

2005 Annual Report



Governor's Office of Highway Safety

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Georgia Governor's Office of Highway Safety

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GHSA Annual Report Template

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Introduction

Overview – The Georgia Governor's Office of Highway Safety (GOHS/Office) is pleased to present its **2005 Annual Report**. The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. The Office seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by our Office are designed to address major highway safety problems that are not just of state concern, but are also of national concern. The Office expended approximately \$10.6 million during federal fiscal year (FFY) 2005 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA).

In FFY 2005, the Office made tremendous gains in state collaboration to reach its mission with unprecedented partnership efforts with the Georgia Department of Transportation, Georgia Department of Public Safety, Georgia Department of Driver Services, Georgia Department of Revenue, Georgia Department of Human Resources, and the University of Georgia. With this vitalization of committed partnership, GOHS has embraced Comprehensive Highway Safety Planning by facilitating the *5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation*.

In this document, the key areas of Impaired Driving, Occupant Protection and Paid Media will be addressed as suggested by the Governor's Highway Safety Association (GHSA) Annual Report Template. GOHS has ongoing evaluation of program outcomes that will be available in February 2006 and added to this document as a supplement and complete picture of the activities,

Introduction
(continued)

successes and challenges in every highway safety program area outlined in the 2005 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 15), full analysis of their individual and collective accomplishments are difficult to be derived by the December 31 deadline for submission of our Annual Report as required by NHTSA.

Crash Summary – In addition to statewide programmatic data, GOHS collects statewide data on highway crashes, injuries, and fatalities. While complete traffic safety crash statistics are often difficult to obtain for one or even two years after the end of any given year, GOHS monitors available data sources and evaluates its efforts through the timeliest sources that are available for trends reflecting its effectiveness. As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,634 traffic fatalities in Georgia in CY 2004, a 1.89% increase from CY 2003, when there were 1,603 such fatalities. Of those CY 2004 fatalities, 37 % (n = 611) were unrestrained and 27% (n = 450) were alcohol-related. 153 pedestrians were killed in crashes on Georgia’s highways in CY 2004 (9.3% of total fatalities), a slight decrease over CY 2003 figures, when 156 pedestrians died in crashes (10 % of total fatalities), so that both the number and the overage percentage of traffic fatalities that were pedestrians decreased in CY 2004. The number of deaths continues to rise, thereby establishing a need for continued program implementation. The overall fatality rate per 100 million vehicle miles traveled (VMT) declined slightly in 2004, down to 1.46 from 1.47. From the 2000 census through 2004, Georgia experienced an estimated 7.8% population growth, which is 3.5 percentage points higher than that experienced by the nation as a whole. Georgia’s annual population growth rate in 2004 was approximately 1.7%. This suggests that increases in population are driving the increasing numbers of traffic safety fatalities and that the resources provided through GOHS, while sufficient to slow the increase in numbers, are insufficient to reduce the numbers down in the face of Georgia’s rapid population growth. Likewise, the major trend lines for relevant crash statistics in Georgia continued to show progress in either

Crash Summary
(continued)

maintaining gains or reducing further negative crash events on Georgia's highways as reflected in the charts accompanying this report:

1. While the number of fatalities on Georgia's highways continues to increase gradually, the trend lines for fatalities per 100 million VMT and per 100,000 Georgia citizens continue to decline.
2. While the number of impaired driving fatalities has remained relatively stable since 1994, Georgia's population has increased dramatically since then (36% increase from 1990 to 2004). During this time, the proportion of Georgia's impaired-driving crash fatalities has decreased.
3. While there is some annual variation in proportions of drivers and passengers observed wearing their safety belts, the trend line for safety belt usage rates in Georgia continues a steady upward progression.

Accomplishments –In FFY 2005, Georgia:

1. Implemented the NHTSA Gold Standards. The implementation focused on 3 DUI courts (Hall, Clarke and Chatham counties). Georgia implemented this funded initiative through the Administrative Office of the Courts to address the issue of DUI recidivism. An on-going evaluation of the Georgia Gold Standards program will be completed in 2007, but preliminary analysis suggest that the recidivism rate for DUI Court graduates is significantly lower than either non-graduates or non-participants.
2. Participated in all NHTSA national campaigns, including "Click It or Ticket" and "Operation Zero Tolerance. You Drive and Drive. You Lose."
3. Implemented the "100 Days of Summer H.E.A.T." campaign, a multi-jurisdictional campaign designed to reduce speeding, impaired driving, and occupant protection violations in counties with major traffic safety problems. GOHS was also the impetus for this program being adopted by the NHTSA Southeast Region, where southeastern states utilized this campaign slogan in their summer mobilizations.

Accomplishments
(continued)

4. Facilitated communication with applicants and grantees through Bidders Conferences and Project Directors Meetings in order to create a more focused applicant on GOHS issues resulting in better designed application focused on Highway Safety Best Practices.
5. Continued efforts to effectively address issues outlined in the 2003 Performance Audit through revised procedures at the GOHS offices and through consultations with the University of Georgia Program Evaluation Team, receiving positive subsequent reviews from the state auditors. The final "Follow-Up Review" by the Georgia Department of Audits and Accounts published in December 2005 cleared GOHS of all findings found in the 2003 Performance Audit and it also established GOHS to be consistent with recommendations in the prior audit.
6. Implemented a streamlined grant process through eGOHS (Electronic Grants for the Office of Highway Safety) in which applications were submitted, reviewed, and approved electronically so that all future grants (from FFY 2006 onward) will be managed entirely online. This system will allow for improved communication between GOHS and the grantee and effectively reduce time and streamline prior cumbersome processes to allow both the grantee and GOHS to focus on their mission rather than administrative issues.
7. Of the grantees submitting final reports to date (n = 75), 94.7% had achieved at least half of the stated objectives.
8. Of the grantees submitting final reports to date (n = 75), 85.3% had achieved at least half of the stated milestones.

Challenges-In FFY 2005 in Georgia:

1. **Pick-up truck exemption from primary seat belt law was a focus.** State law exempting trucks from the seatbelt laws continues to challenge GOHS efforts to reduce fatalities in Georgia.
2. **Law enforcement staffing issues was a challenge.** Many law enforcement agencies have reported significant manpower shortages during FFY 2005. GOHS efforts aimed at increasing law enforcement-based participation in its initiatives has been hampered

Challenges
(continued)

this past year by significant statewide manpower shortages across many law enforcement agencies in the state.

- 3. Need for effective Public Information and Education (PI&E) campaigns were a focus.** Because of limited law enforcement resources, PI&E is an important part of effective speeding reduction, impaired driving reduction, and seatbelt campaigns. The public perception of an increased risk of arrest as a result of illegal driving behavior can be increased through comprehensive and effective PI&E programs.
- 4. Low knowledge level regarding traffic safety laws remains.** The general public in Georgia continues to lack knowledge of current and proposed traffic safety legislation.
- 5. Grantee quality was a focus.** Since GOHS must rely on the caliber of its grantees to produce successful traffic safety programming, it is imperative that there be a sufficient statewide pool of well-written grants submitted for consideration. GOHS' efforts to place programs in areas of the state where they are critically needed are sometimes hampered by few grantees and a lack of implementation resources.
- 6. Branding highway safety messages that resonate was key.** Establishing clear and cogent brands linked to specific highway safety issues remains a challenge and the public's perception constantly changes.
- 7. Traffic record and crash data reporting systems remain a priority.** Work to update Georgia's traffic records and crash data reporting systems continues. Georgia's Traffic Records Coordinating Committee (TRCC) met quarterly in 2005. The TRCC members have signed a Memorandum of Understanding outlining the members and committees' responsibilities. As of June 1, 2005, responsibility for Georgia's crash records for Georgia's crash records was transferred from the Department of Driver Services (Formerly the Department of Motor Vehicle Safety) to the Department of Transportation (DOT). The Federal Motor Carrier Safety Association (FMCSA) grant for upgrading Georgia's crash records database hardware was also

Challenges
(continued)

transferred following GDOT's resubmitting the grant application. GDOT is internally reviewing its crash data processes. It is anticipated GDOT will spend approximately 18 months to replace the traffic records hardware and implement recommended traffic records process changes. During the upcoming year, the TRCC will focus on identifying jurisdictions' pilot sites to test and analyze mechanized crash reporting systems.

