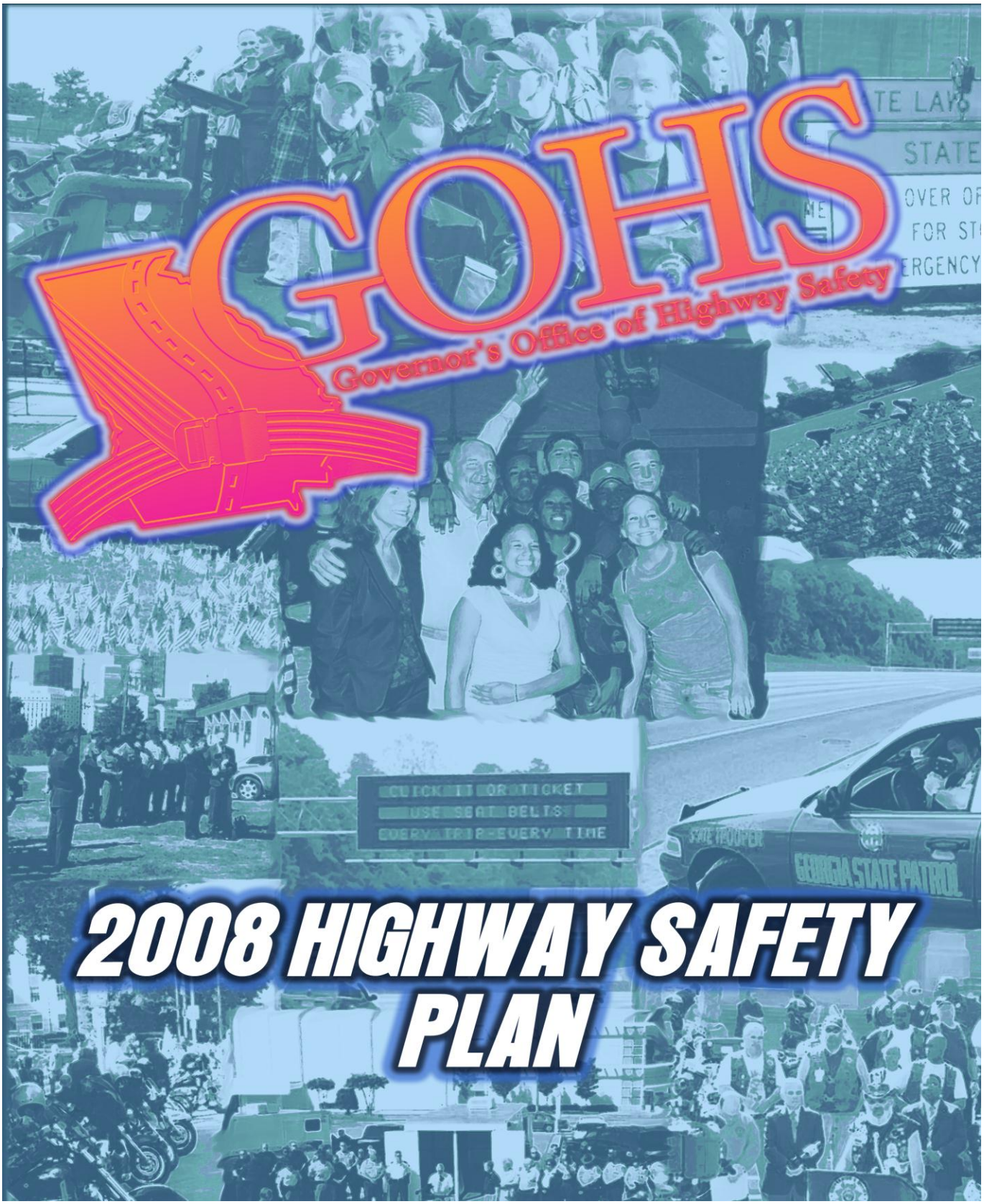

2008 HIGHWAY SAFETY PLAN

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INTRODUCTION

SONNY PERDUE
GOVERNOR

ROBERT F. DALLAS
DIRECTOR

INTRODUCTION

Under the authority and approval of Governor Sonny Perdue, the Governor's Office of Highway Safety (GOHS) produces an annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA). This document is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state and county level crash data along with other information such as safety belt use rates are used to insure that the planned projects are data driven with focus on areas of greatest need.

In compliance with federal requirements, GOHS will ensure that at least 40% of the annual Section 402 funds will be used by or for the benefit of political subdivisions of the State in carrying out local highway safety programs. All plans and activities of GOHS are driven by the agency's mission statement.

MISSION OF GOHS

The Mission of the Governor's Office of Highway Safety is to educate the public on traffic safety and facilitate the implementation of programs that reduce crashes, injuries and fatalities on Georgia roadways.

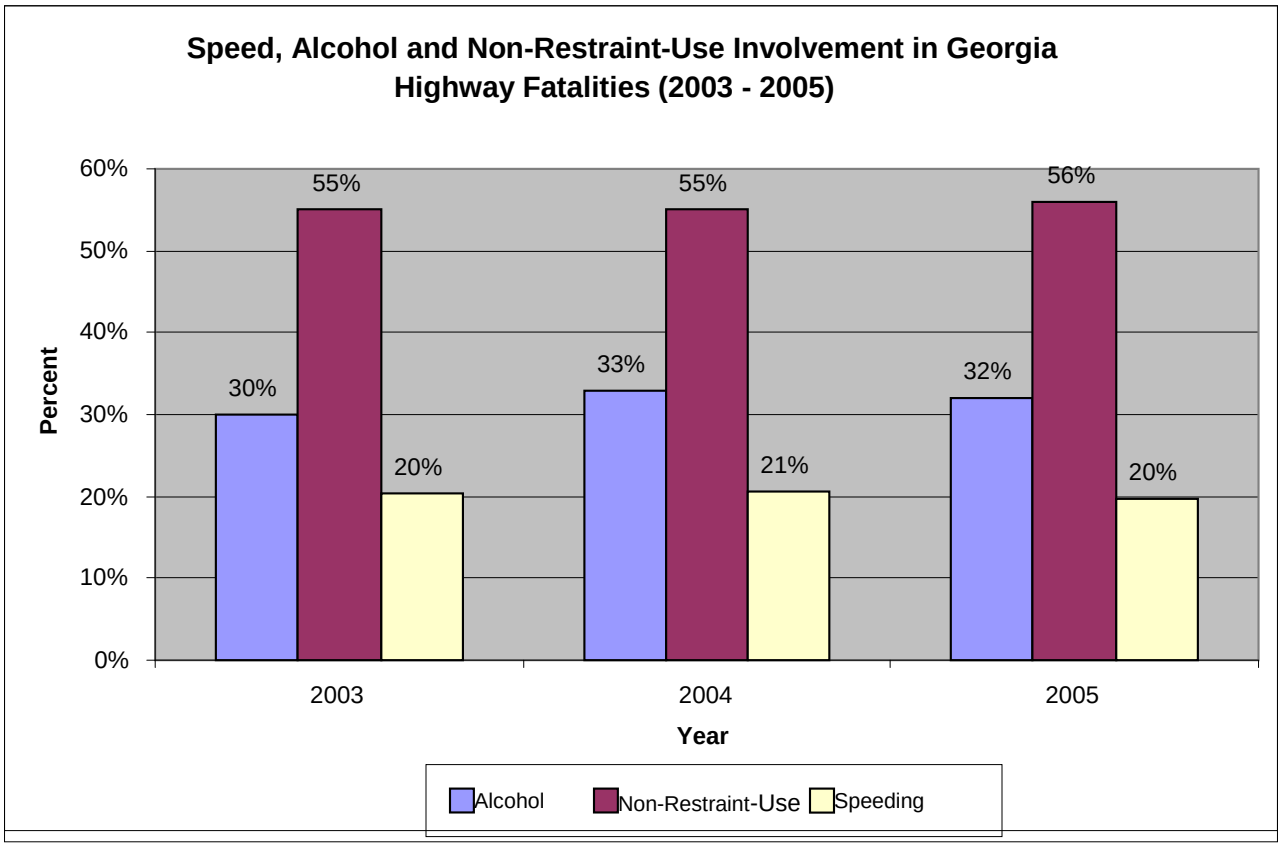
ORGANIZATION OF THE PLAN

GOHS's Highway Safety Plan is designed to serve as a guideline for staff members to implement, monitor, and evaluate activities throughout the federal fiscal year. Each section of the HSP begins with a program goal statement which explains the broad purpose, ultimate aim and ideal destination of the program. It provides a general umbrella under which other identified programs with the same focus are grouped together. Included are the most recently available data that substantiate the depth of the problem and verify the need for it to be addressed. The target population section specifies the group that is expected to benefit from the activities and the performance objective *section* indicates the expected results and measurable outcomes of the plan. Performance measures indicate the values to be used in determining if progress was made beyond baselines. It gives a gauge of where the project is prior to implementation compared to after implementation. Strategies are the activities that are required to implement the objectives.

THE FFY 2008 HIGHWAY SAFETY PLAN

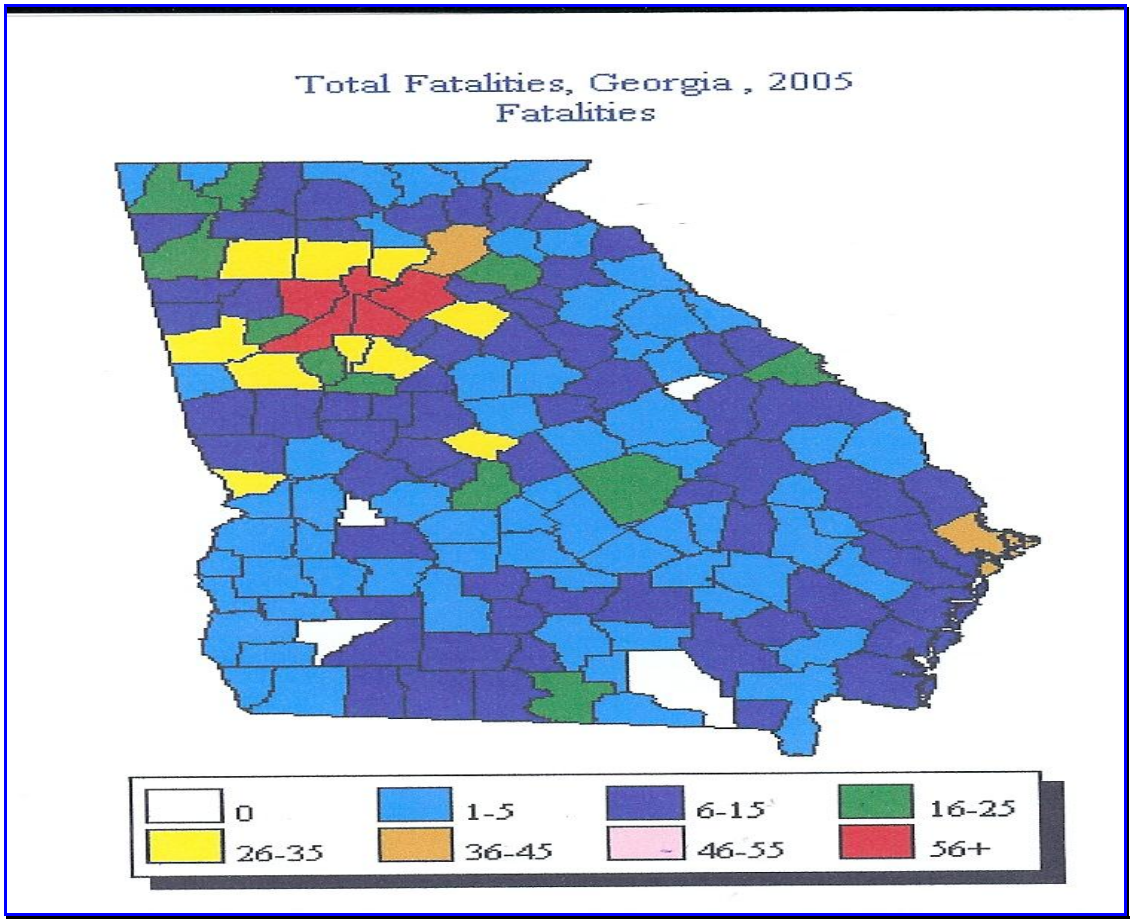
The Highway Safety Plan was based on the latest statistics available for highway safety problem solving. The document contains Education and Enforcement countermeasures for reducing crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the Engineering and Emergency Medical Services components to roadway safety in the State. This "4-E" approach will result in a balanced and effective strategy to saving lives on Georgia's roadways. Tragically, 1,729 people died on Georgia roadways during 2005 according to the National Center for Statistics and Analysis. Motor vehicle crashes cost the state over $7.85 billion annually. Georgia will work to analyze the casual factors of these deaths to help mitigate there causes. As more current data becomes available, GOHS will use such in refining its HSP. GOHS plans to develop, promote, implement and evaluate projects designed to address those identified major contributing injury and fatal highway safety factors within 2005 data. The following charts represent the three major contributors to Georgia's highways fatalities, fatalities by county, and fatality trends.

OVERVIEW OF GEORGIA HIGHWAY SAFETY PROBLEMS AND PRIORITY GOALS



FFY 2008 GOHS PRIORITY AREA GOALS:

- **Increase the rate of observed safety belt use from 88.9% to 91% by the end of FFY 2008 for drivers and front seat outboard passengers.**
- **Reduce the alcohol-related fatality rate from 0.48 to 0.44 fatalities per 100 million vehicle miles of travel.**
- **Reduce the percentage of speed-related fatal crashes from 21% to 17%.**
- **Reduce the percentage of pedestrian-related fatal crashes from 9% to 7%.**
- **Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.**



(Source: National Center of Statistical Analysis)

GEORGIA HIGHWAY FATALITY TRENDS

Georgia Highway Fatality Trend by Category and Year (2001 - 2005)					
	2001	2002	2003	2004	2005
Category	1,647	1,524	1,603	1,634	1,729
Alcohol-Related	558	533	483	536	545
Single Vehicle Crashes	836	787	831	810	909
Non-Junction Crashes	1,215	1,167	1,229	1,210	1,304
Intersection Crashes	315	283	274	288	308
Intersection-Related Crashes	26	25	33	36	41
Speeding Involved Crashes	343	313	328	335	340
Pedestrians	156	161	156	153	150
Pedalcyclists	21	13	18	20	23
Large Truck Involved Crashes	255	198	232	248	229
Roadway Departure Crashes	861	871	953	974	1,001
Passenger Car Occupants	790	708	739	721	728
Light Truck/Van Occupants	516	493	508	558	613
Other/Unknown Occupants (Not Including Motorcycles)	65	59	75	66	62
Total Occupants (Not Including Motorcyclists)	1,371	1,260	1,322	1,345	1,403
Motorcycle Riders	95	85	103	111	144

PROCESS DESCRIPTION OF FEDERAL AND STATE GUIDELINES

PROCEDURES FOR RECEIVING HIGHWAY SAFETY FUNDS

ORIGIN AND PURPOSE

The State and Community Highway Safety Grant Program was enacted by the Highway Safety Act of 1966 as Section 402 of Title 23, United States Code. Grant funds are provided to the States, the Indian Nations and the Territories each year according to a statutory formula, based on population and road mileage. The National Highway Traffic Safety Administration (NHTSA) awards performance-based Section 402 formula grants to help states undertake statewide and local programs aimed at reducing highway fatalities and injuries. In receiving Section 402 funds, states must set their own goals, select appropriate programs, and as part of the performance-based agreement, evaluate and report on their results. Section 402 funds provide technical assistance to states and local communities, and are based on national priorities. Over the life cycle of programs funded with Section 402 funds, states and their local municipalities provide the majority of resources to continue programs beyond the start-up phase.

Safe, Accountable, Flexible, and Efficient Transportation Equity Act A Legacy for Users (SAFETEA-LU)

Purpose

On August 10, 2005, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU) was signed into law by President Bush. SAFETEA-LU continues the Section 402 and authorizes funding for the period FFY 2005-09. The Act also adds airbag awareness programs and aggressive, fatigued and distracted driving programs to the list of programs that are part of the uniform 402 guidelines and are eligible for 402 funding. SAFETEA-LU also provides several incentive programs (2 impaired driving, 3 occupant protection, 1 child passenger safety, and 1 data improvement) to combat highway safety issues.

Priority Areas

Through public rule making processes, it was determined that certain highway safety programs funded under Section 402 are most effective in reducing crashes, injuries, and fatalities. These programs are designated as National Priority Program Areas, and more importantly are also Georgia highway safety priority areas. These priority program areas are listed below:

1. ***Alcohol and Other Drug Countermeasures***
2. ***Occupant Protection***
3. ***Traffic Records***
4. ***Speed Control***
5. ***Police Traffic Services***
6. ***Pedestrian & Bicycle Safety***
7. ***Community Traffic Safety Program (CTSP)***
8. ***Motorcycle Safety***
9. ***Emergency Medical Services***
10. ***Paid Media***

In accordance with SAFETEA-LU, for a state to receive 402 funding it must provide satisfactory assurances that it will implement activities in support of national highway safety goals that also reflect the primary data-related factors within a state, as identified by the state highway safety planning process including: national traffic safety law enforcement mobilizations; sustained enforcement of impaired driving, occupant protection and speeding-related laws; an annual safety belt use survey conducted in accordance with DOT criteria; and development of statewide data systems.

Funding Formula

The Section 402 formula is:

- 75% based on the ratio of the State's population in the latest Federal census to the total population in all States.
- 25 % based on the ratio of the public road miles in the State to the total public road miles in all States.

In addition, it requires that at least 40% of the total federal annual obligation limitation must be used by or for the benefit of political subdivision of the State.

Project Funding Period

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

GOHS generally funds innovative traffic safety projects at the rate of 100% the first year, 80% the second year, and 60% the third year. The diminishing levels of funding are designed to encourage the grantee to become self sufficient, allowing the project to develop into an ongoing part of the agency. At the discretion of the GOHS Director and a GOHS application review committee, a project may be funded beyond 3 years and at different rates. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquisition cost of $5,000 or more, must be pre-approved by the grant approving officials. Equipment must go through the bid process and have prior approval from the Office of Highway Safety and/or NHTSA.

GRANT ELIGIBILITY AND SELECTION PROCEDURES

The Governor's Office of Highway Safety provides funding opportunities to police departments, governmental entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grants are received by invitation using a ranking system, through responses to request for proposals (RFP), and through unsolicited submissions where documented highway safety problems exist.

The Ranking System

The Governor's Office of Highway Safety (GOHS) employs an epidemiologist to aggregate and correlate motor vehicle related data from the Georgia Department of Driver Services (DDS), Department of Transportation (DOT) and the Fatality Analysis Reporting System (FARS). From the Epidemiologist's analysis, Georgia highway safety crash data is ranked by county. The areas considered in this analysis include speed, impaired driving, restraint use, pedestrian, motorcycles, and bicycle. GOHS utilizes this information to identify a list of jurisdictions with high numbers of traffic safety crashes, injuries, and fatalities. GOHS purges the lists and contacts jurisdictions to seek interest/support in addressing the problems/gaps identified in the analysis.

