# 2010 GOHS ANNUAL REPORT

*2010 Annual Report. Dec. 2010*

# Georgia Governor's Office of Highway Safety

## TABLE OF CONTENTS

## GHSA Annual Report Template


Contact Information ..... 1

Introduction ..... 1

Accomplishments ..... 3

Challenges ..... 10

Crash Data / Trends ..... 11

Performance Goals and Trends ..... 12

Core Behavior Measure / Trends ..... 17

Financial Summary (Budgeted) ..... 18

Impaired Driving Overview ..... 19

Occupant Protection Overview ..... 23

Pedestrian and Bicycle Safety ..... 26

Traffic Records ..... 28

Paid Media Report Overview ..... 30

Noteworthy Practices: Georgia Highway Safety Programs Evaluation ..... 34

Noteworthy Practices: Rural Road Initiative ..... 37

Noteworthy Practices: Highway Enforcement Against Aggressive Traffic (H.E.A.T.) ..... 39

Looking to the Future ..... 42

2010 Pictorial Review ..... 44

**Contact Information**


| | | | |
|---|---|---|---|
| *Street:* | 34 Peachtree Street | *Phone:* | (404) 656-6996 |
| *Suite:* | 800 | *Fax:* | (404) 651-9107 |
| *City:* | Atlanta | *Email:* | smoore@gohs.ga.gov |
| *State:* | Georgia | *Web:* | www.gahighwaysafety.org |
| *Zip Code:* | 30303 | | |


**Introduction**

**Overview** – The Georgia Governor's Office of Highway Safety (GOHS/Office) is pleased to present its **2010 Annual Report**.

The mission of GOHS is ***to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways***. The Office seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by our Office are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. The Office expended approximately $17,568,398.38 million during the federal fiscal year (FFY) 2010 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA) and the state Georgia Driver's Education Commission.

**FFY2010 GOHS Priority Goals:**

1. *Increase the rate of observed safety belt use from 89.6% to 91% by the end of FFY2010 for drivers and front seat outboard passengers.*
   **Outcome:** The rate of observed safety belt use at the end of FFY2010 was 89.6%; therefore, this priority goal under "Section 402 Occupant Protection" was not reached.
2. *Reduce the alcohol related fatality rate (BAC=.08+) from 0.38 fatalities per 100 million VMT to 0.37 fatalities per 100M VMT.*
   **Outcome:** The alcohol related fatality rate for 2009 was 0.30 per 100 million VMT; therefore, this priority goal under "Section 402 Alcohol and Other Drugs Countermeasures and Young Drivers" was reached.
3. *Reduce the percentage of speed related fatal crashes from baseline 21% to 19%.*
   **Outcome:** The percentage of speed related fatal crashes for 2009 was 18.5%; therefore, this priority goal under "Section 402 Speed and Aggressive Driving Countermeasures" was reached.
4. *Reduce the percentage of pedestrian related fatal crashes from baseline 9.8% (146) to 9.7%.*
   **Outcome:** The percentage of pedestrian related fatal crashes for 2009 was 11.7%; therefore, this priority goal under "Section 402 Pedestrian and Bicycle Safety" was not reached.
5. *Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.*
   **Outcome:** The Strategic Highway Safety Plan was developed on schedule and provided useful guidance throughout the year. The Strategic Plan contains information for planning and implementing programs for all NHTSA high-priority areas; therefore, this priority goal under "Section 402 Traffic Records" was reached.

In FFY2010, the Office made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia Department of Community Health, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, Prosecuting Attorney's Council, and the University

of Georgia. With this committed partnership, GOHS has embraced Strategic Highway Safety Planning by facilitating the ***5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation***.

In this document, the key areas of Impaired Driving, Occupant Protection, Pedestrian and Bicycle Safety, and Paid Media will be addressed as suggested by the Governor's Highway Safety Association (GHSA) Annual Report Template. GOHS has an ongoing evaluation of program outcomes that will be available in February 2011 and will be added to this document as a supplement and a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2010 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 20), full analysis of their individual and collective accomplishments are difficult by the December 31 deadline for submission of our Annual Report as required by NHTSA.

**Crash Summary** – In addition to statewide programmatic data, GOHS houses and analyzes data that the Georgia Department of Transportation (GDOT) collects and maintains. While complete traffic safety crash statistics are often difficult to obtain for one or even two years after the end of any given year, GOHS monitors available data sources and evaluates its efforts for trends reflecting its effectiveness, using the timeliest sources that are available. Additionally in certain cases, data from different sources disagree due to differences in collection methods. As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,284 traffic fatalities in Georgia in CY2009, a 14.1% decrease from CY2008 when there were 1,495 such fatalities. The overall fatality rate per 100 million vehicle miles traveled (VMT) was 1.17, as compared to 1.38 in 2008. The combined fatality and serious injury rate per 100 million VMT decreased to 101.1 in 2009 from 106.6 in 2008.

The estimated overall road travel in Georgia in 2009 increased to 109.7 billion miles from 108.5 billion in 2008 according to the Georgia Department of Transportation. Alcohol impaired driving fatalities decreased to 331 in 2009, a 20.4% decrease from 2008 when 416 such deaths occurred. Total unrestrained deaths also dropped in 2009 to 454 from 575 in 2008, a 21.0% decrease. Speed-related deaths decreased 23.0% in 2009 to 238 from 309 in 2008. Motorcycle deaths dropped 21.3% in 2009 to 140 fatalities from 178 in 2008. Pedestrian deaths on Georgia roadways increased in 2009 to 150 from 147 in 2008, a 2.0% rise. From the 2000 census through 2009, Georgia experienced an estimated 20.1% population growth, which is 11.0 percentage points higher than that experienced by the nation as a whole. Dropping fatality rates per population and recent decreases in fatalities involving alcohol impairment, unrestrained driving, speeding and motorcycles point to continued success in Georgia traffic safety; however, increases in pedestrian fatalities and the threat of mean regression must continue to drive GOHS to effectively use enforcement, education, awareness, and evaluation to combat dangerous driving behaviors:

1. The drop in total fatalities in 2009 was the fourth straight year of decrease since reaching an all time high of 1,729 fatalities in 2005. Over the last ten years, total fatalities dropped 16.7% from 1,541 to 1,284, and the fatalities per VMT rate dropped 20.4% over the same period from 1.47 to 1.17. The 2009 combined fatalities and serious injuries per VMT rate of 101.1 represents a ten year decrease of 19.6%.
2. Fatalities per 100,000 population dropped to 13.1 in 2009, which represents a 29.9% decrease over the past ten years. The fatality and serious injury rate of 1,129 per

100,000 population dropped 29.7% over the past ten years.

3. Motorcycle fatalities dropped 21.3% in 2009; however, such deaths rose 129.5% over the past ten years. This increase may be partially explained by the 114.0% rise in motorcycle registrations in Georgia over the past ten years. Over this period, the rate of motorcycles involved in fatalities per 10,000 registered vehicles rose from 6.88 in 2000 to 7.48 in 2009, an 8.7% increase. The increase of motorcycle fatalities along with the rise of motorcycle ownership represents a rising public safety concern in Georgia.
4. Speed-related deaths in Georgia fell to 238 in 2009, a decrease of 31.4% over ten years. The proportion of speed-related fatalities of total fatalities also decreased from 22.5% to 18.5% over ten years, a 17.8% drop.
5. Alcohol impaired fatalities dropped to 331 in 2009, a decrease of 23.7% over the past ten years. The proportion of alcohol impaired fatalities fell from 28.2% to 25.8% over ten years, an 8.5% drop. Alcohol impaired fatalities per 100 million VMT decreased from 0.41 to 0.30 over the same period, a 26.8% drop.
6. The number of drivers under age 21 involved in fatal crashes reduced to 148 in 2009, a 48.3% decrease over ten years. Over the same period, the proportion of drivers under age 21 of total drivers involved in fatal crashes dropped from 13.3% to 8.5%, a 36.1% reduction.
7. There is some annual variation in proportions of drivers and passengers observed wearing safety belts; however, the trend line for safety belt usage rates in Georgia continues a steady upward progression, reaching 89.6% in 2010, a 13.4% increase over the past ten years. Over the last four years, the observed safety belt rate remained virtually unchanged, reaching a high of 90% in 2006.

**Accomplishments – In FFY 2010, Georgia:**

1. Passed into law three laws that will improve the safety of Georgia roads for years to come. The first was the **Pickup Truck Safety Belt** law, which went into effect when it was signed in June 2010. The new law requires both drivers and passengers of pickup truck to buckle-up in their vehicles except for certain farming exemptions. Citations under the law carry the same penalties as current safety belt violations. The second was the **Teen Cell Phone Driving Ban**, which prohibits drivers under age 18 with a Class D license from talking on cell phones and texting while driving. This law took effect in July 2010. Penalties under this law include a $150 fine and one point on the driver's license. In addition, monetary fines will be doubled for teen drivers proven to have violated the law at the time of a traffic crash. The third was the **Texting While Driving Ban**, which applies to all drivers 18 and older who possess a Class C driver's license. Under this law, drivers cannot write, send or read a text message, email or use the internet on any wireless device while driving. Penalties under this law also include a $150 fine and one point on the driver's license.
2. Enforced the Super Speeder Law. This law reduced traumatic crashes and provided funds for trauma care in the state. Super Speeder legislation discouraged trauma-causing behavior by adding an additional $200 fine for driving over 85 mph anywhere in the state and for driving 75 mph or more on a two lane road. Super Speeder also increased driver's license reinstatement fees for violators committing a second and third offense. It's estimated this law generated approximately $26 million during FFY2010 and will generate an additional $35 million in FFY2011. GOHS produced PSAs and radio and TV web-ready public series ads-new releases, media advisories, Letters to the Editor and brochures.
3. Policed aggressive traffic with the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program. Twenty-one H.E.A.T. grants were allocated in FFY2010. The

expansion over the past six years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. Of reporting H.E.A.T. jurisdictions in FFY2010, 76.5% had a decrease in fatalities, and 52.9% had a decrease in injuries. In addition, a majority of reporting H.E.A.T. jurisdictions reported reductions in fatalities involving unrestrained motorists (71.4%), impaired driving (66.7%), speeding (78.6%), pedestrians (81.3%), and teens (83.3%).