Crash Data / Trends

Baseline Data 1994-1997

Progress Report Data 1998-2004

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual)	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1634
Fatality Trend	1,425	1,457	1,495	1,516	1,526	1,523	1,526	1,541	1,539	1,559	1,575
Fatality Rate /100 million VMT	1.72	1.74	1.76	1.68	1.62	1.53	1.47	1.53	1.41	1.47	1.46
Fatality Rate Trend	1.72	1.73	1.74	1.73	1.70	1.68	1.65	1.63	1.61	1.58	1.55
Injuries (Actual)	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996
Injury Trend			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119
Fatality & Serious Injury Rate/(100 million VMT)	*	*	162.3	150.0	140.6	126.4	125.8	124.0	124.2	123.0	124.7
Fatality & Serious Injury Rate Trend			162.3	156.2	151.0	144.8	141.0	138.2	136.2	134.5	133.4
Fatality Rate/100K Population	20.2	20.7	21.5	21.1	20.5	19.4	18.7	19.6	17.8	18.5	18.5
Fatality Rate Trend/100K Population	20.2	20.5	20.8	20.9	20.8	20.6	20.3	20.2	19.9	19.7	19.5
Fatal & Serious Injury Rate/100K population	*	*	1,970	1,883	1,785	1,606	1,605	1,594	1,570	1,549	1,581
Fatal & Serious Injury Rate Trend /100K population			1,970	1,927	1,880	1,811	1,770	1,741	1,716	1,695	1,683
Alcohol Related Fatalities	540	531	577	586	528	524	585	558	533	488	525
Alcohol Related Fatality Trend	540	536	549	559	552	548	553	554	551	546	545
Proportion of Alcohol Related Fatalities	38.0	36.0	37.0	37.0	34.0	35.0	38.0	34.0	35.0	30.0	32.0
Alcohol Proportion Trend	38.0	37.0	37.0	37.0	36.4	36.2	36.4	36.1	36.0	35.1	34.7
Alcohol Related Fatality Rate/100M VMT	0.65	0.62	0.65	0.62	0.54	0.53	0.56	0.52	0.49	0.45	0.47
Alcohol Fatality Rate Trend	0.65	0.64	0.64	0.64	0.62	0.60	0.60	0.59	0.58	0.55	0.54
Percent of Population Using Safety Belts*	52.8%	50.0%	57.8%	65.1%	73.6%	74.2%	73.6%	79.0%	77.0%	84.5%	86.7%
Safety Belt Use Trend	52.8%	51.4%	53.5%	56.4%	59.9%	62.3%	63.9%	65.8%	67.0%	70.5%	74.0%

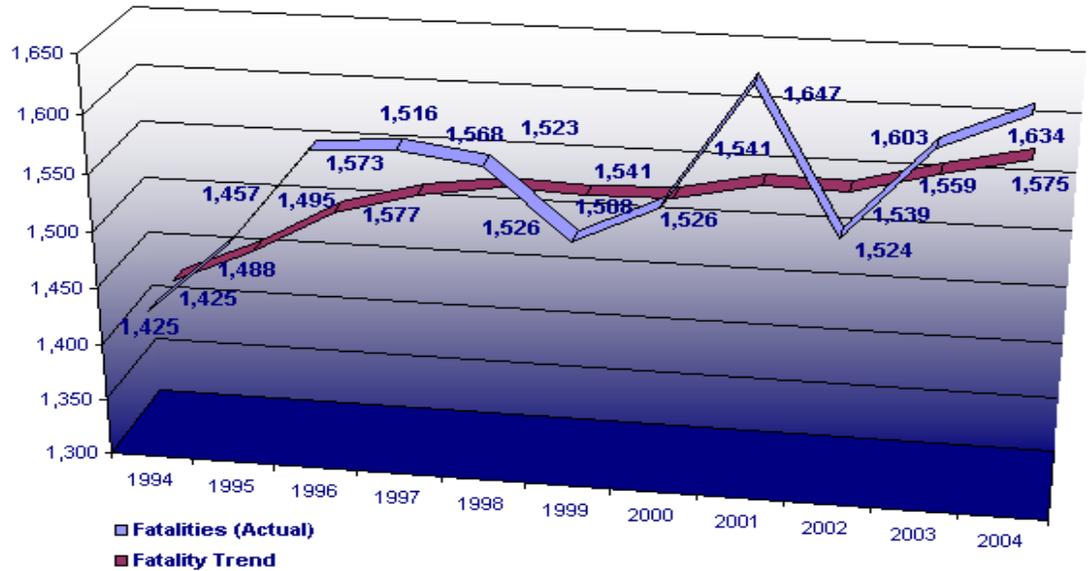
Performance Goals and Trends

Goal: Fatalities Baseline

To reduce the total number of fatalities.

Baseline Data from 2004: 1,634 total fatalities

Fatality Trends

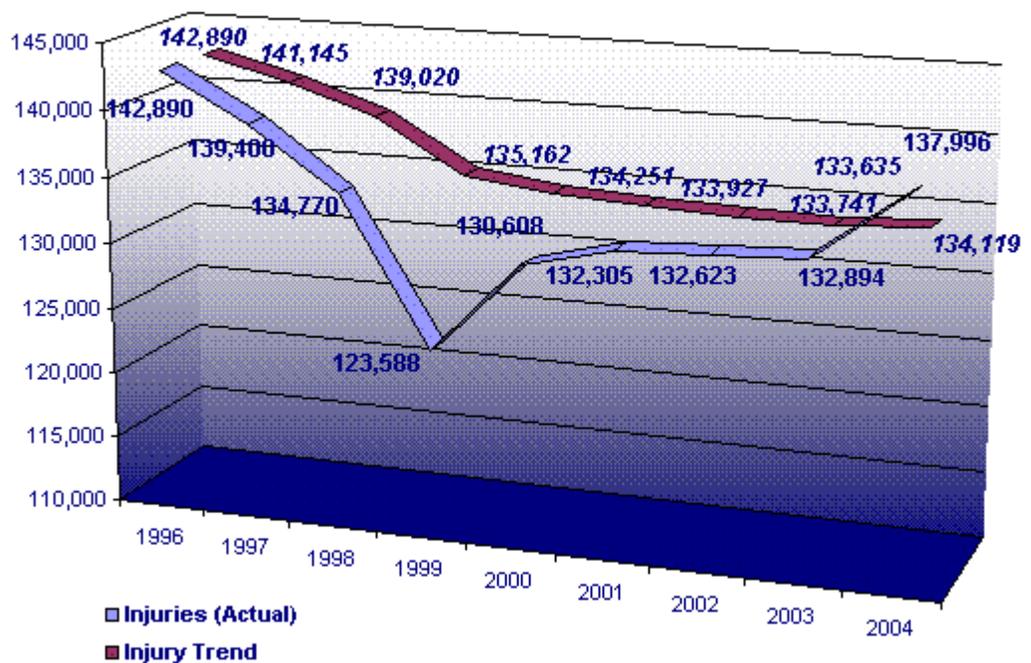


Goal: Injuries Baseline

To reduce total motor vehicle related injuries.

Baseline Data from 2004: Total injuries 137,996

Injury Trends

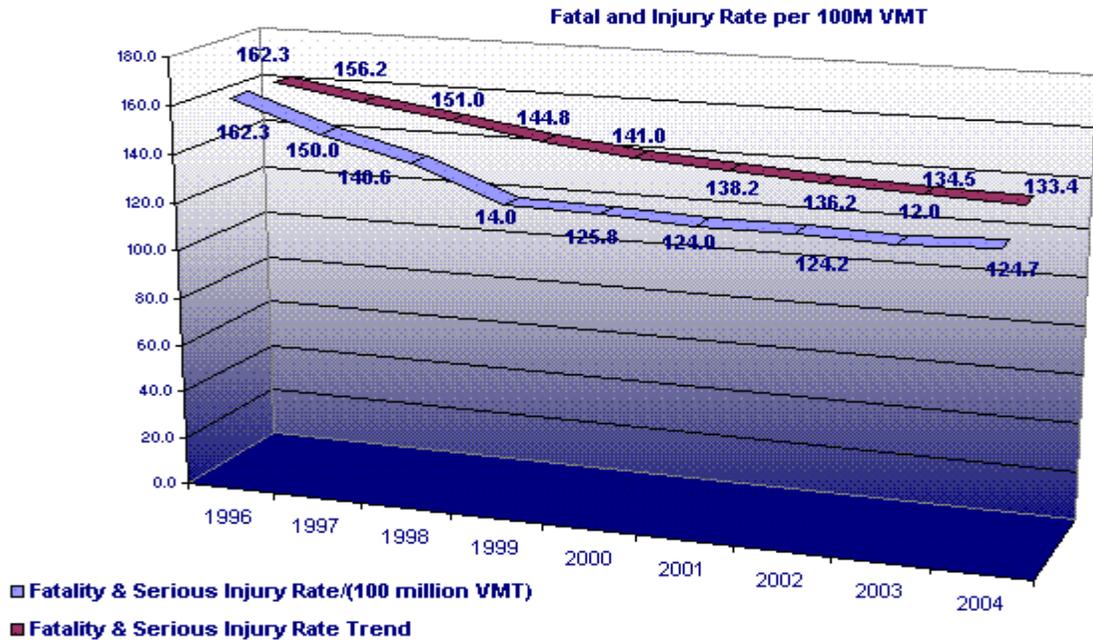


Goal: Fatal and Serious Injury Rate/VMT

To reduce overall fatal and injury rate.

