478-945-3351	26 Main Street	Jeffersonville	Appointment Only	Rural
Glenda P. McGill	glenda.mcgill@dph.ga.gov	706-745-6292	67 Chase Drive	Blairsville	Appointment Only	Rural
Nikee Rooks	Nikee.rooks@dph.ga.gov	706-647-7148	314 E Lee St.	Thomaston	Appointment Only	Rural
Mary Eubanks	taliaferrofc@nu-z.net	706-465-2252	565 Legion Drive	Warrenton	Appointment Only	Rural
Josh Huffman	jhuffman@fire.jesupga.gov	912-427-1322	411 W Bay Street	Jesup	Pre-Scheduled hours (Monday-Saturday 8:00 AM- 5:00 PM); Scheduled Visit	Rural
Amber Blash	amber.blash@dph.ga.gov	478-274-7616	904A Hillcrest Pkwy	Dublin	Appointment Only	Rural
Capt. Donna Y. Sims	dsims@clevlandga.org	706-348-7078	342 Campbell St.	Clevland	Appointment Only	Rural
Faith Harper	faith.harper@dph.ga.gov	478-946-2226	123 High Hill St.	Irwinton	Appointment Only	Rural
Booke Morris	morgan.morris@dph.ga.gov	855-473-4374	283 Walnut Street	Baxley	Appointment Only	Rural
Quinn Beltramo	q.beltramo@akinson-ga.org	912-422-3391	24 Austin Ave West	Pearson	Appointment Only	Rural
Josh Everett	safekidsbartow@maas911@com	470-217-7364	72 Center Road	Cartersville	Appointment Only	Rural
Layne Harrell	Layneharrell@dph.ga.gov	229-426-5288	251 Appomattox Road	Fitzgerald	Appointment Only	Rural
Kari Studstill	kari.studsill@dph.ga.gov	229-686-5411	500 East Courtland Ave	Quitman	Appointment Only	Rural
Terresa Pinkston	terresa.pinkston@dph.ga.gov	912-756-2611	66 Captain Matthew Freeman Dr., STE 159	Richmond Hill	Appointment Only	Rural
Lt. Heatherly	StatesboroPD.com	912-478-5234	1220 Forest Drive	Statesboro	Appointment Only	Rural
Jaden Santoyo	mmcs.safekidssavannah@hcahealthcare.com	912-665-8385	4700 Waters Ave.	Savannah	Appointment Only (Tuesdays)	Rural
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John Shaffer	jshaffer@dawsoncountyga.gov	706-344-3666 EXT. 44520	393 Memory Lane	Dawsonville	Appointment Only	Rural
Amanda Jusak	amanda.jusak@dph.ga.gov	706-265-2611	54 Hwy 53 E	Dawsonville	Appointment Only	Rural
Amber Fagler	amber.fagler@dph.ga.gov	478-237-7501	50 Hwy 56 N	Swainsboro	Walk-In Services	Rural
Joselin Aguillon	Joselin.Aguillon@dph.ga.gov	706-635-4364 EXT 8101	822 Industrial Boulevard Suite#100	Ellijay	Walk-ins	Rural

Main Contact	Main Contact Email Address	Phone Number	Address	City	Appointment / Regular Hours	Rural or Urban
Sarah S Pedraza	Sarah.Pedraza.nghs.com	762-347-7777	743 Spring Street	Gainesville	Appointment Only	Rural
Jason Jones	firechiefjones@gmail.com	478-953-4050	500 Houston Lake Boulevard	Centerville	Pre-Scheduled Hours (Monday-Saturday 9:00 AM- 4:00 PM); Virtual	Rural
Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000 EXT. 133	98 Cohen Walker Drive	Warner Robbins	Appointment Only (Regular Operating hours)	Rural
Amber Blash	amber.blash@dph.ga.gov	478-274-7616	904A Hillcrest Pkwy	Dublin	Appointment Only	Rural
Chassidy Harper	chassidy.harper@dph.ga.gov	478-358-1483	273 Railroad St	Gray	Appointment Only	Rural
Sherry Farr	sherry.farr@dph.ga.gov	770-358-1483 EXT: 4	100 Academy Drive	Barnesville	Appointment Only	Rural
Choka Wilcox	choka.cockrell@dph.ga.gov	478-374-5576	1121 Plaza Ave	Eastman	Appointment Only	Rural
Sgt. Erik Carter and Captain David Sims	ecarter@cityoftaccoa.com dsims@cityoftoccoa.com	706-898-5253 or 706-282-3236	1763 Fernside Drive	Toccoa	Appointment Only	Rural
Kimberly Poole	haley.dobbs@dph.ga.gov	478-862-5628 OPT.1	178-1 Charing Rd	Butler	Appointment Only	Rural
Mary Eubanks	taliaferrofc@nu-z.net	706-456-1250	116 Commerce St NW	Crawfordville	Appointment Only	Rural
Chief Charles Pettus	Chiefpettus@bostonga.com	229-498-8024	120 S Main Street	Boston	Appointment Only	Rural
Carol Irvin	carol.irvin@dph.ga.gov	912-294-4353	155 North Wayne Street	Jesup	Appointment Only	Rural
Jamie Hall and Diana Wills	wcfc_ga@windstream.net	229-828-3316	40 Cemetary Road	Preston	Appointment Only	Rural
Morgan Patterson	morgan.patterson@dph.ga.gov	229-777-2150	1012 West Franklin Street	Sylvester	Appointment Only	Rural
Officer/ Investigator Maria Jones	maria.jones@brookhavenga.gov	404-637-0600	1795 Briarwood Road	Brookhaven	Appointment Only	Suburban
Loren Johnson	loren.johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Drive	Jones Creek	Appointment Only	Suburban
Loren Johnson	loren.johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Drive	Johns Creek	Appointment Only	Suburban
Lt. Wanda Hosley	wholsey@milledgvillepd.com	478-414-4090	125 Floyd L. Griffin Jr. St.	Milledgeville	Appointment Only	Urban
Alicia Thomas	alicia.thomas@cityofwinder.com	678-425-6838	25 E Midland Ave	Winder	Appointment Only (Monday-Friday 9:00 AM-4:00 PM)	Urban
Abbie Price	abbie.price@dph.ga.gov	478-749-0144	1600 Forsyth Street	Macon	Appointment Only	Urban
Kiara Loud	kiara.loud@dph.ga.gov	706-358-0928	130 North Sumter St	Oglethorpe	Appointment Only	Urban
Deborah Ingram	deborahingram1@dph.ga.gov	229-849-2515 EXT. 7908	29040 North Bermuda St	Madison	Appointment Only	Urban
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De'Antoinette Rodriguez	darodriguez-hairston@chathamcounty.org	912-652-6941	295 Police Memorial Drive	Savannah	Appointment Only	Urban
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Doug Knott	dwknott@cherokeecountyga.gov	678-493-4343	1130 Bluffs Parkway	Canton	Appointment Only	Urban
Robin Schafer	robin.schafer@dph.ga.gov	706-227-7182	740 Prince Ave. Bldg 15	Athens	Appointment Only	Urban
Glenn Cliver	glenn.cliver@accgov.com	706-613-3250 EXT 6923	325 East Washington Street	Athens	Appointment Only	Urban
April Dorsett	april.dorsett@piedmont.org	706-475-5631	242 King Avenue	Athens	Appointment Only	Urban
Nicole Hemphill	Nicole.hemphill@dph.ga.gov	678-610-7248	1117 Battlecreek Road	Jonesboro	Appointment Only	Urban
Dianna Vaughn	safekidscobb@gmail.com	770-514-2369	1220 Al Bishop Drive	Marietta	Appointment Only	Urban

Main Contact	Main Contact Email Address	Phone Number	Address	City	Appointment / Regular Hours	Rural or Urban
Patricia Morton	edith.morton@dph.ga.gov	229-589-8464 EXT. 7414	214 West Central Ave.	Moultrie	Appointment Only	Urban
David Germann	dgermann@columbiacountyga.gov	706-855-7322	2264 William Few Parkway	Evans	Appointment and Walk-ins (9:00 AM-5:00 PM)	Urban
Taquira Bolling	t.bolling@connectcolumbia.org	706-650-5010 EXT. 5019	5915 Buchee Creek Drive	Grovetown	Appointment Only	Urban
Sergeant Ty Thompson	Tthompson@coweta.ga.us	770-253-1502	55 Literary Lane	Newton	Appointment Only	Urban
Jazzmin Rullan	Jazzmin.Rullan@decauterga.gov	404-373-5092	230 East Trinity Place	Decatur	Regular Hours	Urban
Jazzmin Rullan	Jazzmin.Rullan@decauterga.gov	404-373-5092	356 West Hill Street	Decatur	Regular Hours	Urban
Katharine Tate	carseatcheck@dunwoodyga.gov	678-382-6919	4800 Ashford Dunwoody Road	Dunwoody	Appointment Only	Urban
Tammie Oliver	tammie.oliver1@dph.ga.gov	404-801-5748	3807 Clairmont Road	Chamblee	Appointment Only	Urban
Kristi Hill	kdhill@dekalbcountyga.gov	404-631-7198	1859 Montreal Road	Tucker	Appointment Only	Urban
Lanisha Harris	safekidsdouglascounty@gmail.com	770-949-5155	6770 Selman Drive	Douglasville	Appointment Only	Urban
Phyllis Plummer	Phyllis.Plummer@dph.ga.gov	229-638-6424 EXT. 7701	1710 South Slappy Blvd	Albany	Appointment Only	Urban
Debbie Straight	deborah.straight@dph.ga.gov	943-209-8057	245 Booker Ave STE. E	Fayetteville	Appointment Only	Urban
Pate Rape	pat.rape.email@gmail.com	706-356-1814	87 Alpine Way	Lavonia	Appointment Only	Urban
Erin Long	enlong@forsythco.com	770-205-4688	3520 Settingdown Road	Cumming	Appointment Only (Tuesday and Thursdays from 1:00 PM-3:00 PM)	Urban
Teresa Nuhfer	teresa.nuhfer@dph.ga.gov	770-781-6900	428 Canton Road	Cumming	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbellton Road SW	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	3501 M.L.K Jr Dr SW	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	1048 Joseph E. Boone Blvd NW	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	590 Manford Rd SW	Atlanta	Appointment Only	Urban
William Hutinson	whutchinson@atlantaga.gov	404-546-7000	1545 Howell Mill Rd NW	Atlanta	Appointment Only	Urban
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Austin Turnbull	mywatch@alpharetta.ga.gov	678-297-6272	2565 Old Milton Pkwy	Alpharettta	Appointment Only	Urban
Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street	College Park	Appointment Only	Urban
Jason Ojeda	jojeda@fairburn.com	770-964-2244 EXT. 7701	19 East Broad Street	Fairburn	Appointment Only	Urban
Chad Miller	firecustomerservice@roswellgov.com	770-641-3730	1810 Henry Road	Alpharetta	Appointment Only (Tuesday Mornings)	Urban