Request for Proposals (RFP)

As innovative programs are developed, specific requests for proposals are distributed to communities, special interest groups, governmental agencies and other stakeholders through electronic mediums (i.e. the GOHS Website, Association of County Commissioners of Georgia (ACCG)) Website, GOHS ListServ and newspapers (Atlanta Journal Constitution). The RFP provides an introduction to the specific problem(s), eligibility criteria, program goals and objectives, suggested activities, methods of evaluation and the program maximum funding level. Upon receipt of all applicants responding to the RFP, a review team is assigned the task of assessing applications to determine if the proposed projects are viable via the GOHS online reporting system, eGOHS.

Discretionary Grants

Funds are also used to support governmental entities furthering GOHS's mission. In these instances, the purpose, scope, and funding requirements are subjected to GOHS staff review and scoring prior to GOHS Director approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow GOHS procedures in applying for highway safety funds. Projects that have been deemed vital to the GOHS mission by the Director may receive funding for multiple years.

GOHS Renewal Process

Based on the availability of funds and within the discretion of GOHS, grantees may be recommended for subsequent years of funding. Generally, grants are funded for no more than three years. Grantees may copy their current application within eGOHS and make any necessary changes for the next federal fiscal year. These renewal applications are then reviewed along with any other funding requests.

GRANT APPLICATION PROCESS

Who Can Apply
Local and state political subdivisions identified by the Governor's Office of Highway Safety through Ranking Reports may apply for federal funds. Other local political jurisdictions, state agencies, not for profit organizations and community and faith-based organizations may apply for federal funds to implement programs in direct support of solving a highway safety problem through a Request for Proposal process.

When to Apply
Applications for federal funds are generally accepted six months prior to the beginning of each federal fiscal year, which begins October 1. Dependent upon the time frame of the identified problem, subsequent applications for funding may also be submitted anytime during the fiscal year.

How to Apply
Prospective grantees must submit an application on eGOHS using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The GOHS Grant Application consists of three (3) major parts:

Part 1 – Programmatic Sections

1. ***Problem Identification:*** The problem statement must clearly define the problem(s) planned to address. The statement must provide a concise description of the problem(s), where it is occurring; the population affected, how and when the problem is occurring, etc. It must include consecutive years of the most recent data to establish the conditions and the extent of the problem(s). (Charts, graphs and percentages are effective ways of displaying the required data).

2. ***Program Assessment:*** The applicant must identify the resources that the community/jurisdictions are currently using to address the problem(s) identified under the problem identification section mentioned above. This section will (1) review and note activities and results of past and current efforts, indicating what did or did not work (2) assess resources to determine what is needed to more effectively address the problem(s) and (3) identify local laws, policies, safety advocate groups and organizations that may supports/inhibit the success of the project.

3. ***Project Objectives, Activities and Evaluation:*** The objectives must clearly relate to the target problem(s) identified in the Problem Identification section mentioned above. The activities identify the steps needed to accomplish each objective. Finally, a comprehensive evaluation plan must be developed to explain how to measure the outcome of each proposed activity listed.

4. ***Media Plan:*** The applicant must describe a plan for announcing the award of the grant to the local community. Media outlets available to the project must be stated. A discussion of how the public will be informed of grant activities throughout the entire project period is also included.

5. ***Resource Requirements:*** This section must list the resources needed in order to accomplish the objectives. Requirements may include but not be limited to personnel, equipment, supplies, training needs and public information/educational materials. A brief description of how and by whom the resources will be used is also required.

6. ***Self Sufficiency:*** This statement must reflect a plan of action that explains how the activities of the project will be continued after federal funds are no longer available to implement the project. The self-sufficiency plan must identify potential sources of non-federal funds.

7. ***Milestone Chart:*** This chart must provide a summary of the projected activities to be accomplished on a monthly basis. This section reflects the activities described in the Project Objectives, Activities and Evaluation Section mentioned above.

Part II – Budget Section

Each budget item(s) must be allowable, reflect a reasonable cost and be necessary to carry out the objectives and activities of the project. Potential budget categories include:

a. Personnel Services (Salaries and Fringes)
b. Regular Operating Expenses
c. Travel of Employees
d. Equipment Purchases
e. Per Diem and Fees
f. Computer Charges and Computer Equipment
g. Telecommunications
h. Motor Vehicle Purchases

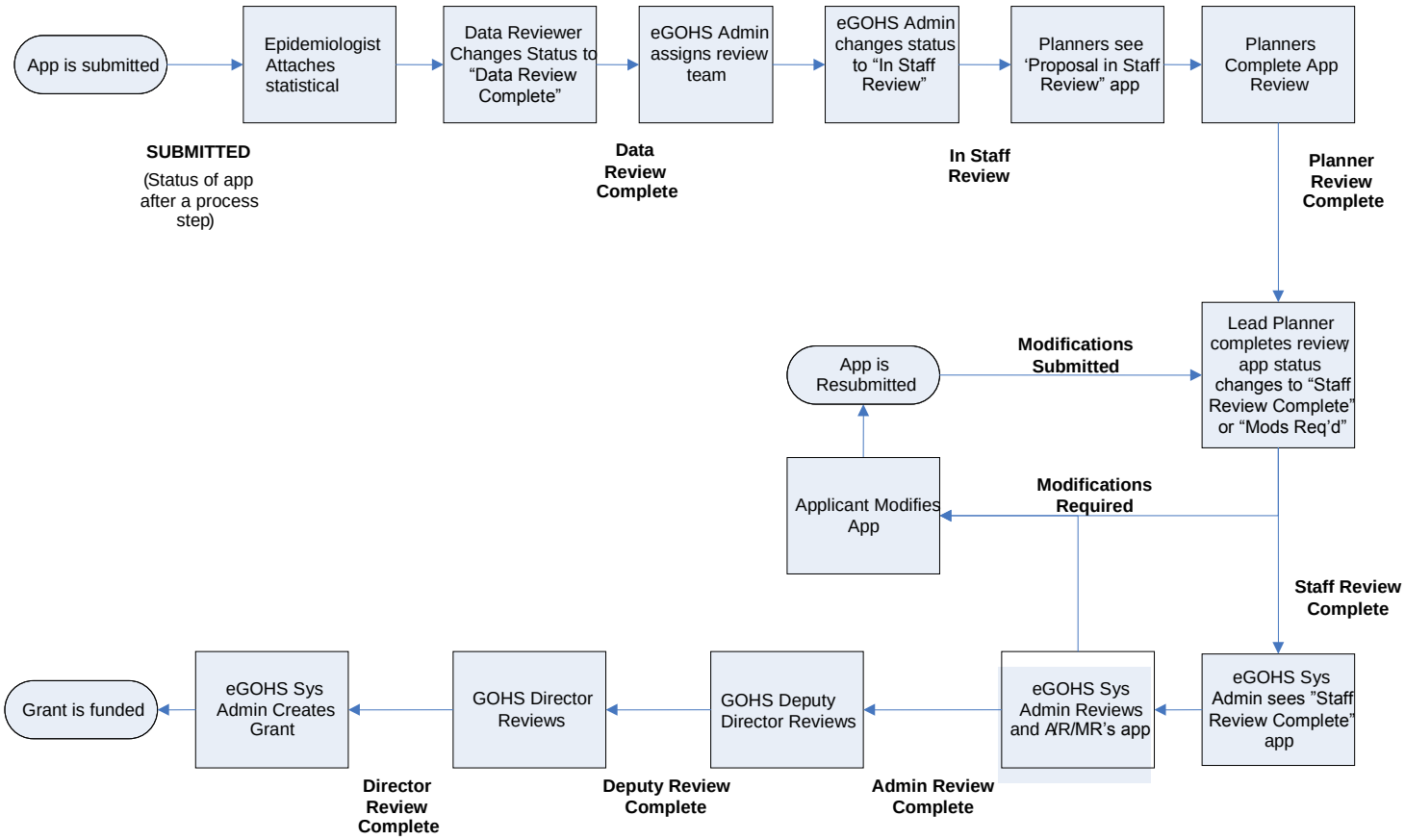
Part III: Grant Terms, Conditions and Certification:

This section contains certain legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply. Additionally, individuals responsible for the financial aspects of the grant are identified. The request/application for funding must be submitted by the appropriate Authorizing Official who may be either an elected official and/or agency head. Upon approval, the application is made part of the executed grant agreement between the GOHS and the applicant/jurisdiction.

The Review Process

All grant applications are submitted through the Electronic Grants for the Office of Highway Safety (eGOHS) System.

eGOHS REVIEW PROCESS FLOW



First, the epidemiologist attaches a statistical analysis to the proposals, based on the target population. Next, a review team is assigned and planners begin the review process. The eGOHS system maintains the information and issues the notifications regarding each step. Each member of the review team completes scoring based on established guidelines and the eGOHS system calculates each score. Once the review team, along with the Division Director of Planning & Programs (eGOHS System Administrator), GOHS Deputy Director and the GOHS Director complete their review, accepted grant applications receive a grant number and the eGOHS System Administrator creates the grant.

Preliminary Conference

After prioritizing the ranking reports and extending RFP's, jurisdictions are selected and notified of their eligibility to apply for federal funding. For those who respond, a grant funding procedures conference is arranged during which GOHS grant application and reporting documents are explained and the grant application submission date is established.

Grant Selection Notification
The Authorizing Official and the Project Director of the awarded grants are sent a copy of the final approved application which includes GOHS Grant Terms, Conditions and Certifications. The applicant is notified electronically via eGOHS and hard copy via U.S. Mail of the approval or disapproval of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is able to implement the grant during the current FFY from October 1st through September 30th.

Project Director's Conference
Following grant award notification, grantees are invited to a training conference to learn about GOHS procedures. This conference is intended to make grantees aware of GOHS's expectations for the grant year. At this time, grantees are trained on the use of the eGOHS system for the submission of claims, progress reports, and amendments. GOHS Grant Terms and Conditions are also highlighted.

Grant Monitoring
Process evaluation is continual throughout the grant year. GOHS utilizes an evaluation team from the University of Georgia to complete evaluation of each application as they are submitted as well as throughout the course of the grant. The evaluation team reviews applications to make certain that stated objectives and activities are reasonable and attainable. Grants can then be revised if updates are necessary. The evaluation team continues to work with all grantees throughout the grant year to ensure accurate evaluation is ongoing within each grant. At the completion of the grant year, the team reviews the accomplishments of each grant to determine the overall outcome obtained from GOHS grantees.

GOHS conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claim documenting the previous month's activities. Claims must be accompanied by a confirmation page signed by the Authorizing Official and Project Director or a stated alternate. Beginning in FFY 2008, electronic signatures will be accepted with claims to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim. Grantees may choose to receive their funds by a mailed check or via an electronic funds transfer (EFT).

At midpoint of the grant year, GOHS planners complete a review of all completed grantee report submissions to document the progress of the grant. Planners then make a recommendation for continued future funding based on the overall performance and reach of the grant. GOHS Planners must also conduct a minimum of one onsite visit per year with each grantee receiving more than $25,000 in grant funds. Additionally, 50% of grants up to $24,999.00 must have one onsite visit.

FFY 2008 Calendar of Important Events

February	Produce an annual Ranking Report and develop program's Request for Proposals (RFPs).
March	Contact prospective grantees to determine interest and mail out RFPs and applications. Conduct pre-grant award conference.
May	Submission of grant applications.
June - August	Review, revise and finalize grant applications.
September	Submit Highway Safety Plan. Notify successful grant applicant.
October	Grant start-up.

HIGHWAY SAFETY COST SUMMARY

STATE OF GEORGIA	HSP COST SUMMARY NUMBER: 2008-HSP			Latest Adjustment Date: 08/30/07	
Program Area Code	Program Funds (as Amended)	State/Local Funds	Federally Increase/(Decrease)	Funded Programs Current Balance	Federal Share to Local
PA-08 Planning & Administration	521,295.00	521,295.00	-	1,042,590.00	-
AL-08 Alcohol	1,133,000.00	291,600.00	-	1,424,600.00	1,123,000.00
OP-08 Occupant Protection	1,123,400.00	175,000.00	-	1,298,400.00	1,298,400.00
PS-08 Pedestrian Safety	302,100.00	-	-	302,100.00	302,100.00
PT-08 Police Traffic Services	762,800.00	-	-	762,800.00	353,400.00
SC-08 Speed Control	1,187,900.00	301,850.00	-	1,489,750.00	1,187,900.00
SA-08 Safe Communities	243,100.00	25,900.00	-	269,000.00	243,100.00
CP-08 Community Traffic Safety	1,198,500.00	-	-	1,198,500.00	27,300.00
MC-08 Motorcycle Safety	102,500.00	-	-	102,500.00	-
TOTAL 402	**6,574,595.00**	**1,315,645.00**	**-**	**7,890,240.00**	**4,535,200.00**
405 K2- 08 Occupant Protection	920,600.00	159,350.00	-	1,079,950.00	323,400.00
405 K2PM- 08 Occupant Protection	101,900.00	101,900.00	-	203,800.00	-
TOTAL 405	**1,022,500.00**	**261,250.00**	**-**	**1,283,750.00**	**323,400.00**
PA-08 Planning & Administration	99,310.00	-	-	99,310.00	-
AL-08 Alcohol	765,500.00	-	-	765,500.00	40,400.00
CP-08 Community Traffic Safety	227,600.00	-	-	227,600.00	-
TOTAL 406	**1,092,410.00**	**-**	**-**	**1,092,410.00**	**40,400.00**
408 Traffic Records	**1,096,070.00**	**207,000.00**	**-**	**1,303,070.00**	**36,100.00**
K8-08 Alcohol 410	1,702,631.00	451,316.00	-	2,153,947.00	1,018,431.00
K8PM-08 Alcohol 410	400,000.00	400,000.00	-	800,000.00	-
TOTAL 410	**2,102,631.00**	**851,316.00**	**-**	**2,953,947.00**	**1,018,431.00**
163 Incentive Funds	**35,000.00**	**-**	**-**	**35,000.00**	**-**
2010-K6-08 Motorcycle Safety	**110,000.00**	**-**	**-**	**110,000.00**	**-**
130 FHWA	**250,000.00**	**-**	**-**	**250,000.00**	**-**
100 DDS (Library Grants)	**-**	**270,800.00**	**-**	**270,800.00**	**-**
150 DDS (Education Grants)	**-**	**4,040,830.00**	**-**	**4,040,830.00**	**-**
TOTAL (All Program Areas)	**12,283,206.00**	**6,946,841.00**	**-**	**19,230,047.00**	**5,953,531.00**

GOVERNOR'S OFFICE OF HIGHWAY SAFETY PROGRAM AREAS

PLANNING AND ADMINISTRATION

PROGRAM GOAL: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, fatalities.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

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

According to the National Highway Traffic Safety Administration (NHTSA), motor vehicle crashes are the leading cause of death for Georgians between the ages of 2 and 34. In 2005, Georgia experienced 1,729 motor vehicle crash fatalities with a death rate of 1.52 deaths per 100-million vehicle miles traveled. Thirty-two percent (32%) of Georgia crash fatalities were alcohol-related. According to the latest statistics available, males make up forty-nine (49%) of Georgia's population and sixty-six percent (66%) of alcohol crash fatalities. Drivers aged 16-20 are seven percent (7%) of the population in Georgia and thirteen percent (13%) of the crash fatalities. Seniors, sixty-five years of age and older, are 9.5% of the State population and fifteen percent (15%) of the fatalities. An average of seventy-three (73) children nine and younger are killed each year on Georgia's roadways (National Center for Statistics and Analysis).

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

STRATEGIC HIGHWAY SAFETY PLANNING

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

The effective integration of safety considerations into transportation planning requires the collaborative interaction of numerous groups. In most cases, who is involved will depend on what issue is being addressed. GOHS has collaborated with the Georgia Department of Transportation, the Georgia Department of Public Safety, the Department of Driver Services, the Georgia Department of Human Resources, the Office of State Administrative Hearings, the Georgia Association of Chief of Police, the Georgia Sheriff's Association, the Atlanta Regional Commission, other MPO's, local law enforcement, health departments, fire departments and other stakeholder groups to produce Georgia's first Strategic Highway Safety Plan. This is Georgia's first step in a process that contains many steps. Collectively we will develop and implement on a continual basis a highway safety improvement program that has the overall objective of reducing the number and severity of crashes and decreasing the potential for crashes on all highways. The requirements for our highway safety improvement program include:

- Planning: a process of collecting and maintaining a record of accidents, traffic and highway data, analyzing available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.

- Implementation: a process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.

- Evaluation: a process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the accident experience before and after implementation, and a comparison of the pre- and post-project accident numbers, rates and severity.

TARGET POPULATION

For the benefit of all Georgia's citizens and visitors.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To maintain an effective staff to deliver public information and education programs that help reduce crashes, injuries and fatalities in Georgia.*

Objective 2: *To administer operating funds to targeted communities to support the implementation of programs contained in the GOHS Highway Safety Plan.*

Objective 3: *To collect and analyze traffic crash data to ensure resources are directed to the identified problem areas.*

Objective 4: *To evaluate the effectiveness of programs and their impact upon GOHS mission and performance goals.*

Objective 5: *To continue to work with highway safety partners and advocates to implement a Strategic Highway Safety Plan through Integrated Safety Management Planning.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – INCREASE THE EFFICIENCY AND EFFECTIVENESS OF THE GOVERNOR'S OFFICE OF HIGHWAY SAFETY.

Measure 1: *Maintain the level of staff to effectively manage all GOHS initiatives.*
Measure 2: *Administer budgeting/auditing program requisites.*
Measure 3: *Produce annual reports on program effectiveness.*
Measure 4: *Prepare applications in response to RFPs.*
Measure 5: *Conduct program evaluations.*

STRATEGIES

1. Assess and identify the training needs of staff.
2. Foster a work environment that encourages productivity and effectiveness.
3. Partner with key agencies, organizations and individuals in bringing about needed changes that will result in fewer deaths and injuries on our roadways.
4. Prepare applications in response to NHTSA's RFPs for demonstration projects.
5. Provide monitoring and evaluation of GOHS programs.
6. Develop a regular operating budget to support the implementation of the GOHS HSP.
7. Conduct annual/quarterly programmatic and fiscal audits that meet GOHS, federal and state requirements.
8. Collect and analyze current information about motor vehicle crashes and make it available to the general public.
9. Identify key agencies, organizations and individuals to partner in bringing about needed changes through the use of Safety Conscious Planning Forums, Integrated Safety Management Planning, other meetings and creating a Georgia Strategic Highway Safety Plan.

Planning and Administration – Section 402

Project Title: **Governor's Office of Highway Safety**

Task Number: **PA-08-01**

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan. To include half (½) salaries for twelve (12) people and related personnel benefits for the Governor's Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State's Highway Safety Office. Other costs include travel, equipment, supplies, rent and utility expenses necessary to carry out the functions of the State's Highway Safety Office.

Planning and Administration – Section 406

Project Title: **Governor's Office of Highway Safety**

Task Number: **406PA-08-01**

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan. To include salaries for people and related personnel benefits for the Governor's Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State's Highway Safety Office. Other costs include travel, equipment, supplies, rent and utility expenses necessary to carry out the functions of the State's Highway Safety Office.

Planning and Administration – Section 163

Project Title: **Governor's Office of Highway Safety**

Task Number: **163PA-08-01**

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan.