Baseline data for 2004 was 124.7 per 100 million VMT.

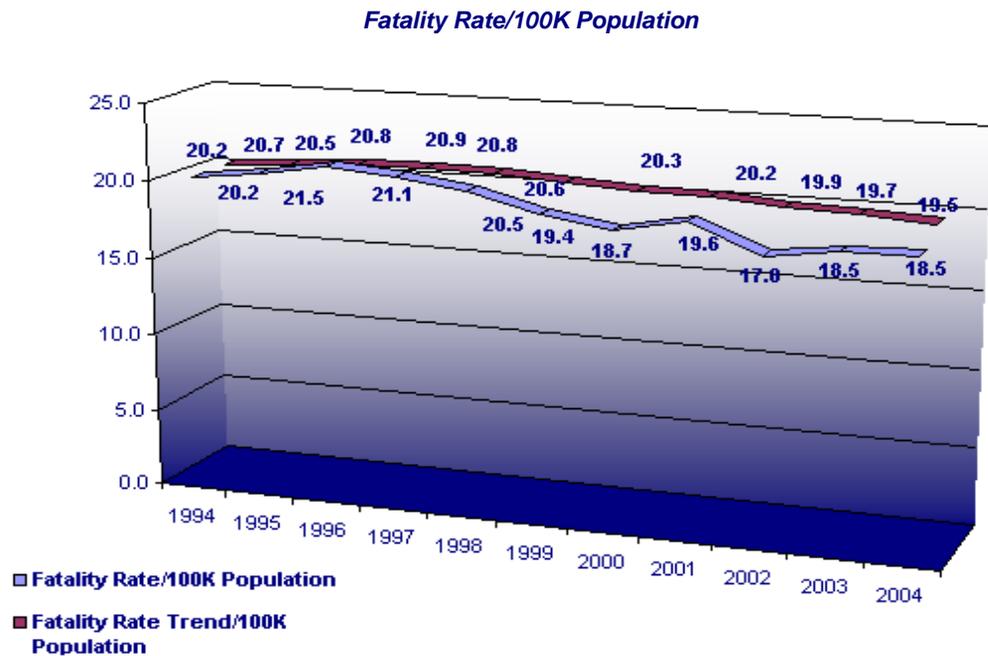
Baseline



Goal: Fatality Rate/100K Population

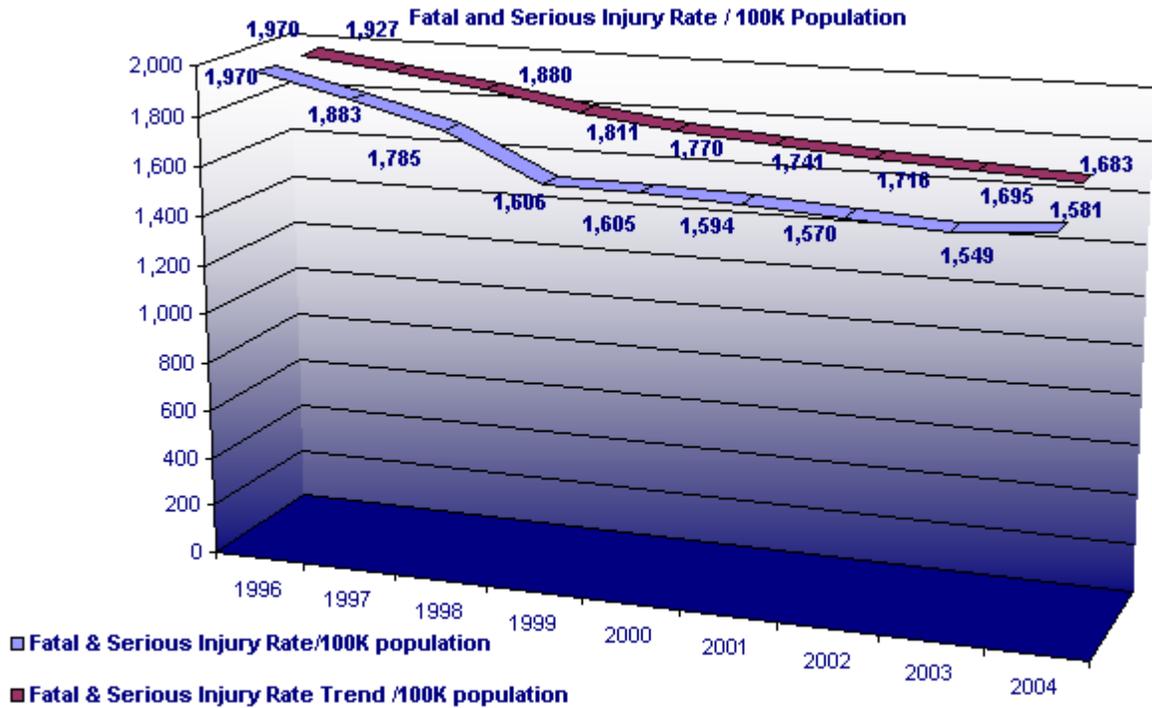
Baseline Data rate for 2004 was 18.51 per 100,000 population.

Baseline



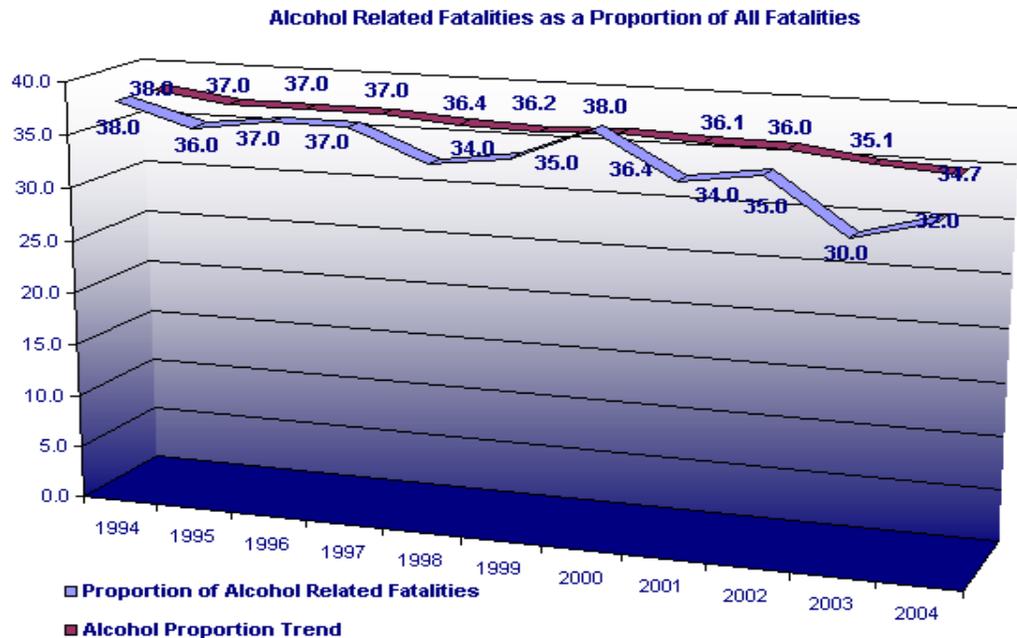
**Goal: Fatal/Serious Injury Rate/100K Population
Baseline**

To reduce motor vehicle traffic crashes, injuries and fatalities.
Baseline fatal and serious injury rate per 100k population was 1,581 in 2004.