Main Contact	Main Contact Email Address	Phone Number	Address	City	Appointment / Regular Hours	Rural or Urban
Margaret Armstrong or Reagan Gurnsey	margaret.armstrong@dph.ga.gov or reagan.gurnsey@dph.ga.gov	912-264-3961 EST. 3283/3281	2747 4th Street	Brunswick	Appointment Only	Urban
	FirePrograms@GwinnettCounty.com	678-518-4845	408 Hurricane Shoals Road NE	Lawrenceville	Appointment Only	Urban
Officer Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive	Snellville	Appointment Only	Urban
Lisa Lutterloh	Lisa.Lutterloh@dph.ga.gov	706-667-4277	1916 N Leg Road	Augusta	Appointment Only	Urban
Diana Bruno	diana.bruno@dph.ga.gov	912-368-5520	1113 E Oglethorpe Hwy	Hinesville	Appointment Only	Urban
Deputy Fire Marshal Marta Cuevas	firemarshal@cityofhinesville.org	912-876-4143	308 S. Commerce Street	Hinesville	Any time (24/7)	Urban
Airecus Martin	airecusmartin2@dph.ga.gov	706-672-4974 EXT. 6	51 Gay Connector Road	Greenville	Appointment Only	Urban
Abbie Price	abbie.price@dph.ga.gov	478-749-0144	1600 Forsyth Street	Macon	Appointment Only	Urban
Kiara Loud	kiara.loud@dph.ga.gov	706-358-0928	5601 Veterans Parkway	Columbus	Appointment Only	Urban
Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	616 19th St	Columbus	Appointment Only	Urban
Samantha Newsome	samnewsome@augusta.edu	706-721-2911	524 15th Street	Augusta	Appointment Only	Urban
Dawnn Brown	dbrown@augustapartnerships.org	706-721-4884	435 Telfair Street	Augusta	Appointment Only	Urban
Lisa Lutterloh	Lisa.Lutterloh@dph.ga.gov	706-667-4277	1916 North Leg Road	Augusta	Appointment Only	Urban
Meredith Hutenson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path	Conyers	Appointment Only (Monday-Thursday (9:00 AM-3:00 PM	Urban
Adam Marat	amarat@spauldingcounty.com	678-972-8869	1005 Memorial Drive	Griffin	Appointment Only	Urban
Sandy Riner	sandy.riner@uga.edu	912-557-6724 EXT 1	114 North Main Street, Building F	Reidsville	Appointment Only	Urban
Gayle McKissack	gayle.mckissack@dph.ga.gov	229-238-9595	745 Hudson Avenue	Ashburn	Appointment Ony	Urban
Kelly McDonner	kelly.mcdonner@dph.ga.gov	912-282-1996	604 Riverside Ave	Waycross	Appointment Only	Urban
Sergeant David Saylors	dsaylors@daltonga.gov	706-278-9085	301 Jones Street	Dalton	Appointment Only	Urban
Lexi Stinnett	lexi.stinnett@dph.ga.gov	706-279-9600	800 Professional Blvd	Dalton	Appointment Only	Urban

4.8 OLDER DRIVER

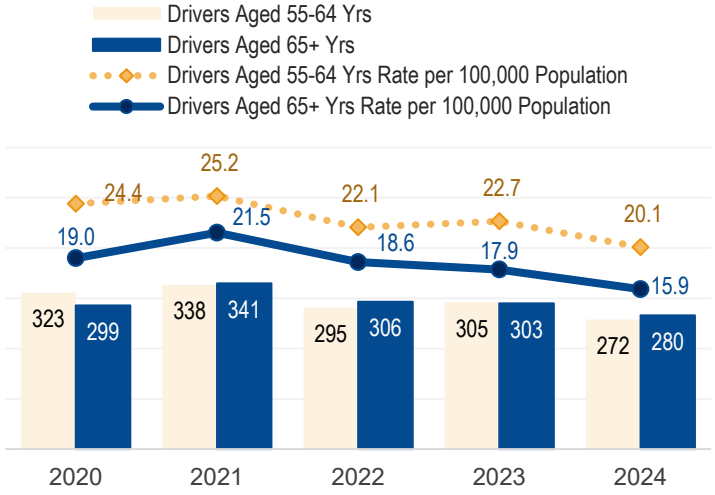
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Older Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of young drivers involved in fatal crashes. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

Older drivers aged 65+ years represent 16% of the state population and 21% of all Georgia licensed drivers. However, they account for only 10% of all drivers involved in traffic crashes and 13% of those involved in fatal crashes. Compared to other age groups, drivers 65+ years have the lowest rate of drivers involved in fatal crashes per licensed driver and per population. However, this age group has the highest rate of involvement in fatal crashes per 100,000 motor vehicle traffic crashes. The rate of older drivers involved in fatal crashes per 100,000 motor vehicle traffic crashes increases as older drivers 65+ years continue to age. This is indicative of the vulnerability of that driving population and the fragility that aging brings.

Fatal crashes that involve drivers aged 65+ years decreased by 18% (from 341 drivers in 2021 to 280 drivers in 2024) and the rate of drivers 65+ years involved in fatal crashes per 100,000 population decreased by 26%. Over the decade, drivers aged 65+ represented approximately 13% of all drivers involved in fatal crashes.

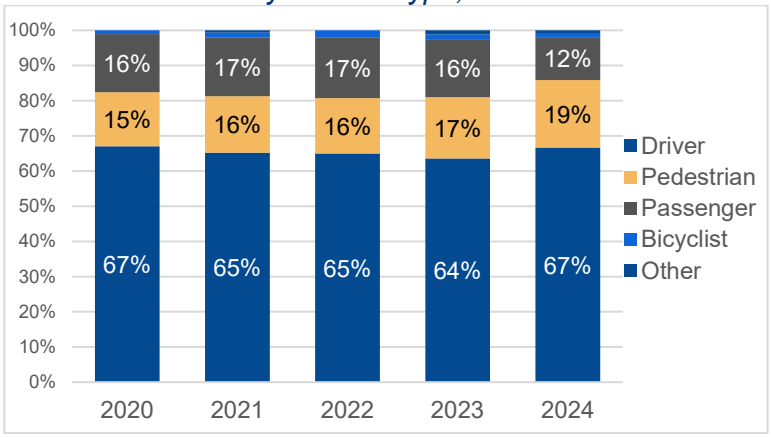
Older Drivers (55+ Years) Involved in Fatal Crashes and Rate per 100,000 Population, 2020–2024



Source: FARS 2020-2024

The figure to the right shows the percentage of fatalities in crashes involving older persons by person type and year. In 2024, 67% of all older person fatalities were the drivers themselves, 12% were motor vehicle passengers, 19% were pedestrians, and 1% were other non-motorists. Out of the 284 pedestrian fatalities that occurred in 2024, 49 (17%) were 65+ years of age.

Involvement of the Older Population (aged 65+ years) in Traffic Fatalities by Person Type, 2020-2024



Source: FARS 2020-2024

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

In 2024, the rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years decreased by 2% compared to the previous year, from 51.1 in 2023 to 50.0 in 2024.

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

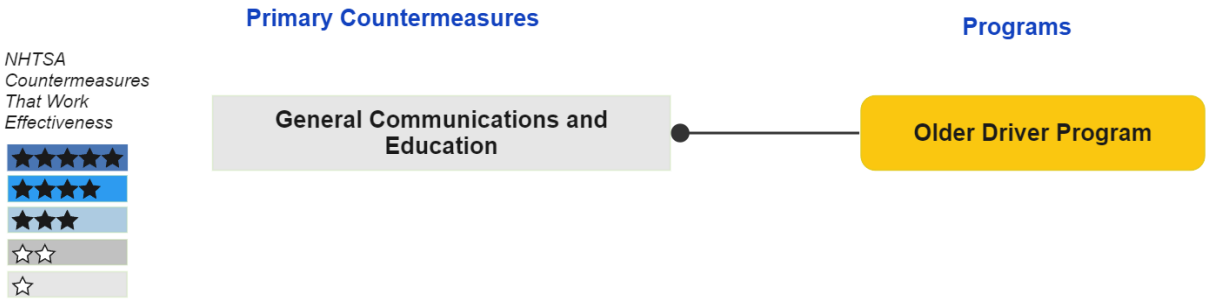
Year	Older Population	Older Driver		Older Pedestrians		Total Older Drivers & Pedestrians Fatalities & Serious Injuries	Rate per 100,000 population	
		Fatalities	Serious Injuries	Fatalities	Serious Injuries		Number	% Change from Previous Year
2020	1,574,667	183	517	42	40	782	49.7	▽ -7%
2021	1,584,071	196	574	47	47	864	54.5	▲ 10%
2022	1,645,027	182	627	44	43	896	54.5	0%
2023	1,696,217	164	600	45	57	866	51.1	▽ -6%
2024	1,760,341	170	615	49	47	881	50.0	▽ -2%

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
STRATEGIC PERFORMANCE MEASURES							
SC-4	Reduce the *annual* number of drivers aged 65 or older involved in fatal crashes by **5%** from 291 in 2024 to **276** by 2029.	291	**	285	282	279	276
				3 fewer drivers per year			

PRIMARY COUNTERMEASURES

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



Older Driver Programs

Older drivers' involvement in traffic-related crashes and older person injured in traffic crashes remains a concern in Georgia. Throughout the decade, older drivers aged 65+ years represented nearly one-tenth of all drivers involved in fatal crashes. GOHS aims to reduce the number of older drivers involved in fatal crashes (SC-4). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement the Older Driver Program and fund agencies that reinforce safe driving practices for older drivers.

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for the Older Driver Program is $660,000.00 (402 OD).

- ***General Communications and Education***
  GOHS sub-recipients will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues. This will be done through the SHSP, the importance of transportation options, mobility beyond driving, and GOHS's support of older driver safety. The Older Driver safety program will collaborate with community partners in healthcare-related industries, transportation safety agencies, and regional transportation planning coalitions. Partnerships with national coalitions such as the

Aging Road User National Coalition and Federal Highway Administration have allowed the program to share resources and learn about innovations in transportation.