ALCOHOL AND OTHER DRUG COUNTERMEASURES AND YOUNG DRIVERS

PROGRAM GOAL: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.48 to 0.44 fatalities per 100 million vehicle miles of travel during FFY 2008.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The National Highway Traffic Safety Administration (NHTSA) reports that in 2005, 43,443 people were killed in motor vehicle traffic crashes in the United States, of which 16,885 thirty-nine (39%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than $45 billion in economic costs on an annual basis.

Table 1: Alcohol Impaired Driving Motor Vehicle Fatalities in Georgia Number and Annual % Change

Years	*1996*	*1997*	*1998*	*1999*	*2000*	*2001*	*2002*	*2003*	*2004*	*2005*
Fatalities	567	578	509	506	585	557	529	483	525	545
Annual % Change	8.6%	1.9%	-11.9%	-0.5%	15.6%	-4.8%	-5%	-8.4%	8.7%	3.8%

Source: NHTSA, Fatality Analysis Reporting System (FARS)
National Center for Statistics and Analysis, 400 Seventy St., S.W., Washington, D.C. 20590, August 2005

As indicated in Table 1, alcohol was associated with 545 highway fatalities in Georgia during 2005. Impaired driving deaths account for 31.5% of the total traffic deaths in the state. Even with stricter laws, high visibility law enforcement, and increased public information and education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable. The chance of a crash being fatal is six times higher if related to impaired driving when compared to those not related to alcohol or drugs.

NHTSA data shows that from 2004 to 2005, Georgia experienced an increase of 95 (5.8%) total fatalities and 20 (3.8%) more alcohol-related traffic deaths. As presented in Table 2, Georgia had small increases in these important statistics while the nation in general has experienced a slight decrease. This trend indicates that Georgia must continue to emphasize preventive measures for countering the problems of driving under the influence of alcohol.

Similar to the depiction shown in Table 2, Table 3 indicates Georgia had an increase of only 2 (0.4%) drivers or motorcycle operators with a BAC of 0.08 or above between 2004 and 2005. The National trend for this problem among drivers suggests that there were 54 fewer fatalities in crashes involving an operator with a BAC of 0.08 or greater. When the various rates for population, drivers, VMT, etc. are applied, the State's situation appears to indicate little to no change. The year-to-year facts are motivating for Georgia GOHS to continue to apply effective strategies to reverse or reduce the statistics in the state.

Georgia and National

Table 2: Fatalities in Crashes Involving at least one Driver or Motorcycle Operator With a BAC of 0.08 or Above, 2004-2005				
State	YEAR		2004 to 2005	
	2004	2005		
	BAC=0.08+	BAC=0.08+		
	Num	Num	Num	% Change
Georgia	461	463	2	0.4%
U.S.	14,593	14,539	-54	-0.4%

Resource: National Center for Statistics and Analysis, Fatality Analysis Reporting System (FARS) 2005 Annual Report File

Alcohol-impaired driving death rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. Overwhelmingly, impaired driving crashes tend to take place between the hours of 10:00 p.m. and 4 a.m.; these hours are consistent with bar and restaurant closings.

In 2005, a total of 480 people died in crashes in the eight (8) metropolitan/suburban counties (DeKalb, Fulton, Gwinnett, Clayton, Cobb, Hall, Coweta and Walton), which accounts for 27.8% of fatalities statewide.

Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an

GEORGIA AND NATIONAL

Table 3: Total Fatalities in Motor Vehicle Traffic Crashes, Alcohol-Related Fatalities, Fatalities in High-Alcohol (BAC=.08+) Crashes, Change and Percent Change, 2004-2005

State	2004					2005					2004 to 2005 Change		
	Total	Alcohol-Related		BAC=.08+		Total	Alcohol-Related		BAC=.08+		Total	Alcohol-Related	BAC=.08+
		Num	%	Num	%		Num	%	Num	%			
Georgia	1,634	525	32%	461	28%	1,729	545	32%	463	27%	95 (0.4%)	20 (3.8%)	2 (0.4%)
National	42,836	16,919	39%	14,593	34%	43,443	16,885	39%	14,539	33%	607 (1.4%)	34 (0.2%)	-54 (-0.4%)

increase in drug related crashes. The number of law enforcement officers properly trained to identify drug impairment has been limited because of the lack of courses offered, manpower shortages and lack of understanding for the need of this training by the law enforcement community. A companion program to drug recognition experts (DRE), standardized field sobriety testing (SFST), is experiencing some success although the defense bar has vigorously attacked the SFST process, particularly that portion which deals with horizontal gaze nystagmus (HGN). The primary problem is that many non-traffic enforcement officers are not properly trained in this procedure and the availability of training resources needed to correct this deficiency is limited.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the defense bar. In assessing the effectiveness of Georgia's administrative license suspension procedures for impaired drivers, the initial analysis of ALS hearings and data revealed that a large percentage of ALS hearings were lost by the state because of the officer's failure to attend hearings. Training proves to be an effective tool to combat ALS issues and Georgia will continue its efforts to train law enforcement and ALS judges.

In 2003, GOHS launched a demonstration project for DUI Courts in three locations in the state: Athens/Clarke County, Savannah/Chatham County and Gainesville/Hall County. These demonstration sites are now serving as national models as they pilot the role of intensive judicial oversight to reduce impaired driving recidivism. Currently in Georgia, there are twelve DUI Courts and one DUI/Felony Court in Dawson County. In FFY 2007, GOHS assisted in the expansion of the DUI Courts in Georgia by funding five DUI Courts based on data illustrating the high-risk areas. Those areas where the DUI Courts are located are Clayton, Rockdale, Cherokee, Troup and Gwinnett Counties.

TEEN DRIVERS

Young drivers have a higher rate of crashes, injuries and fatalities than older drivers. In 2005, 229 young people ages 16 to 20 were killed in motor vehicle crashes. Although young people (ages 16-20) account for only 7% of Georgia's population, they totaled 13% of the total crash fatalities for 2005. According to the most recent data from FARS (2003), 64% of the 16-20 year-old passenger vehicle occupants killed or seriously injured were unrestrained. The inexperience and immaturity of younger drivers are thought to be major contributing factors in the higher fatality rate.

High-risk behavior, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways. In an effort to address these issues the Teenage and Adult Driver Responsibility Act (TADRA) was enacted on July 1, 1997 to reduce the number of lives lost in crashes involving young drivers. In the three and one-half years after TADRA was enacted the number of fatalities in crashes involving at least one-driver ages 16-17 declined 28.6 percent. On January 1, 2002, the TADRA law was strengthened by adding minimum requirements for supervised driving, passenger limitations, and a stricter curfew.

Graduated driver licensing policies serve to delay licensure and then limit exposure to the highest risk conditions after licensure, allowing young drivers to gain experience under less risky driving conditions. A similar strategy may be needed to guide parents. Researchers from the National Institute of Child Health and Human Development reports that parents do not appear to appreciate just how risky driving is for novice drivers and tend to exert less control over their teenage children driving than might be expected. Recent research has demonstrated that simple motivational strategies can persuade parents to adopt driving agreements and impose greater restrictions on teen driving. Several studies have shown that greater parent involvement is associated with less teen risky driving behavior.

Teens between the ages of 15 and 19 years are more likely to be injured or killed as a result of motor vehicle crashes than by any other cause. In fact, during 2004, an average of 16 youths in this category were killed each month on Georgia roads. TADRA is helping tremendously to reduce the carnage, but still too many young drivers are dying. Because of this, GOHS is promoting proven countermeasures (both legal requirements and recommended practices) for this specific audience. In our research of effective methods for addressing the safety of young drivers, we have discovered that several states are recommending that parents establish short-term rules of the road contracts with their new teen driver. Research conducted by Dr. Bruce Simons-Morton and others at the National Institute of Child Health and Human Development demonstrated that such parental intervention positively impacts youth by influencing them to choose less risky behaviors.

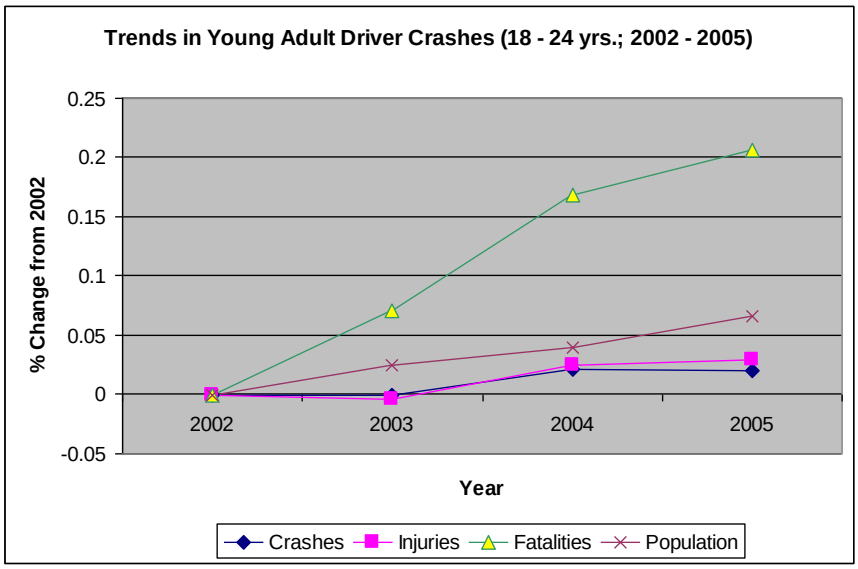
GOHS targets this age group by supporting high school Students Against Destructive Decision (SADD) chapters throughout the state of Georgia. SADD is so many different things – an idea, a family, a youth movement, a national nonprofit organization. When considered at its most grassroots level, SADD is a network of 10,000 student-run chapters all over the country. Each of those chapters functions differently, moving at its own pace and with its unique assets to address the issues that are critical to its school and community. But all SADD chapters have a common goal: to empower young people to help their peers live safer, healthier, more positive lives.

For a quarter of a century, SADD has been committed to empowering young people to lead education and prevention initiatives in their schools and communities. Founded as Students Against Driving Drunk in 1981 in Wayland, Massachusetts, SADD has grown to become the nation's dominant peer-to-peer youth education and prevention organization.

In 1997, in response to request from SADD students themselves, SADD expanded its mission and name and now sponsors chapters called Students Against Destructive Decisions. SADD continues to endorse a firm "No Use" message related to the use of alcohol and other drugs. With its expanded focus, SADD now highlights prevention of destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, impaired driving, violence, and suicide. Students in schools with a SADD chapter are also more likely to hold attitudes reflecting positive reasons not to use alcohol.

YOUNG ADULT DRIVERS

The number one cause of death in the U.S. for those 18 to 24 years of age results from motor vehicle crashes. The number of crashes and injuries in Georgia also reflects what is occurring among the young adult drivers aged 18 to 24. However, the number of fatalities has increased at a higher rate in recent years compared to the state trends. The table below depicts the steady increase of crashes and injuries and the substantial increase of fatalities in young adult drivers.



There is also a problem with young adult drivers and occupant protection. In 2005, 67% of the 243 fatalities of occupants aged 18 – 24 were unrestrained. GOHS recognizes the highway

safety issues involving this population and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the GYAP is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities in young adult drivers and passengers. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.

The GOHS Young Adult Program originated in 2000, with two colleges, Georgia Southwestern and Paine College and has expanded to 23 colleges or universities in FFY 2007. The goal for FFY 2008 is to maintain the number of effective GYAP programs implemented on the college campuses and provide outreach to 100% of the accredited colleges in Georgia, focusing additional efforts in high risk areas.

The GOHS Young Adult Program's mission is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities in young adult drivers and passengers. This is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences. The Young Adult Program is implemented in colleges and universities statewide, targeting ages 18-24 years. The number one cause of death in the U.S. for this population results from motor vehicle crashes.

IMPAIRED DRIVING ASSESSMENT

In FFY 2007, GOHS requested NHTSA's assistance in assessing Georgia's alcohol and drug impaired driving countermeasures program. The Georgia Impaired Driving Assessment was conducted at the Georgia Tech Hotel and Conference Center, Atlanta, GA, for July 29 - August 3, 2007. Arrangements were made for program experts in Georgia to deliver briefings and provide support materials to the Assessment team on a wide range of topics over a three-day period.

At the conclusion of the assessment, the NHTSA team provided GOHS with a compilation of priority and suggested recommendations. The following is the list of priority recommendations that GOHS plans to address over the next several years. GOHS will strive to implement and meet several of these recommendations in FFY 2008.

- Expand the Strategic Highway Safety Plan (SHSP) impaired driver task team to include additional agencies and organizations which represent a broader spectrum of interest and involvement in impaired driving programs including, for example, youth programs (SADD), underage prevention and enforcement (Children and Youth Coordinating Council, Georgia Network for Substance Abuse Prevention in Higher Education, Department of Revenue), highway enforcement (Department of Public Safety), diversity (minority population liaisons), Prosecuting Attorneys Council, Administrative Office of the Courts, and the Probation Advisory Council.

- Designate an impaired driving coordinator who would assist with communication and coordination of all impaired driving program elements as a focal point for the State. This person and his/her position should be well-communicated to all traffic safety partners.
- Explore, adapt and adopt methods to achieve a level of self-sufficiency for impaired driving programs which have proven successful in other states, such as the New York's "STOP DWI" program and New Mexico's fine system.
- Design and implement a centralized statewide citation tracking system containing information about a citation from "cradle to grave".
- Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.
- Sponsor and participate in meaningful awards and recognition programs to provide positive reinforcement for DUI enforcement.
- Ensure that enforcement of impaired driving is an agency priority that is part of the annual strategic plan.
- Encourage Chiefs and Sheriffs' Associations to work with the appropriate entities to address ongoing issues related to administrative license hearings.
- Ascertain an accurate count and understanding of the caseload of the adjudication of impaired driving cases.
- Collect and analyze Department of Revenue data to develop programs to address DUI occurrence and crashes of habitual violators.
- Conduct a thorough management audit of the ALS process to determine what the issues are, and what needs to be addressed to improve the adjudication process.
- Develop, fund, and implement a comprehensive, data-based marketing plan in support of impaired driving prevention.
- Develop procedures to use appropriate safety data (crashes, citations, driver suspension, mapping of crashes to citation and enforcement activities) to conduct impact evaluations.
- Link and integrate driver files with vehicle files.

TARGET POPULATION

Because the problems of alcohol impaired driving have the potential to affect all motorists, the target population is the motoring public to include young, inexperienced drivers ages 16-24.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To provide DUI countermeasure funding incentives to counties that make up 50% of impaired driving fatalities.*

Objective 2: *To implement three (3) impaired driving enforcement mobilizations in which 85% of the law enforcement agencies participate.*

Objective 3: *To continue implementation of DUI courts in four (4) jurisdictions in Georgia (Rockdale, Cherokee, Troup, and Gwinnett).*

Objective 4: *To provide funding to 15% of Georgia public high schools.*

Objective 5: *Provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions, to utilize*

parent-teen driving agreements, and to discourage drinking and driving.

Objective 6: *To provide funding to at least twenty (20) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.*

Objective 7: *To provide highway* safety *public information and education to 100% of the accredited colleges and universities within Georgia.*

Objective 8: *To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.*

Objective 9: *To review, prioritize and establish a timeline for the implementation of the NHTSA recommendations resulting from Georgia Impaired Driving Assessment.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE - REDUCE THE FATAL ALCOHOL-RELATED CRASH RATE.

ULTIMATE YOUTH OUTCOME MEASURE – REDUCE THE PERCENT OF YOUTH ALCOHOL-RELATED CRASH INVOLVEMENT AND UNRESTRAINED FATALITIES.

Measure 1: *The percentage of DUI countermeasure funding incentives to jurisdictions that makes up 50% of impaired driving fatalities.*
Measure 2: *Three statewide OZT mobilizations conducted and with at least 85% of law enforcement agencies participating.*
Measure 3: *Number of programs established in high schools.*
Measure 4: *Number of programs established in colleges and universities.*
Measure 5: *Number of law enforcement officers trained.*
Measure 6: *Number of regionally accredited colleges and universities in Georgia that received outreach.*

STRATEGIES

1. Offer jurisdictions that make up 50% of impaired driving fatalities to implement impaired driving countermeasures.
2. Conduct three (3) waves of statewide enforcement with the "*Operation Zero Tolerance*" campaign.
3. Create a sustained impaired driving enforcement campaign.
4. Conduct concentrated patrol in areas identified for impaired driving violations and high traffic areas.
5. To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
6. Establish new task forces in local communities where impaired driving problems are identified.
7. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center

8. Assist with the funding of Young Adult programs at colleges and universities for the training peer educators and educating the students on highway safety issues.
9. Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions to create community-based coalitions, and faith-based organizations to address teen driving issues.
10. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
11. Establish Student Leadership Council to include Young Adult members to assist in developing and implementing Youth and Young Adult highway safety programs.
12. Establish a teen court to educate youth in the school system and community on TADRA.
13. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
14. Utilize Youth Ambassadors from Georgia SADD in our public education and information campaigns and community coalitions.
15. Facilitate statewide Teens Ride with PRIDE program through the education and awareness of parents and students on proper driving techniques to promote the safety of novice drivers.
16. Continue "100 Days of Summer H.E.A.T," a sustained impaired driving enforcement campaign.
17. Conduct concentrated patrol in areas identified for impaired driving violations and high traffic areas.
18. Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
19. Designate an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Bibb County Government**

Task Number: **AL-08-01**

Project Summary: The Bibb County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **Cherokee County Sheriff's Office H.E.A.T.**

Task Number: **AL-08-02**

Project Summary: The Cherokee County Sheriff's Office will operate a DUI Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, provide a heightened community presence and promote safe driving.

Project Title: **Atlanta Police Department H.E.A.T. Project**

Task Number: **AL-08-03**

Project Summary: The Atlanta Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Cobb County Board of Commissioners**

Task Number: **AL-08-04**

Project Summary: The Cobb County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **College Park Police H.E.A.T. Task Force**

Task Number: **AL-08-05**

Project Summary: The College Park Police Dept will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Coweta County Sheriff's Office DUI Task Force**

Task Number: **AL-08-06**

Project Summary: The Coweta County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **DeKalb County Police Dept (H.E.A.T.)**

Task Number: **AL-08-07**

Project Summary: The DeKalb County Police Dept will operate an aggressive DUI Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Dublin Police Department**

Task Number: **AL-08-08**

Project Summary: The Dublin Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Duluth Police Department H.E.A.T.**

Task Number: **AL-08-09**

Project Summary: Duluth will operate a DUI Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate and provide a heightened community presence. The unit will be deployed during high-risk times and in high-risk locations to detect and apprehend impaired driving motorists.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Forsyth County Board of Commissioners (H.E.A.T.)**

Task Number: **AL-08-10**

Project Summary: The Forsyth County Sheriff's Office will operate a DUI Task force for the purpose of deterring the number of persons who speed and drink and drive. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, and educate the public on DUI laws.

Project Title: **Hall County Task Force**

Task Number: **AL-08-11**

Project Summary: The Hall County Sheriff's Office will operate a DUI Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, provide a heightened community presence and promote safe driving.

Project Title: **Henry County H.E.A.T. Task Force**

Task Number: **AL-08-12**

Project Summary: The Henry County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Richmond County Sheriff's Office H.E.A.T.**

Task Number: **AL-08-13**

Project Summary: The Richmond County Sheriff's Office will operate a DUI Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, provide a heightened community presence and promote safe driving.