**Goal: Alcohol Fatality Proportion
Baseline**

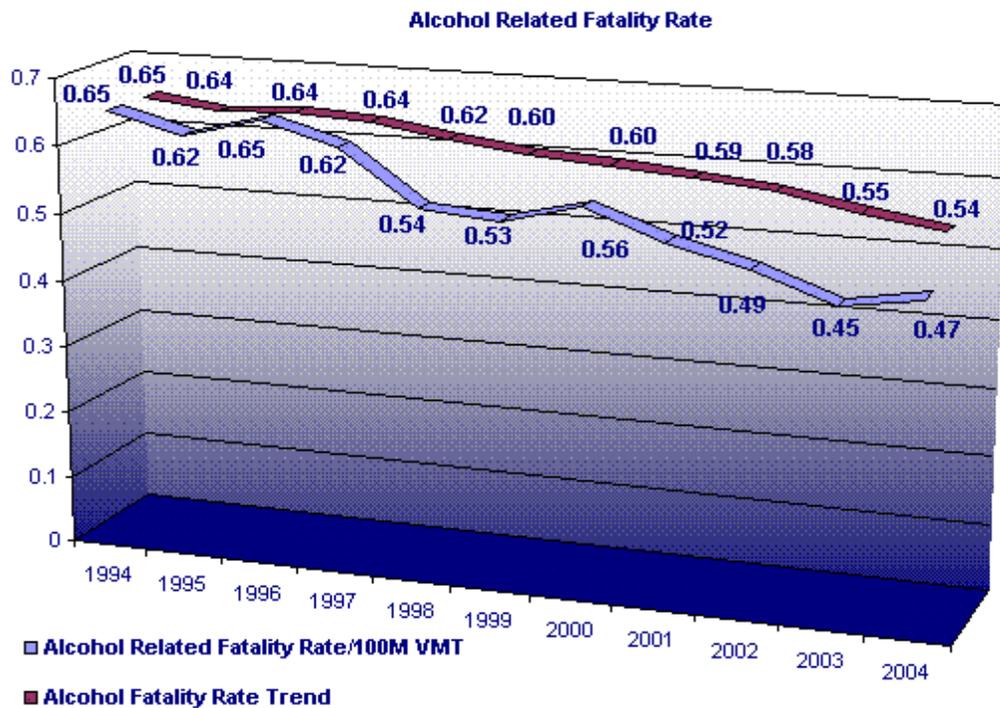
To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.
Baseline Data from 2004: Alcohol fatality proportion was 32.0.



Goal: Alcohol Fatality Rate/VMT
Baseline

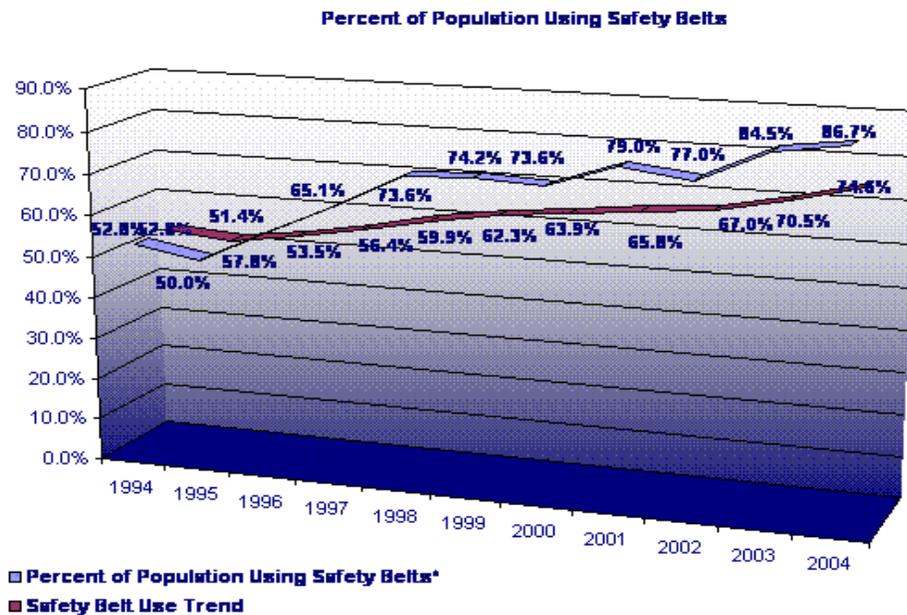
To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities.

Baseline Data from 2004 was 0.47.



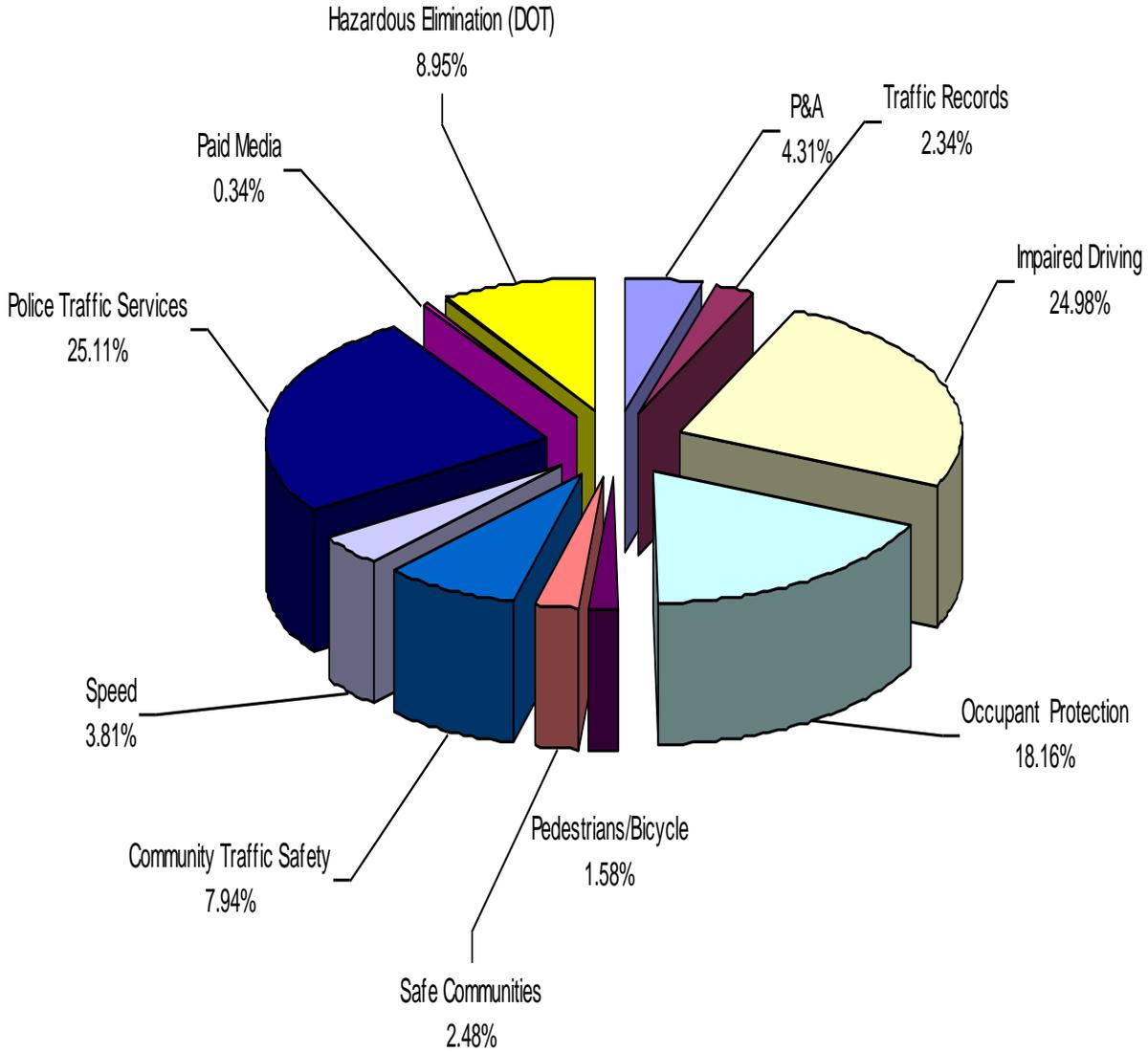
Goal: Safety Belt Use
Baseline

To increase the use of safety belts statewide.
 Baseline Data from 2004: seat belt usage rate including trucks was 86.7%.