As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. Older drivers are more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them. GOHS will continue to recognize that educational programs, such as CarFit and Yellow Dot, play an extremely important role in highway safety in the older driver community regarding their increasing vulnerabilities in the State of Georgia.

4.9 POLICE TRAFFIC SERVICES

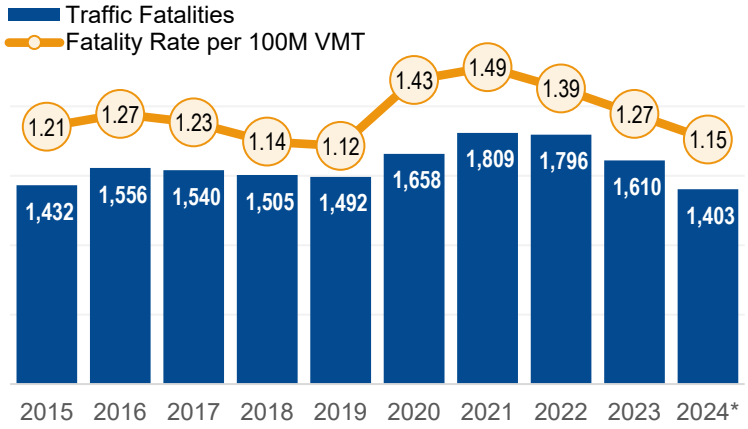
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2024, Georgia experienced 1,403 traffic fatalities, 7,950 serious injuries, and 371,130 motor vehicle crashes on Georgia roadways.

Between 2023 and 2024, there was a 1% decrease in total police-reported crashes, a 7% decrease in fatal traffic crashes, a 2% decrease in serious injury crashes, and a 1% decrease in PDO crashes. Crashes with other non-severe injuries increased by 1% between 2023 and 2024.

Fatalities and Fatality Rate per 100M VMT, 2015-2024



Source: FARS 2015–2024

The table to the right shows that suspected serious injuries in traffic-related events increased by 18% from 7,606 in 2020 to 8,937 in 2021. However, since 2021, both the counts and normalized rates of suspected serious injuries have decreased. Between 2021 and 2024, the number of suspected serious injuries decreased by 11% (from 8,937 to 7,950), the rate per 100 million VMT decreased by 15% (from 7.41 to 6.27), and the rate per 100,000 crashes decreased by 7% (from 2,306.7 to 2,142.1).

Suspected Serious Injuries and Rates, 2020-2024

Year	Suspected Serious Injuries	Suspected Serious Injury Rate	
		Per 100M VMT	Per 100,000 Crashes
2020	7,606	6.58	2,293.0
2021	8,937	7.41	2,306.7
2022	8,660	6.70	2,252.1
2023	8,171	6.48	2,184.7
2024	7,950	6.27	2,142.1

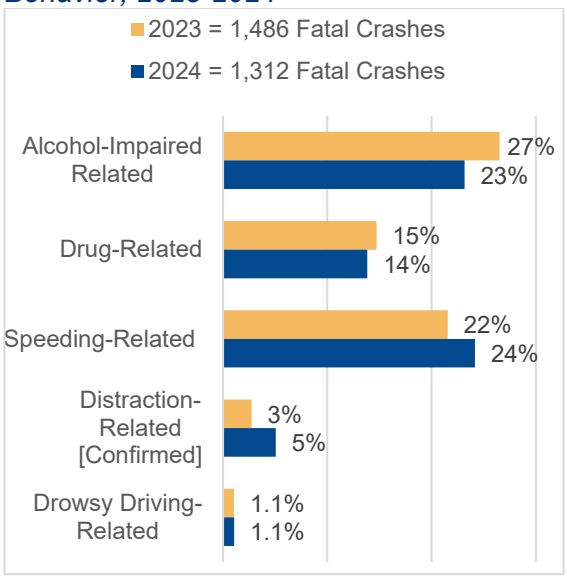
Source: FFY2025 GOHS Core Performance Measures, *2024 CODES Preliminary, 2024 GDOT 445 Report – Mileage by Route Type and Functional Class (Adjusted).

Risky driving refers to driver-related behaviors that contribute to the occurrence of traffic crashes or traffic-related injuries and fatalities. These behaviors include not using a proper restraint system when operating a motor vehicle (unrestrained), alcohol impairment, speeding, drug use, distracted driving, and drowsy driving. The figure to the right shows the percentage of fatal crashes that involved at least one driver confirmed to be engaged in a risky behavior. This does not imply that a crash or a fatality was caused by the driver, only that a driver involved in the crash was engaging in risky driving behaviors.

Out of the 1,312 **fatal** crashes the occurred in 2024:

- 23% involved at least one ***alcohol-impaired*** driver;
- 14% involved at least one ***drugged*** driver;
- 24% involved at least one ***speeding*** driver;
- 5% involved at least one confirmed ***distracted*** driver; and
- 1.1% involved at least one ***drowsy*** driver.

Percent of Fatal Crashes that Involved at Least One Driver with a Risky Behavior, 2023-2024



Note: Percentages are rounded

Source: FARS 2023-2024

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

Risky-Driving-Related Fatalities by Type, 2020-2024*

Measure Type	2020	2021	2022	2023	2024
***Un*restrained Fatalities in Passenger Vehicles**	461	557	521	462	371
Annual % Change	▲ *20%*	▲ *21%*	▽ *-6%*	▽ *-11%*	▽ *-20%*
Alcohol-Impaired Driving Fatalities	371	470	509	427	325
Annual % Change	▲ *5%*	▲ *27%*	▲ *8%*	▽ *-16%*	▽ *-24%*
Speeding-Related Fatalities	380	378	422	347	339
Annual % Change	▲ *46%*	▽ *-1%*	▲ *12%*	▽ *-18%*	▽ *-2%*
Drug-Related Fatalities	501	365	364	237	194
Annual % Change	▲ *84%*	▽ *-27%*	▽ *<-1%*	▽ *-35%*	▽ *-18%*
Distraction-Related Fatalities	61	56	73	44	71
Annual % Change	▲ *42%*	▽ *-8%*	▲ *30%*	▽ *-40%*	▲ *61%*
Drowsy Driving Fatalities	19	24	21	17	15
Annual % Change	▲ *6%*	▲ *26%*	▽ *-13%*	▲ *-19%*	▽ *-12%*
All Traffic-Related Fatalities	1,658	1,809	1,796	1,610	1,403
Annual % Change	▲ *11%*	▲ *9%*	▽ *-1%*	▽ *-10%*	▽ *-13%*

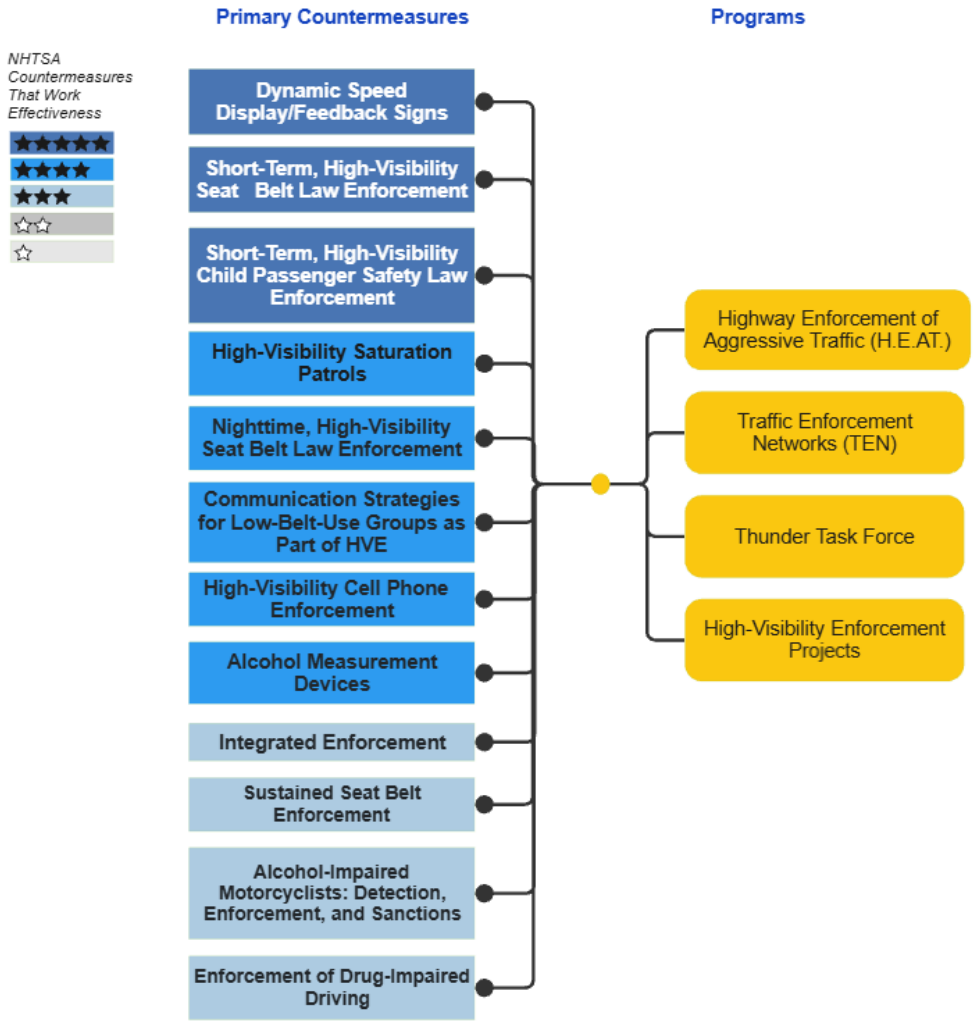
* Risking-driving-related fatalities include all persons involved in the fatal crash including risky drivers, passengers, occupants in other vehicles, and non-motorists. *** The increase of reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2020-2024

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-2	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.	182	104	178	176	174	172
				2 fewer fatalities per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

PRIMARY COUNTERMEASURES

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



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

Traffic crashes, serious injuries, and fatalities related to speeding, drug/alcohol impairment, unrestrained driving, distracted driving, and other risky driving behaviors remain a concern in Georgia, despite recent progress in the traffic safety program area. GOHS aims to reduce the total number of traffic fatalities (UC-1), unrestrained fatalities (UC-4), alcohol-related fatalities (UC-5), speeding-related fatalities (UC-6), and distraction-related fatalities (SD-3). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement traffic law enforcement strategies that will reinforce safe driving practices and deter risky driving behaviors.