Project Title: **City of Savannah H.E.A.T Task Force**

Task Number: **AL-08-14**

Project Summary: The Savannah Police Department will operate a unit to reduce speed-related crashes, injuries and fatalities in major traffic areas within the city. The project aims at deterring speeders and impaired drivers and those who do not use safety restraint systems through high visibility enforcement and public education initiatives.

Project Title: **Walton County Sheriff's Office H.E.A.T.**

Task Number: **AL-08-15**

Project Summary: This project will operate a DUI Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, provide a heightened community presence and promote safe driving.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **White County Police Department**

Task Number: **AL-08-16**

Project Summary: The White County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Winder Police Department**

Task Number: **AL-08-17**

Project Summary: The Winder Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Department of Driver Services**

Task Number: **AL-08-18**

Project Summary: This program provides the adolescent an overview of alcohol and traffic safety, other drugs and their effects, laws relating to the under age 21 driver and tips for staying safe because Georgia Law requires all students between the ages of 13 and 17 to complete an Alcohol and Drug Awareness Course (ADAP) prior to issuance of a Class D Provisional Driver's License.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **GOHS – Administration, Training, PI&E and Partnership Initiatives**

Task Number: **AL-08-19**

Project Summary: GOHS personnel will administer and manage 402 alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency mission, data analysis, seeking partnerships, providing training and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds.

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Students Against Destructive Decisions (SADD - 40 High Schools)**

Task Number: **K8-08-01**

Project Summary: SADD was founded on the simple philosophy that young people, empowered to help each other, are the most effective force in prevention. For more than two decades, SADD has been recognized as a national leader in alcohol and drug education and prevention. What begin as a small-town, grass-roots response to the tragedy of two teenage deaths quickly grew to become a nationwide organization fueled by millions of young people across the country and around the world. The world of teenagers has become more complex, and substance abuse, violence, and suicide are also threats to teens' well-being. With its shift focus to include other destructive decisions, SADD is the premier youth-based education and prevention organization in America and maintains the ability to play a leading role in effective, evidence-based prevention programming. Students in schools with a SADD chapter are also more likely to hold positive attitudes reflecting reasons not to use alcohol.

Alfred E. Beach HS
Alpharetta HS
Bainbridge HS
Benjamin E Mays HS
Bryan County HS
Carver HS of Entrepreneurship
Chattahoochee HS
Crim HS
Crossroads Second Chance
Decatur HS
Douglass HS
Dublin HS
East Lauren HS
Grady HS
Grayson HS
Greenbrier HS
Greene County HS
Jackson Co Comprehensive HS
LaFayette HS
Lee HS
Loganville HS
Lovejoy HS
Marietta HS
Mary Persons HS
McClarin Alternative HS
Meriwether Co Sch System
North Springs HS
Parkview HS
Paulding County HS
Pebblebrook HS
Pepperell HS
Riverwood HS
Southside HS
SW GA Academy
Therrell HS
Valdosta HS
West Lauren HS
Westlake HS
Windsor Forest HS
Woodstock HS

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **DeKalb County School System (SADD – 22 High Schools)**

Task Number: **K8-08-02**

Project Summary: Students Against Destructive Decisions.

Avondale HS
Cedar Grove HS
Chamblee HS
Clarkston HS
Columbia HS
Cross Keys HS
DeKalb Alternative School
DeKalb School for the Arts
Druid Hills HS
Dunwoody HS
Lakeside HS (DeKalb Co)
Lithonia HS
McNair HS
Miller Grove HS
Martin Luther King HS
Open Campus HS
Redan HS
Stephenson HS
Stone Mountain HS
Southwest DeKalb HS
Towers HS
Tucker HS

Project Title: **Pioneer RESA (SADD – 16 High Schools)**

Task Number: **K8-08-03**

Project Summary: Students Against Destructive Decisions.

Chestatee HS
Flowery Branch HS
MEC HS (Blairsville)
Mtn Educ Ctr (Dahlonega)
Pioneer RESA (White Co)
Rabun HS
Towns Co HS
West Hall HS
Banks Co HS
East Hall HS
Franklin Co HS
Hart Co HS
Mtn Educ Ctr (Ellijay)
Habersham Central HS
Stephens Co HS
Woody Gap HS

Project Title: **Muscogee County School District (SADD – 10 High Schools)**

Task Number: **K8-08-04**

Project Summary: Students Against Destructive Decisions.

Carver HS
Columbus HS
Hardaway HS
Jordan HS
Kendrick HS
Early College Program
Northside HS
Shaw HS
Spencer HS
Rose Hill Center

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Young Adult Programs (Colleges and Universities)**

Task Number: **K8-08-05**

Project Summary: To encourage increased activity on college and university campuses to disseminate information and provide a forum in which alcohol related and highway safety issues can be discussed and addressed through peer prevention.

Abraham Baldwin Agricultural
Augusta State University
Bainbridge College
Brd of Regents for Univ. of GA
Dalton State College
Georgia College & State Univ
Georgia Highlands College
Georgia Perimeter College
Georgia Southern University
Georgia SW State University
Georgia State Research Found
Gordon College
Kennesaw State University
Macon College
Morehouse College
North GA College & State Univ
South Georgia College
Valdosta State University
University of West Georgia

Project Title: **TEENS RIDE WITH PRIDE (GTIPI)**

Task Number: **K8-08-06**

Project Summary: The Program entitled, "Georgia Ride with P.R.I.D.E" (Parents Reducing Incidents of Driver Error) was created in an effort to reduce the high number of crashes, injuries and fatalities involving teen drivers in the state of Georgia. This program addresses driver's attitude, knowledge and behavior rather than technical hands-on driver skills. It compliments driver's education and training. The program offers a free, two-hour course designed to help parents and their new teen drivers, ages 14-16, learn what they need to do during the 40 hours of supervised practice driving time (20 hours of supervised practice driving time is required, if teen successfully completes driver's education). Follow-up surveys and evaluations are conducted 60 days after completion of the course and again at one year and two years following the course.

Funding: **Listed in 405 OP and 405K2**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Laurens County Board of Commissioners (Juvenile Teen Court)**

Task Number: **K8-08-07**

Project Summary: Teen court will focus on giving first-time misdemeanor traffic offenders a second chance through youth court. Teen court will educate youth in the school system and community on TADRA, safety belts and underage drinking and driving issues that affect the community.

Project Title: **DUI/Drug Court Program**

Task Number: **K8-08-08**

Project Summary: Each established court program will agree to follow the Georgia Standards/Ten Guiding Principles which focuses on targeting the population, performing clinical assessments; development of a treatment plan; supervision for the offender; forge agency, organization and community partnerships; judicial leadership role; case management strategies; address transportation issues; evaluation of the program and the creation of a sustainable program**.**

Cherokee Co DUI Court: To protect the safety of the citizens of Cherokee County by providing participants an opportunity to become productive; offering necessary treatment and services through intense judicial supervision for repeat DUI offenders.

Gwinnett Co DUI Court: To expand the DUI court by adding well trained personnel and monitor the DUI Court participants by administering frequent drug tests, all in order to keep up with the growing needs of Gwinnett County.

Rockdale Co DUI Court: To improve public safety and reduce crime and costs to taxpayers of Georgia be reducing recidivism of DUI Court participants for offenses related to impaired driving. $42,600.

Troup Co DUI Court: To provide a DUI Court Coordinator in order to improve monitoring of participants using S.C.R.A.M. and random home checks.

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **City of Atlanta Community Court Division**

Task Number: **K8-08-09**

Project Summary: Teens Learning Control Program (TLC) is an intervention program aimed at young drivers 21 and under who are convicted of various driving offenses especially speeding and driving under the influence.

Project Title: **Georgia Public Safety Training Center DRE & SFST Program**

Task Number: **K8-08-10**

Project Summary: To provide **a**dvanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.

Project Title: **MADD Georgia**

Task Number: **K8-08-11**

Project Summary: This is a data driven, targeted effort to establish and support 40 new MADD chapters through public education and Victim impact panels in the identified five metropolitan areas of Atlanta, Albany, Columbus, Macon and Savannah.

Project Title: **Prosecuting Attorney's Council**

Task Number: **K8-08-12**

Project Summary: To provide education and training to prosecutors and law enforcement officers designed to improve investigation and prosecution of traffic related criminal offenses in order to reduce fatalities and injuries.

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Safe Campuses Now**

Task Number: **K8-08-13**

Project Summary: Through peer-based programs of awareness and education, Safe Campuses Now will successfully bring attention to and reduce alcohol and pedestrian injuries and fatalities.

Project Title: **Barrow County Sheriff's Office**

Task Number: **K8-08-14**

Project Summary: The Barrow County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Clayton County Police Department**

Task Number: **K8-08-15**

Project Summary: The Clayton County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Carroll County Sheriff's Office**

Task Number: **K8-08-16**

Project Summary: The Carroll County Sheriff's Office will operate a DUI Task force for the purpose of deterring impaired driving, speeding and other traffic safety offenses. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, provide a heightened community presence and promote safe driving.

Project Title: **Dougherty Police Department**

Task Number: **K8-08-17**

Project Summary: The Dougherty County Police will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Douglas County Sheriff's Office**

Task Number: **K8-08-18**

Project Summary: The Douglas County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Morrow Police Department**

Task Number: **K8-08-19**

Project Summary: The Morrow Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Sandy Springs Police Department**

Task Number: **K8-08-20**

Project Summary: Sandy Springs Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **Valdosta Police Department**

Task Number: **K8-08-21**

Project Summary: The Valdosta Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **GOHS – Administration, Training, PI&E and Partnership Initiatives**

Task Number: **K8-08-22**

Project Summary: GOHS personnel will administer and manage 410 Alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency's mission, data analysis, seeking partnerships, providing training and public information and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds. GOHS will develop and implement aggressive public information and education campaigns to address alcohol and other drug countermeasures. This will include the creation of brochures, collateral messaging items and effective communication with the media and public. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Project Title: **GOHS**

Task Number: **K8-08-22** *(Continued)*

Project Summary: To produce Chris Sandy Video.

Alcohol and Other Drug Countermeasures – 406AL

Project Title: **Duluth Police Department**

Task Number: **406AL-08-01**

Project Summary: Multi-phase teen driver's education program set in the high school environment focusing on safety belt usage impaired driving, and teen drivers' inexperience.

Project Title: **Georgia Dept of Public Safety (H.E.A.T.)**

Task Number: **406AL-08-02**

Project Summary: The Georgia Dept of Public Safety will operate an aggressive DUI Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

OCCUPANT PROTECTION

PROGRAM GOAL: To increase the proper use of safety belts and child safety restraint systems statewide. The overall program goal is to increase the rate of observed safety belt use to 91% by the end of FFY 2008 of drivers and front seat outboard passengers.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

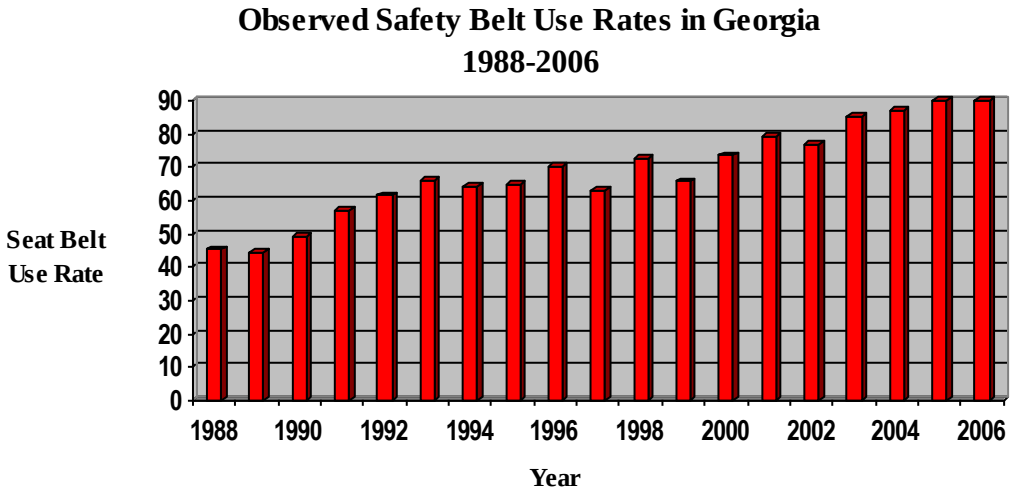
According to the National Center for Statistics and Analysis approximately 56% of Georgia's fatally injured passenger vehicle occupants were unrestrained during their crash. A significant number of the victims could have survived their crash experience had they used their vehicle safety belt. GOHS will provide conscientious efforts to counties for reducing deaths resulting from occupants being unrestrained. Priority assistance will be extended to those counties where ten (10) or more unrestrained occupant deaths occurred in 2005. These counties include Fulton, Gwinnett, Cobb, Hall, Bartow, Henry, DeKalb, Houston, Laurens, Jackson, Bibb, Carroll, Cherokee, Coffee, Muscogee, Richmond, and Walker.

Georgia Counties with 10 or more Unrestrained Fatalities, 2005

County	*Unrestrained Fatalities*	*County*	*Unrestrained Fatalities*
Fulton	39	Jackson	11
Gwinnett	34	Bibb	10
Cobb	21	Carroll	10
Hall	19	Cherokee	10
Bartow	14	Coffee	10
Henry	14	Muscogee	10
DeKalb	12	Richmond	10
Houston	12	Walker	10
Laurens	12		

One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to secure children in age, height, and weight appropriate child safety seats. The National Highway Traffic Safety Administration estimates that safety belts, when used correctly, are 43.5% effective in preventing deaths in potentially fatal crashes and 50% effective in preventing serious injuries. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71% for infants and by 54% for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively.

The preceding statistics show that safety belts and child restraints are valuable tools in preventing injuries and fatalities in all population groups. To obtain the maximum benefit, these restraints need to be used consistently and correctly.



Statewide, 90.0% of drivers and passengers were observed to have fastened their safety belts in 2006. However, this survey, conducted by the University of Georgia Survey Research Center during 2006, found that safety belt use varies geographically and demographically. Non-users are disproportionately male and pickup truck occupants. Highlights of the 2006 survey are reported below:

Safety Belt Usage in 2007:

The findings presented in this Executive Summary are the result of an observational study of Safety Belt usage conducted from May 27th to June 16th, 2007, and are based on 32,137 observations.

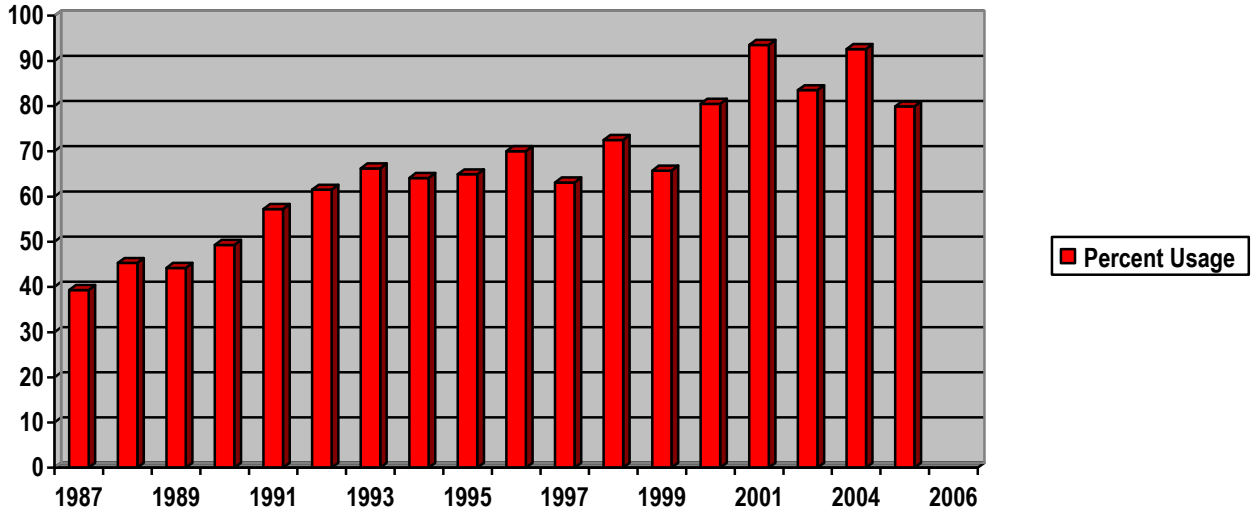
- Statewide safety belt usage in 2007 for drivers and passengers of passenger cars, trucks, and vans was 88.9%, a decrease of 1.1% from 2006.
- Safety belt usage was 91.0% in passenger cars, 87.6% in vans, and only 73.8% in trucks.
- Women front seat occupants use safety belts (90.8%) more than men front seat occupants (87.6%).
- White front seat occupants' use of safety belts in 2007 was slightly higher than that of non-white front seat occupants (89.3% non-white versus 88.2% white).
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical area in 2007 (91.7%), followed other Metropolitan Statistical Areas (83.5%), and non-MSA areas (80.0%).
- Observed motorcycle helmet usage in 2007 in Georgia was 99.7%.

A disproportionate number of the state's unrestrained fatally injured occupants are pickup truck occupants. Georgia's law does not require persons 18 and over to be buckled up in a pick up truck. The 2006 statewide observation survey noted that truck occupants buckled up at a rate of 69% compared to 96% for passenger car occupants.

Georgia Child Safety Seat Usage Rate Since 1987

The overall rate of child safety seat usage throughout the state of Georgia was 93.4% in 2006.

Weighted Child Restraint Use Rates



- Statewide in 2006 in Georgia, 93.4% of children under age 5 were observed restrained in motor vehicles. The 93.4% child safety seat usage observed in 2005 represents an increase of 13.5% from 2005.

- Observed Child Safety Usage was highest in 2006 in the rural areas (96.4%), followed by 95.2% in urban areas and 92.2% in Atlanta MSAs. These observed rates of usage represent increases of 14.6% in rural areas, an increase of 25.3% in urban areas, and an increase of 7.8% in Atlanta MSA's

- Child Safety Seat Usage is higher (96.3%) in vehicles driven by whites than in vehicles driven by non-whites (90.6%), and the difference is statistically significant at the .05 level.

TARGET POPULATION

The target population is all occupants in motor vehicles, with particular emphasis on populations who are most at risk by not using restraints or not placing their children in restraints.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To increase the statewide safety belt usage rate to 91%.*

Objective 2: *To increase the use of child safety restraint systems for children age five and under to 95% by the end of FFY 2008.*

Objective 3: *To increase safety belt use rate by 2% for rural drivers and passengers.*

Objective 4: *To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – INCREASE OCCUPANT PROTECTION USE.

Measure 1: *Safety Belt usage reported in the 2008 University of Georgia Research Center Observational Survey. (Baseline: The 2006 survey reported 90.0% safety belt usage rate).*

Measure 2: *Child Safety Seat usage reported in the 2008 University of Georgia Research Center Observational Survey. (Baseline: The 2006 survey reported 93.4% child safety seat usage rate.)*

Measure 2*:* *Rural driver and front seat occupant safety belt usage reported in the 2008 University of Georgia Observational Survey. (Baseline: The 2006 survey indicated an 84.7% rural safety belt usage rate.)*

STRATEGIES

1. Provide funds to the University of Georgia to (a) conduct fifteen (6 at the Conyers facilities and 9 at off-site locations) Child Passenger Safety Technician (CPST) Certification Courses certifying 208 new technicians and (b) conduct two CPST Instructor workshops certifying 24 instructors.