Financial Summary

Total = \$10,606,448



■ P&A	■ Traffic Records	■ Impaired Driving	■ Occupant Protection
■ Pedestrians/Bicycle	■ Safe Communities	■ Community Traffic Safety	■ Speed
■ Police Traffic Services	■ Paid Media	■ Hazardous Elimination (DOT)	

Impaired Driving

A general description of the alcohol program: objectives, noteworthy programs, results, future strategies.

Program Overview for Georgia Impaired Driving Programs

Despite a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, the numbers of impaired driving crashes, injuries and fatalities are unacceptable. Improvements are being realized, however, the chance of a crash being fatal is six times higher in crashes related to impaired driving when compared to those not related to alcohol or drugs. Male drivers over the age of 24 continue to be the leaders in impaired driving crashes and fatalities. Alcohol impaired driving death rates are very high in urban areas where alcohol establishments are most prevalent. In 2005, GOHS sought to reduce impaired driving deaths by establishing clear, measurable objectives in this area.

Objectives

1. To provide DUI countermeasure funding to jurisdictions that have between 5-55 impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in FFY 2005 with 85% of the law enforcement community participating.
3. To implement a community DUI system improvement project in three (3) jurisdictions in Georgia in FFY 2005.
4. To provide funding to 10% of Georgia high schools and provide public information and education to 100% of Georgia high schools to implement programs to encourage seatbelt use and discourage drinking especially while driving.
5. To provide funding to a minimum of 14 colleges and universities to implement a "peer education" program to prevent drinking and driving and encourage seatbelt use.
6. To train a minimum of 1200 law enforcement officers in impaired driving countermeasures.

Impaired Driving
(continued)

Noteworthy Programs

In FFY 2005, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. “Demonstration Project on Effective DUI Adjudication”-A pilot project to determine the effectiveness of DUI Courts in Georgia; implemented in three counties.
2. “Highway Enforcement Against Aggressive Traffic (H.E.A.T.)”- A law enforcement program within ten agencies that aims at reducing aggressive traffic violations and DUI’s. Since October of 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws to metropolitan jurisdictions with high numbers of traffic crashes, injuries, and fatalities.
3. “Operation Zero Tolerance”-A model statewide initiative program which features highly publicized sobriety checkpoints and the resulting increased impaired-driver contacts. Participation in this program is solicited through GOHS’ Regional Traffic Enforcement Networks and required of all the FFY 2005 law enforcement grants targeting impaired drivers and all of the educational grantees as well.
4. “Students Against Destructive Decisions” (“SADD”) grant program- Letters were sent to all 366 high schools in Georgia making them aware of available funds for safety belt and impaired driving programs. GOHS provided significant resources for schools that elected to participate, including a statewide traffic safety summit and banquet for chapter leaders and members.
5. Young Adult grant program- GOHS funded twelve peer-education programs through BACCHUS and GAMMA chapters and other affiliated organizations at colleges and universities, a 71% increase over the number of such programs funded in the

Impaired Driving *(continued)*

past fiscal years. These programs focused primarily in reducing impaired driving among young adult drivers.

6. Training for law enforcement officers- Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving countermeasures including the administration of Standardized Field Sobriety Tests and certification as Drug Recognition Experts.

Results

As a result of the noteworthy programs mentioned above and efforts by GOHS and its additional grantees, the following results were achieved.

1. Three impaired driving enforcement mobilizations were implemented in FFY 2005 and 94.5% of the law enforcement community participated. Regional participation rates for law enforcement agencies were 96% for the Southeast; 96.4% for the Southwest; 94.8% in the metro Atlanta/Central region; and 90.8% in the Northeast region.
2. An “Effective DUI Adjudication” program was implemented in FFY 2005. Three State Courts in three separate counties have been established to enroll repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. As of May 1, 2005, there were 714 participants, 129 have graduated, 454 are active and in compliance, and 131 are not in compliance or have been terminated. The retention rate across courts was 82%.
3. In FFY 2005 funding was provided to 9.3 % of Georgia high schools, to encourage seatbelt use and discourage drinking while driving. During the course of the year, four (4) schools were unable to accept GOHS funding due to administrative problems acknowledged by the schools.
4. There were 12 colleges and universities funded in FFY 2005 to implement peer education programs to encourage seat belt use

Impaired Driving *(continued)*

and prevent drinking and driving. This represents a substantial improvement over FFY 2004, when only 7 such grants were funded. During the course of the year, two (2) colleges were unable to accept GOHS funding due to administrative problems acknowledged by the colleges.

5. The total number of officers trained for impaired driving countermeasures in FFY 2004 was 1,334 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
6. In FFY 2005 87.5% H.E.A.T. grantees have achieved at least 50% of the stated objectives (of those H.E.A.T. jurisdictions that have submitted a final report).
7. “Operation Zero Tolerance” – In FFY 2005, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state.
8. BACCHUS/GAMMA grant program – Of those reporting by the time of this report, all grants achieved at least 50% of the stated objectives for FFY 2005.

Future Strategies

Georgia looks to employ the following strategies in FFY 2006:

1. ‘DUI Adjudication’ – Future strategies include implementing DUI courts in other strategic locations based on the results of the DUI Adjudication pilot project.
2. “H.E.A.T.” – Future strategies include heightened publicity for this aggressive driving program and increased law enforcement presence.
3. “Operation Zero Tolerance” – Future strategies include holiday wave implementation, increased media campaigns, and utilization of the Traffic Enforcement Networks for coordination.
4. “SADD” – Future strategies include increasing high school participation of the SADD program by decreasing administrative procedures and increasing coordination with GOHS.

Occupant Protection

A general description of the occupant protection program: objectives, noteworthy programs, results and future strategies.

Program Overview for Georgia Occupant Protection Programs

Approximately 41% of Georgia's fatally injured motor vehicle occupants were unrestrained during their crash. A significant number of the victims could have survived their crash experience had they used their vehicle safety belt. GOHS provided conscientious efforts to counties for reducing deaths resulting from occupants being unrestrained. The following specific and measurable objectives were sought in FFY 2005.

Objectives

1. To increase the statewide safety belt usage rate to 90%.
2. To increase the use of child safety restraint systems for children under the age of five to 95 percent by the end of FFY 2005.
3. To increase safety belt use rate by 5% for rural drivers and passengers.

Noteworthy Programs

GOHS made a concerted, statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the "Click It or Ticket" Campaigns. Out of 112 GOHS-funded programs, 94 (84%) included other significant occupant protection programming elements. The following are some of the most noteworthy programs:

1. "Georgia Traffic Injury Prevention Institute (GTIPI)"- A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, cycling, and pedestrian safety.

**Occupant
Protection**
(continued)

2. “Click It or Ticket”- The “Click It or Ticket” Campaigns are highly-visible STEP program designed to increase safety belt usage by Georgia motorists.
3. “Car Safety Seat Fitting Station Program” – A program through the Atlanta Fire Department designed to provide free car safety seat inspections and installations services to the general public in the Atlanta metro area. In FFY 2005, they distributed 1,856 at 77 child safety seat checkpoints and other events.
4. “Union County Occupant Protection” – A small program that provides occupant and child safety seat education to the community of Union County (population approximately 19,000). In FFY 2005, 544 car seats were distributed and 95 child safety seat checkpoints were conducted during this grant period. This grant provided occupant and child safety seat education throughout the community by distributing car seats, working with law enforcement, publicizing grant achievements and presenting education materials.

Results

Utilizing the noteworthy practices mentioned above as well as a concerted effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. The overall safety belt usage rate for CY 2005, including trucks, was **89.9%**, an increase of 3.2 percent from CY 2004, and the **highest usage rate ever recorded in Georgia.**
2. “Click It or Ticket”- In FFY 2005 there were two “Click It or Ticket” campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.
3. During FFY 2005, there was an increase in awareness of 5% among respondents to the annual Georgia Poll regarding awareness of

**Occupant
Protection**
(continued)

Georgia's primary safety belt law. The current awareness level is 92.6%.

Future Strategies

GOHS will implement the following strategies in FFY 2006:

1. 'GOHS'- Continue efforts to increase seatbelt usage through highly visible "Click It or Ticket" and "100 Days of Summer HEAT" campaigns, law enforcement programs, education programs and legislative initiatives.
2. 'GTIPI'-Future strategies include continuing certification courses for Georgia Child Safety seat Technicians, including Spanish language opportunities. Also, future strategies will include enhanced evaluation of all implemented programs.