The law enforcement activities are also coupled with mass-media campaigns, law enforcement mobilization campaigns, and well-publicized events to increase drivers' awareness and compliance with Georgia's DUI, seatbelt, speeding, and distracted driving laws. The Communication Strategies for Low-Belt-Use Groups as Part of HVE has a NHTSA rating of 4-stars.

Together, the mobilization campaigns and high visibility/integration enforcement will reduce the number of traffic fatalities, serious injuries, and crashes on Georgia's roadways.

The estimated federal funding available for the Police Traffic Services program area during FFY 2027–FFY 2029 is $54,094,686. This funding includes projects under Highway Enforcement of Aggressive Traffic (H.E.A.T.), Traffic Enforcement Networks (TEN), Thunder Task Force, local High-Visibility Enforcement (HVE), and the Georgia Public Safety Training Center (402 PT, 405d).

H.E.A.T. (Highway Enforcement of Aggressive Traffic): Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers. In the high-visibility enforcement model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The Georgia Governor's Office of Highway Safety will maintain a multi-jurisdictional, high-visibility task force to address aggressive and impaired driving in Georgia. The goal of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program is to convince the public that aggressive driving, including impaired driving and speeding, are likely to be detected and that offenders will be apprehended.

Thunder Task Force: The Thunder Task Force is coordinated by the Governor's Office of Highway Safety and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units, Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. All local crash data is reviewed, including time of day, location, and causation (DUI, Seatbelt, Speed, Motorcycles). The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program deployed in areas with high rates of traffic crashes, injuries, and fatalities. The Thunder Task Force is a data-driven, high-visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The Thunder Task Force uses traffic crash data to identify high-risk areas across the state. The Task Force conducts targeted enforcement mobilizations in these high-risk locations to reduce dangerous driving behavior and improve traffic safety outcomes. As conditions improve, enforcement efforts shift to other high-priority regions where data indicate the greatest need.

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

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

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

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serv where participating law enforcement officers can receive up-to-date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are more than 975 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

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

Law Enforcement Liaison (LEL) Program: The GOHS Law Enforcement Liaison staff will coordinate statewide comprehensive safety programs designed to reduce motor vehicle related crashes and eliminate serious injuries and fatalities. This includes one Law Enforcement Challenge event and participation in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled

Over, Distracted Driving Awareness Month, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.

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

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

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

Drive Sober or Get Pulled Over: GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving-related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message. GOHS partners with the Georgia State Patrol, sheriff's offices, police departments, and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with state and local law enforcement agencies and Mothers Against Drunk Driving to hold news conferences in Atlanta prior to the Christmas/New Year's holiday season. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the nine mobilizations. During the St Patrick's Day period in March, Chatham County, Georgia, holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by three days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers.

Click It or Ticket: Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 87.9% in 2025, sustaining this number necessitates a rigorous, ongoing high-visibility enforcement campaign that combines attention-getting paid media in conjunction with

concentrated earned media efforts and high-profile enforcement measures. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during the Click It or Ticket campaign.

100 Days of Summer H.E.A.T. *(Highway Enforcement of Aggressive Traffic):* The 100 Days of Summer H.E.A.T. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day to Labor Day. GOHS promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media. Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol countermeasure campaign ads, as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources to promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conferences include rollover simulators and seat belt convincer demonstrations for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border (HAB) campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as bordering states. During this week, media and enforcement events are held in five different cities around the state. At each location, Georgia meets with the adjoining state and conducts these operations. The goal of the HAB Campaign is to raise awareness and lower fatalities as we reach the end of the summer.

4.10 PREVENTING ROADSIDE DEATH

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

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

According to AAA-Georgia[7]Each year, there are nearly 350 roadside fatalities (people struck and fatally injured outside a disabled vehicle). Additionally, AAA-Georgia reports that nearly one in four drivers is unaware of Georgia's Move Over laws. While the Move-Over Law has focused on emergency vehicles, the risk of attending to a stopped or disabled vehicle on the roadside is significant for all road users. These road users include motorists (or pedestrians) on the roadside who are attending to a disabled or stopped vehicle—changing a tire, refueling, or addressing another vehicle repair need.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

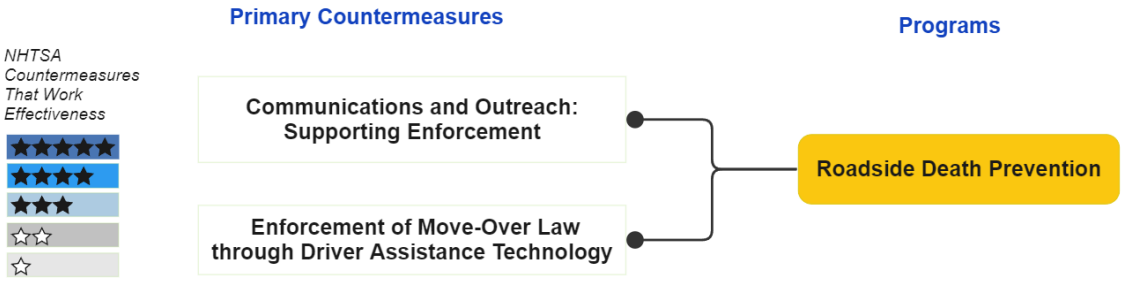
Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
STRATEGIC PERFORMANCE MEASURES							
SC-6	Roadside fatalities as defined by 405(h)	34	**	32	31	30	29
					1 fewer fatality per year		

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

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(h): Preventing Roadside Deaths Grant Application if the state meets the eligibility criteria. The 405(h) annual application has more detailed information on preventing roadside deaths countermeasures, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the primary countermeasures for preventing roadside deaths that will be implemented during the FFY27-FFY29 period.

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



Preventing Roadside Deaths

Roadside crashes, especially those involving emergency vehicles or motorists outside of a disabled vehicle, is a growing concern in Georgia. Recently, there has been much media attention on roadside traffic-related incidents—some of which has been captured by law enforcement bodycam. Most of these media and viral videos involve emergency responders, tow truck operators, DOT workers, construction workers, or other public service vehicles. There are countless other incidents that involve other road users who are not emergency responders. Since GOHS is still working to standardize the definition of "roadside fatalities" to include these other non-emergency vehicles, GOHS aims to reduce the number of overall traffic-related fatalities (UC-1), serious injuries (UC-2), and roadside fatalities (SC-6). To make progress toward this goal and address these traffic safety issues, GOHS will continue to provide communications and outreach that supports enforcement of Georgia's Move-Over law. GOHS will also support the pilot program that encourages compliance with the Move-Over law through Driver Assistance Technology. This program will implement new countermeasures that are not yet rated by NHTSA's Countermeasures that Work.

The estimated FFY27-FFY29, 3-year allocation of federal funds for Preventing Roadside Deaths is $225,000.00 (405h).

- ***Community & Outreach: Supporting Enforcement***
  GOHS works to increase the awareness Georgia's Move-Over laws through communications and outreach events. GOHS will launch "*Move-Over*" campaigns that will appear on social media, and during law-enforcement-hosted community events. Additionally, the campaign effort will extend to other stakeholder groups that are also impacted by motorist who do not adhere to the Move-Over law—towing industries, lineman/utility trucks, DOT workers, construction workers, and other public service providers. These statewide campaigning efforts will deliver

age-, cultural-, and industrial-appropriate content to prevent risky driving behaviors and encourage motorists to move over or slow down to prevent roadside crashes, injuries, and fatalities.

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

4.11 SPEED MANAGEMENT

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

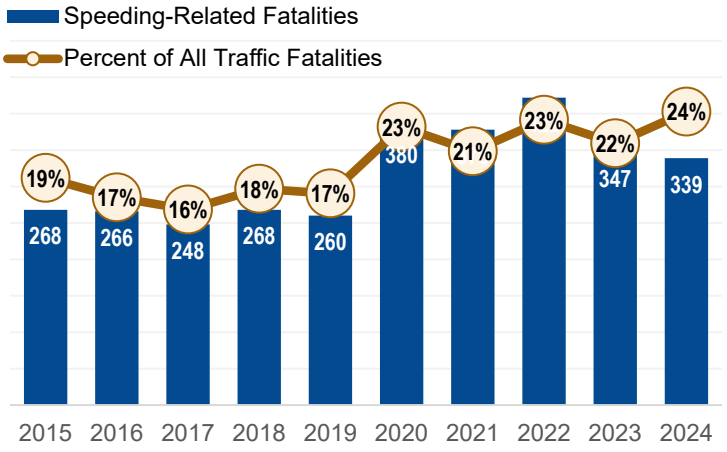
This section contains excerpts from the *2024 Speeding Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

A ten-year trend shows that speeding-related fatalities more than doubled, from 268 in 2015 to 339 in 2024. Between 2023 and 2024, speeding-related fatalities decreased by 2%, from 347 to 339 fatalities. Twenty-four percent of all traffic fatalities (339 out of 1,403) were speeding-related in 2024, compared to 22% (347 out of 1,610) in 2023.

In 2024, there were 1,340 persons with suspected serious injuries involved in speeding-related crashes — a 10% increase from the 1,214 speeding-related serious injuries in 2023. The figure to the right shows the percent of fatalities or serious injuries involving at least one confirmed speeding driver and another vehicle by person type in 2024.

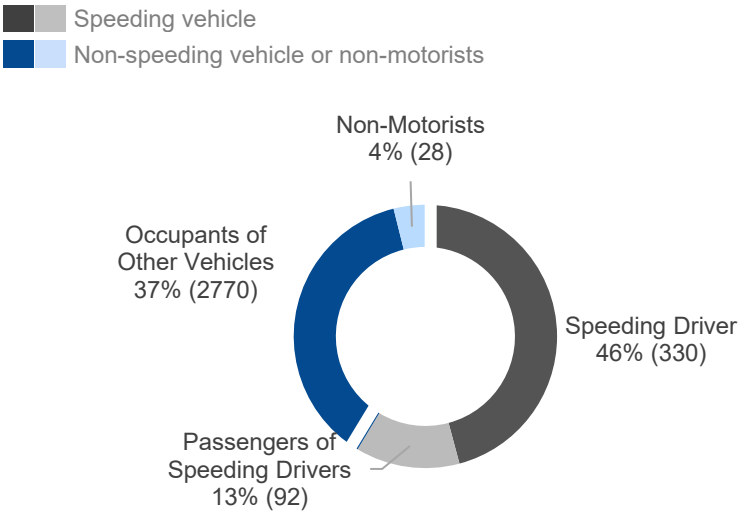
- 59% were in the speeding vehicle (represented by gray in the figure).
  - 46% were the speeding drivers themselves.
  - 13% were passengers of the speeding drivers.
- 41% were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 37% were occupants of other vehicles that were *not* operated by the speeding driver.
  - 4% were non-motorists (i.e., pedestrians or bicyclists).