2. Provide funds to the University of Georgia to conduct one Child Passenger Safety Technician Certification Course in Spanish at the Conyers facility.

3. Facilitate the presentation of 120 Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Drivers Error) Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors.

4. Present the rollover simulator at 120 different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle to approximately 10,000 individuals.

5. Provide funds to the University of Georgia to implement public information and education strategies to increase public awareness of the proper use of safety belts and child restraints statewide through (a) the implementation of a statewide "Safety Belt, Poster and Essay PSA contest for students, (b) the statewide distribution of approximately 720,000 PI&E materials, (c) the development of materials targeting at-risk populations.

6. Sponsor a minimum of four (4) attendees to each of the following state/national conferences (Lifesavers, GOHS Traffic Safety Conference, and National Child Passenger Safety Technician Training).

7. Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).

8. Distribute and/or properly install an average of 7 child safety seats at each of the thirty (33) Atlanta Fire Department fitting stations monthly. Educational materials will also be distributed to parents and caregivers.

9. Provide occupant and child safety seat education to the community and address occupant safety use among young adults.

10. Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.

11. Provide funds to facilitate occupant safety education in 50% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.

12. Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population.

13. Provide funds to the Department of Human Services to research and implement a program for occupant protection among elderly drivers..

14. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.

15. Implement a Georgia Child Passenger Safety Advisory Board (meeting quarterly) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.

16. Facilitate four Child Passenger Safety (CPS) Technician Association meetings across Georgia to provide technical CPS updates to certified technicians.

Continue to develop and implement a "Faith Based Initiative" to encourage involvement of faith based organizations in promoting occupant safety highway safety programs.

Occupant Protection Countermeasures Section – 402

Project Title: **Governor's Office of Highway Safety**

Task Number: **OP-08-01**

Project Summary: The Governor's Office of Highway Safety proposes to support statewide efforts to increase Georgia's safety belt and child safety seat use rates through other federally funded programs, governmental entities, public/private organizations and local grass root community coalitions.

Project Title: **Georgia Traffic Injury Prevention Institute – UGA Cooperative Extension (GTIPI)**

Task Number: **OP-08-02**

Project Summary: GTIPI will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 14 child passenger safety technician certification classes, certifying 195 new technicians, one class will also be held in Spanish, certifying 13 new Spanish technicians. A total of 120 training sessions will be presented for the Georgia Teen Ride through P.R.I.D.E. In addition, the program will continue to update and distribute necessary print and online version of educational materials/production, approximately 1,200,000 pieces. The program will host four CPST Association Meetings; two CPST Instructors Workshop, training 24 instructors; facilitate four CPS Advisory Board Meting and conduct twelve Georgia Teen Ride with PRIDE Train the Trainer Certification Class. GTIPI will conduct/support four media campaigns to promote occupant protection.

Occupant Protection Section – 405

Project Title: **City of Atlanta (Fire Department)**

Task Number: **K2-08-01**

Project Summary: The program will assist low income families with small children obtain child safety seats along with instructions on how to install child safety seats correctly. The Atlanta Fire Department provides seats to +30 fitting stations for distribution to indigent families year round. Atlanta Fire Department is also the primary instructing agency for fire fighters to become child passenger safety technicians.

Project Title: **Georgia Dept of Human Resources (DHR), Center for Injury Prevention (CIP)**

Task Number: **K2-08-02**

Project Summary: The Children Safe Motor Vehicle Safety Program will focus on reducing the risk behaviors of children regarding safety belts, child safety seats, bike safety, pedestrian safety and teen driving issues. The Child Occupant Safety program seeks to ensure that Georgia's children are safe while riding in motor vehicles. This program provides child safety seats and educational materials to multiple health departments throughout Georgia.

Project Title: **Injury Free Coalition for Kids Atlanta**

Task Number: **K2-08-03**

Project Summary: This program is a comprehensive motor vehicle Safety Program focusing on Occupant Safety, Bike Safety, Pedestrian Safety and Teen Driving Programs to help reduce risk behaviors.

Occupant Protection Section – 405

Project Title: **Governor's Office of Highway Safety**

Task Number: **K2-08-04**

Project Summary: The overall administrative functions of the project will be supported through Personnel Services, Travel and Regular Operating Costs.

Project Title: **GOHS (Faith Base Initiative)**

Task Number: **K2-08-04** *(Continued)*

Project Summary: The Faith Base Initiative appeals to Metropolitan Atlanta Churches in an attempt to develop safety strategies that save lives on Georgia roadways. Our goal is to establish programs in large congregations based on the level of interest and provide incentives to reinforce a faith statewide message. Churches provide contact persons to work with this initiative and GOHS continues to present to faith organizations to solicit their participation in this ongoing initiative. Highway safety dissemination meetings will be held in various locations to present information on GOHS. A Faith Advisory group will be established and consist of faith representatives from the various areas to determine what tools are needed to promote a safety message.

TRAFFIC RECORDS

PROGRAM GOAL: To implement a strategic plan that will create a fully electronic traffic records system including the collection, transfer, repositories, analysis, and interfaces that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and activities.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Motor vehicle traffic in Georgia reflects the State's unprecedented population growth and increases in the numbers of vehicles on the roads. Changes in Georgia's crash death rate per vehicle miles traveled yields a more comprehensive understanding of the State's crash problems.

Table 1
Vehicle Miles Traveled and Deaths per Vehicle Miles Traveled

2000			*2001*			*2002*			*2003*			*2004*			*2005*		
Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs	Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs	Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs	Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs	Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs	Annual VMTs (in mills.)	Fatalities	Fatality Rate per 100-mill VMTs
105,010	1,541	1.47	107,897	1,647	1.53	108,321	1,524	1.41	109,246	1,603	1.47	113,618	1,634	1.46	113,509	1,729	1.52

There is a need to maintain a repository of timely and accurate data related to motor vehicle crashes, injuries, and fatalities. This information is vital to the planning and programmatic functioning of law enforcement agencies, governmental entities, highway safety advocates, and community coalitions. As the state's crash deaths and vehicle miles traveled increase, the need to have accurate data becomes more critical.

Over the past year, Georgia has made significant strides in remedying the traffic data dilemma that has faced the state for the past five years. However, much work remains to be done in the areas of coordination and implementation. Of utmost importance is assuring that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner.

This information is crucial to the planning, implementation, and evaluation of highway safety programs. It assures that programs are adequately prioritized and data driven. Further, in order

to plan jurisdictional improvement programs, it is necessary for county-level data to be available and accessible.

The Traffic Records Coordinating Committee (TRCC) is responsible for coordinating and facilitating the state's traffic records activities. The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).

The GOHS, in cooperation with GDOT and other state agencies and stakeholders, is pursuing plans for improving the state's traffic data system to allow for accurate, reliable and timely information exchange between key partners.

TARGET POPULATION

The target population is the consumers and producers of traffic crash data.

FFY 2008 PERFORMANCE OBJECTIVES

***Objective 1**: To implement a long-range Strategic Plan for traffic records improvement in Georgia.*

***Objective 2:** To co-sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.*

***Objective 3:** To support a Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.*

***Objective 4:** To promote and support research initiatives related to highway safety in Georgia.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – A STRATEGIC ACTION PLAN THAT STIMULATED SPECIFIC TRAFFIC RECORD SYSTEM IMPROVEMENTS.

***Measure 1:** Implementation of the long-term strategic plan and coordination of strategic plan objectives. (Baseline: Traffic Records Coordinator management of the Strategic Plan).*

***Measure 2**: The regular meetings of the Georgia TRCC (Baseline: Traffic Records Coordinating Committee quarterly meetings).*

***Measure 3:** Activities of the Traffic Records Coordinator (Baseline: Completed tasks of TRCC coordinator.)*

***Measure 4:** The implementation of TraCS field test in selected jurisdictions.*

STRATEGIES

1. Provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting accurate data in Georgia.
2. Provide funding to continue the installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.

Traffic Records Countermeasure— Section 408

Project Title: **Governor's Office of Highway Safety**

Task Number: **408K9-08-01**

Project Summary: These funds will be used to provide management responsibility of the TRCC program within the GOHS organization. Additionally, funds will be used to create and implement an internal Grants Management System in order to assist GOHS in the tracking and management of programmatic and fiscal functions within the organization

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Project Title: **Traffic Records Coordinating Committee**

Task Number: **408K9-08-01** *(continued)*

Project Summary: GOHS will collaborate with GDOT, DMVS, DPS, DHR and other state, federal and local stakeholders to reconstitute the Traffic Records Coordinating Committee. Meetings will be held quarterly in order to develop a strategic traffic records plan for improving Georgia crash records.

Project Title: **Deploy TraCS to Interested LEAs**

Task Number: **408K9-08-02**

Project Summary: Install TraCS, train LEA personnel, and provide essential support for those LEAs that wish to use TraCS. TraCS provides dramatically improved data accuracy and completeness, and can be programmed for electronic transfer as soon as GDOT's repository is ready to accept electronic crash reports (thus dramatically improving timeliness).

Traffic Records Countermeasure— Section 408

Project Title: **Address Court Issues Relating to Electronic Citations**

Task Number: **408K9-08-03**

Project Summary: Identify and develop approaches to resolve issues that may arise with Georgia's courts in accepting and processing electronic citations.

Project Title: **TraCS Development**

Task Number: **408K9-08-04**

Project Summary: Continue developing TraCS to provide more accurate locations, extend TraCS to motorcycle, bicycle and foot officers, and make TraCS a comprehensive LEA reporting tool.

Project Title: **Pilot Electronic Transfer of Crash Reports**

Task Number: **408K9-08-05**

Project Summary: Develop, test, and deploy an electronic interface for the transfer of crash reports from LEAs and GDOT. GDOT end of interface is developed in project entitled Redevelop GDOT Repository to Accept Electronic Crash Reports. This project will develop the TraCS end of interface and test the electronic transfer of crash reports.

Traffic Records Countermeasure— Section 408

Project Title: **Requirements/Guidelines for Vendor Crash Reporting Tools**

Task Number: **408K9-08-06**

Project Summary: Develop and make available any requirements that GDOT desires to impose on vendor's crash reporting tools for electronic transfer of crash reports. These requirements primarily deal with validation of the data, developing a data dictionary, and meeting the electronic transfer interface to GDOT.

Project Title: **Internet Query System for Georgia Emergency Department Data**

Task Number: **408K9-08-07**

Project Summary: The Office of Health Information and Policy maintains an internet based data query system, called OASIS, which is publicly accessible and allows users to submit queries for hospital discharge, maternal and child health, and vital records data sets. The OASIS web site typically receives 12,500 hits per week. The goal of this project is to make department data set available for query through this system.

Project Title: **Uniform Traffic Citation (UTC) Redesign**

Task Number: **408K9-08-08**

Project Summary: DDS has initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve the layout, and simplify the process of using the UTC for local law enforcement agencies. The DDS will create a revised draft of the current UTC and an alternative version of the form in a larger size.

Traffic Records Countermeasure— Section 408

Project Title: **Upgrade TIPS**

Task Number: **408K9-08-09**

Project Summary: The TIPS Case Management System will be upgraded to accept and process electronic citations through all classes of courts (in addition to paper citations). TIPS will also be enhanced with better password validation and security features. This will protect the integrity of the courts' data.

Project Title: **Pilot Electronic Transfer of Citations from LEAs to Court**

Task Number: **408K9-08-10**

Project Summary: After completion of the project Upgrade of TIPS to Accept and Process Electronic Citations, the electronic transfer of citations from selected LEA(s) will be piloted to demonstrate operational readiness. The LEA(s) selected must be using TraCS (or another tool capable of creating and transferring electronic citations with the required content and format).

Project Title: **Requirements/Guidelines for Vendor Electronic Citation Systems**

Task Number: **408K9-08-11**

Project Summary: Based on the results of the Update TIPS to Accept and Process Electronic Citations and Pilot Electronic Transfer of Electronic Citations projects, this project will document the resultant LEA tool requirements, court Case Management Systems requirements, the electronic interface specification, and any interoperability (with other LEA or court systems) requirements desired by the LEAs and courts.

Traffic Records Countermeasure— Section 408

Project Title: **GOHS Crash User Tools**

Task Number: **408K9-08-12**

Project Summary: To facilitate GOHS' goal of providing "highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on <Georgia> streets and highways."

Project Title: **Internet Query System for Georgia Crash Data**

Task Number: **408K9-08-13**

Project Summary: This project proposes to make the crash data set available for query over the Division of Public Health's publicly accessible internet based health data query system, thus enhancing crash and injury surveillance capacity by giving state and local users the ability to perform ad hoc analyses on crash data.

Project Title: **Driver Training/Joshua's Law**

Task Number: **408K9-08-14**

Project Summary: Pursuant to S.B. 226, Joshua's Law, teenage driver's education programs will be implemented statewide by January 1, 2007. DDS will implement the monitoring and evaluate the effectiveness of proposed curriculums statewide. This project will utilize data to evaluate and verify the effectiveness of various teenage driver training programs.

Traffic Records Countermeasure— Section 408

Project Title: **Web-based Data Collection for DUI/DDC Risk Reduction**

Task Number: **408K9-08-15**

Project Summary: Develop a Web-based application designed specifically to collect DUI offender assessment, enrollment and participation from each Risk Reduction Program (DUI schools). The tracking system will be provided by a third party vendor that will develop the web-based application and host the Web-data collection site.

Project Title: **Support for CODES Crash Data Linkage**

Task Number: **408K9-08-16**

Project Summary: The Georgia Crash Outcome Data Evaluation System (CODES) has gathered crash reports, EMS reports, and hospital data and probabilistically linked these data for 2000 through 2002. More statistical support is needed to investigate the validity of these linked data sets, to conduct analyses, and to prepare data-based products. We are also proposing to accomplish additional linkages with the Department of Driver Services (DDS) data sets.

Project Title: **Citation Data Access via Internet**

Task Number: **408K9-08-17**

Project Summary: The AOC would like to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.

SPEED AND AGGRESSIVE DRIVING COUNTERMEASURES

PROGRAM GOAL: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal is to reduce the percentage of speed-related fatal crashes to seventeen percent (17%).

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The Governor's Office of Highway Safety, along with state and local law enforcement is implementing a 100-day sustained education and enforcement program entitled "100 Days of Summer HEAT" from Memorial Day until Labor Day. H.E.A.T stands for Highway Enforcement of Aggressive Traffic. NHTSA safety experts estimate that nationally, 31% of all fatal crashes involve drivers who were exceeding the speed limits or driving too fast for conditions. The economic cost to society of speed-related crashes in the U.S. is estimated at $40.4 billion every year.

One out of five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. Speed decreases the time available to make split second decisions, increases difficulty in maneuvering a vehicle, reduces the time and ability to safely stop, and contributes significantly to the severity of impact.

In 2005, Georgia had 340 speed-related crash deaths. Although figures for 2005 are unavailable, speed-related crashes exacted a cost of nearly $1.4 billion to the State in 2000(there were 347 speed-fatalities in 2000).

2005 Speed Related Fatalities in Georgia

	No. of Fatalities Involved in Speed Crashes	% of Speed Related Fatal Crashes	Estimated Cost of Speed Crashes
Georgia	340	19.7%	$1.387 Million
U.S. A.	13,113	30.0%	$40.390 Million

Source: NHTSA, National Center for Statistics and Analysis

TARGET POPULATION

The target population is the motoring public of Georgia.

FFY 2008 PERFORMANCE OBJECTIVE

Objective 1: *To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.*

Objective 2: *To continue strategic enforcement in high-risk statewide locations through*

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

Objective 3: *To conduct two (2) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.*

ULTIMATE OUTCOME MEASURE - REDUCE SPEED RELATED FATAL CRASHES TO NOT MORE THAN 17 PERCENT OF THE TOTAL STATE FATALITIES.

STRATEGIES

1. Provide funding to local law enforcement agencies that are located in jurisdictions that represent high numbers of speed-related deaths.

   [Note: All Alcohol and Other Drug Countermeasures law enforcement grants will have a speed sub-component. The DUI multi-jurisdictional taskforces will have aggressive driving components.]
2. Provide funds to increase public information & education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
3. In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Barrow County Sheriff's Office**

Task Number: **SC-08-01**

Project Summary: The Barrow County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **Bibb County Government**

Task Number: **SC-08-02**

Project Summary: The Bibb County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **Carroll County Sheriff's Office (H.E.A.T.)**

Task Number: **SC-08-03**

Project Summary: The Carroll County Sheriff's Office will operate a Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, educate the public on DUI laws and promote safe driving.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Cherokee County Sheriff's Office (H.E.A.T.)**

Task Number: **SC-08-04**

Project Summary: The Cherokee County Sheriff's Office will operate a Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, educate the public on DUI laws and promote safe driving.

Project Title: **Atlanta Police Department H.E.A.T. Project**

Task Number: **SC-08-05**

Project Summary: The Atlanta Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **College Park Police Department H.E.A.T. Project**

Task Number: **SC-08-06**

Project Summary: The College Park Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Valdosta Police Department**

Task Number: **SC-08-07**

Project Summary: The Valdosta Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **Clayton County Police Department H.E.A.T. Project**

Task Number: **SC-08-08**

Project Summary: The Clayton County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Cobb County Board of Commissioners**

Task Number: **SC-08-09**

Project Summary: The Cobb County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Coweta County Sheriff's Office H.E.A.T Task Force**

Task Number: **SC-08-10**

Project Summary: The Coweta County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **DeKalb County Police Dept (H.E.A.T.)**

Task Number: **SC-08-11**

Project Summary: The DeKalb County Police Dept will operate an aggressive DUI Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speeders apprehension rates, and educate the public on traffic laws.

Project Title: **Douglas County Sheriff's Office**

Task Number: **SC-08-12**

Project Summary: The Douglas County Sheriff's Office will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Dublin Police Department**

Task Number: **SC-08-13**

Project Summary: The Dublin Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Duluth Police Dept (H.E.A.T.)**

Task Number: **SC-08-14**

Project Summary: The Duluth Police Dept strategies used in keeping the streets and highways safe is to actively enforce traffic laws and educate the public, especially teens about safe driving habits. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, educate the public on DUI laws promote safe driving.

Project Title: **Forsyth County Board of Commissioners (H.E.A.T.)**

Task Number: **SC-08-15**

Project Summary: The Forsyth County Sheriff's Office will operate an aggressive DUI Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speeders apprehension rates, and educate the public on traffic laws.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Hall County Sheriff's Office**

Task Number: **SC-08-16**

Project Summary: The Hall County Sheriff's Office will operate a Task force for the purpose of deterring the number of persons who speed and drink and drive. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, and educate the public on DUI laws.