4. Stood out as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional Traffic Enforcement Networks (TENs), which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY2010 was the twelfth year of success for the TENs, and all 16 regional networks continue to be strong and active. The GATEN listserv surpassed 1,000 subscribers during FFY2010. GATEN has proven to be an effective communication and educational tool among Georgia's traffic enforcement officers and prosecutors. This was due to GOHS staff's diligent efforts in implementing innovative programs that address motor vehicle crashes.
5. Employed a NHTSA Rural Roads Demonstration Project during FFY2010. Rural Roads occupant protection enforcement mobilizations were conducted during the November '09 and May '10 Click It or Ticket campaigns. The campaign slogan for this project is "Georgia is Buckle Up Country." Targeted rural regions of Georgia combined the efforts of 54 Sheriff's Offices, 103 Police Departments and 16 Georgia State Patrol Posts. Three traffic enforcement network multi-agency mobilizations, targeting the highest unbelted fatality counties were conducted. The campaign resulted in an average 11.4% increase in seat belt usage.
6. Coordinated the "100 Days of Summer HEAT" during FFY2010. The campaign began with the May Click It or Ticket campaign and concluded with the Labor Day Impaired Driving mobilization. The Special Operations Division also coordinated two Click It or Ticket mobilizations and three Operation Zero Tolerance Impaired Driving Enforcement mobilizations during FFY2010, for a total of five state and national campaigns. Continued the "100 Days of Summer H.E.A.T." campaign, a multi-jurisdictional campaign designed to reduce speeding, impaired driving, and occupant protection violations in counties with major traffic safety problems. GOHS was also the impetus for this program being adopted by the NHTSA Southeast Region, where southeastern states utilized this campaign slogan in their summer mobilizations.
7. Organized the 19th annual Hands Across the Border from August 29-September 2, 2010. During this weeklong grand finale to the "100 Day of Summer HEAT" campaign, sobriety checkpoints were conducted in ten different regions along Georgia's borders, which resulted in 51 DUI arrests, 48 suspended license arrests, 25 safety belt violations, 30 drug offender arrests, and 7 fugitive apprehensions. There were nine multi-state news conferences conducted with approximately 810 law enforcement officers and highway safety advocates from six states and 175 law enforcement agencies. This program is an outstanding opportunity for Law Enforcement Officers of adjoining states to partner with each other and make a commitment to save lives on ALL our roadways.
8. Mobilized Operation Rolling Thunder by the GOHS Thunder Task Force in two areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law

enforcement presence in high crash corridors. In FFY2010, Operation Rolling Thunder conducted ninety-day high-visibility mobilizations in Houston County in Middle Georgia, Douglas/Carroll Counties in West Georgia, and Laurens County in South Central Georgia. During the Houston County mobilization conducted November 2009-January 2010, law enforcement personnel arrested 285 DUI offenders, 169 drug offenders or fugitives, and 223 suspended or revoked licensed drivers. The Douglas/Carroll Counties mobilization occurred March-May 2010, and resulted in 177 DUI arrests, 122 drug or felony arrests, 238 suspended license arrests, and 81 seat belt violations. During the Laurens County mobilization conducted September-October 2010, law enforcement personnel arrested 14 DUI offenders, 4 drug offenders and 1 fugitive, and also handed out 92 safety belt and 56 speeding citations.

9. Conducted the Special Operations Division the 10th Annual Governor's Challenge Awards Program at the Macon Centroplex in 2010. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 59 original applications received, 29 different law enforcement agencies were recognized with a total of 38 awards at the 2010 Governor's Challenge Awards banquet held at the Macon Centreplex. There were at least 400 attendees at the event. Baldwin Police Department was the grand prize winner of the 2010 Governor's Challenge Vehicle. Additionally, Georgia had 19 IACP National Law Enforcement Challenge Winners based on their Governor's Challenge applications. The 2009-2010 Governor's Challenge was sponsored by 33 corporate partners. The number of corporate partners was down from 38 sponsoring the 2008-2009 Governor's Challenge. The reduction in corporate partners was also due to the state of the economy.
10. Continued implementation of the NHTSA Gold Standards with the DUI Court program in four counties. The evaluation of the pilot DUI Court program, which included three courts, showed a decrease in recidivism.
11. Renewed multi-professional highway safety synergies through the continuation of a Strategic Highway Safety Plan (SHSP) in 2010 by GOHS and GDOT. The structure includes executive oversight, buy-in and direct involvement of the Safety Program Leadership (SPL) members, lead by an Operations Manager, with 14 Task Team Leaders supported by Risk Analysis and Evaluation Team safety data analysts. Georgia was selected as a development state to participate in the SHSP model implementation process to determine the role the SHSP plays in the development and implementation of Georgia safety partners' transportation safety-related plans and programs. The SHSP launches new directives, learns, communicates, and collaborates in the fields of: transportation engineering, traffic enforcement, public information and education, trauma/EMS, academia, safety data systems, injury prevention, metropolitan planning, policy development, multi-modal transit, and others.
12. Responded to Federal Highway Administration's (FHWA) designation of Georgia as a pedestrian focus state with the implementation of the Georgia Bicycle and Pedestrian Safety Action Plan, which identified current conditions, safety problems and needs, and determined future funding and programs. The plan worked to both encourage walking and biking, and promote safety. The goals are to reduce pedestrian fatalities by 33% by 2013, and to reduce pedestrian and bicycle crashes and injuries by 20% by 2013, while increasing biking and walking by 20%. Plans are underway to increase funding for pedestrian and bicycle programs, improve infrastructure, and to streamline data collection.
13. Enacted the "Rural and Human Services Transportation Coordination" legislation. As in a number of states, it is now requires that agencies work together to deliver

transportation in a coordinated, efficient manner to all Georgians. GOHS organized a workshop focused on older and disabled drivers to help enlarge the "outside the transportation community" support base for this legislation and to plan for its implementation.

14. Held the second annual Older Driver Safety Train-the-Trainer Workshop in Atlanta for Georgia traffic engineers, medical physicians, safety educators, and urban and transportation planners. Mark Doctor with the FHWA conducted the workshop. Older driver roadway design features benefit all drivers; however, the focus on improving older driver roadway designs featured components recognizing "senior zone" designations, larger signage print, improve lighting, roadway directional signs, low cost marking solutions like high visibility "rumble strips", raised pavement markings, round-abouts, and many more.
15. Submitted to the Georgia General Assembly the Statewide Strategic Transportation Plan (SSTP). The various investment policies were evaluated through qualitative and quantitative analyses to ensure a comprehensive and strategic approach for identifying future transportation infrastructure improvements. By investing in transportation improvements, Georgia has an opportunity to create up to 425,000 jobs over the next 20 years and $480 billion in GDP growth over the next 30 years. The plan will prevent vehicle roadway departures, minimize consequences of leaving the road, improve design and operation of intersections, improve pedestrian safety, reduce vehicle-train crashes, provide off-system pilot office support and implementation program, and improve safety management system crash records.
16. Implemented the Department of Public Safety's Motor Carrier Compliance Division (MCCD) Commercial Vehicle Safety Plan (CVSP) with a mission to reduce number of fatal and injury related crashes on Georgia's highway by the effective and fair regulation of the commercial motor carrier industry and to raise awareness of the general public about sharing the roads safety with commercial motor vehicles. Its goal is to reduce commercial vehicle involved fatal crashes to 0.16 per 100 million VMT by 2011. The CVSP employs Commercial Motor Vehicle Enforcement Unit (CVEU), which is comprised of 40 GSP troopers to increase driver-only inspections to target driver fatigue and place more emphasis on driver accountability.
17. Established 15 Metropolitan Planning Organizations (MPO's) in the Atlanta area. The Atlanta metropolitan area represents 73% of Georgia's population and 19% of Georgia's total land area. MPO's exchange info and experiences and enhance practice of metro planning, provide educational opportunities, and discuss issues relative to local, state and federal policies and requirements for transportation planning.
18. Promoted the Share the Road message by GOHS to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths and injuries by conducting a two-day ride from Atlanta to the Thunder Beach Motorcycle Rally in Panama City Beach, Florida. Over 200 riders from across Georgia, Alabama and Florida were involved in "Ride Straight State to State" to kick off motorcycle awareness month and to promote riding sober.
19. Enhanced motorcycle safety among military personnel through the Atlanta Military Motorcycle Safety Rally in April 2010. The rally included safety demos, display booths, a group ride event and entertainment.
20. Coordinated with GDDS to increase motorcycle training and education across the state. The demand for motorcycle training is growing based on increased motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and GDDS are dedicated to opening additional training sites and training more instructors across the state.

21. Held the second annual Scooter Commuter Day on April 1, 2010 in Atlanta. GOHS Director Bob Dallas led the initiative with other scooter enthusiasts and local Atlanta advocates to the Capitol as part of Georgia's Share the Road campaign. The focus on scooters goes along with an increase in motorcycle and scooter sales, as more people turn to alternative transportation to cope with uncertain fuel costs, commuter times and the ecological concerns of urban life.
22. Sponsored the fifth annual "Georgia Rides to the Capitol" event when over 1,000 bicyclists from the metro Atlanta region rode to the Capitol in order to raise support for improved conditions for cycling. Issues raised were the development of regional systems of on-road bicycling facilities, multi-use trails, and cycling connections to major transit facilities, activity centers and schools.
23. Responded to a growing crisis in trauma care for the State of Georgia, the Georgia Trauma Care Network Commission was created to stabilize and strengthen existing trauma centers and help support trauma patient care and transport by Emergency Medical Services. After addressing and helping resolve immediate problems in the system, the Georgia Trauma Commission has pursued an aggressive assessment and planning process, which included reviewing the extensive record of stakeholder input over the past several years, a review of the Georgia trauma system by the American College of Surgeon's Trauma Consultation program, economic analysis by Georgia State University's Georgia Health Policy Center, and trauma system consulting partially funded by the Healthcare Georgia Foundation. This has enabled the Georgia Trauma Commission to outline a vision for the Georgia Trauma System for the decades ahead, and defines a cost-effective plan for moving achievement of this vision forward over a five year period, between 2009 and 2014.
24. Provided funding opportunities to high schools through Students Against Destructive Decisions (SADD) programs, which raise awareness among high school students of the dangers of impaired and unrestrained driving. In FFY2010, GOHS funded 29 individual high school SADD chapters and 5 school systems with an additional 76 schools throughout the state.
25. Conducted by the Governor's Highway Safety Association (GHSA) and GOHS the Driving Skills for Life Program in August 2010, sponsored by Ford Motor Company. This year, Atlanta musician Usher's New Look Foundation helped train over 100 teens during its Powered by Service Day. Themes for the half-day workshop were: safe driving skills, health and fitness, the environment and Haiti relief. This grant award marks the first time a private sector company has given state highway safety agencies grants for teen driver safety programs. DSFL is one of the nation's most comprehensive teen driver safety awareness programs. While using safety belts and driving sober are fundamental rules that drivers needs to follow, this program also includes these four key driving skills: speed management, space management, vehicle handling, and hazard recognition. The event also included exhibits by Students Against Destructive Decision (SADD) chapters, Impaired Driving Simulated Driving Course, vehicle roll-over simulator, and No-Zone truck.
26. Held the 2010 Youth and Young Adult Conference in September 2010 at Lake Lanier Islands. The two day conference helped student representatives focus on new ways to communicate life-saving ideas to their peers in Georgia high schools and university. The conference lined up local and nationally recognized motivational speakers and presented workshops targeted for high schools and colleges.
27. Attended by three Georgia teens the 2nd Annual National Distracted Driving Summit in Washington DC. The Georgia teens made up the largest contingent

from any one state of the 20 teens in attendance and joined the discussion as part of the summit's Teen Distracted Driving Prevention Leadership Team.

28. Funded the Georgia Child Injury Prevention Plan (CIPP) to involve multiple agencies serving children, highway safety partners in the life saving efforts. The CIPP provides framework to achieve collaborative process to prevent childhood injuries and focuses on public awareness, systematic planning of evidence-based interventions, statewide reduction of death and disability, and evaluating programs. It accomplished goals of building consensus about program goals and strategic planning, identifying needs, gaps and services, and developing capacity and readiness to promote and support prevention implementation, as well as infrastructure to provide comprehensive system of prevention services. Plans include encouraging legislators to use CIPP as a guide for any child injury prevention awareness bills, applying for federal funds to hold a statewide conference to introduce the CIPP to community leaders and child advocates, and developing a "best practices" toolkit.
29. Continued the implementation of a Child Passenger Safety (CPS) Board in Georgia. The Board was developed under guidelines similar to the National Child Passenger Safety Board to provide program direction and technical guidance to communities and organizations within Georgia. Members discuss key issues related to child passenger safety in Georgia in an effort to streamline and enhance Georgia's CPS initiatives. Committees on the Board include Curriculum, Membership, Communications, Diversity, Special Needs, and Certification. The Board hopes to further increase visibility across Georgia in upcoming months by partnering with the currently established Law Enforcement Networks to provide guidance and education to officers and encourage enforcement of improperly restrained children.
30. Improved the state's traffic data systems to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to install the electronic citation and crash reporting system TraCS, train LEA personnel, and provide essential support for those LEAs that wish to use TraCS. GDOT readied an electronic interface. The Office of Health Information and Policy made available, over the Division of Public Health's publicly accessible internet based system, its data system OASIS, which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The GDDS initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked 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.
31. Utilized over $9 million in funding to develop the DPS Technology Data Model, which is a project to implement Computer Aided Dispatch (CAD) model statewide for the Dept of Public Safety which includes the Georgia State Patrol (GSP), Motor Carrier Compliance Division (MCCD), and the Capitol Police. The model includes hardware, software, training, installation, and configuration services to install 9 dispatch center and 830 vehicles with software products. Vehicles require custom consoles, docking stations for laptops, printer, cabling and GPS receivers. This effort will help achieve information interoperability with other Les and develop a Compstat approach to the use of traffic enforcement assets aimed at high crash corridors. Crash data will be collected in a more timely and accurate method. Decisions will be data driven and will concentrate on outcomes in reduction of

traffic incidents.