Speeding-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2015-2024



Source: FARS 2015-2024

Percent of Persons Fatally or Seriously Injured in Multi-Vehicle Speeding-Related Crashes by Person Type, 2024



150 Fatal Injuries
570 Serious Injuries

Source: CODES 2024, FARS 2024

A three-year trend shows that speeding-related traffic crashes and serious injury crashes have steadily increased each year.
Between 2023 and 2024:

- Speeding-related fatal crashes increased by 2%;
- Speeding-related serious injury crashes increased by 13%; and
- Speeding-related traffic crashes increased by 11%.

Speeding-Related Crashes by Crash Type, 2022-2024

Traffic Measure	2022	2023	2024
Speeding-related fatal crashes	*388*	302	307
Annual % Change	▲ *+13%*	▽ *-22%*	▲ *+2%*
Speeding-related serious injury crashes	*995*	995	1,120
Annual % Change	▽ *-1%*	No Change	▲ *+13%*
Speeding-related crashes	*17,115*	18,262	18,728
Annual % Change	▽ *-4%*	▽ *-1%*	▲ *+11%*

Source: CODES 2022-2024, FARS 2022-2024

Urban vs. Rural[8]

In 2024, 104 out of 159 Georgia counties experienced at least one speeding-related fatal crash. DeKalb and Fulton counties had the highest number of speeding-related fatal crashes—18% of all speeding-related crashes in Georgia were in these counties.

Other urban counties have the most speeding-related fatal crashes and rate of speeding-related fatal crashes per 100M VMT. In 2024, the speeding-related fatal crashes per 100M VMT for the regions were:

- 0.20 in the Atlanta region (23% of all fatal crashes were speeding-related);
- 0.26 in other urban regions (26% of all fatal crashes were speeding-related); and
- 0.30 in rural regions (21% of all fatal crashes were speeding-related).

Speeding-Related Fatal Crashes, Percent of Fatal Crashes that are Speeding-Related, and Speeding-Related Fatal Crash Rate (per 100M VMT) by Region, 2023 and 2024

Region	2023			2024		
	Number	Percent of all Fatal Crashes	Rate	Number	Percent of all Fatal Crashes	Rate
Atlanta Region (11 counties)	92	19%	0.18	102	23%	0.20
Other Urban Counties (30 counties)	97	19%	0.24	108	26%	0.26
Rural Counties (118 counties)	113	23%	0.35	97	21%	0.30
Statewide	**302**	**20%**	**0.24**	**307**	**23%**	**0.24**

Source: FARS 2023-2024

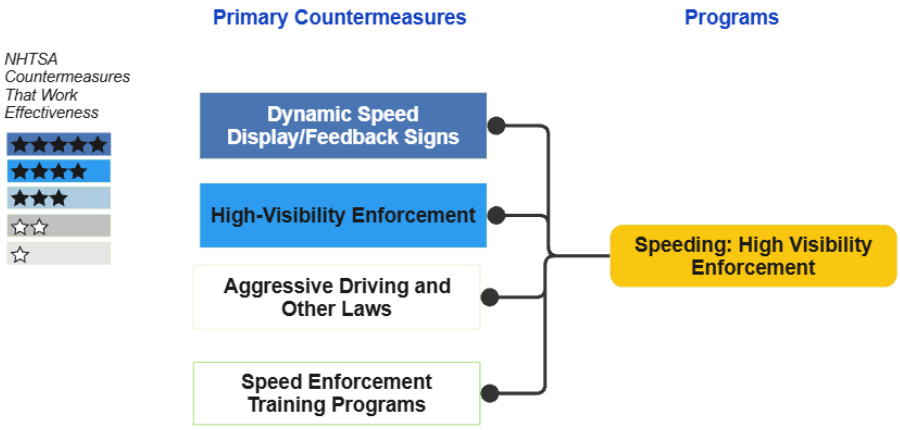
[8] Rural counties are counties that have a residential population less than 50,000 persons. This is different than roadway classifications where urban road systems can be located in urban clusters (or metropolitan areas) of at least 2,500 persons within the rural counties.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
SD-2 HSIP-5	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.	1,034	1,050	1,008	995	982	969
				13 fewer severe injuries per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			

PRIMARY COUNTERMEASURES

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



Speeding: High Visibility Enforcement

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

1. Dynamic Speed Display/Feedback Signs (5-star NHTSA effectiveness rating)
2. High-Visibility Enforcement for Speeding (4-star NHTSA effectiveness rating)
3. Aggressive Driving and Other Laws (not rated by NHTSA)
4. Speed Enforcement Training Programs (not rated by NHTSA)

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

The estimated FFY27-FFY29, 3-year allocation of federal funds for the speeding high visibility enforcement is included with the projects listed in section *4.9 - Police Traffic Services*.

- ***Dynamic Speed Display/Feedback Signs***
  Georgia will partner with sub-recipients to utilize portable speed feedback signs that will provide immediate feedback to drivers who are speeding and encourage them to slow down. These portable speed feedback signs will also provide a method to collect location-specific travel speed data. These devices have been found effective at reducing speed at installation locations for different vehicle types across a variety of roadway contexts.

- ***High-Visibility Enforcement for Speeding***
  The Governor's Office of Highway Safety will partner with state and local law enforcement agencies to enforce the speed and aggressive driving laws across the state. GOHS recognizes that law enforcement plays an extremely important role in overall highway safety in the state of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Slow Down, with participation from the GOHS H.E.A.T. teams and H.V.E. programs, have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways. Coupled with a high-visibility media campaign to go along with the enforcement, GOHS will increase awareness of the dangers of high speed and aggressive driving.

- ***Aggressive Driving and Other Laws***
  According to the NHTSA Countermeasures that Work, 11th edition, aggressive driving actions are covered by specific traffic laws, such as the laws regarding speeding, improper lane changes, and following too closely, or by general laws, such as those that target reckless driving, or specific aggressive driving statutes. Georgia has these laws active, plus Aggressive Driving and additional super speeder fines. Georgia HEAT teams, Georgia State Patrol, and high-visibility enforcement programs will focus on enforcing these laws to reduce crashes and eliminate serious injuries and fatalities on the roadways.

- ***Speed Enforcement Training Programs***
  According to NHTSA's Highway Safety Program Guideline No. 19, training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. States should ensure law enforcement officers involved in speed enforcement activities have the knowledge, skills, and abilities through comprehensive speed management training and appropriate speed-measuring device operator training programs. GOHS will partner with sub-recipients to educate law enforcement on speed detection and traffic laws. Advanced-level law enforcement training programs focus on reducing serious injury and fatality-related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives.

4.12 TRAFFIC RECORDS

DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2024, 1,403 traffic fatalities and 7,920 serious injuries occurred on Georgia roadways. Traffic fatalities decreased by 10% from 1,796 in 2022 to 1,615 in 2023, and by an additional 13% from 1,615 in 2023 to 1,403 in 2024. This marks the lowest annual number of traffic fatalities in Georgia in a decade, the lowest level since 2014. Serious injuries also declined to their lowest level since 2020. While the reductions in fatalities and serious injuries are encouraging, Georgia recognizes that even one traffic death is unacceptable and remains committed to achieving its Vision Zero goals through data-driven decision-making and evidence-based safety strategies.

Reliable, accurate, and accessible traffic records data are essential for identifying traffic safety challenges, targeting resources, and implementing effective countermeasures to reduce crashes, injuries, and fatalities. Georgia's Traffic Records System consists of six core data systems: Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and EMS/Injury Surveillance, along with the agencies, stakeholders, and personnel responsible for collecting, managing, and maintaining this data. Together, these systems support statewide traffic safety programming, operational management, performance measurement, and strategic planning. Ensuring data quality across the six primary attributes- timeliness, accuracy, completeness, uniformity, integration, and accessibility- remains a cornerstone of Georgia's efforts to improve roadway safety and save lives.

GA Traffic Records Data Systems

Crash Component	The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are entered electronically through the State user interface, transmitted via third-party vendors, or submitted via paper reports. Currently, over 99.8% of the state's crash reports are transmitted electronically.
Roadway Component	The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.
Driver Component	The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).

Citation & Adjudication Component	The State of Georgia has a non-unified court system consisting of approximately 1,100 autonomous local courts with traffic jurisdiction. Historically, these courts have used a variety of proprietary case management systems that are generally not interoperable. These courts account for most traffic adjudications in the State and are responsible for securely transmitting traffic case disposition and conviction data to the Georgia Department of Driver Services (DDS). Georgia's driver data system receives citation and disposition information through the Georgia Electronic Conviction Processing System (GECPS). S.B. 272 (2023) assigned the AOC responsibility for establishing and maintaining uniform standards for case management, data collection, and data transmission. The AOC also provides training and technical assistance to court staff to improve citation tracking, reduce reporting errors, and strengthen statewide traffic records data. Beginning in 2025, in an effort to improve consistency and data quality, the Administrative Office of the Courts (AOC) has implemented the Georgia Courts Case Management System (CMS), a statewide platform that supports standardized case processing, data collection, reporting, and electronic data exchange.
Vehicle Component	The Georgia Department of Revenue (DOR), Motor-Vehicle Division, has custodial responsibility for the State vehicle records. Georgia's vehicle system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) is an inventory of data that enables titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out- of- state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.
Injury Surveillance Component	The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash-related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and (c) a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS. The CODES (Crash Outcome Data Evaluation System) project links agencies and highway safety data owners to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
SD-2 HSIP-5	Reduce the *annual* number of non-motorist serious injuries and fatalities by **6%** from 1,034 in 2024 to **969** by 2029.	1,034	1,050	1,008	995	982	969
				13 fewer severe injuries per year			
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			
UC-7	Reduce the *annual* pedestrian fatalities by **5%** from 286 in 2024 to **271** by 2029.	286	299	280	277	274	271
				3 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-1	Reduce the *annual* bicyclist fatalities by **23%** from 22 in 2024 to **17** by 2029.	22	26	20	19	18	17
				1 fewer fatality per year			
SC-2	Reduce the *annual* motorcyclist fatalities by **5%** from 182 in 2024 to **172** by 2029.	182	104	178	176	174	172
				2 fewer fatalities per year			
SC-3	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.	168	**	164	162	160	158
				2 fewer drivers per year			
SC-4	Reduce the *annual* number of drivers aged 65 or older involved in fatal crashes by **5%** from 291 in 2024 to **276** by 2029.	291	**	285	282	279	276
				3 fewer drivers per year			
SC-6	Roadside fatalities as defined by 405(h)	34	**	32	31	30	29
				1 fewer fatality per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