Paid Media Report

How paid media funds were used and an assessment on the effectiveness of the public service messages.

Program Overview for Georgia Paid Media Report

In conjunction with NHTSA, GOHS developed paid media messages for distribution to statewide and targeted areas for NHTSA/GOHS mobilization periods occurring during “Click or Ticket”, “Operation Zero Tolerance” and “100 Days of Summer H.E.A.T” campaigns.

Objective

In 2005, the following objective was established by GOHS in an effort increase public awareness and change the public’s traffic safety behavior: To provide funds for the procurement of a “**year round message**” delivered through a statewide Paid Media campaign to reach Georgia’s Primary Audience (male drivers 18 to 34) and Secondary Audience (all Georgia drivers) to foster lifesaving highway safety awareness, promote safety belt use and safe and sober driving. The combined GOHS safe driving campaign messages condense to this six-word warning: “**Drive Sober. Buckle Up. Slow Down.**”

Noteworthy Programs

Paid media programs represent a major component of GOHS’ efforts to reduce the incidence and prevalence of traffic crashes, injuries and fatalities on Georgia’s roadways. GOHS employs a variety of innovative paid media programs with memorable names designed both to remind motorists of their need to obey traffic safety laws for their own and others’ protection and to remind them of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during vacation periods when large numbers of motorists take to Georgia’s roadways, many GOHS campaigns target those holiday periods. By coupling media and enforcement campaigns, GOHS has frequently

**Paid Media
Report**
(continued)

enjoyed reductions in traffic crash morbidity and mortality during those periods.

To accomplish its broad PI&E goals, GOHS allocates funding in two fashions. First, GOHS coordinates with NHTSA for funds to be expended on its behalf in Georgia on national campaigns. This allocation allows GOHS to enjoy significant economies of scale in purchasing state-of-the-art advertisements and media buys from a national distributor. This year, GOHS expended almost \$883,000 through NHTSA to purchase paid media for Georgia's "Click It or Ticket" Campaign that began in May, 2004. Second, GOHS purchases paid media directly through contractors. GOHS funded approximately \$795,000 in this manner to publicize its programs during FFY 2005, making its total expenditures for paid media approximately \$1.65 million.

Major programs implemented by GOHS included "Click It or Ticket" occupant protection initiatives, "Operation Zero Tolerance" impaired driving initiatives, and "100 Days of Summer HEAT" sustained speed enforcement initiative.

Results

GOHS employed paid media throughout its November, 2004 "Click It or Ticket" initiative and its December, 2004 "Operation Zero Tolerance" impaired driving campaign. GOHS spent approximately \$218,215 for paid media in the Atlanta, Macon, Augusta, Columbus, Chattanooga, Savannah, Albany and statewide markets. These spots combined to form a media blitz that reached television, radio, cable, and cinema audiences throughout the most populous regions of the state. The target population for the media campaign was composed of men aged 18 to 34, and the percent of such populations reached ran from 93% (in the Albany market) to 95% (all other targeted markets). The average frequency that targeted viewers were reached from a low of 8.9 (Albany) to a high of 14.2 (Columbus); the mean average frequency for the six markets was

**Paid Media
Report**
(continued)

10.87.

For its 4th of July, 2005 “Operation Zero Tolerance” media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately \$254,449. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Dalton (and Chattanooga), Macon, Savannah, and Valdosta. Through its television purchases, GOHS reached more than 84% of households in targeted markets approximately 2.9 times each. Through its radio spots, GOHS reached 70% of target audience approximately 3.2 times each.

For its Labor Day, 2005 “Operation Zero Tolerance” initiative, GOHS purchased more than \$292,005 worth of television, radio, cable and sports-venue advertising in Atlanta and statewide. Television advertisements reached 78% of the target audiences approximately 3 times each, and radio spots reached 75% of the audiences approximately 4 times each.

This year, the Georgia GOHS continued its innovative new program, “100 Days of Summer H.E.A.T.,” designed to link several traffic safety campaigns into a sustained-enforcement meta-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement officers and data from previous paid media campaigns, GOHS internal staff created a combined Public Information and Education (“PI&E”) and enforcement campaign. This campaign was designed to overlay a sustained speeding-reduction initiative on programs that included occupant protection and impaired-driving components. This plan received approval from NHTSA and was adopted in its first year by several other Southeastern states. It received regional acclaim in the Southeast and may be adopted nationally in the future as a combined program model with broad impacts on aggressive and impaired driving and on occupant protection violations. GOHS did

**Paid Media
Report**
(continued)

not, however, purchase advertisements for this program separately. Rather, sustained enforcement messages were incorporated into the Operation Zero Tolerance paid media campaign and other media purchases, producing significant synergies and cost savings.

GOHS also funds grantees who produce tailored PI&E campaigns designed to reach specific audiences and to address critical issues. One major paid media programs during the FFY 2005 was The Atlanta Bicycle Campaign (ABC), which was funded at \$64,500. The ABC provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to “Share the Road” was emphasized. Other grantees were funded with programs that combined PI&E efforts with other educational interventions. Small grants were also awarded for focused interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program, “Who has the right of way?” funded at \$12,000, developed media in English and Spanish to explain Georgia’s pedestrian and crosswalk laws.

GOHS also obtained significant earned media coverage through its Halloween, 2004 “Halloween H.E.A.T.” initiative, its May, 2005 “Click It or Ticket” media initiative, its June “100 Days of Summer H.E.A.T.” initiative, its Labor Day “Operation Zero Tolerance” campaign, and its September “Drive Safely to Work” program. During these programs, there were 52 televisions news spots featuring GOHS’ programs and traffic safety messages. These reached a total of 6,718,025 estimated viewers, and a total of 444,852 estimated viewers in the critical category for targeted messages from GOHS campaigns, male viewers ages 18 to 34.

In summary, GOHS’ media campaigns, which were always accompanied by enforcement initiatives, effectively reached the entire state with traffic safety messages that emphasized occupant protection, speeding reduction,

**Paid Media
Report**
(continued)

and impaired-driving reduction initiatives. These individual GOHS initiatives presented year-round traffic safety media messages to Georgia motorists, emphasizing occupant protection, impaired driving, and safer driving messages.

Noteworthy Practices

Project Title: Georgia Highway Safety Programs Evaluation

Target: Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2005.

Program Area: Evaluation

Problem Statement

In the past, grantees often submitted proposals for funding that did not clearly identify the objectives of the programs and/or had weak or incomplete evaluation plans. Additionally, grantees were not submitting data to GOHS that could be utilized in categorical statewide program evaluation. There was no system in place to allow GOHS to objectively evaluate each of the grantees' effectiveness.

Objectives

1. Develop and implement a process whereby the data related to the GOHS funded programs will be compiled and analyzed.
2. Compile and analyze the quantitative and qualitative data (both process and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2005.
3. Determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."

Strategies/Results

1. Obtained a copy of each funded project; read each project proposal; performed an evaluability analysis for each grant, requesting revisions from grantees to increase evaluability

Noteworthy Practices
(continued)

when appropriate; submitted and released press release; established data submission process; established database; grouped programs; tracked data.

2. Determined programmatic services/programs, personnel, equipment; assessed objective achievements; compiled and analyzed cost-benefit data; submitted cost-description report; determined innovative programs status/recommended further funding options; submitted quarterly reports; submitted final report; tracked media hits; established a process whereby program objectives are ranked by order of priority to facilitate evaluation of effectiveness; designed a standardized tool for use by grantees; submitted finalized tool; distributed survey tool to grantees; performed an overall evaluation of the state's highway safety plan; submitted evaluation report; developed and submitted final report template; submitted monthly reports
3. Coordinated a random digit dialing survey consisting of 800 Georgia drivers; analyzed survey results for Georgia drivers; submitted survey reports.
4. Assisted GOHS in planning regional community liaison pilot project. Collaborated with Department of Human Resources Division of Injury Prevention to design in implementation plan for this project. Hired staff personnel devoted specifically to project oversight.

Cost: \$238,100

Funding Source(s): GOHS

Contact Information

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Noteworthy Practices

Project Title: A Demonstration Project on Effective DUI Adjudication.

Target: Serves as a pilot project to determine the effectiveness of DUI Courts in Georgia.