32. Developed the Statewide Transportation Improvement Program (STIP) to identify federally funded transportation projects such as highway, maintenance, bicycle, and pedestrian projects for Fiscal Years 2010-13. The STIP is a GDOT four-year work program updated annually, exclusively for Georgia's non-urbanized areas. Programs already include federally funded highway and bridge projects, maintenance projects, transportation enhancement activities projects and public transportation projects. With 13 meetings annually, the public is encouraged to participate.
33. Continued a fully functional Traffic Records Coordinating Council and Executive Steering Committee (TRCC) with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). 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).
34. Continued the Fatality Analysis and Surveillance Tool (FAST), which provides a monthly update of current fatality reports. GOHS designed this tool to reflect highway fatalities as recorded by the state crash repository. Using the tool, one may identify highway fatality "hot spots," fatality target goals, and projected end-of-year fatalities. Its use was instrumental in formulating Georgia's Strategic Highway Safety Plan.
35. Streamlined grant process through eGOHS (Electronic Grants for the Office of Highway Safety) in which applications were submitted, reviewed, and approved electronically. All grants in FFY2010 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, MARs) from remote locations (at home or in the field).
36. Facilitated communication with applicants and grantees through individualized Project Directors Meetings in order to create more focus on GOHS issues resulting in better designed applications focused on Highway Safety Best Practices.
37. Continued efforts to address issues initially highlighted in the 2003 Performance Audit related to process and impact evaluation and accountability of all grantees. These efforts include a highly successful collaborative relationship with the Traffic Safety Research and Evaluation Group (TSREG), College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.
38. Completed grants achieved 78.0% of the stated objectives in FFY2010. Of these completed grants, 90.5% achieved at least half of the stated objectives, and 24.7% achieved all of the stated objectives.
39. Completed grants achieved 79.6% of the stated milestones in FFY2010. Of these completed grants, 85.9% completed at least half of the stated milestones, and 24.3% completed all of the stated milestones.

**Challenges – In FFY 2010, Georgia:**

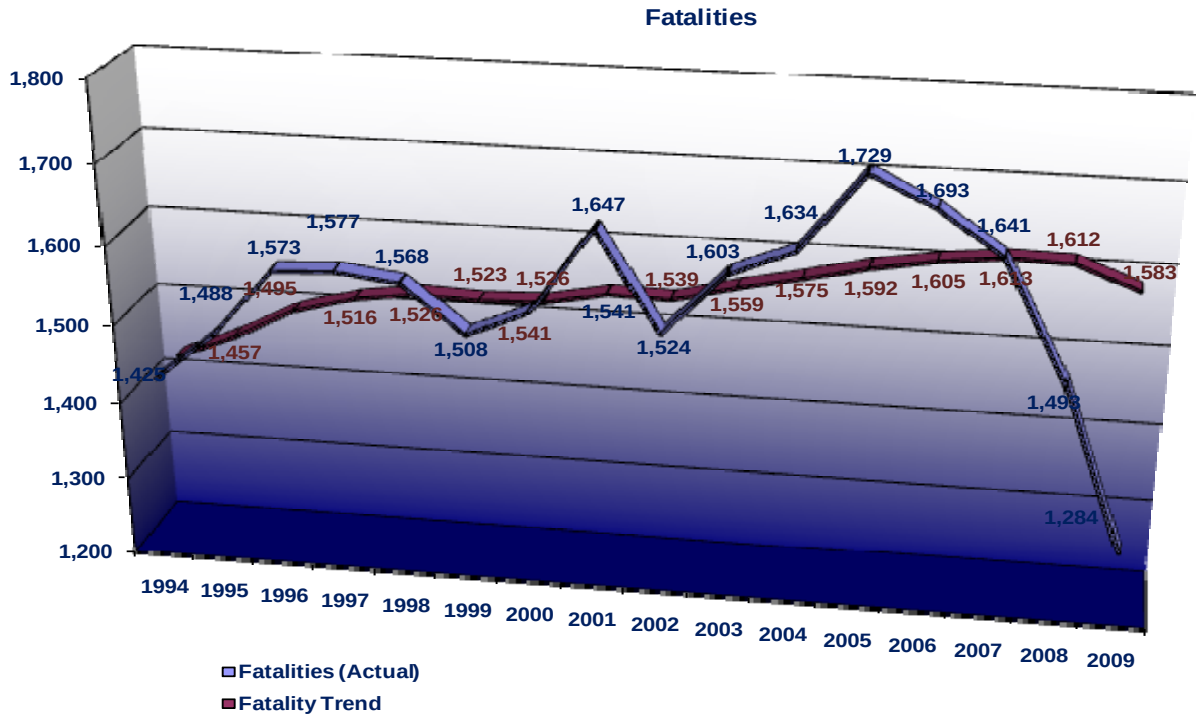
1. **Law enforcement staffing was a challenge.** Many law enforcement agencies have reported significant manpower shortages during FFY2010. GOHS' efforts aimed at increasing law enforcement-based participation in its initiatives were hampered this past year by significant statewide manpower shortages across many law enforcement agencies.
2. **Effective Public Information and Education (PI&E) campaigns were a focus.** Because of limited law enforcement resources, PI&E is an important part of effective speeding reduction, impaired driving reduction, and safety belt campaigns. The public perception of an increased risk of arrest as a result of illegal driving behavior can be increased through comprehensive and effective PI&E programs.
3. **Low knowledge level regarding traffic safety laws remains.** The general public in Georgia continues to lack knowledge of current and proposed traffic safety legislation.
4. **Grantee quality was a focus.** Since GOHS must rely on the caliber of its grantees to produce successful traffic safety programming, it is imperative that there be a sufficient statewide pool of well-written grants submitted for consideration. GOHS' efforts to place programs in areas of the state where they are critically needed are sometimes hampered by few grantees and a lack of implementation resources.
5. **Educating new grantees to use the online final report.** New reporting practices on the eGOHS system require time to learn.
6. **Branding highway safety messages that resonate was key.** Establishing clear and cogent brands linked to specific highway safety issues remains a challenge and the public's perception constantly changes.
7. **Young Adult program was a focus.** There were 16 colleges and universities funded in FFY2010 to implement peer education programs to encourage safety belt use and prevent drinking and driving, which was another reduction in participating chapters. In FFY2010, Young Adult grantees achieved 74.3% of the stated objectives and 73.5% of the state milestones. These achievement rates are lower than the average for all grantees.
8. **The Governor's Strategic Highway Safety Plan was a focus.** The Governor's SHSP experiences economic influenced challenges in reduction of staffing, travel, and volunteer participation in the 14 SHSP Task Teams. To address the challenges, some of the Task Teams combined meetings to cover similarly focused safety topics. The Task Team meetings were facilitated to encourage regular progress toward each of the Task Team's detailed action plans.
9. **Enforcement Reporting was a focus.** Fewer funds are now available to incentivize law enforcement agencies to report enforcement numbers. Confusion on the GOHS online reporting system also results in unrealistically low enforcement numbers reported for the individual mobilizations.

| Crash Data / Trends | Baseline Data 1994-1999 | | | | | | Progress Report Data 2000-2009 | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | *1994* | *1995* | *1996* | *1997* | *1998* | *1999* | *2000* | *2001* | *2002* | *2003* | *2004* | *2005* | *2006* | *2007* | *2008* | *2009* |
| **Fatalities (Actual)** | 1,425 | 1,488 | 1,573 | 1,577 | 1,568 | 1,508 | 1,541 | 1,647 | 1,524 | 1,603 | 1,634 | 1,729 | 1,693 | 1,641 | 1,493 | 1,284 |
| **Fatality Trend** | 1,425 | 1,457 | 1,495 | 1,516 | 1,526 | 1,523 | 1,526 | 1,541 | 1,539 | 1,559 | 1,575 | 1,592 | 1,605 | 1,613 | 1,612 | 1,583 |
| **Fatality Rate** /100 million VMT | 1.72 | 1.74 | 1.76 | 1.68 | 1.62 | 1.53 | 1.47 | 1.53 | 1.41 | 1.47 | 1.46 | 1.52 | 1.49 | 1.47 | 1.38 | 1.17 |
| **Fatality Rate Trend** | 1.72 | 1.73 | 1.74 | 1.73 | 1.70 | 1.68 | 1.65 | 1.63 | 1.61 | 1.58 | 1.55 | 1.52 | 1.50 | 1.48 | 1.47 | 1.43 |
| **Injuries (Actual)** | * | * | 142,890 | 139,400 | 134,770 | 123,588 | 130,608 | 132,305 | 132,623 | 132,894 | 137,996 | 139,262 | 133,399 | 128,318 | 115,737 | 109,685 |
| **Injury Trend** | | | 142,890 | 141,145 | 139,020 | 135,162 | 134,251 | 133,927 | 133,741 | 133,635 | 134,119 | 133,716 | 133,049 | 132,333 | 131,460 | 129,135 |
| **Fatality & Serious Injury Rate**/(100 million VMT) | * | * | 162.3 | 105.0 | 140.6 | 126.4 | 125.8 | 124.0 | 124.2 | 123.0 | 124.7 | 124.2 | 119.0 | 116.6 | 106.6 | 101.1 |
| **Fatality & Serious Injury Rate Trend** | | | 162.3 | 133.7 | 136.0 | 133.6 | 132.0 | 130.7 | 129.8 | 128.9 | 128.4 | 124.2 | 125.8 | 123.1 | 120.9 | 118.2 |
| **Fatality Rate/100K Population** | 20.2 | 20.7 | 21.5 | 21.1 | 20.5 | 19.4 | 18.7 | 19.6 | 17.8 | 18.5 | 18.5 | 19.0 | 18.1 | 17.2 | 15.4 | 13.1 |
| **Fatality Rate Trend/100K Population** | 20.2 | 20.5 | 20.8 | 20.9 | 20.8 | 20.6 | 20.3 | 20.2 | 19.9 | 19.8 | 19.5 | 19.2 | 18.9 | 18.5 | 18.1 | 17.5 |
| **Fatal & Serious Injury Rate/100K population** | * | * | 1,970 | 1,883 | 1,785 | 1,606 | 1,605 | 1,594 | 1,570 | 1,549 | 1,581 | 1,554 | 1,443 | 1,362 | 1,210 | 1,129 |
| **Fatal & Serious Injury Rate Trend**/100K pop | | | 1,970 | 1,927 | 1,879 | 1,811 | 1,770 | 1,741 | 1,716 | 1,695 | 1,683 | 1,636 | 1,587 | 1,540 | 1,496 | 1,444 |
| **Unrestrained Fatalities** | 706 | 767 | 767 | 740 | 622 | 659 | 649 | 609 | 596 | 592 | 621 | 669 | 649 | 637 | 575 | 454 |
| **Unrestrained Fatality Trend** | 706 | 737 | 747 | 745 | 720 | 710 | 701 | 690 | 679 | 667 | 651 | 640 | 630 | 631 | 622 | 600 |
| **Alcohol Related Fatalities** | 378 | 393 | 429 | 412 | 371 | 386 | 434 | 406 | 383 | 355 | 403 | 433 | 454 | 445 | 405 | 331 |
| **Alcohol Related Fatality Trend** | 378 | 386 | 400 | 403 | 397 | 395 | 400 | 401 | 399 | 397 | 398 | 398 | 403 | 411 | 413 | 402 |
| **Proportion of Alcohol Related Fatalities** | 26.5 | 26.4 | 27.3 | 26.1 | 23.7 | 25.6 | 28.2 | 24.7 | 25.1 | 22.1 | 24.7 | 25.0 | 26.8 | 27.1 | 27.9 | 25.8 |
| **Alcohol Proportion Trend** | 26.5 | 26.5 | 26.7 | 26.6 | 26.0 | 25.9 | 263 | 26.1 | 26.0 | 25.5 | 25.3 | 25.0 | 25.1 | 25.5 | 25.7 | 25.5 |
| **Alcohol Related Fatality Rate**/100M VMT | 0.45 | 0.46 | 0.48 | 0.44 | 0.39 | 0.39 | 0.41 | 0.38 | 0.35 | 0.33 | 0.35 | 0.38 | 0.40 | 0.40 | 0.38 | 0.30 |
| **Alcohol Fatality Rate Trend** | 0.45 | 0.46 | 0.46 | 0.46 | 0.44 | 0.44 | 0.53 | 0.43 | 0.42 | 0.40 | 0.39 | 0.38 | 0.38 | 0.38 | 0.38 | 0.36 |
| **Speed-Related Fatalities** | 349 | 372 | 401 | 375 | 337 | 322 | 347 | 343 | 313 | 328 | 335 | 340 | 407 | 384 | 309 | 238 |
| **Speed-Related Fatality Trend** | 349 | 361 | 374 | 374 | 367 | 359 | 358 | 356 | 351 | 349 | 345 | 338 | 341 | 347 | 345 | 333 |
| **Motorcycle Fatalities** | 55 | 44 | 47 | 56 | 66 | 59 | 61 | 95 | 85 | 103 | 111 | 144 | 154 | 163 | 178 | 140 |
| **Motorcycle Fatality Trend** | 55 | 50 | 49 | 51 | 54 | 55 | 55 | 60 | 63 | 68 | 76 | 87 | 98 | 108 | 122 | 130 |
| **Unhelmeted Motorcycle Fatalities** | 14 | 7 | 4 | 12 | 7 | 11 | 8 | 18 | 11 | 12 | 8 | 15 | 21 | 21 | 15 | 11 |
| **Unhelmeted Motorcycle Fatality Trend** | 14 | 11 | 8 | 9 | 9 | 9 | 9 | 10 | 10 | 10 | 10 | 11 | 12 | 14 | 14 | 15 |
| **Driver Under Age 21Fatal Crashes** | 272 | 320 | 344 | 297 | 293 | 320 | 286 | 330 | 282 | 301 | 310 | 326 | 298 | 284 | 221 | 148 |
| **Driver Under Age 21 Fatal Crash Trend** | 272 | 296 | 312 | 308 | 305 | 308 | 305 | 308 | 305 | 308 | 307 | 305 | 305 | 304 | 293 | 278 |
| **Pedestrian Fatalities** | 163 | 164 | 161 | 183 | 167 | 159 | 137 | 156 | 161 | 156 | 153 | 150 | 148 | 154 | 147 | 150 |
| **Pedestrian Fatality Trend** | 163 | 164 | 163 | 168 | 168 | 166 | 162 | 161 | 161 | 160 | 159 | 158 | 154 | 153 | 151 | 153 |