TRAFFIC RECORDS FFY27-FFY29 PERFORMANCE MEASURES

Crash							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline**	**2023**	**2024**	**2025**	**2026**
Timeliness	C-T-1: Percent of crash report submissions received on time.	Percent of reports loaded into the database within 72 hours of the crash date/time	**61.90%**	74.20%	72.20%	>90%	>90%
Completeness	C-C-1: Percent of Reports Received Electronically	Number of reports received electronically/ total number of reports.	**99.22%**	99.56%	99.71%	>99.71%	>99.71%
Uniformity	C-U-1: Percent of Reports Received Electronically into GEARS	Number of reports received electronically/ total number of reports.	**99.22%**	99.56%	99.71%	>99.71%	>99.71%
Integration *Linkage Based on prior year dataset	C-I-1: Percent of transported reported crash records linked to ED only records	Number of crash records linked to an ED record/ total number of transported reported crash records	**41%***	48.8%*	46%*	>41%	>41%
	C-I-2: Percent of transported reported crash records linked to hospital discharge records	Number of crash records linked to hospital discharge records/ total number of transported reported crash records	**65%***	73%*	79.7%*	>65%	>65%
	C-I-3: Percent of transported reported crash records linked to EMS records	Number of crash records linked to EMS records/ total number of transported reported crash	**45%***	53%*	68%*	>45%	>45%

Driver							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Integration	D-I-1: Total number of crash and driver integration projects	Number of CODES data linkage projects linking crash and driver	**1**	1	1	1	1

Vehicle							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Accuracy	V-A-1: Percent of vehicle records with suspected errors	Identified vehicle records that a back to be verified due to suspected error/ total vehicle records submitted.	**<1%**	<1%	<1%	**<1%**	**<1%**
Integration	V-I-1: Percent of motorcycle records linked to crash records	Number of motorcycle records linked to a crash records/ total number motorcycle crash records.	**N/A**	(0) during development	0	>50%	>50%

Citation and Adjudication							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Timeliness	C&A-T-1: Average percent of convictions reported through GECPS late (>10 days)	Total number convictions reported to GECPS 11 days or more/ Total number of convictions reported through GECPS.	**18.45%**	15.77%	17.30%	<18.45%	<18.45%
Accuracy	C&A-A-1: Maintain an error rate for citations below the GOHS established 5% minimum.	Error Rate is reported in the Error Resolution Summary Report. It is based on total citations sent in by each court for the month and the percentage that was returned in error.	**2.81%**	2.68%	2.93%	<5%	<5%
Integration	C&A-I-1: Percent of crash citations with a DUI code linked to a DDS conviction.	Percent of crash citations with a DUI code linked to DDS conviction.	**N/A**	(0) During Development	63.20%	N/A	N/A
Accessibility	C&A-X-1: Average number of convictions reported monthly to GECPS that are posted on the Public DDS Traffic Convictions Report site.	Average total convictions submitted to GECPS are reported monthly. They are shared publicly online, monthly, in the DDS	**41,985**	55,494	56,457	>41,985	>41,985
	C&A-X-2: Average number of FTA's received monthly	Average total FTA 's submitted to GECPS from courts.	**14,800**	20,478	21,174	>14,800	>14,800

Injury Surveillance -ED/ Hospital							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Timeliness	I(E/H)-T-1: Decrease time to supply annual ED/hospital data to internal partners	Months difference between last day of a quarter and the date of data supply to CODES after receiving it from GHA	**1 year**	4 months	3 months	3 months	3 months
Completeness	I(E/H)-C-1: Number of Social Vulnerability Index (SVI) interfaces on 2020 Geographies	Number of locations w/ SVI	**N/A**	In process	3	3	3
Integration *linkage based on prior year dataset	I(E/H)-I-1: Total (percent) of ED/hospital records linked to hospital records	Number of MV ED/hospital records linked to MV EMS and crash records/total number of ED/hospital records	**28.80%**	33.30%	37%	>29%	>29%
Accessibility	I(E/H)-X-1: Number of new classifiers in the updated OASIS interface	Number of new classifiers for hospitalizations/ER visits due to MV crashes by vehicle type and person (pedestrian etc.), roadway type including off-road, and intent	**(0) during development**	(0) during development	6 (calculated)	6 (on interface)	9

Injury Surveillance -EMS							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Timeliness	I(E)-T-1: The median or mean number of hours from (a) the date of an EMS run to (b) the date when the EMS patient care report is entered into the database. *See EMS System note below*	5 points are deducted from data submitted into GEMSIS Elite if the back in service time is more than 36 hours after the call started. Rule ID: 3825 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03)	**95.39**	183.14	155.64	<95.39	<95.39
Accuracy	I(E)-A-1: Percent of EMS patient care reports with no errors in critical data elements.	Validation score is used to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. GEMSIS Elite consists of validation rules which are business logic rules and a point value is assigned to each validation rule	**98.59%**	99.03%	98.67%	>98.59%	>98.59%
Completeness	I(E)-C-1: Percent of EMS patient care reports with no missing critical data elements.		**98.59%**	99.03%	98.67%	>98.59%	>98.59%
	I(E)-C-2: Percent of EMS patient care reports with no missing data elements.		**98.59%**	99.03%	98.67%	>98.59%	>98.59%
	I(E)-C-3: Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value.		**98.59%**	99.03%	98.67%	>98.59%	>98.59%
Uniformity	I(E)-U-1: Percent of records on the State EMS data file that are compliant with National Emergency Medical Service Information System (NEMSIS)	The uniformity of the data submitted to GEMSIS Elite is determined by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.	**98.59%**	99.03%	98.67%	>98.59%	>98.59%
	I(E)-U-2: The number of records on the State EMS data file that are NEMSIS compliant.		**98.59%**	99.03%	98.67%	>98.59%	>98.59%
Integration	I(E)-I-1: Percent of appropriate records in the EMS file that are linked to another system or file.	Records in GEMSIS Elite that are linked to other EMS systems such as Georgia Patient Registry, Hospital Hub and biospatial/ total records.	**98.59%**	99.03%	98.67%	>98.59%	>98.59%

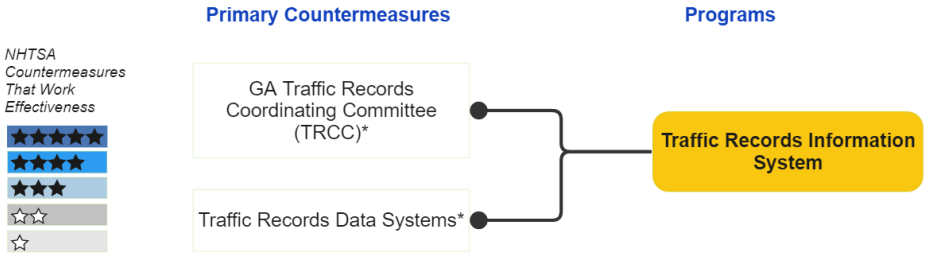
EMS System Note: At the start of CY2023, submission times increased as EMS Agencies faced challenges such as workforce shortages, longer patient offload times, higher call volumes, and the transition to the NEMSIS v3.5.0 data standard. This transition introduced significant changes to data elements, values, and validation rules, requiring updates to GEMSIS Elite and various third-party ePCR vendor systems. Many EMS Agencies experienced configuration issues within their vendor system that delayed fixes and led to backlogged data submissions throughout 2023. In CY2024, two new Schematron files with updated validation rules were released, but many vendors failed to implement them promptly, causing further delays. As a result, we now maintain regular communication with ePCR vendors and EMS Agencies to monitor monthly record counts and submission times to prevent future backlogs. The Timeliness performance is measured by the time between when a unit returns to service (eTimes.13) and when the incident is entered into GEMSIS Elite. Large backlogs during CY2023 and CY2024 negatively impacted submission times, as some of the large EMS Agencies submitted records months late while waiting for vendor compliance with state validation rules.

Injury Surveillance - Trauma							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022 (2020 V5 Data)**	**2023 (2021 Data)**	**2024 (2022 Data)**	**2025 (2023 Data)**	**2026 (2024 Data)**
Timeliness	I(T)-T-1: The median number of days from (a) the date the patient was discharged to (b) the date the trauma record was entered and closed.	Calculate the days from (a) the date the patient was discharged from a hospital or discharged from ED (if patients left ED and did not go to hospital floor) to (b) the date the trauma record was entered and closed.	**44**	36	40	<44	<44
	I(T)-T-2:The percentage of trauma record closure rate within 60 days of discharge date.	The percentage of trauma record closure rate within 60 days of discharge date.	**72.20%**	95.00%	91.80%	>91.80%	>91.80%
Accuracy	I(T)-A-1: The percentage of trauma records with no errors in the ICD-10 E-Code data element.	The percentage of trauma records that with the ICD-10 E- Code match the ICD-10-Ecodes listed by National Trauma Data Bank (NTDB).	**99.30%**	99.40%	99.40%	>99.40%	>99.40%
Completeness	I(T)-C-1: The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	**91.00%**	93.00%	93.30%	>91.00%	>93.30%
	I(T)-C-2: The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	**66.10%**	53.70%	52.20%	>66.10%	>66.10%
Completeness continued	I(T)-C-3: The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	**99.80%**	99.90%	99.60%	99.80%	99.80%
Uniformity	I(T)-U-1: The number of trauma compliant data elements imported into the trauma registry or obtained via linkage to other database.	The number of trauma compliant data elements imported into the trauma registry or obtained via linkage to other database.	**0**	0	0	0	>0
Integration	T-I-1: The percentage of appropriate records in the trauma registry data base that are linked to another system or file (Trauma data linked with Hospital Discharge data).	T-I-1: The percentage of appropriate records in the trauma registry data base that are linked to another system or file. Trauma data has been linked with Hospital Discharge data and the percent of linked number is the number linked divide by total trauma number.	***60.7%**	N/A*	N/A*	N/A*	N/A*
			*** Based on 2018 hospital data. The Armband Project planned for linking EMS data and Trauma data. The test will start from one hospital. For 2023 and 2024 CODES does not have access to the trauma data, updated measures will be added when the data is available.**				
Accessibility	T-X-1: To measure accessibility of the trauma registry data. Data requests must be submitted to the DPH Privacy Officer and DPH Data Coordinator through the Public Health Information Portal (PHIP). DPH Policy # CO-12007 Data Request and website: https://dph.georgia.gov/phip-data-request ."	T-X-1: To measure accessibility of the trauma registry data. Data requests must be submitted to the DPH Privacy Officer and DPH Data Coordinator through the Public Health Information Portal (PHIP). DPH Policy # CO-12007 Data Request and website: https://dph.georgia.gov/phip-data-request . The number of data request filled through PHIP divide by total data requested number through PHIP."	**100%**	100%	100%	100%	100%