Project Title: **Henry County H.E.A.T. Task Force**

Task Number: **SC-08-17**

Project Summary: The Henry County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Richmond County Sheriff's Office (H.E.A.T.)**

Task Number: **SC-08-18**

Project Summary: The Richmond County Sheriff's Office will operate a Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, educate the public on DUI laws and promote safe driving.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Sandy Springs Police Department**

Task Number: **SC-08-19**

Project Summary: The Sandy Springs Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws**.**

Project Title: **City of Savannah H.E.A.T Task Force**

Task Number: **SC-08-20**

Project Summary: The Savannah Police Department will operate a Task force for the purpose of deterring the number of persons speeding and DUI. The project aims to provide a heightened community presence, reduce speeders, increase the impaired driver apprehension rate, educate the public on DUI laws and promote safe driving.

Project Title: **Walton County Sheriff's Office H.E.A.T.**

Task Number: **SC-08-21**

Project Summary: This project will focus on decreasing the number of speeding, alcohol and/or drug impaired drivers in Walton County. The project aims to educate the citizens on safety belts/child restraint use and provide a heightened community presence.

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **White County Police Department**

Task Number: **SC-08-22**

Project Summary: The White County Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Project Title: **Winder Police Department**

Task Number: **SC-08-23**

Project Summary: The Winder Police Department will operate an aggressive Task Force for the purpose of deterring the number of persons who drink and drive, speed and fail to utilize occupant safety devices correctly. The project aims to provide a heighten awareness, increase the impaired and speed drivers apprehension rates, and educate the public on traffic laws.

Police Traffic Services

PROGRAM GOAL: 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.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

For the past several years, the rate of highway safety fatalities in Georgia has been on the decline. This has been due in part to stringent, high visibility enforcement. Rapid population growth and a considerable increase in vehicular traffic on Georgia's roadways are major factors in the increase of fatalities. Through more concentrated high visibility enforcement campaigns such as "Click It or Ticket" and "Operation Zero Tolerance", the rates are expected to drop.

The Governor's Office of Highway Safety recognizes that Law Enforcement plays an important role in overall highway safety in the state of Georgia. Campaigns such as "Operation Zero Tolerance" and "Click it or Ticket" have proven that high visibility enforcement of Georgia's traffic laws is the key to saving lives on Georgia's roadways as well as interdicting the criminal element through traffic enforcement.

Georgia has a total of 47,148 law enforcement officers employed by a total of 985 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. Effective communication is crucial in penetrating and mobilizing Georgia's law enforcement. Georgia's law enforcement agencies, like many others across the country are understaffed and due to budget constraints, do not possess the tools necessary to effectively enforce Georgia's traffic laws.

The challenge is to market traffic enforcement initiatives to law enforcement command staff, as well as line officers, as to the importance of high visibility enforcement and the impact their efforts make on highway safety in Georgia. This same message must be conveyed to the prosecutors and judicial community as well. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing is the key to reducing Georgia's traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia's traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies, as well as law enforcement officers with incentive items, to motivate officers and constantly serve as a reminder that occupant protection and DUI enforcement are vital. In addition, funding for printing of these incentives, brochures, and highway safety materials are necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and market the campaigns for highly visible public recognition.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective

enforcement and prosecution. Funding is necessary to provide agencies with the proper equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways

According to DMVS data, more than one out of seven fatalities in Georgia occurred in a crash involving a large truck in 2002. Of the 280 fatalities that occurred in crashes involving at least one large truck, 89.6 percent of the people killed were occupants of the smaller vehicle compared with 10.4 percent for the large truck occupants. From 1997 to 2002, the number of large trucks in fatal crashes increased for tractor-trailers, single unit trucks, and truck tractors. In 10.8 percent of the fatal multiple vehicle large truck crashes, the large truck was struck from the rear by the other vehicle. In 51.7 percent of the fatal multiple-vehicle large truck crashes the impact point was the front of the large truck.

SUSTAINED ENFORCEMENT

Georgia is one of 15 States receiving special evaluation and public information support for their efforts to reduce alcohol-impaired driving through the SES (Strategic Evaluation States) initiative. Reflecting NHTSA's requirement to focus this initiative on the areas (in Georgia's case, counties) where at least 65% of the State's alcohol-related fatalities occurred, a group of 32 counties was selected. These counties are Fulton (27), Gwinnett (21), Cobb (16), Walton (12), Bartow (11), Coweta (11), Hall (11), Richmond (11), Bibb (10), Coffee (10), Gordon(10), Barrow (8), Clayton (8), DeKalb (8), Forsyth (8), Paulding (8), Carroll (7), Lowndes (7), Brooks (6), Burke (6), Whitfield (6), Colquitt (5), Dougherty (5), Houston (5), Muscogee (5), Tift (5), Baldwin (4), Columbia (4), Newton (4), Haralson (4), Jackson (4), and Thomas (4). These counties represent 271 fatalities or 65.77% of the impaired driving fatalities for 2003 for which the project was based.

Statewide and in these identified counties specifically, GOHS will employ:

Enforcement Strategies

- Each agency identified in the SES counties will conduct at least one special impaired driving enforcement operation per month in a high impaired driving related crash/fatality location and/or corridor.
- During the July and August mobilizations, each agency identified in the SES counties will conduct at least four special impaired driving enforcement operations during each mobilization.
- Each traffic enforcement network will continue to do monthly multi-jurisdictional sobriety checkpoints, giving priority to locations identified in the SES counties.
- DRE's will be encouraged to attend as many sobriety checkpoints as possible.

Year-Round Message

The Georgia Communications Plan prepared by GOHS for Occupant Protection and Impaired Driving campaigns for 2005-2006 includes a "year-round message" for Georgia driver safety. While the Occupant Protection/Impaired Driving message is directed at a statewide audience, it is concurrently focused on the 32 counties identified

in the strategic impaired driving enforcement evaluation. The identified SES jurisdictions fall within eleven regions of the RTEN established by GOHS.

TARGET POPULATION

The target population is state and local law enforcement agencies and the law enforcement officers working therein.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To increase a statewide safety belt usage rate to 91%.*

Objective 2: *To maintain and strengthen partnerships with all Georgia law enforcement agencies and increase their participation in the Traffic Enforcement Networks by 5%.*

Objective 3*:* *To maintain the number of corporate partners for FFY 2007 who provide support for the Governor's Office of Highway Safety's law enforcement project.*

Objective 4: *To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide.*

Objective 5*:* *To maintain at least 75% of Georgia Law Enforcement Agencies reporting enforcement data on the GOHS Online Reporting System.*

ULTIMATE OUTCOME MEASURE – REDUCE THE FATALITIY RATE WITH EDUCATION, ENFORCEMENT, ENGINEERING IMPROVEMENTS AND PARTNERSHIPS.

STRATEGIES

1. Support specialized highway safety and traffic enforcement training for Georgia's law enforcement community.
2. Support Executive Level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority.
3. Continue to support and encourage occupant protection and child safety training for law enforcement officers.
4. Continue to make presentations to the New Chief's School, Chief and Sheriff's Association Training Conferences as well as Judge and Prosecutor training conferences.

5. Continue to provide funding to our Law Enforcement partners to assist with providing the tools necessary for effective and professional traffic enforcement activities.
6. Support and assist in facilitating specialized traffic enforcement training at every traffic enforcement network meeting.
7. Continue to support and market Drug Recognition Expert and Standardized Field Sobriety Test training to Georgia's law enforcement agencies and officers.
8. Encourage participation and facilitate law enforcement recruitment efforts in each of the sixteen (16) regional traffic enforcement networks, making available the resources of the traffic enforcement networks to every law enforcement agency in Georgia.
9. Encourage and facilitate 100% law enforcement participation in five waves of high visibility enforcement during FFY 2006.
10. Continue to recruit corporate partners to assist with GOHS supported law enforcement campaigns and initiatives.
11. Encourage and facilitate law enforcement agencies to work with their local media in marketing GOHS high visibility enforcement initiatives.
12. Encourage law enforcement agencies to market highway safety information at safety fairs and other public and community events.
13. Provide the necessary highway safety informational publications and collateral items to Georgia law enforcement agencies to assist them in marketing the highway safety messages of the Governor's Office of Highway Safety to the general public.
14. Continue to exhibit and promote GOHS initiatives and highway safety information at law enforcement, judiciary, and prosecutor training conferences as well as other public, governmental and private gatherings.
15. Provide training to sheriffs and their command staff.

Police Traffic Services- Section 402

Project Title: **Governor's Office of Highway Safety**

Task Number: **PT-08-01**

Project Summary: Administrative, training, telecommunication and PI&E support to the GOHS Law Enforcement Services team, the regional Traffic Enforcement Networks, and Georgia's traffic enforcement community.

Project Title: **Governor's Challenge Program**

Task Number: **PT-08-01** *(continued)*

Project Summary: In an effort to recognize the outstanding performance and dedication of Georgia's law enforcement agencies in the area of Highway Safety, the Georgia Governor's Office of Highway Safety has established the Governor's Challenge Awards Program, patterned after the International Association of Chiefs of Police's (IACP) National Law Enforcement Challenge. The Governor's Challenge Program is an incentive/award program designed to award law enforcement agencies for outstanding achievements regarding highway safety enforcement and education programs throughout the state. Law enforcement agencies are judged on their overall highway safety program which includes departmental policies, enforcement initiatives, public information activities and innovative approaches. Winning agencies are recognized at a special awards ceremony. The grand prize is a fully equipped law enforcement vehicle.

The Governor's Challenge Awards Program targets three major traffic safety priorities; occupant protection, impaired driving, and speeding. The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as Click it or Ticket, Operation Zero Tolerance, and the 100 Days of Summer HEAT have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways, as well as interdicting the criminal element through traffic enforcement. The Governor's Challenge Awards Program is an opportunity to reward and thank those agencies that have made a difference in their communities through high visibility traffic enforcement and highway safety education.

Governor's Challenge applications are also entered into the IACP's National Law Enforcement Challenge for national recognition

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Police Traffic Services- Section 402

Project Title: **Traffic Enforcement Networks**

Task Number: **PT-08-02**

Project Summary: GOHS will provide small grants to Georgia's fifteen (15) regional traffic enforcement networks to support the goals and missions of the networks in providing traffic engineers, training, networking and communication opportunities to Georgia's traffic enforcement officers.

Cairo PD	Jesup PD
Carroll Co SO	Port Wentworth PD
Centerville PD	Tennille PD
Columbus PD	Union City PD
Conyers PD	Upson Co PD
Ellijay PD	Valdosta PD
Ft Oglethorpe	Winder PD
Gainesville PD	Wrens PD

Project Title: **Law Enforcement Liaisons (four 4)**

Task Number: **PT-08-03**

Project Summary: The Law Enforcement Liaisons assist law enforcement in the coordination of state occupant safety and DUI campaigns, as well as traffic networks on a daily, weekly and monthly basis.

Anthony Bobbitt	W. Powell Harrelson
Cam Reed	Jeff W. Harris

Project Title: **Georgia Sheriff's Association (Command Staff Training Conference)**

Task Number: **PT-08-04**

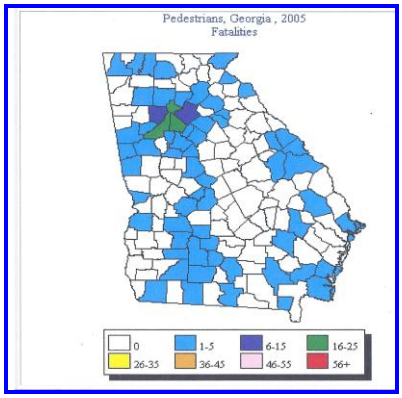
Project Summary: To provide training to sheriffs and their command staff emphasizing GOHS initiatives and other specialized training.

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM GOAL: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance goal is to reduce the percentage of pedestrian related fatal crashes from 9% to 7%.

PROBLEM IDENTIFICATION AND JUSTIFICATION

In 2005, six (6) or more pedestrian deaths occurred in the following counties: Cobb, DeKalb, Fulton, and Gwinnett.



Source: NHTSA, National Center for Statistics and Analysis

Pedestrians are among the most vulnerable of all citizens who use our roads. Society as a whole has only recently begun to understand the challenges pedestrians face when highway design and road construction has, for such a long time, focused on motor vehicles. We have designed our roads to accommodate the efficient movement of motor vehicles with few exceptions. Though states have laws that are designed to protect pedestrians, only a small segment of society has knowledge of the laws. To often these laws seem secondary in importance to laws affecting a larger segment of society.

Metro Atlanta has become a bit safer for pedestrians, particularly in Fulton and DeKalb counties, where efforts have received the strongest response from local governments and the community. In DeKalb County, pedestrian fatalities peaked in 1998 at 29. Fatalities during the following seven years averaged 18, with 16 pedestrians killed in 2003, 19 in 2004, and 16 in 2005. In Fulton County, pedestrian fatalities peaked in 1997 at 32. During the seven most recent years for which statistics are available, pedestrian fatalities averaged 22, with 26 killed in 2003, 19 in 2004, and 17 in 2005. The 75 percent drop in pedestrian fatalities in the City of Atlanta is especially noteworthy, with fatalities declining from 23 in 2003 to 17 in 2004 to 10 in 2005 and 6 in 2006.

Although not as common as motor vehicle and pedestrian incidences, bicycle casualties are still a major concern. In 2005, there were a total of 784 bicycle-related deaths and 45,000 bicycle-related injuries in the US. In that same year, "pedalcyclists accounted for 13% of all non-

motorist traffic fatalities" and 2% of all traffic fatalities. As with pedestrian injuries, the majority of bicycle-related incidences occurred during the after school/night hours, on the weekends, in non-rural high traffic locations, and were male gender oriented (National Center for Statistics & Analysis).

As with pedestrians, bicyclists do not mix with larger vehicles without modification of roadway designs and traffic laws specifically designed to protect the persons most vulnerable to traffic injury and fatality. Deaths occurring to bicyclists represent 1% of all crash fatalities in Georgia. The majority of these fatalities occurred between 3 and 9 pm. Georgia has demonstrated a steady increase in bicycle crash fatalities and hundreds of injuries over the past several years.

Fatalities Occurring to Bicyclists in Georgia (1994-2005)

Year	*Number*
1994	19
1995	20
1996	15
1997	19
1998	22
1999	22
2000	15
2001	21
2002	13
2003	18
2004	20
2005	23

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. However, as society addresses urban sprawl and the breakdown of the infrastructure in both urban and rural areas, the plight of the pedestrian and bicyclist is being heard. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are insisting on smart growth where all users have their concerns addressed.

New and innovative traffic calming techniques are being used to make our roads and highways safer for those most vulnerable. Creative public information and education programs are being developed and implemented to increase the public's awareness and knowledge that we must 'share' the road. However, there is still much to be accomplished.

TARGET POPULATION

The target population is pedestrians and bicyclists in Georgia.

FFY 2008 PERFORMANCE OBJECTIVES

Objective: *To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.*

Objective: *To provide funds to agencies for the purpose of increasing bicycle education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely "share the road".*

ULTIMATE OUTCOME MEASURE – IMPROVED PEDESTRIAN SAFETY BY LOWERING THE PERCENTAGE OF PEDESTRIAN RELATED FATAL CRASHES TO 7%.

ULTIMATE OUTCOME MEASURE – IMPROVED BICYCLE SAFETY BY DECREASING THE NUMBER OF CYCLISTS INJURED OR KILLED IN VEHICLE CRASHES.

STRATEGIES

1. Increase awareness of motorists and cyclists safe and legal road use through enforcement and education.
2. Provide funding for pedestrian safety educational materials and bicycle helmets as requested.
3. Provide funding for pedestrian safety enforcement and training.
4. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
5. Provide funding to the Chatham County Health Department to plan, implement, and evaluate pedestrian safety programs within Chatham county schools.
6. Provide funding to Georgia State University to enforce safe pedestrian activity among students and passing motorists.
7. Provide funding to the Fulton County Board of Education to complete "Safety Streets Georgia."
8. Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorists awareness and knowledge of safe ways to "Share the Road".
9. GOHS will coordinate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title: **Atlanta Bicycle Campaign**

Task Number: **PS-08-01**

Project Summary: This project will increase the awareness of motorists and bicyclists regarding safe and legal means of sharing the roadways, building on experience and messaging.

Project Title: **Chatham County Health Dept**

Task Number: **PS-08-02**

Project Summary: This program will plan and evaluate effectiveness of traffic safety programs with emphasis on prevention of pedestrian injuries and development of Safe Routes to School in Chatham County.

Project Title: **Atlanta Police Department**

Task Number: **PS-08-03**

Project Summary: The Atlanta Police Department will operate a DUI Task force for the purpose of deterring the number of persons who drink and drive. The project aims to educate the public on DUI laws, increase the impaired driver apprehension rate, and provide a heightened community presence.

Project Title: **Fulton County Board of Education "Safety Streets Georgia"**

Task Number: **PS-08-04**

Project Summary: Safe Kids of Georgia will develop a Booster Seat Curriculum for elementary schools in Georgia. Also, our office will train our local coalitions to conduct evaluations on their Occupant Safety Programs.

Funding: **$55,300**

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title: **Pedestrians Educating Drivers on Safety (P.E.D.S.)**

Task Number: **PS-08-05**

Project Summary: This program includes an anti-speeding campaign and promotes safety for Hispanic pedestrians through education, enforcement, and engineering solutions. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Project Title: **Collaboration with GDOT Statewide Bike/Pedestrian Coordinator**

Project Summary: GOHS will continue to work with GDOT to identify pedestrian safety issues and effective solutions to those issues. Georgia was able to produce a Guidebook for Pedestrian Safety Planning that is a useful guide for local jurisdictions to reference when making pedestrian safety improvements. Also, GOHS collaborated with GDOT to produce a 4-page booklet (driver's manual supplement) on pedestrian safety, a flyer targeting Spanish-speaking pedestrians on Buford Highway, and a poster. The flyer and poster promote use of the median refuge islands GDOT will be installing later this year.

COMMUNITY TRAFFIC SAFETY PROGRAMS

PROGRAM GOAL: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated costs with the establishment and maintenance of effective Safe Communities & CTSP programs.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

In 2005, 1,729 people died in Georgia motor vehicle crashes compared with 525 homicides in 2003. Over the last decade motor vehicle crash fatalities have outnumbered murders by 3 to 1 every year.

Crashes are the leading cause of death for persons ages 2-34 and the largest contributor to spinal and head injuries. These crashes exact a major toll on community resources such as health care costs, workplace productivity and human services. However, community awareness of the extent of the problem remains limited because of fragmented and incomplete data.

Safe Communities is an injury prevention program organized around the principle that communities are best able to identify their unique safety problems, prioritize those problems and recruit the appropriate community resources to solve their problems. An analysis of the total injury problem will put traffic crashes in the foreground as the leading contributor to major preventable health problems in the community. In order to assess the magnitude of motor vehicle crashes in a community, a Safe Community program must use data from multiple sources to identify the types and severity of injuries and fatalities, the costs of treatment, and the impact on the community. When communities look at their injury data, they discover that motor vehicle injuries are a major issue.

A Safe Community program must have the participation of local citizens and community organizations in addressing the local injury problem. This is imperative because citizens ensure that local values and attitudes are considered during the process of identifying the injury problems and formulating successful solutions. Expanded partnerships within a Safe Community program ensure that coalitions work with the community to address the roadway safety issues within a particular jurisdiction. Partnerships allow communities to develop collaborative strategies and share resources that increase opportunities for reaching target populations.