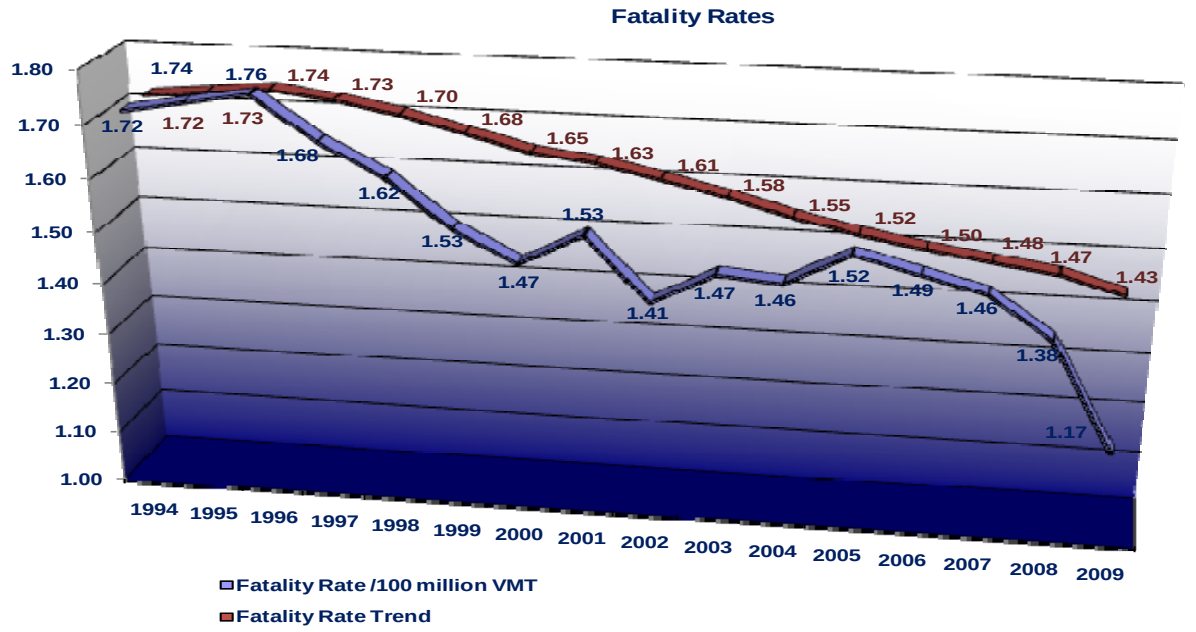
***Source: FARS***

## Performance Goals and Trends

**Goal: Fatalities** To decrease traffic fatalities 5% to 1,418 by December 31, 2010.
**Baseline** 1,284 fatalities in 2009.

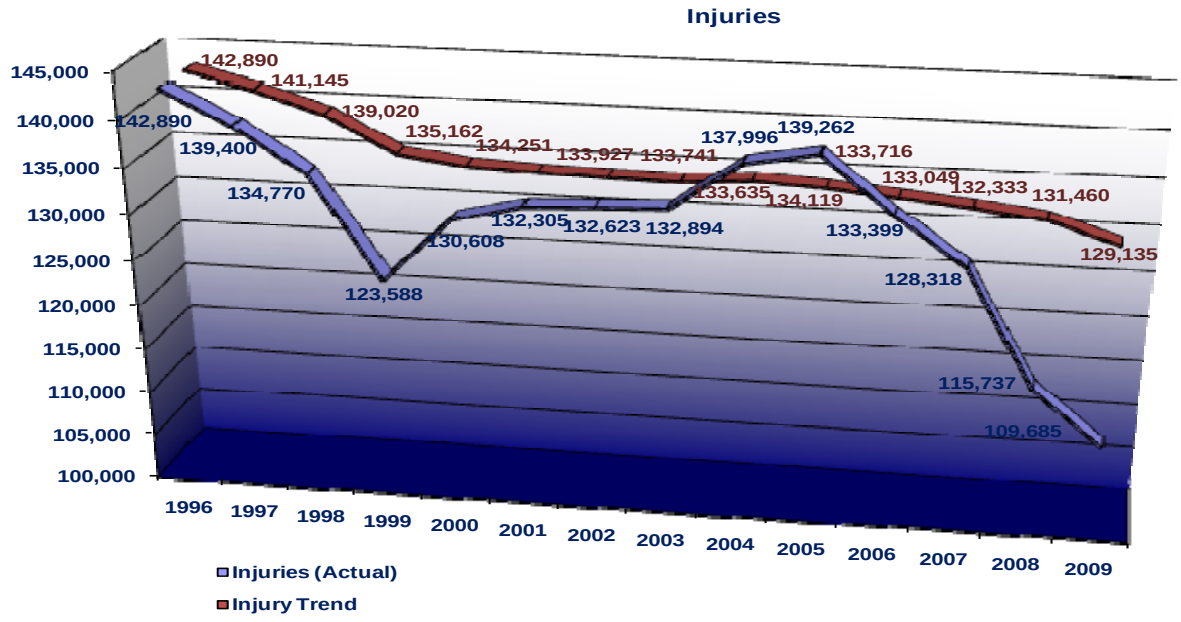



**Goal: Fatality Rate/VMT** To decrease fatalities/VMT .06% to 1.4 by December 31, 2010.
**Baseline** 1.17 fatalities/VMT in 2009.



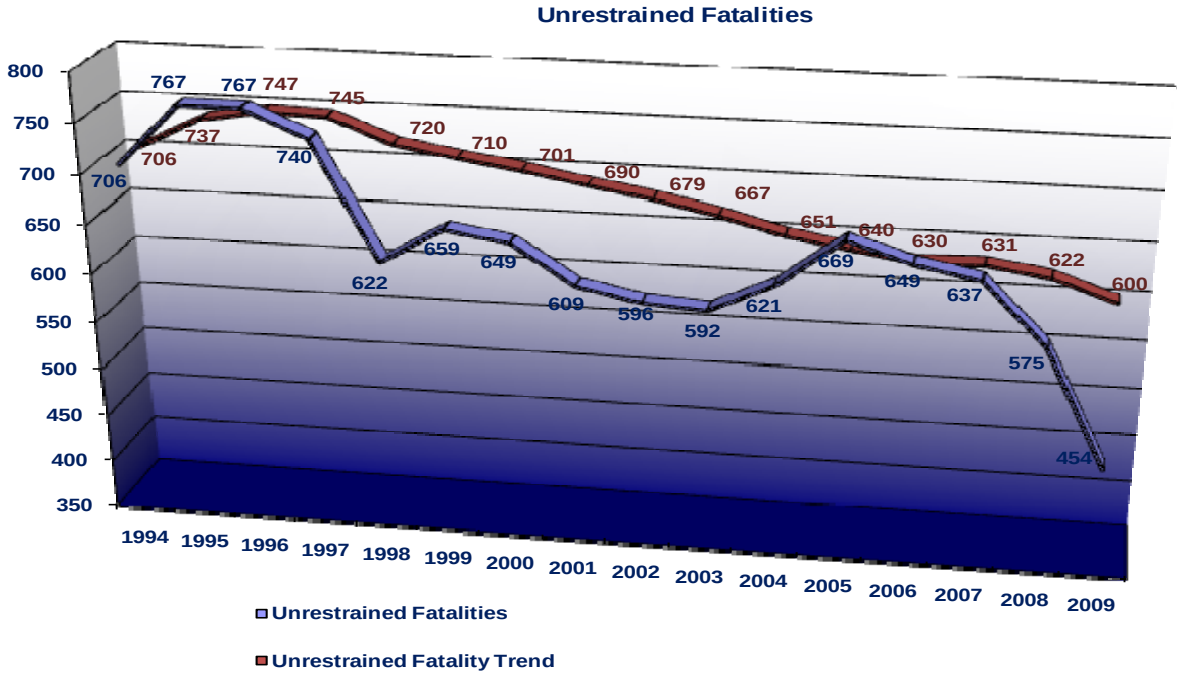
**Goal: Injuries** To decrease serious traffic injuries 1% to 114,580 by December 31, 2010.