Mortality: Child Fatality Review (Ages <18)							
Attribute	**Performance Measure**	**Method of Calculation**	**Baseline 2022**	**2023**	**2024**	**2025**	**2026**
Integration	M-I-1: Percent of child fatality review (CFR) data linked with crash data	CFR data linked to crash data/ total number of MV CFR cases.	80%	86%	N/A *data unavailable at time of TRCC review	>80%	>80%

PRIMARY COUNTERMEASURES

The Georgia Governor's Office of Highway Safety will continue to apply for Section 405(c): State Traffic Safety Information System Improvements Grant Application if the state meets the eligibility criteria. The 405(c) annual application has more detailed information on state traffic record systems, projects, programmatic activities, sub-recipients, and other information as required. However, this section of the triennial HSP provides an overview of the Georgia traffic records information systems for the FFY27-FFY29 period.



** Countermeasure is supported by NHTSA Uniform Guidelines for State Highway Safety Programs (Guideline 10)*

GA Traffic Records Information System

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

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

GA Traffic Records Coordinating Committee (TRCC)

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

The Georgia TRCC continues to utilize Traffic Safety Information System funding, received in FFY06-FFY26 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c) to advance its mission to maximize the overall quality of traffic safety data and fund grant projects that are appropriately prioritized, data-driven, and evaluated for effectiveness. 405(c) grant funding is allocated for salaries and activities which are directly related to the problem identification, performance targets, and countermeasure strategies for Georgia Traffic Records improvements. The Traffic Records Information System 405 (c) also funds the contracted State Injury Epidemiologist Consultant to produce detailed, Georgia Traffic Safety Fact Sheets for SHSP priority areas as well as to compile and produce traffic fatality and injury reporting for grant applications, data-driven countermeasures, and compilation of the triennial Highway Safety Plan.

The estimated FFY27-FFY29, 3-year allocation of federal funds is $2,550,000 for the Traffic Records programs (405c).

4.13 YOUNG DRIVER
(TEEN TRAFFIC SAFETY PROGRAMS)

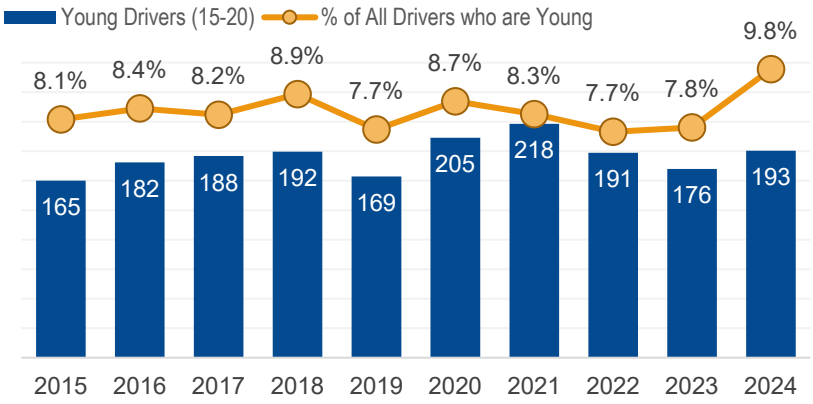
DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2024 Young Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of young drivers involved in fatal crashes. To access the full report, visit: https://www.gahighwaysafety.org/georgia-traffic-safety-facts/

In 2024, young drivers ages 15–20 accounted for 692,892 licensed drivers, representing 8% of all licensed drivers in Georgia. Overall, 72% of Georgia youth in this age group held either an instructional permit or a driver's license. Licensing rates were higher in rural counties (78%) than in the Atlanta region (71%) and other urban counties (69%). Of the 692,892 young drivers holding a permit or license, 150,510 resided in Georgia's 118 rural counties, and 542,382 resided in its 41 urban counties.

In 2024, the number of young drivers (ages 15-to-20 years) involved in fatal crashes decreased by 12% (from 218 drivers in 2021 to 193 drivers in 2024). This does not imply that young drivers caused the crash by their actions or failure to act. The figure to the right shows the number of young drivers involved in fatal crashes in 2015-2024.

Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2015–2024



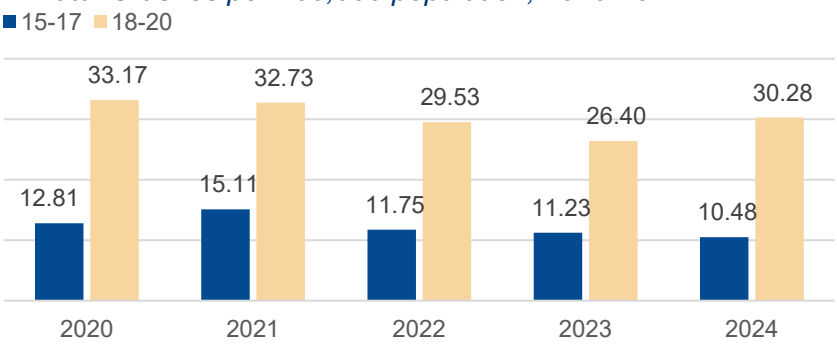
Source: FARS 2015-2024

Over the past 5-years (2020-2024), young drivers represented an average of 8.4% of all drivers involved in fatal crashes.

During this period, the majority of young drivers involved in fatal crashes were 18-to 20-year-olds. Additionally, they had a higher rate of drivers involved in fatal crashes per 100,000 licensed drivers within that age group. In 2024:

- 75% of young drivers involved in fatal crashes were 18-to-20 years of age (144 out of 193).
- 30.28 out of every 100,000 youth aged 18 to 20 were involved in fatal crashes.

Rate of Young Drivers (15-to-17 and 18-to-20 Years) Involved in Fatal Crashes per 100,000 population, 2020-2024



Source: FARS 2020-2024, DDS 2020-2024

The table below shows the number of total fatalities in crashes involving young drivers between 2020 and 2024.

- Young drivers fatally injured decreased by 13% (from 77 fatalities in 2020 to 67 fatalities in 2024).
- Fatalities among the passengers of young drivers decreased by 14% (from 50 fatalities to 43 fatalities).
- Occupant fatalities of other vehicles that were not operated by the young driver decreased by 37% (from 76 fatalities to 48 fatalities).
- Non-motorist fatalities – pedestrians, bicyclists, or other non-motorists – increased by 33% (from 15 fatalities to 20 fatalities).

Number of Fatalities in Crashes Involving Young Drivers by Person Type and Year, 2020-2024

Year	Young Drivers (15 - 20)	Passengers of Young Drivers by Age				Occupants of Other Vehicles	Non-Motorists	Total
		< 15	15 - 20	21 +	Total			
2020	77	5	34	11	50*	76	15	216
2021	94	3	21	13	38*	76	22	229
2022	75	4	24	10	38	60	29	205
2023	67	3	18	13	34	66	25	192
2024	67	7	30	6	43	48	20	178

Source: FARS 2020-2024
*Total includes a fatally injured passenger of a young driver with unknown age

Drivers aged 15- 20 and 21- 24 years involved in crashes are overrepresented relative to the proportion of licensed drivers across the following: fatal or serious crashes, speeding, alcohol- and/or drug impairment, and distraction. Compared to drivers in other age groups, drivers aged 15-to-24 years represented: 15% of all licensed drivers; 19% of all drivers involved in a fatal or serious injury crash; 38% of all speeding drivers involved in a crash; 18% of all drivers confirmed or suspected of alcohol- and/or drug impairment involved in a crash; and 24% of all drivers confirmed or suspected of distracted driving involved in a crash.

Licensed Drivers, Drivers Involved in a Fatal or Serious Injury Crash, Speeding Drivers, Alcohol- and/or Drug- Impaired Drivers, and Distracted Drivers Involved in a Crash, 2024

Age Group	Licensed Drivers	Involved* in a Fatal or Serious Injury Crash	Speeding Drivers Involved in a Crash	Confirmed or Suspected Alcohol and/or Drug-Impaired Driver Involved in a Crash	Confirmed or Suspected Distracted Driver Involved in a Crash
15-24	15%	19%	38%	18%	24%
15-20	8%	9%	23%	6%	12%
21-24	7%	10%	15%	12%	11%
25-34	17%	23%	26%	30%	24%
35-44	17%	19%	16%	23%	18%
45-54	15%	15%	9%	14%	14%
55-64	15%	12%	6%	9%	11%
65+	21%	11%	4%	5%	9%
TOTAL	100%	100%	100%	100%	100%

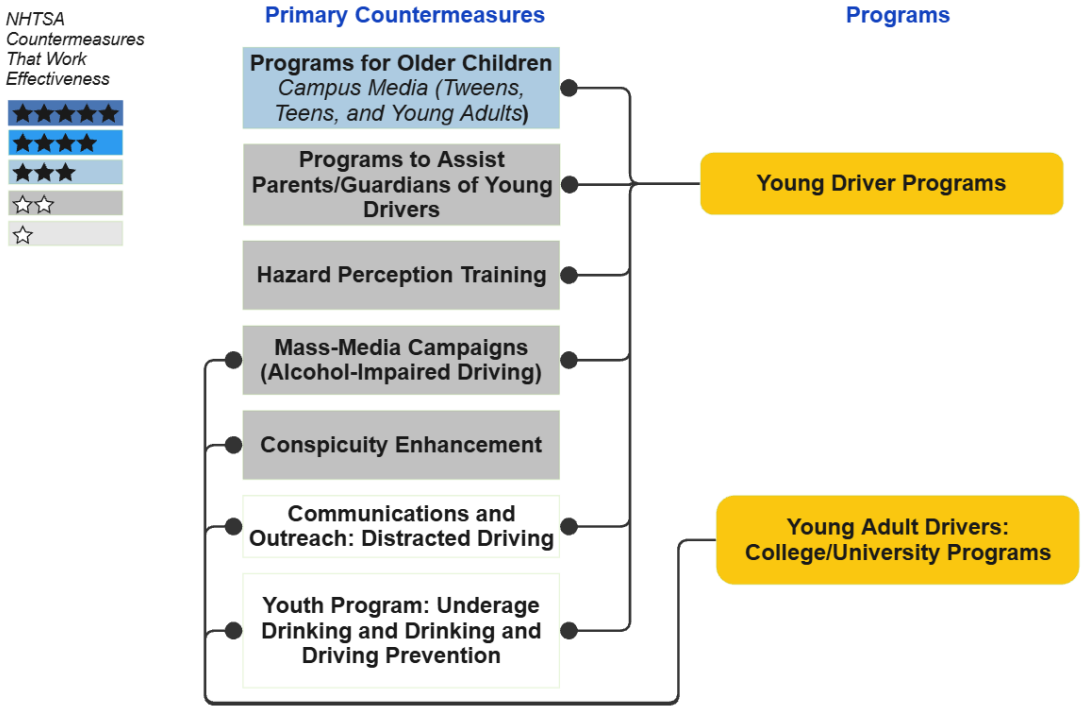
Source: DDS 2024, CODES 2024 * The involvement of drivers in fatal or serious injury traffic crashes does not imply the drivers caused the crash either by their actions or failure to act. Note: Percentages are calculated using records with known age.

ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Performance Measure		Actual Counts		Annual Targets			
		2024	2025*	2026	2027	2028	2029
UNIVERSAL PERFORMANCE MEASURES							
UC-1 HSIP-1	Reduce the *annual* number of traffic fatalities by **6%** from 1,403 in 2024 to **1,313** by 2029.	1,403	1,347	1,367	1,349	1,331	1,313
				18 fewer severe injuries per year			
UC-2 HSIP-2	Reduce the *annual* number of serious injuries in traffic crashes by **7%** from 7,920 in 2024 to **7,400** by 2029.	7,920	7,537	7,712	7,608	7,504	7,400
				104 fewer serious injuries per year			
UC-3 HSIP-3	Reduce the *annual* traffic fatalities per 100M VMT by **4%** from 1.15 in 2024 to **1.10** by 2029.	1.15	1.09	1.13	1.12	1.11	1.10
SD-1 HSIP-4	Reduce the *annual* number of serious injuries per 100M VMT by **7%** from 6.492 in 2024 to **6.067** by 2029.	6.492	6.108	6.322	6.237	6.152	6.067
UC-4	Reduce the *annual* unrestrained passenger vehicle occupant fatalities by **5%** from 371 in 2024 to **351** by 2029.	371	**	363	359	355	351
				4 fewer fatalities per year			
UC-5	Reduce the *annual* fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+ by **6%** from 325 in 2024 to **305** by 2029.	325	**	317	313	309	305
				4 fewer fatalities per year			
UC-6	Reduce the *annual* speeding-related fatalities by **6%** from 339 in 2024 to **319** by 2029.	339	**	331	327	323	319
				4 fewer fatalities per year			
STRATEGIC PERFORMANCE MEASURES							
SC-3	Reduce the *annual* number of drivers aged 20 or younger involved in fatal crashes by **6%** from 168 in 2024 to **158** by 2029.	168	**	164	162	160	158
				2 fewer drivers per year			
STATE DEVELOPED PERFORMANCE MEASURES							
SD-3	Reduce the *annual* number of *confirmed* distraction-related fatalities by **7%** from 71 in 2024 to **66** by 2029.	71	**	69	68	67	66
				1 fewer fatality per year			
SD-4	Increase the observed seat belt usage rate from **88.8%** in 2024 to **89.5%** by 2029.	88.8%	87.9%	89.0%	89.1%	89.2%	89.3%
				0.10% net increase per year			

PRIMARY COUNTERMEASURES

The Governor's Office of Highway Safety will continue implementing evidence-based traffic safety education and awareness programs designed to reduce crashes and eliminate injuries and fatalities involving young drivers. These programs will address key risk factors associated with teen driving, including distracted driving, impaired driving, occupant protection, speeding, passenger-related distractions, and poor decision-making behind the wheel.



Youth Programs: Tween, Teen, and Young Adult

Young drivers' involvement in traffic-related crashes remains a concern in Georgia. Throughout the decade, young drivers under 21 represented nearly one-tenth of all drivers involved in fatal crashes. GOHS aims to reduce the number of young drivers involved in fatal crashes (SC-3), the number of alcohol-related fatalities (UC-5), and distraction-related fatalities (SD-3). To make progress toward this goal and address these traffic safety issues, GOHS will continue to implement Youth Programs and fund agencies that reinforce safe driving practices for high school and university/college students. The six primary countermeasures in Young Adult & Youth Programs are similar:

1. Mass-Media Campaigns (Alcohol-Impaired Driving)— 2-star NHTSA effectiveness rating
2. Communications and Outreach on Distracted Driving—unrated
3. Programs for Older Children (Occupant Protection— 3-star
    a. Campus Media (Tweens, Teens, and Young Adults)
4. Youth Programs – College/University (Alcohol-Impaired Driving)—unrated
5. Hazard Perception Training—2-star
6. Programs to Assist Parents/Guardians of Young Drivers—2-star
7. Conspicuity Enhancement —2-star

Programs for Older Children have an NHTSA rating of 3-star effectiveness and are supported by the best practices and research available. The other primary countermeasures have an NHTSA rating of less than 3-star effectiveness or no rating; however, the components of these youth programs have positive outcomes and are endorsed by the National Institute for Drug Abuse, the Center for Substance Abuse Prevention, and the National Institute of Mental Health. These programs deliver age-appropriate content to prevent destructive behaviors and attitudes harmful to young people, including underage drinking, impaired driving, distracted driving, substance abuse, and mental health.

The estimated FFY27-FFY29, 3-year allocation of federal funds is $1,500,000 for the young driver programs (402 TSP). See also section *4.2 Communications* for media and *Campus Multimedia*.

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

- ***Communications and Outreach on Distracted Driving***
  The 'hands-free' law makes it illegal for drivers to have a phone in their hand or supported by their body when on the road, including when the vehicle is stopped at a traffic signal. GOHS Young Adult and Youth programs all incorporate distracted driving, walking, and bicycling into their curriculum, presentations, and outreach. While surveys show virtually all drivers know about the state's hands-free law, the increase in the number of people killed in crashes involving distracted drivers from 2020 to 2021 underscores the continued need for educational and awareness messaging to increase compliance with the new distracted driving law. The goal of paid media campaigns to support enforcement mobilizations and increase compliance which could lead to a further decrease in crashes, injuries, and deaths.

- ***Programs for Older Children: Tweens and Teens***
  Virtual Simulations: Other GOHS sub-recipients will partner with THINKFAST to present to local high schools and communities to utilize a virtual reality simulation program to give students first-hand experience about the dangers of distracted and impaired driving through a controlled virtual environment rather than real life. Through this simulation-based impaired and distracted driving program, students will learn about the devastating outcomes and consequences of risky and destructive driving behaviors. This enhancement to the young driver program helps support the driver safety messaging and provides students with an experience to promote safe driving practices and deter risky driving practices, that is both memorable and valuable.

  Collaboration with Law Enforcement: GOHS sub-recipients and their partners will also collaborate with local law enforcement during educational and awareness events hosted at high

schools. The presence of law enforcement at community-based and school-based events emphasizes the importance of traffic safety issues. Local chiefs of police and sheriffs also help to bring and engage other school officials and advocates who leverage additional resources.

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

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

  GOHS sub-recipients on college campuses throughout Georgia will partner with their campus communities to promote education and awareness about highway safety issues affecting students aged 18-24. These educational outreach events and peer-to-peer interactions address issues such as the importance of seat belt use, underage drinking, binge drinking, impaired driving, distracted driving, and other high-risk behaviors, with an ultimate goal of decreasing traffic crashes, injuries, and fatalities among Georgia's young driver population. The aim of these events is to also promote positive social norms surrounding driving while impaired. The lessons learned during these students' college years can leave an impression unlikely to be erased, ensuring a lifelong impact on increased awareness of high-risk driving behaviors throughout adulthood. All college campuses in Georgia have a population that can benefit from the Young Adult program.

- ***Hazard Perception Training***

  Young drivers' involvement in traffic-related crashes remains a concern in Georgia. Throughout the decade, young drivers under 21 represented nearly one-tenth of all drivers involved in fatal crashes. According to the Georgia Traffic Safety Facts, the top contributing factors among young drivers and other drivers involved in multi-vehicle crashes were following too closely and failure to yield. Young drivers are also overrepresented in distracted driving traffic crashes.

  GOHS will implement Hazard Perception Training to reduce the number of young drivers involved in fatal crashes, the number of alcohol-related fatalities, and distraction-related fatalities. Hazard Perception Training will be utilized to improve young drivers 'ability to recognize and respond to potential road hazards, reducing the likelihood of crashes. GOHS sub-recipients will use computer-based simulations and training programs developed to address driving risk that young novice drivers may face on Georgia roadway and teach time skills to avoid crashes and mitigate the severity of crashes if they occur in the "real world." Through these initiatives, GOHS and partners aim to significantly decrease traffic incidents involving young drivers and promote a safer driving environment across the state.

- ***Programs to Assist Parents/Guardians of Young Drivers***

  GOHS will implement Programs to Assist Parents/Guardians of Drivers. Research has shown that parents support GDL; however, many do not understand the dangers novice teen drivers may face on roadways. One example that is relevant to Georgia is the teens drivers with teen

passengers engaging in risking driving behavior like speeding, unbelted, distraction, and driving past curfew. Programs to assist parents and guardians will provide them with the necessary tools and knowledge to guide and support their young drivers, fostering safer driving behaviors and practices. Through these initiatives, GOHS and partners aim to significantly decrease traffic incidents involving young drivers and promote a safer driving environment across the state.

- ***Conspicuity Enhancement***
  GOHS will partner with colleges and universities to educate students on pedestrian safety. As recommended in Countermeasures That Work, 11th Edition, this strategy involves increasing pedestrian visibility to drivers—particularly in low-light conditions—through education and the distribution of reflective materials. It will also include public education campaigns on the importance of visibility. The goal is to reduce pedestrian fatalities and injuries by increasing driver awareness and pedestrian visibility.

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