RURAL ROAD INITIATIVE

Nationally, travel on rural roads has increased by 27% between 1990 and 2002. This increased travel is associated with increased mortality. Between 1999 and 2002, Georgia rural roads were the seventh worst in the country for numbers killed. During that time period there were 3,908 deaths on Georgia rural highways, compared to a total of 6,220 deaths on all of Georgia's roadways during this period. These deaths accounted for 50% of total deaths while vehicle miles traveled on rural roads was only 35% of the total (TRIP Analysis of FHWA and NHTSA data).

This increased risk of deaths can be attributed to numerous factors, including highway design and construction, lack of enforcement and poor accordance with occupant safety laws. Through a project with the Department of Human Resources – Injury Prevention Section, GOHS aims to establish regional highway safety offices that address these issues to reduce the toll of rural crashes.

In the trial portion of this project, offices will be established in the Southeast, East Central and Northwest regions of the state. Each of these regions has historically shown an increased risk in alcohol related fatalities, single car crash fatalities and low compliance with occupant safety laws.

The East Central and Northwest Regions will be funded through grants to appropriate agencies. The Southeast Region will be funded directly, will provide leadership for the other regions and will also be staffed with data entry capability. Each region will be staffed with a coordinator, and will:

(1) Work to increase enforcement and the effectiveness of enforcement in rural counties within their regions, and
(2) Coordinate non-law enforcement resources to increase highway safety programmatic support in rural counties within their region.

In particular the programs will work to:

1. Increase the number of traffic safety programs in their region
    a. maximize use of existing resources, and
    b. establish new programs;
2. Provide electronic highway safety data to local jurisdictions to use in better aiming and evaluating program efforts;
3. Establish new community action groups and support existing groups to increase enforcement and local policy development;
4. Increase exposure in rural areas to NHTSA and GOHS campaigns;
5. Conduct regional summits to gather support for highway safety initiatives;
6. Increase the number of best practice programs conducted in rural areas; and
7. Increase information flowing back and forth to the state office from rural jurisdictions.

Note that highway safety regional efforts in Colorado, Florida, New Mexico, Oregon and Virginia were reviewed to help plan this initiative.

The key to the success of this program will be the ability to gather highway safety data and best practices and provide this in an accessible and ongoing format to local rural jurisdictions. Coordinators located within the regions will best be able to work locally to communicate and lead these highway safety efforts.

MINORITY DRIVERS AND HIGHWAY SAFETY

Hispanics

The State of Georgia hopes to meet the national goal of 1 fatality per 100 million vehicle miles of travel by 2008, in part, by minimizing the number of motor vehicle deaths of its growing Hispanic population. Recently, the Centers for Disease Control and Prevention reported that

motor vehicle crashes are the leading cause of death for Hispanic ages 1-44 in 2000. Also, a study conducted by the Johns Hopkins School of Public Health and the Insurance Institute for Highway Safety found a marked increase in traffic death risks among Hispanic children and teens compared to the general youth population. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities.

The Immigration and Naturalization Service estimates that approximately 1 million legal Hispanic/Latino immigrants and 800,000 illegal immigrants enter the country each year. By 2050 it is estimated that Latinos will account for approximately one fourth of the total US population. No longer confined to border or coastal states, the Hispanic/Latino population is increasingly drawn to non-Western and non-coastal states. A majority of Hispanic/Latino population is believed to come from Mexico (66%), with much smaller percentages immigrating from El Salvador (7%), Guatemala (3%), and other nations.

The Hispanic/Latino population is the fastest growing ethnic group accounting for 37 million in the 2000 Census, a 106% increase from the previous Census. The actual number of Hispanic residents may be much larger, due to an undercount of illegal immigrants. As of February 2003, Hispanic/Latinos became the largest minority group in the US, replacing African Americans.

For example, Hispanic/Latino population in Cherokee County Georgia experienced a 626% growth between 1990 and 2000 (from 1,059 to 7,695 residents in ten years). Census 2000 shows that 60% of Hispanics in Georgia are foreign-born, the percentage is much higher in Cherokee County, and possibly Cobb County. Hispanics in these two counties often have severe lack of knowledge on local laws and issues concerning highway safety. It is the intent of GOHS to continue to explore highway safety problems and solutions in other counties through-out the State because of the disproportionate involvement among Hispanic residents.

National and state studies have shown that Hispanics have a higher risk of fatal car crashes than non-Hispanic whites. Traffic crashes are the leading cause of death for Hispanics ages 1-44 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities. Injuries in these crashes are increased by lack of seat belt usage, which appears to be influenced by to cultural attitudes which increase while under the influence. Young men especially may feel seatbelts challenge their masculinity and bravery. These men may also have a reluctance to admit they cannot “hold their drink”, and they may refuse help from someone who offers to drive them home.

Attitudinal data on safety belt usage among Hispanics reflects their cultural biases. The Pew Hispanic Center recently published a study noting that Hispanics, especially those who are foreign born, tend to agree that fate determines their future. The 2000 Motor Vehicle Occupant Safety Study provided support for that by noting that 30% of all Hispanics (compared to 25% of other groups) agreed with the statement “If it is your time to die, you’ll die, so it doesn’t matter whether you wear your seat belt.” Hispanics were also more likely than Non-Hispanics to indicate that wearing a safety belt made them worry more about being in a crash (30% and 13%, respectively) and that safety belts were more likely to harm you than help you in a crash (48% to 34%, respectively). Hispanics are also more than twice as likely (39% compared to 17%) to say that wearing a safety belt makes them self-conscious around their friends.

African Americans

The National Highway Traffic Safety Administration (NHTSA) conducts a telephone survey every two years to measure the status of attitudes, knowledge, and behavior of the general driving age public about drinking and driving (see *Traffic Techs* 89, 135, 192). NHTSA asked the Gallup Organization to merge data from the 1993, 1995, and 1997 surveys to get a sample large enough to permit analysis by race and ethnicity, which were not reported in the earlier surveys.

One in four persons (24%) age 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Males are more likely to exhibit such behaviors than females (37 vs. 15 percent), and this pattern is found across all races and ethnicities. There are some differences among racial and ethnic groups in drinking and driving attitudes and behaviors. More than a quarter (28%) of white, non-Hispanic persons, which make up the largest sample, are more likely than any other racial group to report having driven within two (2) hours of consuming alcohol in the past month. American Indian/Eskimos report the second highest prevalence at twenty-one percent (21%). Hispanics, Blacks, and Asians report 17%, 16%, and 13%, respectively, for having driven within two hours after drinking in the past month. Whites age 21 to 29 report the highest prevalence of this behavior (37%), which is almost twice the rate for other racial groups.

Those who said they have driven within two hours after drinking any alcohol report an average of eleven (11) such trips in the past year (males 14.4 vs. females 5.9 trips). Whites account for eighty-four percent (84%) of all monthly trips, while this group comprises seventy-seven percent (77%) of the 16 to 64 year old population. The percentages for monthly alcohol trips and population are: Blacks (5% - 9%); Hispanics (5% - 7%); Asian Americans (1% - 2%); and Native Americans and Eskimos (2% - 3%).

About fifty-two percent (52%) of drinking drivers have other passengers with them during these trips for an average of 0.79 passengers per trip. Blacks are least likely to travel with passengers forty-two percent (42%) with an average of 0.67 passengers, whites fifty-two percent (52%) with 0.77 passengers, and others fifty-six percent (56%) with 1.1 passengers.

Drinking-driving trips average 16.1 miles from origin to destination. Black drinking-drivers report the farthest driving distances at twenty-one (21) miles on average, whites report 16.6 miles, and others report 8.4 miles.

On average, those who drink alcohol report that they consume about 2.8 alcoholic beverages in a typical sitting. Males consume an average of one more drink than women. Hispanic and Native American/Eskimo males typically consume almost three more drinks per sitting than females while Asian women and males consume a similar number of drinks.

Overall, about fourteen percent (14%) of the drinking public age 16 to 64 can be classified as a problem drinker twenty percent (20%) in the last year. Hispanic drinkers twenty-three percent (23%) are more likely than others to be classified as problem drinkers. About three of four seventy-three percent (73%) problem drinkers are male. The largest proportion of white problem drinkers forty-one percent (41%) are age 30 to 45, while Black problem-drinkers are more likely to be in their 20's. Those of other races or ethnicities are equally likely to be age 21 to 29 or 30 to 45.

About ninety percent (90%) of whites and seventy percent (70%) of all other groups say they have heard of legal limits. Less than half of those who said they knew their state's limit were able to specify that limit correctly.

About three percent (3%) of whites, two percent (2%) of Blacks, two percent (2%) of Asian and seven percent (7%) of American Indian/Eskimos age 16-64 reported being stopped by the police for suspicion of drinking and driving.

The 2003 Motor Vehicle Occupant Safety Survey was the fifth in a series of biennial national telephone surveys on occupant protection issues conducted for the National Highway Traffic Safety Administration (NHTSA). Data collection was conducted by Schulman, Ronca & Bucuvalas, Inc., a national survey research organization. The survey used two questionnaires, each administered to a randomly selected national sample of about 6,000 persons age 16 or older. Interviewing began January 8, 2003 and ended March 30, 2003. This report presents the survey findings pertaining to safety belts. Detailed information on the survey methodology, as well as copies of the questionnaires, are contained in a separate NHTSA report ("2003 Motor Vehicle Occupant Safety Survey. Volume 1. Methodology Report").

Table 1 shows what happens when all of the time users who conceded to not wearing their safety belt in the past day or week while driving were subtracted from the entire time category. The percentage of all of the time belt users declined six percentage (6%) points, from 84% to 78%.

Safety Belt Use By Drivers

Table 1:	***All of the time (Excludes past day or week non-users)***	***All of the time* But *Past day or week non-use***	***Most of the time***	***Some of the time/Rarely/ Never***
Total drivers	78%	**6%**	9%	7%
Male	73%	**6%**	12%	9%
Female	84%	**6%**	6%	4%
Black	76%	**7%**	10%	6%
White	78%	**6%**	9%	7%
Age 16-24	71%	**8%**	11%	10%
Age 25-69	79%	**6%**	9%	7%
Age 70+	84%	**7%**	6%	4%
Passenger cars	81%	**6%**	8%	5%
Pickup trucks	64%	**6%**	15%	14%
Urban	80%	**6%**	8%	6%
Suburban	81%	**5%**	7%	6%
Rural	70%	**7%**	13%	9%

GOHS believes that traffic safety needs and problems differ across populations, as do the strategies required to address them. Efforts to improve traffic safety in the Black community

have stalled by a lack of information on communication strategies that would be helpful in determining and shaping effective interventions. GOHS plans to promote traffic safety programs among the Black population to make a significant difference in the State's overall highway safety fatality problem.

TARGET POPULATIONS

Georgia Safe Communities in DeKalb, Fulton County, City of Albany, Columbus/ Muscogee, Cobb Counties and rural Georgia, teens, Hispanic, law enforcement, emergency responders and traffic safety advocates.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To provide support information and instruction to Community programs, organizations & state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – INCREASED LEVELS OF TRAFFIC SAFETY AT THE LOCAL LEVEL.

Measure 1: *The determination of the effectiveness of public information and education initiatives coupled with enforcement and community partnerships.*

STRATEGIES

1. Conduct quarterly Safe Communities meetings to inform, update and educate coordinators of each program on traffic safety initiatives and an annual Georgia's Safe Communities Workshop for volunteers and other safety professional in Georgia.
2. Participate in a minimum of three (3) national traffic safety campaigns.
3. Establish a statewide highway safety programmatic database for the purpose of evaluating GOHS funded programs.
4. Continue to fund four (4) Georgia Safe Communities located in DeKalb, Cobb, Columbus/Muscogee and the City of Albany.
5. Provide funds that focus on the delivery of an intervention for elderly drivers. Funds will be utilized to implement strategies that decrease the number of injuries and fatalities resulting from motor vehicle crashes involving the elderly.
6. Provide funds to identity and develop strategies to effectively address traffic crash related injuries and deaths on rural roads in Southeast and Northeast Georgia and eventually in other high-risk areas of the state.
7. Partnering with organizations/agencies to: 1) develop intervention programs aimed at young drivers, 21 and under, who are convicted of various driving offenses especially speeding and driving under the influence; 2) reduce fatalities and injuries among Hispanics and 3) make long-term improvements in driver's behavior and attitude.

8. Partnering with federal, state and local agencies/organizations to conduct three (3) Safety Conscious Planning Forums in an effort to integrate safety into the transportation planning process and safety improvement plan.

RESOURCE INFORMATION CENTER AND CLEARINGHOUSE

PROGRAM GOAL: To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The public often goes uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way of determining who needs information and what kinds of items would be helpful. GOHS has dramatically enhanced its website, URL www.gahighwaysafety.org, to increase the general public and stakeholder's ability to acquire highway safety data and information. This site also provides an online safety store for the ability to order brochures and materials related to traffic safety; with the ability to download each of these media in a PDF format. GOHS also maintains a resource center for direct public access.

FFY 2008 PERFORMANCE OBJECTIVES

Objective 1: *To make highway safety materials available and accessible to Georgia citizens.*

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – INCREASE THE LEVEL OF CUSTOMER SERVICE TO ADDRESS HIGHWAY SAFETY ISSUES.

Measure 1: *Comparison of the number of resource materials distributed statewide from FFY 2007 to FFY 2008.*

STRATEGIES

1. Maintain GOHS Resource Information Training Center, which serves as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.
2. Host Georgia's Statewide Traffic Safety Conference.
3. GOHS will maintain an online resource distribution system in order to; maximize efficiency of highway safety information distribution.

Community Traffic Safety Programs - Section 402

Project Title: **Dept of Human Resources: Elderly Driver Project**

Task Number: **CP-08-01**

Project Summary: The program will identify, assess and evaluate approaches to reducing injuries and fatalities among older drivers, while promoting highway safety.

Project Title: **Dept of Human Resources: Rural Road Initiative**

Task Number: **CP-08-02**

Project Summary: This pilot project aims to reduce traffic crash related injuries and deaths on rural roads in Southeast Georgia. Highway safety data will continue to be generated in the region and reviewed to determine strategies needed to increase awareness and reduce the high number of traffic injuries and fatalities on rural roads through a selected pilot program initiative.

Project Title: **Georgia Operation Lifesaver**

Task Number: **CP-08-03**

Project Summary: Educate Georgians about safety around trains and railroad tracks, and the danger of trespassing on private railroad property.

Community Traffic Safety Programs - Section 402

Project Title: **University of Georgia (Georgia Highway Safety Programs Evaluation)**

Task Number: **CP-08-04**

Project Summary: This project will evaluate the effectiveness of all funded traffic safety projects statewide. Technical assistance will be provided to GOHS for writing technical reports and for analyzing other data.

Project Title: **Governor's Office of Highway Safety**

Task Number: **CP-08-05**

Project Summary: GOHS provides for the management and administration of NETS Programs, Safe Community Programs, in-house grants, contracts, regular operating expenses, training among other functions necessary to ensure the proper and efficient use of federal highway safety funds. GOHS will also provide management for a Resource Information Training Center to serve as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.

Safe Communities Countermeasures - Section 402

Project Title: **Albany Safe Communities**

Task Number: **SA-08-01**

Project Summary: Continue providing traffic safety education and awareness through enforcement and engineering focused on high crash locations, safety belt usage, inexperienced drivers and speed. Safe Communities will continue to address red light running countermeasures and road safety audits.

Project Title: **Columbus Safe Communities**

Task Number: **SA-08-02**

Project Summary: Columbus is a growing community with a large military population. The Safe Communities' project will continue to coordinate efforts to reduce impaired driving, increase occupant safety use and address pedestrian safety within the disadvantaged and underserved community of Columbus.

Project Title: **Safe America Foundation (Cobb Co Safe Communities)**

Task Number: **SA-08-03**

Project Summary: Cobb County is a fast-growing residential and commercial area in the Metropolitan Atlanta area that allows for high incidences of fatalities and injuries due to motor vehicle crashes. This program will address diverse driving issues to achieve a positive impact on crashes, injuries and fatalities through community programs targeting teens, businesses and the media.

Safe Communities Countermeasures - Section 402

Project Title: **DeKalb County Public Health (DeKalb Co Safe Communities)**

Task Number: **SA-08-04**

Project Summary: DeKalb County is one of the largest and most densely populated Counties in Georgia. The DeKalb County Board of Health oversees activities of the Safe Communities Project through its Injury Prevention Section. This traffic safety program will focus its efforts on safety belts, child safety seats, pedestrian safety, teens and support of the DeKalb S.A.D.D chapters.

Community Traffic Safety Programs - Section 406

Project Title: **Georgia Motor Trucking Foundation**

Task Number: **406CP-08-01**

Project Summary: Georgia Motor Trucking Foundation will increase employee and community awareness of Georgia highway safety issues, innovative safety programs and presentations. Another primary focus is the reduction in the number of crashes and the crash rate for motorists in Georgia. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Project Title: **Kennesaw State University**

Task Number: **406CP-08-02**

Project Summary: The goal of the project is to reduce fatalities and injuries among Hispanics and make improvements in long-term behavior and attitudes. Several strategies will be employed to obtain these deep and long term changes. Such changes will best occur by working with Hispanic/Latino immigrant leaders, and training them to conduct peer-to-peer programs especially impaired driving related.

Project Title: **Pioneer RESA (Regional Educational Services Agencies)**

Task Number: **406CP-08-03**

Project Summary: This pilot program aims to reduce traffic crash related injuries and deaths on rural roads in Northeast Georgia. Highway safety data will be generated in the region and reviewed to determine strategies needed to increase awareness and reduce the high number of traffic injuries and fatalities on rural roads through a selected pilot program initiative.

MOTORCYCLE SAFETY

PROGRAM GOAL: To educate and increase the awareness of motorists and motorcyclists in jurisdictions where motorcycle crashes are the highest.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Over the past 30 years, motorcycles have become an increasingly popular means of transportation for many Americans. In 2005, Georgia registered more than 140,771 motorcycles, which represents a 10% increase over the prior year. Motorcyclists make up less than 2.6% of all registered vehicles in Georgia and account for only 0.3 vehicle miles traveled. However, based on per vehicle miles traveled in 2005, the National Highway Traffic Safety Administration (NHTSA) estimates motorcyclists were approximately 37 times more likely than passenger car occupants to die in a traffic crash.

Motorcycle riders face more risks of crashing and being injured than passengers in four-wheeled vehicles. Two-wheeled motorcycles are more difficult to operate and more unstable than four-wheeled cars and trucks. Road design and lack of road maintenance also pose risk for motorcyclists. Drivers in passenger vehicles are a threat as well. Drivers may not be aware of the motorcyclist's presence on the road; therefore drivers may not correctly accommodate for them. When a motorcycle is involved in a crash, there is almost no protection for the rider. Crash data confirms these risks. NHTSA estimates that 80% of motorcycle crashes injure or kill the rider, while only 20% of passenger car crashes injure or kill the occupant.

Motorcycle crashes, injuries and fatalities have dramatically increased since the year 2000 in Georgia. Fatalities alone have increased at an alarming 135% from 2000 to 2005. An estimated 8.1% of all fatal crashes involved motorcycles in Georgia in 2005; this is a 4.3% increase since 2000. With the number of motorcyclists increasing, along with the number of crashes, injuries and fatalities, the need for motorcycle programs aimed at training and public awareness and education is clearly evident.