**Baseline** 109,685 injuries in 2009.



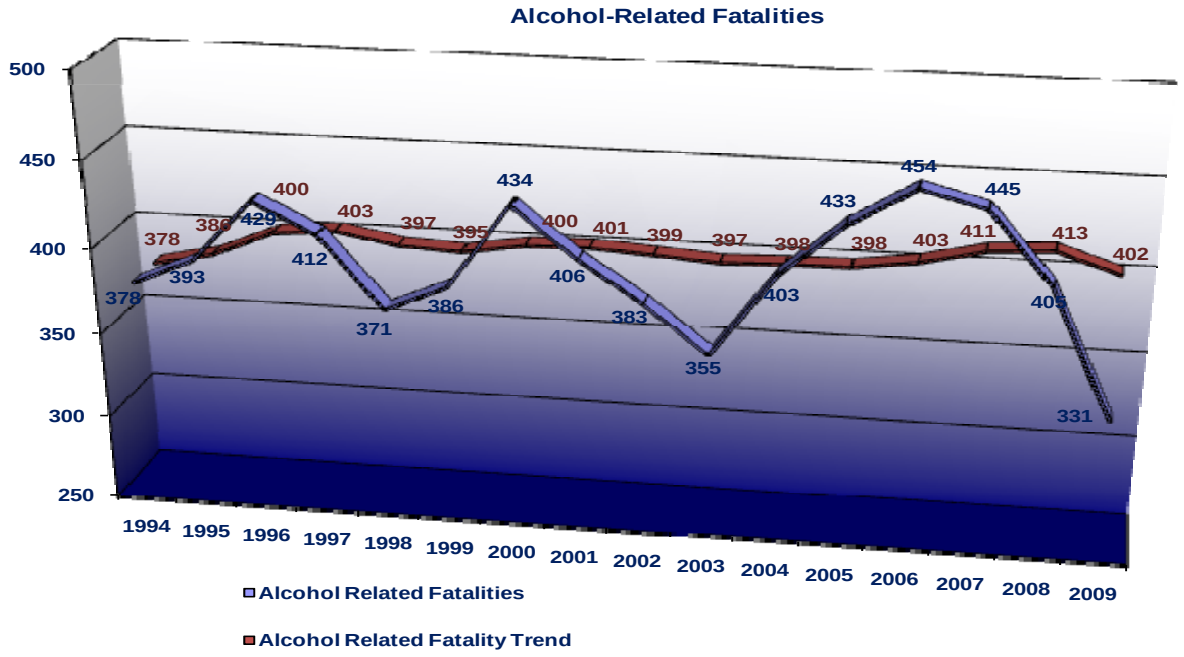

**Goal: Unrestrained Fatality Trends** To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% to 550 by December 31, 2010.

**Baseline** 454 unrestrained fatalities in 2009.



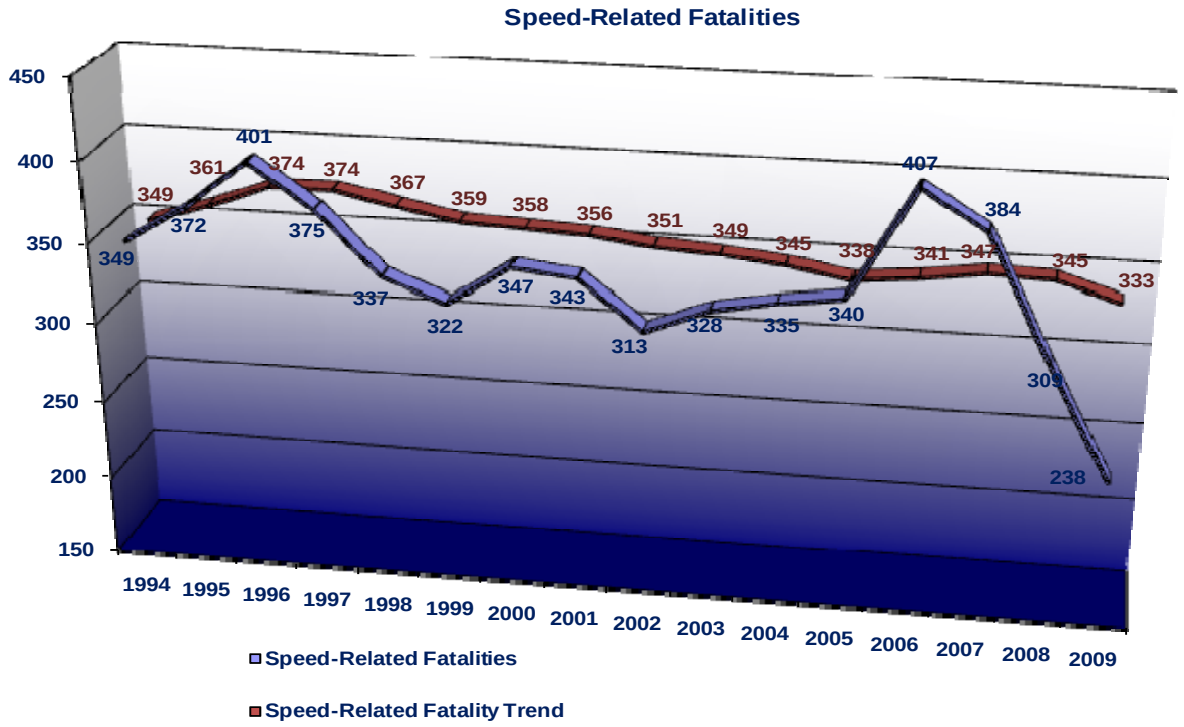
**Goal: Alcohol-Related Fatalities** To decrease alcohol impaired driving fatalities 5% to 396 by December 31, 2010.

**Baseline** 331 alcohol-related fatalities in 2009.



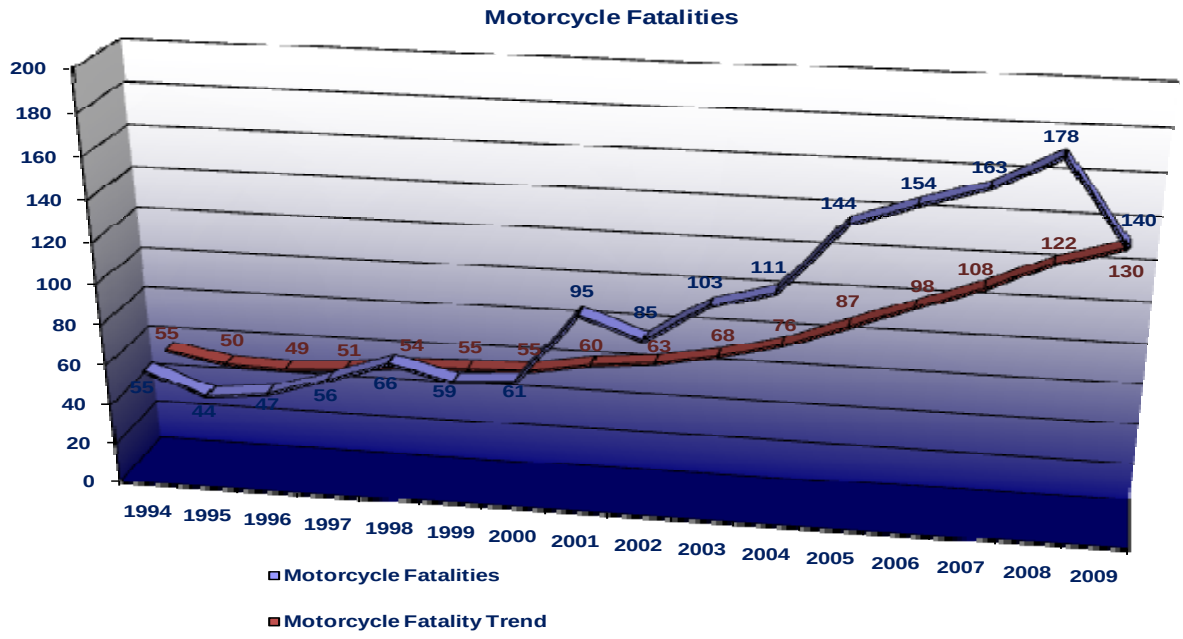

**Goal: Speed-Related Fatalities** To decrease speed-related fatalities 5% to 294 by December 31, 2010.

**Baseline** 238 speed-related fatalities in 2009.



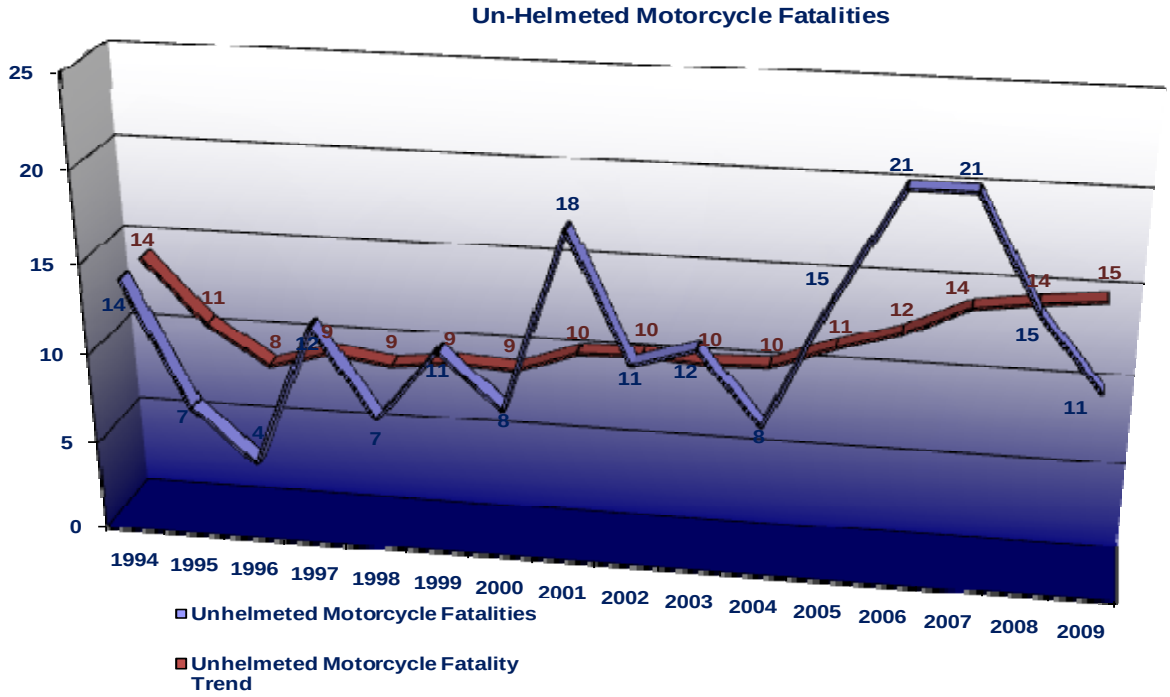
**Goal: Motorcycle Fatalities** To decrease motorcyclist fatalities 5% to 169 by December 31, 2010.