Program Area: Alcohol and other drug countermeasures (AOD)

Problem Statement

For many reasons, DUI enforcement systems often fail to maintain drinking-driving risk within tolerable limits. Over the years, Georgia has implemented a number of DUI countermeasures which are research based and proven to be effective. However, there is a lack of coordination between the courts, criminal justice agencies, and the providers of services. The current Georgia system is not standardized and each jurisdiction handles the case management differently. As a result, there is a lack of consistency among agencies and many offenders do not complete their probation requirements.

Objectives:

1. Establishing a team approach for DUI Court involving the judge, DUI Court staff, prosecutor, defense attorneys, court administrators, treatment and probation using the U.S. Department of Justice drug court model
2. Develop a protocol for the streamlining of DUI cases in each pilot county that includes the early identification and placement of eligible participants in the DUI court
3. Develop a protocol for each court that addresses the judicial and administrative driver's license sanctions to ensure that "successful completion" includes eligibility for driver's license reinstatement

Noteworthy Practices
(continued)

4. Ensure that DUI Court participants receive appropriate treatment by identifying a treatment provider and developing a treatment program that also meets the requirements of the state mandated DHR DUI Multiple Offender Program.
5. Ensure that DUI Court participants are monitored for all criminal and driver's license sanctions by developing a DUI Court protocol with the courts' private probation provider
6. Establish data collection systems for all data needed for process and future outcome evaluation, including data on participant driving and criminal histories, level of alcohol and/or drug impairment, mental health issues, relevant life circumstances, demographics, treatment compliance, probation compliance and driver's license reinstatement compliance
7. Establish data collection systems for each court, during the pilot period, for the number of cases that 1) are dismissed or plea bargained, 2) plead guilty, and 3) go to trial; and the number of cases convicted or found "not guilty".
8. Establish a control group for each court from a comparable group of DUI offenders who were adjudicated in a one year period prior to the start of the DUI Court and establish a data collection system for collecting demographic, driving and criminal histories and case filing and disposition data for the control group.
9. Ensure that all DUI Court team members can perform their duties and responsibilities related to their areas of practice, by providing relevant training and on-going technical assistance.
10. Ensure the accuracy of data entry and collection methods by monitoring and analyzing data throughout the project
11. At least a majority of the DUI Court participants in each court who have been enrolled at least one year will successfully complete Year One of the program.

Noteworthy Practices
(continued)

Strategies/Results:

1. DUI Court teams have been established consisting of the judge, DUI court coordinator, case management clerk, treatment case manager and provider(s), prosecutor, public defender, and probation officer.
2. Specific screening criteria can vary slightly among the courts, but all courts serve multiple DUI offenders, meaning at least two DUI's in five years (legal definition for multiple offender in Georgia law), at least two or three DUI's in past ten years (if not two in last five years). Each Court has specific, written eligibility criteria which are applied to all offenders.
3. Each court has developed a protocol for treatment progression that requires meeting of the driver's license sanctions and successful adherence to the DUI Court requirements as a condition of progressing to a higher phase in the treatment program. Probation also tracks these requirements.
4. Each DUI Court collaborates with private treatment providers to provide outpatient treatment services to DUI Court participants. These providers are on the Department of Human Resources (DHR) approved list for the state-mandated DUI Multiple Offender Program for driver's license reinstatement. Hall County has a large Spanish speaking population and has a Hispanic treatment provider for Spanish speaking offenders. However, publicly funded services through the DHR are limited, insurance coverage for a participant is very limited and most offenders cannot afford private treatment beyond the cost of the outpatient services offered by the court providers. Therefore, finding appropriate and affordable comprehensive substance abuse treatment services remains a challenge, but this is a statewide problem, not a problem exclusive to the DUI Courts, which are doing an excellent job with the resources available to them. Probation

Noteworthy Practices
(continued)

Officers are assigned to the DUI Courts. The probation officer attends each team staffing and court session and monitors participants for compliance. They report data to the web-based NEEDS Tracking System.

5. The DUI Courts began data collection using the web-based NEEDS Tracking System. Pilot project evaluation preliminary report was submitted to the NHTSA in November, 2005. A final evaluation report will be completed by the end of calendar year 2007.

Cost: \$631,500

Funding Sources: GOHS

Contact Information:

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Noteworthy Practices

Project Title: Highway Enforcement Against Aggressive Traffic (H.E.A.T.).

Target: To reduce aggressive traffic violations and DUI's in ten jurisdictions.

Program Area: Speed and aggressive driving countermeasures.

Problem Statement

Ten agencies provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding, crashes, crashes involving alcohol, and fatalities.

Sample Objectives (*These objectives are not exhaustive but are representative of all H.E.A.T. grant objectives.*)

1. During FFY 2005, H.E.A.T. officers will initiate a minimum of 35 DUI contacts each month
2. During FFY 2005, H.E.A.T. officers will initiate a minimum of 200 Speed contacts and 50 aggressive driving contacts each month
3. During FFY 2005, the City of Atlanta Pedestrian Initiative will initiate at least 300 pedestrian contacts through various activities that involve pedestrian safety

Sample Strategies/Results:

All the above sample objectives have been met, the following are programmatic achievements:

1. The City of Atlanta and DUI Task Force targeted areas after utilizing traffic analysis. From October 1st, 2004 through September 30th, 2005, 21,122 speeding citations were issued, and 1,807 DUI citations were issued by the agency. Of these citations, the Atlanta H.E.A.T. Unit contributed 598 DUI

Noteworthy Practices
(continued)

contacts, 3,610 speeding contacts, and 855 aggressive driving contacts.

2. The City of Atlanta's H.E.A.T. Unit and the DUI Task Force conducted 49 joint efforts with Metro jurisdictions and zones in the past project year. The units adjusted the schedules to work Sundays and Mondays for aggressive/impaired driving concerns and to assist other metro agencies who are experiencing the same traffic issues (Targeted Enforcement).
3. In FFY 2005, of those H.E.A.T. jurisdictions that have submitted a final report 37.5% have achieved all of the objectives as written in the final reports, and 87.5% have achieved at least 50% of their stated objectives.

Cost: Total H.E.A.T. grants: \$2,034,775

Funding Sources: GOHS. However, these grants were generally structured so that, for every two officers provided by GOHS, one officer was dedicated to the project by the grantee agency as an in-kind match.

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Significant challenges to be addressed:

In conjunction with the 2006 GOHS Highway Safety Plan Goals, the following challenges to be addressed are as follows:

1. **Pick-up truck safety belt usage law.** Continue to advance safety belt usage in pick-up trucks along with all vehicles. Pick-up truck safety belt usage rates fall below passenger vehicle usage rates and pick-up truck occupant crash deaths are over represented relative to other vehicle claims.
2. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
3. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
4. **Increased education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing understanding of current and proposed traffic safety legislation.
5. **Branding highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
6. **Maintaining stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.

Looking to the Future
(continued)

Significant training, technical assistance, expertise and other resources necessary for success:

1. Electronic grantee submission and revision capability.
2. Evaluation consultation expertise.
3. Train grantees/GOHS personnel on programmatic planning, including writing measurable goals and objectives.
4. Training GOHS personnel on available data resources for program planning.
5. Law enforcement training.
6. Occupant safety observational survey implementation.
7. Salary levels and job descriptions that will attract and retain qualified agency personnel.
8. Cooperative access to other agencies' data.