FFY 2008 PROGRAM OBJECTIVE

Objective 1: *To educate and increase the awareness of motorists and motorcyclists in jurisdictions where motorcycle crashes are the highest.*

Objective 2: *To implement a statewide program to reduce impaired driving including while operating a motorcycle.*

Ultimate Outcome Measure: – Implementation of a paid media plan for GOHS feature broadcast advertisement delivering the "Share the Road" message through radio, cable, television, and sports arena advertisements.

Ultimate Outcome Measure: – Reduction of motorcycle rider fatalities by increasing the number of training sites that include impaired driving education and by spreading the "Over the Limit, Under Arrest" message for all impaired drivers and riders.

STRATEGIES

1. The GOHS will develop a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
2. The GOHS/DDS will utilize the Riders Helping Riders curriculum in its GMSP to encourage and enable riders to intervene in the drinking and riding of motorcyclists.

Motorcycle Safety - Section 402

Project Title: **Georgia Governor's Office of Highway Safety**

Task Number: **402MC-08-01**

Project Summary: To provide administrative support to the Georgia Governor's Office of Highway Safety motorcycle safety initiative.

Motorcycle Safety - Section 2010

Project Title: **Department of Driver Services**

Task Number: **K6-08-01**

Project Summary: To develop and improve the delivery of motorcycle training to both urban and rural areas (including procurement or repair of practice motorcycles, instructional materials, mobile training units and leasing of facilities for closed-course motorcycle skill training).

PAID MEDIA

PROGRAM GOAL: To implement a Paid Media Plan for GOHS Impaired Driving and Occupant Protection campaigns for FFY 2008 which includes a year-round message for Georgia driver safety.

PROBLEM IDENTIFICATION AND JUSTIFICATION

IMPAIRED DRIVING: ***Over The Limit, Under Arrest (OTLUA)***
In 2005, the State of Georgia suffered 1,729 fatalities in motor vehicle crashes. Impaired driving killed 545 persons in those crashes. Alcohol related fatal crashes accounted for 31.5% of all fatal crashes in Georgia in 2005. The chance of a crash being fatal was almost six times higher for crashes related to alcohol or drugs than crashes not related to driver impairment. Much improvement is needed for the state as an upswing in alcohol related fatalities is currently anticipated in Georgia's 2006 stats.

For both paid media and earned media projects, Georgia's Impaired Driving campaigns employ ***"Operation Zero Tolerance"*** in reference to GOHS statewide enforcement initiatives. As an integral element of Georgia's OZT message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV PSA's also use the supporting line, ***"Over The Limit, Under Arrest." (OTLUA)***

OCCUPANT PROTECTION: ***Click It or Ticket***
Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country, despite NHTSA estimates that safety belts are more than forty-three percent (43.5%) effective in preventing fatality crashes. Nearly fifty percent (50%) of Georgia's fatally injured vehicle occupants in 2005 were unrestrained during their crash. A significant number of those victims could have survived if they had just buckled up. Although Georgia had the highest recorded safety belt usage rate in the southeast at 90% in 2006, sustaining this number is creating a need for a continuing public awareness campaign through Paid Media in conjunction with high profile enforcement measures.

SPEED: ***100 Days of Summer HEAT***
The chances of being involved in a fatal crash increase three-fold in crashes related to speed. One out of five crash deaths in Georgia involve unsafe or illegal speed. The majority of drivers in speed related crashes fall within the demographics of Georgia's Primary Audience for Paid Media.

TARGET POPULATION

GEORGIA'S PRIMARY AUDIENCE
The GOHS Occupant Protection/Impaired Driving Paid Media message is directed at a *statewide audience:* A 2003 national study conducted for NHTSA showed that the use of paid advertising was clearly effective in raising driver safety awareness and specifically had a greater impact on "younger drivers in the 18-to-34 year-old demographic".

Based on current NHTSA audience research data, Georgia's Occupant Safety and Impaired Driving messages are directed at two target audiences during the course of regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18-to-34. As described in the NHTSA 2005 National Communications Plan, this target audience

profile includes "Blue Collars" and "Risk Takers" as the primary segments used for this paid media campaign.

GEORGIA'S SECONDARY AUDIENCE

In its secondary audience, GOHS seeks to reach all Georgia drivers with Occupant Safety and Impaired Driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary Paid Media market target. Hispanic radio and TV will continue to represent a portion of the GOHS targeted statewide media buy. Further, because Georgia sees a growing potential for an erosion of occupant safety numbers among young Blacks, the African American Community is also a targeted secondary demographic for GOHS Paid Media highway safety campaigns.

FFY 2008 PERFORMANCE OBJECTIVES

Objective : *To provide funds for the procurement of a "year round message" delivered through a statewide Paid Media campaign to reach Georgia's Primary and Secondary Audience 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."*

ULTIMATE OUTCOME MEASURE: The overall GOHS occupant safety program goal is to increase the rate of observed safety belt use to 91% of drivers and front seat outboard passengers in Georgia through Paid Media campaigns.

ULTIMATE OUTCOME MEASURE: The overall GOHS impaired driving program goal is to continue to decrease the rate of alcohol-related crashes, injuries and deaths in Georgia.

GOHS PAID MEDIA WEIGHT GOALS

The measure of advertising outreach for Georgia's Occupant Protection and Impaired Driving paid media campaign will be within the goals and guidelines of frequency and reach set by NHTSA for national paid media campaigns.

- The measure for each Georgia media market purchased for Broadcast TV and Cable TV will be 200-300 (GRP's) Gross Rating Points per week.
- The measure for each Georgia media market purchased for Radio will be 150-200 (GRP's) Gross Ratings Points per week.
- These Gross Rating Point (GRP) levels will deliver sufficient Reach (the number of male viewers and listeners age 18-34),
- and "Frequency" (the number of times the target audience actually sees the message) to achieve the GOHS driver safety communications goals.

GOHS PUBLIC AFFAIRS

The Governor's Office of Highway Safety employs a full time professional Public Affairs Director experienced in broadcast media to coordinate paid and earned media campaigns for the State of Georgia. GOHS Public Affairs has contracted with ImageMaster Productions in Atlanta to produce a series of TV and radio ads for Georgia's CIOT, OZT, and HEAT paid media campaigns. Those PSA's have been

approved for use by NHTSA. GOHS has contracted with the InterConnect Group of Atlanta, as its media buyer for the 2006-2007 Occupant Safety and Impaired driving campaigns.

STRATEGIES

1. To use Paid Media to support ongoing CIOT enforcement efforts to increase public awareness for occupant safety and to increase the use of safety belts and child safety restraint systems statewide.

2. To use Paid Media to support ongoing OZT/OTLUA enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality and injury rates.

3. To base Georgia's year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to correlate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level in order to optimize driver awareness of national highway safety campaigns during peak driving periods.

4. To provide funding for Georgia's Paid Media campaigns through the GOHS Highway Safety Plan to finance a *"year round message"* for Georgia driver safety. GOHS will conduct a minimum of five major Paid Media initiatives during 2006-2007, to include:
    a. the OZT Labor Day 2006 Campaign OTLUA *(which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns)*
    b. the CIOT Thanksgiving 2006 Campaign
    c. the OZT Christmas-New Year 2006/2007 Campaign OTLUA
    d. the CIOT Memorial Day 2007 Campaign
    e. and the OZT Independence Day 2007 Campaign OTLUA

Paid Media - Section 405

Project Title: **GOHS (CIOT Campaigns)**

Task Number: **PM-08-01**

Project Summary: In an attempt to ensure that the target audience is reached, GOHS will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. GOHS will utilize the services of a paid media buyer contracted through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

May CIOT Mobilization
November CIOT

Paid Media - Section 410

Project Title: **GOHS (OZT Paid Media July 4th and Labor Day)**

Task Number: **K8PM-08-01**

Project Summary: In an attempt to ensure that the target audience is reached, GOHS will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. GOHS will utilize the services of a paid media buyer obtained through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

Labor Day
Independence Day

DRIVERS EDUCATION

PROGRAM GOAL: To promote, aid and encourage the successful completion of Georgia Department of Driver Services (DDS) approved driver training courses for high school students who desire to qualify for a Georgia Class D driver's license as required per O.C.G.A.§ 40-5-22, also known as Joshua's Law..

PROBLEM IDENTIFICATION AND JUSTIFICATION

During the past decade significant progress has been made in reducing crashes among the youngest drivers. Nationally, between 1996 and 2005 both fatal and police-reported crashes per population declined about 40% for 16 year-old drivers, compared with about 25% for 17 year-old drivers and 15-19% for 18 year-old drivers. The greatest reductions for 16 year-old occurred in nighttime crashes, alcohol-related crashes, and fatal crashes involving multiple teenagers. These results are consistent with the increase presence of graduated licensing laws, many of which restrict nighttime driving, and driving with teenage passengers.

Despite this recent down trend, too many teen drivers continue to die on the roads. NHTSA and other health experts believe that quality driver education programs when coupled with good graduated licensing laws have a greater likelihood of producing lower death rates. Inexperience and immaturity of younger drivers are thought to be major contributing factors in the higher fatality rate. Experts agree that little to nothing presently offered in education or training programs can impact the maturity problem, however quality driver education courses when integrated into a graduated licensing program are believed to have the best chance of making an impact into the inexperience problem. In addition to and related to inexperience, Georgia's beginning drivers seem to have problems with risky behavior, peer pressure, limited use or no use of occupant safety devices, and the minimum driving information and education for the serious safety driving task.

On May 10, 2005, as a result of the passages of a law which became known as Joshua's Law (O.C.G.A.§ 40-5-22), the Georgia Driver Education Commission (GDEC) was created. The GDEC was established to recommend to the Governor and the General Assembly changes in state programs, statutes, policies, budgets and standards relating to the provision of driver education and training. Since its inception, the GDEC has worked to identify options for teen drivers to satisfy the driver education requirements mandated under state law. Under Joshua's law, the GDEC is allowed to collect a small monetary percentage of the State's traffic fines for establishing a grant to fund state approved driver education programs. GOHS was requested to facilitate the allocation and application of the GDEC Grant funds. This Grant Program was authorized on April 11, 2007. The goal of this allocation process is to generate the highest return on the GDEC investment and thereby improve the performance of beginning high school licensed drivers. On April 24, 2007, GOHS announced the Georgia Driver Education Commission (GDEC) Grant Program to be issued to high schools and libraries across the state to improve the availability of affordable quality driver education programs.

PROGRAM AREAS: The GDEC Grant is divided into two program areas: The Georgia Public School Driver Training Program (PSDT) and the Georgia Public Library Driver Education Program (PLDE).

(PSDT) Georgia Public School Driver Training Program: Georgia Public high schools are eligible to receive up to $200,000 per award to enhance or aid a driver training start-up or expansion opportunity. Grant applications must demonstrate effective ways to meet high school students' needs and motivation to learn and subsequently drive safely through the offering and managing of DDS approved driver training methods. Schools, school districts, or multiple schools are allowed to submit a joint or single grant application. Public schools are also allowed to propose partnerships with each other, as well as to propose partnerships with for-profit and not-for-profit driver training schools to offer and manage DDS approved driver training methods.

(PLDE) Georgia Public Library Driver Education Program: Georgia Public libraries are eligible to receive up to $2,540 to enable driver education learning opportunities (DDS licensed online courses) for high school students by purchasing 2 computers with internet capabilities, prioritizing computer use for students, designating suitable learning locations, providing signage to the assigned locations, maintaining technical support for the equipment, announcing the program to the community, and keeping a record of computer use for driver education purposes.

TARGET POPULATION

Through public school and library administrators, the target population for this program is high school students.

FFY 2007 - 2008 PERFORMANCE OBJECTIVES

Objectives

- To promote, aid and encourage the successful completion of a Georgia Department of Driver Services (DDS) approved driver training course for high school students who desire to qualify for a Georgia Class D driver's license as required per O.C.G.A.§ 40-5-22, also known as Joshua's Law.

- To promote the advancement and further the missions of the Georgia Driver Education Commission (GDEC) with a grant program which is administered by the Georgia Governor's Office of Highway Safety (GOHS) in cooperation with the DDS designed to facilitate knowledge and application of traffic safety rules, regulations, and procedures necessary for the safety of young licensed beginning drivers.

PERFORMANCE MEASURES

ULTIMATE OUTCOME MEASURE – Contribute to a Reduction of the crash rate among beginning drivers.

Measure 1:	*Increase the number of students to have access to affordable and quality driver education programs.*
Measures 2	*Number of Georgia Dept. of Driver Services approved programs in high schools.*
Measure 3:	*Number of virtual classroom driver education programs offered in Georgia Libraries*
Measure 4:	*Number of trained driver education students*

STRATEGIES

20. Offer jurisdictions a grant notice of the request for proposals (RFP) for providing driver education/training that meets DDS standards.

21. Offer Georgia Public Libraries a grant notice of the request for proposals (RFP) for providing virtual driver education/training access courses that meet DDS standards.
22. Provide technical assistance for the application process and the technical delivery of the treatment programs.

Drivers Education - Section DDS 100/150

Project Title: **Drivers Education - Georgia Public Libraries** *(30)*

Task Number: **DDS100-08-01**

Project Summary: In compliance with the Georgia Driver Education Commission, Georgia public libraries are encouraged to enable driver education learning opportunities (DDS licensed online courses) for high school students by purchasing two (2) computers with internet capabilities, prioritizing computer use for students, designating suitable learning locations, maintaining technical support for the equipment, announcing the program to the community, and keeping a record of computer use for driver education purposes.

Athens Regional Library System
Bartow County Public Library
Chattooga County Library System
Cherokee Reg Library System
Chestatee Reg Library System
Clayton County Public Library
Coastal Plain Regional Library
Dalton-Whitfield County Library
DeSoto Trail Regional Library
Elbert County Library System
Fannin County Public Library
Hall County Library System
Jefferson County Library System
Kinchafoonee Reg Library System
Lee County Library
Middle Georgia Reg Library
Mountain Regional Library
Ocmulgee Reg Library System
Pine Mountain Reg Library System
Roddenberry Memorial Library
Satilla Regional Library
Screven-Jenkins Reg Library
Sequoyah Reg Library System
Sequoyah Reg Library System
Sequoyah Reg Library System
Statesboro Reg Library System
Thomas Co Public Library System
Towns County Public Library
Uncle Remus Reg Library System
Union County Public Library

Project Title: **GOHS**

Task Number: **DDS150-08-01**

Project Summary: To develop and improve the delivery of services.

Drivers Education - Section DDS

Project Title: **Drivers Education - Georgia High Schools** *(25)*

Task Number: **DDS150-08-02**

Project Summary: In compliance with the Georgia Driver Education Commission, Georgia public high schools are encouraged to enhance or start-up driver education/training opportunities. The projects must demonstrate effective ways to meet high school students' needs and motivation to learn and subsequently drive safely through the offering and managing of DDS approved driver training methods.

Banks County School System
Bleckley County Schools
Brantley County HS
Bryan County HS
Calhoun HS-Gordon County
Carroll County School System
Charlton County HS
Clarke County School District
Coffee County Board of Educ
Dade County HS
DeKalb County School System
Early Board of Education
Effingham County HS
Elbert County Comprehensive HS
Forsyth County School System
Gilmer County Schools
Gordon Lee HS
Harris County HS
Jenkins County School System
Jones County HS
Lumpkin County HS
Madison County HS
Marietta HS
Meriwether Co School System
Pickens County HS
Rabun County HS
South Effingham HS
Tattnall County HS
Telfair County HS
Thomasville City School - Thomas Co
Tift County HS
Wayne County School System
Webster Co Board of Education
White County HS
Wilkinson County Schools

STATE CERTIFICATION AND ASSURANCES

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in

carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which

prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

b) Establishing a drug-free awareness program to inform employees about:

1) The dangers of drug abuse in the workplace.

2) The grantee's policy of maintaining a drug-free workplace.

3) Any available drug counseling, rehabilitation, and employee assistance programs.

4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.

c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --

1) Abide by the terms of the statement.

2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

1) Taking appropriate personnel action against such an employee, up to and including termination.

2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement,

and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous

certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and

Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

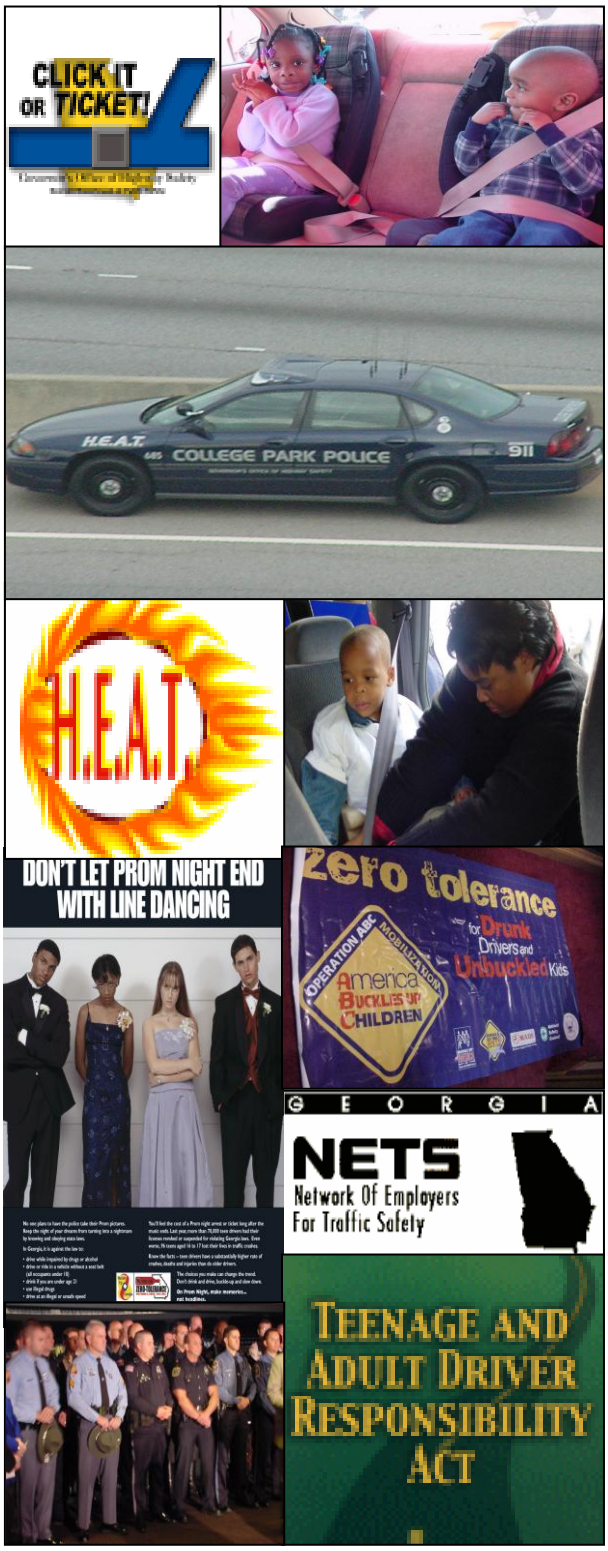
The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year **2007** highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

_____

Governor's Representative for Highway Safety

_____

Date



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