**Baseline** 140 motorcycle deaths in 2009.



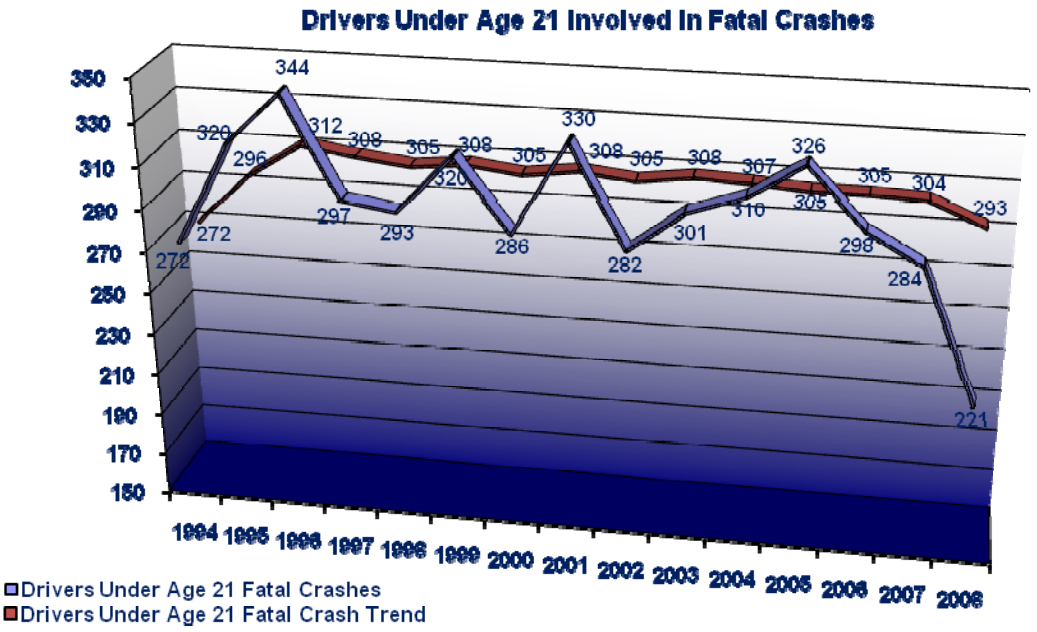

**Goal: Unhelmeted Motorcycle Fatalities** To decrease unhelmeted motorcyclist fatalities 25% to 10 by December 31, 2010.

**Baseline** 11 unhelmeted motorcyclist fatalities in 2009.



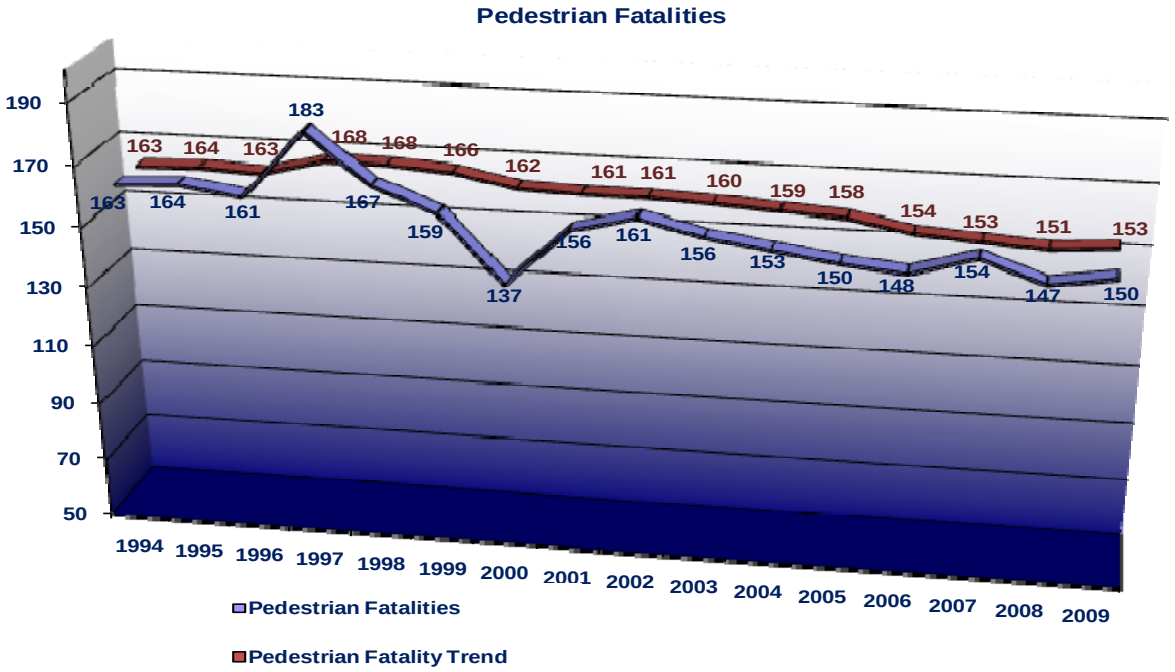
**Goal: Drivers Under Age 21 Fatal Crashes** To decrease drivers under age 21 involved in fatal crashes 10% to 199 by December 31, 2010.

**Baseline** 148 drivers under age 21 involved in fatal crashes in 2009.




**Goal: Pedestrian Fatalities** To reduce pedestrian fatalities 5% to 139 by December 31, 2010.

**Baseline** 150 pedestrian fatalities in 2009.

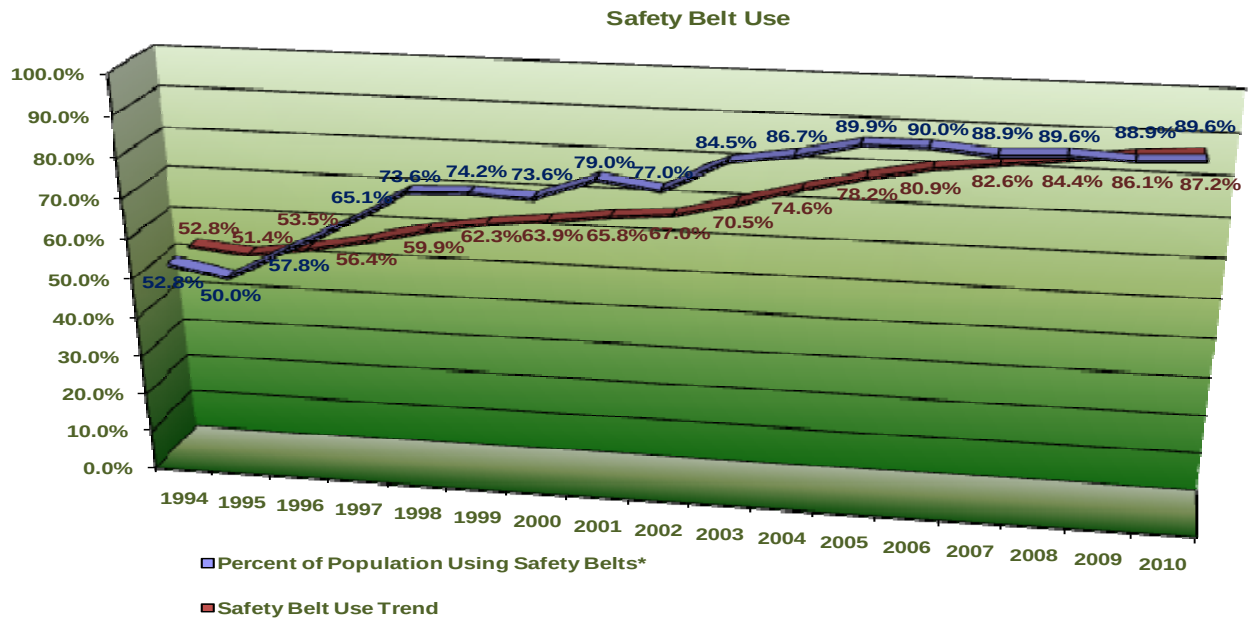


| Core Behavior Measure / Trends | Baseline Data 1994-1999 | | | | | | Progress Report Data 2000-2010 | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Percent of Population Using Safety Belts* | 52.8% | 50.0% | 57.8% | 65.1% | 73.6% | 74.2% | 73.6% | 79.0% | 77.0% | 84.5% | 86.7% | 89.9% | 90.0% | 88.9% | 89.6% | 88.9% | 89.6% |
| Safety Belt Use Trend | 52.8% | 51.4% | 53.5% | 56.4% | 59.9% | 62.3% | 63.9% | 65.8% | 67.0% | 70.5% | 74.6% | 78.2% | 80.9% | 82.6% | 84.4% | 86.1% | 87.2% |

## Core Outcome Goals

**Goal: Speed-Related Fatalities** — To increase statewide observed safety belt use of front seat outboard passenger vehicles 1 percentage point to 91% by December 31, 2010.

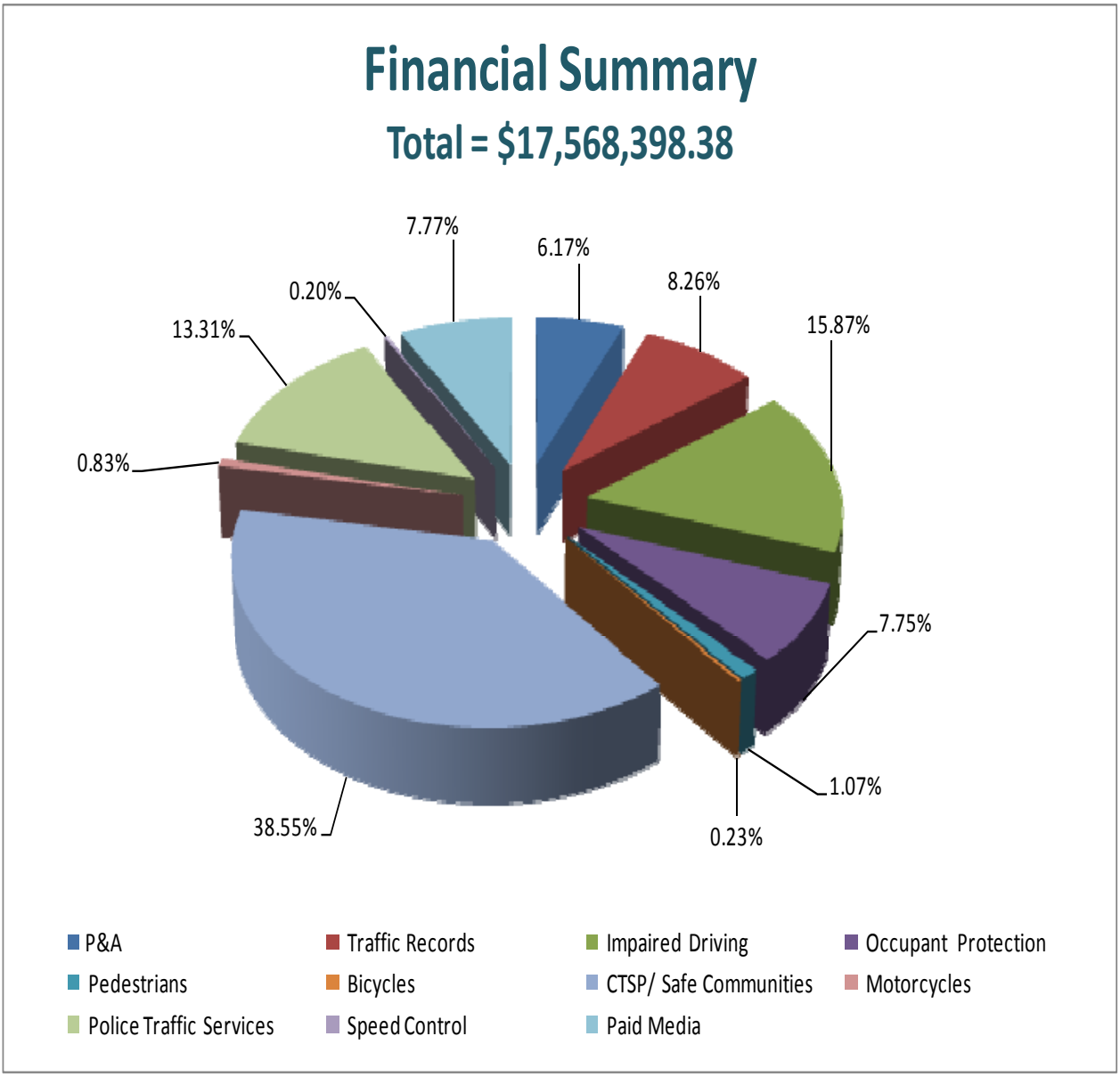
**Baseline** — 89.6% observed safety belt usage in 2010.