“2005 Pictorial Review”

GOHS 2005 YEAR IN REVIEW



WORKING TOGETHER AS A TEAM

GOHS 2005 YEAR IN REVIEW



The start of 2005 saw GOHS honoring exemplary work from the previous year, including the efforts of the Braselton Police Department for their Operation Zero Tolerance initiative and Georgia State University Police for keeping pedestrians safe in Atlanta



GOHS 2005 YEAR IN REVIEW



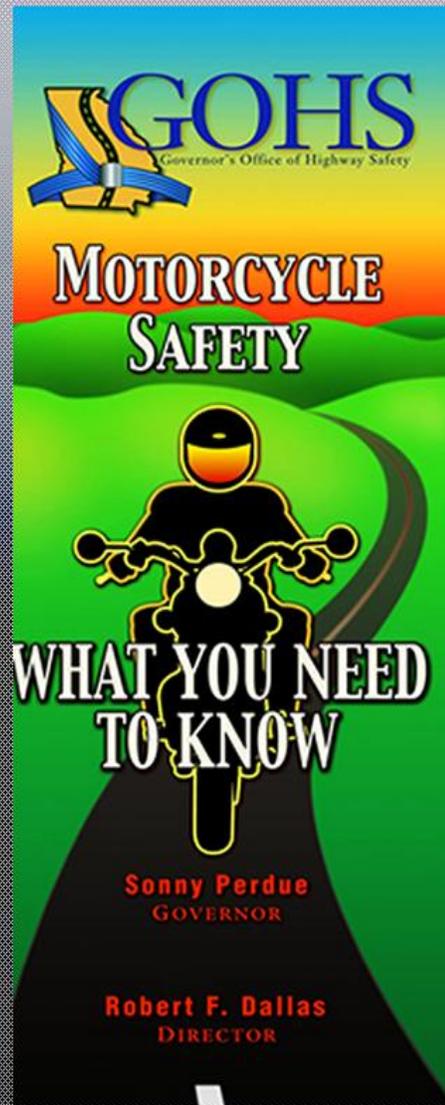
In Georgia, highway safety transcends any one group or organization. As such, 2005 saw GOHS lead coordination efforts of many state and local agencies such as GDOT, ARC, MARTA, GRTA and others through such programs as the Safety Conscious Planning Forum and the Georgia Traffic Records Coordinating Committee.

GOHS 2005 YEAR IN REVIEW



GOHS's unique H.E.A.T. (Highway Enforcement of Aggressive Traffic) team had a positive influence on the community in 2005. From educational programs to road checks, H.E.A.T. showed the versatility that makes it one of the top programs in Georgia.

GOHS 2005 YEAR IN REVIEW



The GOHS Online Safety Store has proven to be a popular and efficient way to distribute safety information across the state. Over 800,000 brochures and safety items were sent out across Georgia in 2005.

GOHS 2005 YEAR IN REVIEW



Enforcement goes hand in hand with education at GOHS. Without the support of dedicated law enforcement personnel, GOHS would not have had success in 2005. GOHS recognizes the sacrifices of people like the Georgia State Patrol to make highway safety a priority in Georgia.

GOHS 2005 YEAR IN REVIEW



Grantee partners such as Safe Kids of Georgia help GOHS in creating programs that make a difference in the community such as those developed for Child Passenger Safety Kickoff Month.

GOHS 2005 YEAR IN REVIEW



For the last several years, the Law Enforcement Liaison structure created and used by Georgia has been held as a model for other states in the region. GOHS sent down the LEL team down to Orlando for a NHTSA conference in the winter of 2005.

GOHS 2005 YEAR IN REVIEW



Legislation proposed and enacted by GOHS saves lives. In March, Governor Perdue and legislators came together to celebrate a study which showed that the Teenage and Adult Driver Responsibility Act (TADRA) has saved the lives of many young Georgia drivers.

GOHS 2005 YEAR IN REVIEW



The City of Atlanta Fire Department has been a huge supporter of child safety seat installation and hosted many installation checks during 2005.

GOHS 2005 YEAR IN REVIEW



GOHS garnered a large degree of attention in 2005 when it was announced that nearly half of congestion is caused by traffic wrecks.

GOHS 2005 YEAR IN REVIEW



Introduced to GOHS grantees in 2005, the eGOHS system will completely automate the process of applying for, receiving, and using highway safety grant money in Georgia.

GOHS 2005 YEAR IN REVIEW



With the legislature debating teen driving provisions such as "Joshua's Law", GOHS Director Bob Dallas was a regular on television and radio panels discussing the merits of teenage driver education.

GOHS 2005 YEAR IN REVIEW



GOHS hosted GHSA, the Governor's Highway Safety Association, for an executive training seminar in Savannah. The event went so well that GOHS was awarded the GHSA 2010 National Convention later in the year.

GOHS 2005 YEAR IN REVIEW



GOHS sponsorship of Safe Communities continued to provide big dividends. Frederick Huff of Fulton County won the 2005 GHSA Peter K O'Rourke Special Achievement Award.

GOHS 2005 YEAR IN REVIEW



Operation Lifesaver continued its good work in educating the public about the potential dangers of railroad crossings. GOHS supported OL Georgia in all of its projects including a night at the Atlanta Braves.

GOHS 2005 YEAR IN REVIEW



GOHS's Public Service Announcement "Now Playing" won a host of awards for its creativity. Pictured above is the National Association of Government Communicators Gold Screen Award.

GOHS 2005 YEAR IN REVIEW



May's Click It or Ticket Press Conference was held in Atlanta's Centennial Park and included radio personalities, law enforcement from across Georgia, and the eSUV beast.

GOHS 2005 YEAR IN REVIEW



GOHS's "Now Playing" PSA won an EMMY for Best Director at the Southeast Chapter of the National Academy of Television Arts Sciences in June.

GOHS 2005 YEAR IN REVIEW



GOHS has always used a wide array of creative means to get the highway safety message out to Georgians. At the Operation Zero Tolerance Press Conference at Atlanta Motor Speedway, over 1600 balloons were released to represent crash deaths the previous year.

GOHS 2005 YEAR IN REVIEW



Earlier this year, Milledgeville was distinguished as one of only six nationwide Buckle Up America winners recognized at the National Conference of Black Mayors Annual Convention in Columbus, Ohio. The National Highway Traffic Safety Administration (NHTSA) has been working in partnership with the National Conference of Black Mayors to establish the Buckle Up America, Mayors Challenge Competition to educate citizens on the importance of wearing safety belts and saving lives. Milledgeville, Georgia won for Category IV Cities, which includes communities with a population of 15-to-35-thousand.

GOHS 2005 YEAR IN REVIEW



During all the activities taking place in 2005, GOHS also moved to a new location within its old building in July.

GOHS 2005 YEAR IN REVIEW



GOHS targeted high crash corridors with its "Not So Sweet Sixteen Corridor" safety sweep.

GOHS 2005 YEAR IN REVIEW



GOHS targeted high speed and unsafe motorcycle riders with the "Operation Fast and Furious Motorcycle Crackdown".

GOHS 2005 YEAR IN REVIEW



In 2005, GOHS continued the trend of awarding Blood Alcohol Trailers to deserving law enforcement groups across the state.

GOHS 2005 YEAR IN REVIEW



***GOHS's Operation Zero
Tolerance Press Conference at
Turner Field in Atlanta***

GOHS 2005 YEAR IN REVIEW



In August, GOHS was honored to have Department of Transportation Secretary Norman Mineta and NHTSA Administrator Dr. Jeffrey Runge in Georgia to announce their better SUV gas mileage plan for the U.S.

GOHS 2005 YEAR IN REVIEW



Hands Across the Border is a joint effort between Georgia and its regional neighbors to foster a sense of cooperation between the Southeastern states in law enforcement

GOHS 2005 YEAR IN REVIEW



GOHS is proud of its association with groups such as the Georgia Motor Trucking Association.

GOHS 2005 YEAR IN REVIEW



GOHS has become a recognized leader around the country in the field of law enforcement. In Miami, many GOHS-sponsored law enforcement agencies won IACP National Awards.

GOHS 2005 YEAR IN REVIEW



GOHS constantly strives to do things in a better way. In 2005, GOHS brought in outside highway safety specialists to conduct a comprehensive management review.

GOHS 2005 YEAR IN REVIEW



The GOHS Youth and Young Adult Conference brought in high school and college age leaders to Callaway Gardens to help encourage coordination in safety matters.

GOHS 2005 YEAR IN REVIEW



In 2005, GOHS asked religious organizations around Georgia to help assist in developing safety strategies on our roadways. The result was the start of the GOHS Faith Based Initiative.

GOHS 2005 YEAR IN REVIEW



GOHS's Click It or Ticket Thanksgiving Kickoff was helped by the participation of the Ford Motor Company, another example of GOHS's commitment to Public/Private partnerships.

GOHS 2005 YEAR IN REVIEW



SADD (Students Against Destructive Decisions) saw tremendous growth in 2005. Pictured above is the new formed chapter at Martin Luther King, Jr. High School in Atlanta.

GOHS 2005 YEAR IN REVIEW



At GOHS, people take safety seriously. In preparation for future motorcycle safety planning, GOHS sent several of its staff out to experience first hand a safety training class.

GOHS 2005 YEAR IN REVIEW



GOHS appreciates all the people who help to save lives in Georgia through highway safety. GOHS sponsors many events like the Educational Awards luncheon to recognize the efforts of everyone.