| Core Activity Measures / Trends | Baseline Data FFY2004-FFY2006 | | | Progress Report Data FFY2007-FFY2010 | | | |
|---|---|---|---|---|---|---|---|
| | FY2004 | FY2005 | FY2006 | FY2007 | FY2008 | FY2009 | FY2010 |
| Safety Belt Citations | 12,696.00 | 14,605.00 | 14,021.00 | 83,837.00 | 67,088.00 | 114,750.00 | 229,061.00 |
| Safety Belt Citations Trend | 12,696.00 | 13,650.50 | 13,774.00 | 31,289.75 | 38,449.40 | 58,860.20 | 101,751.00 |
| Impaired Driving Arrests | 8,808.00 | 10,339.00 | 27,747.00 | 27,375.00 | 44,842.00 | 32,993.00 | 55,102.00 |
| Impaired Driving Arrests Trend | 8,808.00 | 9,573.50 | 15,631.33 | 18,567.25 | 23,822.20 | 28,659.20 | 37,612.00 |
| Speeding Citations | 152,664.00 | 160,766.00 | 173,178.00 | 247,613.00 | 324,226.00 | 424,312.00 | 707,299.00 |
| Speeding Citations Trend | 152,664.00 | 156,715.00 | 162,202.67 | 183,555.25 | 211,689.40 | 266,019.00 | 375,326.00 |

## Financial Summary Details

| | 402 | 405 | 406 | 408 | 410 | 2010K6 | Total | Percentage |
|---|---|---|---|---|---|---|---|---|
| P&A | $410,340.00 | | $673,933.79 | | | | $1,084,273.79 | 6.17% |
| Traffic Records | | | | $1,450,862.74 | | | $1,450,862.74 | 8.26% |
| Impaired Driving | $114.08 | | | | $2,788,104.45 | | $2,788,218.53 | 15.87% |
| Occupant Protection | $814,939.93 | $546,008.23 | | | | | $1,360,948.16 | 7.75% |
| Pedestrians | $188,343.83 | | | | | | $188,343.83 | 1.07% |
| Bicycles | $41,109.22 | | | | | | $41,109.22 | 0.23% |
| CTSP/ Safe Communities | $1,242,482.08 | | $5,530,137.35 | | | | $6,772,619.43 | 38.55% |
| Motorcycles | | | | | | $145,714.52 | $145,714.52 | 0.83% |
| Police Traffic Services | $2,206,722.85 | | $130,883.57 | | | | $2,337,606.42 | 13.31% |
| Speed Control | $34,273.73 | | | | | | $34,273.73 | 0.20% |
| Paid Media | | | $771,150.56 | | $593,277.45 | | $1,364,428.01 | 7.77% |
| TOTAL | | | | | | | $17,568,398.38 | 100.00% |




*(Note: This information reflects Federal Expenditures Only.)*

## Program Overview for Georgia Impaired Driving and Speed Programs

Despite a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, the numbers of impaired driving and speed-related crashes, injuries and fatalities are unacceptable. Improvements are being realized; however, fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In 2010, GOHS sought to reduce impaired driving and speed-related deaths by establishing clear, measurable objectives in this area. GOHS utilized NHTSA Sections 402 and 410 funding to accomplish these objectives.

**Objectives**

1. To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To implement twenty-one (21) H.E.A.T. programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
4. To provide funding to 15% of Georgia public high schools.
5. Provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
6. To provide funding to at least seventeen (17) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities are the highest.
7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To continue implementation of DUI courts in four (4) jurisdictions in Georgia (Rockdale, Cherokee, Troup, and Gwinnett).

**Noteworthy Programs**

In FFY2010, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. "DUI Courts Program" – A continuation of the DUI adjudication pilot program, four (4) DUI Courts were continued with GOHS funding in FFY2010.
2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 21 county and local agencies that aims at reducing aggressive traffic violations and DUI's. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.
3. "Operation Zero Tolerance" – A model statewide initiative program which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHS' Regional Traffic Enforcement Networks and required of all the FFY2010 law enforcement grants targeting impaired drivers and all of the educational grantees as well.

4. "Students Against Destructive Decisions (SADD)" grant program – Letters were sent to all 425 high schools in Georgia making them aware of available funds for traffic safety programs. GOHS provided significant resources for the 29 schools that elected to participate. In order to centralize leadership and increase cooperation between grantees in the same area, five (5) block school system SADD grants containing an additional 76 schools were funded in FFY2010.
5. Young Adult grants program – GOHS funded 17 peer-education programs through BACCHUS and GAMMA chapters and other affiliated organizations at colleges and universities. These programs focused primarily on reducing impaired driving among young adult drivers.
6. Training for law enforcement officers – Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving and speeding countermeasures including the administration of Standardized Field Sobriety Tests, certification as Drug Recognition Experts, and use of RADAR and LIDAR.
7. "Mothers Against Drunk Driving" – In FFY2010, funds were provided to MADD for the successful recruitment of new volunteers. MADD undertook the development of volunteers and community action sites, as well as implementing MADD core programs and creatively relaying the MADD/GOHS partnership.

**Funding Sources**

1. NHTSA Section 402AL Funding: A total of $114.08 was expended to fund alcohol and drug programs across the state.
2. NHTSA Section 402PT Funding: A total of $2,206,722.85 was expended to fund H.E.A.T. programs and Traffic Enforcement Networks (TENs).
3. NHTSA Section 402SC Funding: A total of $34,273.73 was expended to train officers in the use of RADAR and LIDAR for speed enforcement at the Georgia Public Safety Training Center.
4. NHTSA Section 406PT Funding: A total of $130,883.57 was expended to police traffic services across the state.
5. NHTSA Section 410K8 Funding: A total of $3,381,381.90 was expended to fund law enforcement, including HEAT programs, Georgia State Patrol Operation Nighthawks and the Georgia Public Safety Training Center for impaired driving enforcement training. Education programs were funded, including Students Against Destructive Decisions (SADD) chapters in Georgia high schools, Young Adult (YA) programs in Georgia colleges and universities, and the Alcohol and Drug Awareness Program (ADAP). Awareness programs were funded, such as Mothers Against Drunk Driving (MADD) of Georgia. Adjudication programs were funded, including the Prosecuting Attorney Council's Traffic Safety Adjudication Program to aid in the prosecution of impaired drivers, and four (4) DUI Courts.

## Results

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

1. The "DUI Court" program was continued in FFY2010 with four (4) DUI Courts funded in four (4) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY2010, the DUI Courts served 2,314 participants. A total of 168 new participants joined the program, 334 participants graduated, 119 advanced to the final phase of the program, 121 became eligible for re-licensure, and 125 completed DUI School. Seventeen participants were terminated for non-compliance, giving the program a retention rate of 99.3%.

2. "Operation Zero Tolerance" – In FFY2010, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by the Survey Research Center at the University of Georgia during November 2009, 78.2% of respondents had heard of OZT, and 72.7% of respondents indicated that it was at least somewhat likely that they would be stopped by police when drinking and driving.
3. In FFY2010 funding was offered to 25.9% (n=110) of Georgia high schools to encourage safety belt use and discourage drinking while driving. Out of the completed SADD grantees, 95.8% achieved at least 50% of the stated objectives. Overall, SADD grantees achieved 84.4% of the stated objectives and milestones.
4. There were 17 colleges and universities funded in FFY 2010 to implement peer education programs to encourage safety belt use and prevent drinking and driving. Of completed Young Adult grantees, 85.7% achieved at least 50% of the stated objectives, and 78.3% grantees completed 50% of the stated milestones. Overall, Young Adult grantees achieved 74.3% of the stated objectives and 73.5% of the stated milestones.
5. During the "100 Days of Summer Heat" campaign from May to September 2010, law enforcement personnel apprehended 21,210 DUI violators statewide, and made an additional 10,004 drug arrests. In addition, law enforcement personnel gave out 286,898 speeding citations.
6. The total number of officers trained for impaired driving countermeasures in FFY2010 was 1,238 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
7. The total number of officers trained for speeding countermeasures in FFY2010 was 406 through the Georgia Public Safety Training Center.
8. In FFY2010, 21 H.E.A.T. grants received funding. 100% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. In total, H.E.A.T. grantees achieved 91.0% of the stated objectives and 90.3% of the stated milestones; this is the most successful program at GOHS.
9. In FFY2010, the MADD Volunteer Initiative succeeded in recruiting 34 volunteers. Volunteers conducted 18 responsible drinking programs at Atlanta schools, including Safe Prom and Alcohol Awareness Month.

## Future Strategies

Georgia looks to employ the following strategies in FFY2011:

1. DUI Enforcement – Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
2. National Campaigns – Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and National Highway Safety campaigns and report numbers for each campaign to GOHS online. Continue a centralized statewide citation tracking system containing information about a citation from "cradle to grave." Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
3. "H.E.A.T." – Continue expansion and heighten publicity for this aggressive driving program and increase law enforcement presence.
1. Traffic Enforcement Networks – Continue effective system where monthly meetings are held throughout the state to distribute traffic related materials and

information and to hold monthly road checks. Promote attendance of all task forces in Traffic Enforcement Network meetings and activities.

2. "Operation Zero Tolerance" – Conduct three (3) waves of statewide enforcement, create a sustained impaired driving enforcement campaign, and conduct concentrated patrols in areas identified for impaired driving violations and high traffic areas. Utilize Traffic Enforcement Networks for coordination.
3. "100 Days of Summer H.E.A.T." – Continue sustained impaired driving enforcement campaign.
4. DUI Training – Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
5. "DUI Adjudication" – Continue to implement DUI courts in strategic locations based on the results of the DUI Adjudication pilot project. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
6. "SADD" – Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions, and faith-based organizations to address teen driving issues. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks. Utilize Youth Ambassadors from Georgia SADD in public education and information campaigns and community coalitions. Increase coordination between GOHS and grantees, educate on the use of the eGOHS system, and reduce turnover of program coordinators in order to reduce the number of dropouts and increase achievement rates.
7. Young Adult grant program – Train peer educators and educate students on highway safety issues. Establish Student Leadership Council to include Young Adult members to assist in developing and implementing Youth and Young Adult highway safety programs. Increase coordination between GOHS and grantees, and reduce turnover of program coordinators.
8. 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.
9. DUI Coordinator – Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
10. Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.

## Program Overview for Georgia Occupant Protection Programs

Approximately 49.4% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used their vehicle safety belt. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY2010. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

**Objectives**

1. To increase the statewide safety belt usage rate to 91% in calendar year 2010.
2. To increase the use of child safety restraints systems for children under the age of five to 95% by the end of FFY2010.
3. To increase safety belt use rate by 2% for rural drivers and passengers.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

**Noteworthy Programs**

GOHS made a statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the "Click-It or Ticket" Campaigns. Out of the 162 GOHS-funded programs 110 (67.9 %) included other significant occupant protection programming elements. The following are some of the most noteworthy programs:

1. "Georgia Traffic Injury Prevention Institute (GTIPI)" – A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, and elderly driving. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education.
2. "Click-It or Ticket" – The "Click It or Ticket" campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists.
3. "Car Safety Seat Fitting Station Program" – A program through the Atlanta Fire Department designed to provide technician training, recertification, and free car safety seat inspection and installation services to the general public in the Atlanta metro area.
4. "Department of Community Health Child Occupant Safety Program" – Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Community Health in more than 80 Georgia counties. There are four successful IPS programs that address child passenger safety: 1) Mini Grant; 2) Matching Grant - $25,000 of other funding sources; 3) Rural Hospital Program; and 4) Teddy Bear Sticker Program. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, EMS, fire departments, law enforcement, hospitals, and SAFE KIDS organizations.
5. "Georgia Rural Safety Belt Demonstration Project (RDP)" – As part of the Georgia Rural Safety Initiative, GOHS will address the challenge of increased safety belt use among passenger's vehicle occupants in rural areas through the Region 4 Regional Rural Safety Belt Demonstration Project, which will include three critical

components: 1) targeted media and outreach campaigns; 2) high visibility enforcement; and 3) quantifiable evaluation.

**Funding Sources**

1. NHTSA Section 402OP Funding: A total of $814,939.93 was expended to fund the Georgia Traffic Injury Prevention Institute (GTIPI) and other occupant protection programs.
2. NHTSA Section 402CP Funding: A total of %170,990.94 was expended to fund the City of Atlanta Fire Rescue Department's child safety seat fitting station.
3. NHTSA Section 405K2 Funding: A total of $546,008.23 was expended to fund the Department of Community Health Child Occupant Safety Program and the Injury Free Coalition for Kids Atlanta.

## Results

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

1. The overall safety belt usage rate reported by the Survey Research Center's observational study conducted in September 2010, including trucks, was 89.6%, an increase from 2009. Safety belt usage rates were 91.0% for cars and 90.3% for vans. Pick-up truck safety belt usage was 85.0%.
2. Safety belt usage in rural areas was 79.9% in rural areas in 2010, down 0.7 percentage points.
3. Child safety seat usage increased in 2010 to 95.3% from 88.0%. Observed child safety seat usage in rural areas was 100% in 2010.
4. "Click-It or Ticket" – In FFY2010 there were three (3) "Click-It or Ticket" campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations. In a November 2009 poll conducted by the Survey Research Center at the University of Georgia, 88.6% of respondents reported hearing of CIOT.
5. During the 2010 "100 Days of Summer HEAT" campaign, law enforcement officers from across the state handed out 97,258 safety belt violations, and 14,636 child restraint citations, both nearly double the amount from 2008.
6. During FFY2010, 97.7% of respondents to the annual Georgia Poll were aware of Georgia's primary safety belt law. Of respondents, 93.9% agreed that it was important for police to enforce safety belt law.
7. During FFY2010, GTIPI trained 205 new child safety seat technicians, including 12 new Spanish-speaking technicians in three classes targeting the Latino population. GTIPI contacted 881 families at 22 car seat checkpoints. GTIPI facilitated 16 CPST classes, exceeding objective of 15. To promote safety belt and booster seat use, GTIPI conducted 434 rollover simulations to 26,801 participants. GTIPI distributed 5,566 educational items to 737 new Members of the Saved by the Belt Club, a group for those who have been saved from injury or death by safety belts. GTIPI trained 36 CarFit technicians and held seventeen CarFit events to promote occupant protection among the elderly.
8. During FFY2010, the Atlanta Fire Department distributed 2,810 car seats at 35 child safety seat checkpoints and other events.
9. The Department of Community Health Child Occupant Safety Program distributed 5,471 child safety seats through its 128 Mini-Grant recipients, and assisted in the recertification of 125 certified child passenger seat technicians. The Injury Prevention Section (IPS) documented 37 lives saved due to program-funded seats through the Teddy Bear Sticker (TBS) Program. The IPS has continued to build

collaborative partnerships with school bus personnel in an effort to address safely transporting children with special medical needs, conducting on-site visits and technical trainings and attending school bus conferences/exhibits and training 276 school bus personnel during FFY2010 alone.

## Future Strategies

GOHS will implement the following strategies in FFY2011:

1. 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").
2. GTIPI – Conduct 15 Child Safety Technician (CPST) Certification Courses, certifying 195 new technicians, including six Spanish-speaking students. Present the rollover simulator at 120 different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle to 10,000 individuals. 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 PI&E materials, and (c) the development of materials targeting at-risk populations. GTIPI is also working with TSREG to increase the effectiveness of their evaluation strategies.
3. Teens Ride with PRIDE – Facilitate the presentation of Georgia Teens Ride with PRIDE 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, reaching an average of 125 participants per month.
4. 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).
5. Atlanta Fire and Rescue Fitting Station – Distribute and/or properly install an average of 7 child safety seats at each of the 33 Atlanta Fire Department fitting stations monthly. Educational materials will also be distributed to parents and caregivers.
6. Continue to build collaborative partnerships with community groups, organizations, including "faith-based", and law enforcement for the purpose of addressing highway safety initiatives at the local level. Provide occupant and child safety seat education to the community and address occupant safety use among adults.
7. Injury Coalition for Kids – Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population.
8. Facilitate occupant safety education in 70% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.
9. Elderly Drivers – The Department of Community Health will research and implement a program for occupant protection among elderly drivers.
10. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.
11. Implement a Georgia Child Passenger Safety Advisory Board (meeting bi-annually) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.

| Pedestrian and Bicycle Safety | Program Overview for Georgia Pedestrian and Bicycle Safety Programs |
|---|---|

Pedestrians and bicyclists are among the most vulnerable of all citizens who use our roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of a motor vehicle. GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

## Objectives

1. To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.
2. To provide funds to agencies for the purposes of increasing bicycle education, enforcement, and engineering concerns to encourage the ability for vehicles and cyclists to safely "share the road."

## Noteworthy Programs

In FFY2010, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. "Pedestrians Safety Initiative" – In FFY 2010, GOHS supported an initiative to encourage communities to examine and plan strategies using the three (3) E's for countering pedestrian death and injuries.
2. "Pedestrians Educating Drivers on Safety (PEDS)" – Focused on raising awareness for pedestrian safety issues in the metro Atlanta area by advocating the need for investment in pedestrian facilities, improved street design, and the modification of driver behavior. During FFY2010, PEDS included a radio campaign, crosswalk crackdowns and pedestrian-friendly design training for engineers.
3. "Pedestrian Advocates of the Coastal Empire (PACE)" – During FFY2010, the Chatham County Health Department developed Safe Routes to School for walking or biking children in areas identified as High Risk Zones. Established PACE (Pedestrian Advocates of the Coastal Empire) as a multi-faceted pedestrian safety committee in collaboration with community agencies and citizens promoting pedestrian and bicycle safety.
4. "Atlanta Bike Campaign Share the Road Awareness" – During FFY2010, the Atlanta Bike Campaign provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to "Share the Road" was emphasized.

### Funding Sources

NHTSA Section 402PS Funding: A total of $188,343.83 was expended to fund the Chatham County Health Department's "Pedestrian Advocates of the Coastal Empire" program, Pedestrians Educating Drivers on Safety (PEDS), and Fulton County Board of Education's "Safety Street Georgia" program.

## Results

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

1. During FFY2010, the PEDS program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through advocacy and education. PEDS increased drivers' perception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PEDS radio PSAs were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors.
2. During FFY2010, the Chatham County Health Department continued a community wide pedestrian safety campaign. PACE hosted two websites (www.pacesavannah.org and www.safekidssavannah.org) held monthly meetings for both PACE and Safe Kids Savannah, obtained six new member agencies while maintaining all existing partners, and presented the annual PACE Setter Awards at the annual Safe Kids Savannah luncheon. PACE worked with the Savannah's Citizen Liaison office to develop a traffic calming policy for the city in target neighborhoods. In addition, PACE continued to identify school zones in need of safety improvements, develop "safe routes" in conjunction with Chatham County Schools, conduct traffic injury prevention in identified schools, train crossing guards, and participate in the International Walk to School Day. PACE collaborated with Savannah Metro Police to enforce traffic laws in identified school zones and neighborhoods. PACE conducted 453 trainings throughout the year and 27 pedestrian and bicycle safety events.
3. In FFY2010, the Atlanta Bicycle Campaign (ABC) reached an estimated 1.6 million individuals, most of whom were drivers, with the "Share the Road" message. The ABC conducted ten bicycle safety classes and distributed 1,260 pieces of educational and safety collateral, including 200 sets of bicycle lights.

**Future Strategies**

GOHS will implement the following strategies in FFY2011:

1. Increase awareness of motorists and cyclists on 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 the Fulton County Board of Education to complete "Safety Streets Georgia."
5. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
6. Provide funding to PACE, operated by the Chatham County Health Department, to plan, implement, and evaluate pedestrian safety programs within Chatham County schools.
7. Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorist awareness and knowledge of safe ways to "Share the Road".
8. Collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

## Program Overview for Georgia Traffic Records

In FFY2010, GOHS sought to implement a strategic plan to 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 objectives. GOHS utilized NHTSA Section 408 funding to support traffic records.

**Objectives**

1. To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.
2. To co-sponsor the Georgia Traffic Records Coordinating Committee (TRCC) for continued synchronization and cooperation among various governmental and law enforcement entities.
3. To support the Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.
4. To promote and support research initiatives related to highway safety in Georgia.

**Noteworthy Programs**

In FFY2010, GOHS provided funding for programs to improve traffic records:

1. "The Traffic Records Coordinating Committee (TRCC)" – Responsible for coordinating and facilitating the state's traffic records activities. The State Traffic Records Coordinator operates from a strategic plan that guides the Committee's mission. The plan includes a long-range plan, support of the Traffic Records Coordinator, improvements in the process of crash location, and better communication to reporting agencies.
2. "Citation Data Warehouse" – The Georgia Administrative Office of the Courts upgraded the TIPS Case Management System to accept and process electronic citations through all classes of courts (in addition to paper citations).
3. "Crash Outcome Data Evaluation System (CODES)" – The Georgia Department of Community Health gathers 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. Also proposed are linkages with the Georgia Department of Driver Services (DDS) data sets.
4. "Public Access to OASIS Web Query System" – The Department of Community health will provide continuous, direct access to Hospital Emergency Room visit data and Motor Vehicle crash data and analysis on an online query system (OASIS), decreasing the need to contact staff.
5. "DPS Technology Data Model"—The Department of Public Safety implemented Computer Aided Dispatch (CAD) model statewide, which included hardware, software, training, installation, and configuration services. This effort will help achieve information interoperability with other law enforcement agencies and develop a Compstat approach to the use of traffic enforcement assets aimed at high crash corridors.

**Funding Sources**

1. NHTSA Section 408K9 Funding: A total of $1,450,862.74 was expended to fund the Traffic Records Coordinating Committee, the Administrative Office of the

Courts' "Citation Data Warehouse", and the Department of Community Health's "Crash Outcome Data Evaluation System (CODES)".

2. NHTSA Section 406CP Funding: A total of $5,530,137.35 was expended to fund the implementation of the CAD model for the Department of Public Safety.

**Results**

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

1. Under the TRCC in FFY2010, GOHS continued The Fatality Analysis and Surveillance Tool (FAST), which provides a monthly update of current fatality reports. GOHS designed this tool to reflect highway fatalities as recorded by the state crash repository. Using the tool, one may identify highway fatality "hot spots," fatality target goals, and projected end-of-year fatalities. Its use was instrumental in formulating Georgia's Strategic Highway Safety Plan.
2. In FFY2010, the Citation Data Warehouse was built with the capability to capture all of the data elements currently found on the uniform traffic citation as well as fine and fee information and citation disposition information. The Citation Data Warehouse currently resides on grant-purchased servers.
3. In FFY2010, Department of Community Health personnel prepared 2008 crash and hospital data for linking, as well as simulated data using CODES2000 program.
4. In FFY2010, Department of Community Health personnel loaded OASIS crash interface on test server.
5. In FFY2010, the Department of Public Safety installed 6 dispatch centers and 400 vehicles with software products. Vehicles required custom consoles, docking stations for laptops, printer, cabling and GPS receivers. DPS trained 836 law enforcement officers in the use of equipment. Crash data was collected in a more timely and accurate method. Decisions were data driven and concentrated on outcomes in reduction of traffic incidents.

**Future Strategies**

GOHS will implement the following strategies in FFY2011:

1. Provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Provide funding to continue the installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Finalize the implementation of electronic crash reporting capacity in the Crash Reporting Unit of GDOT.
4. Provide and support the TraCS system for interested LEAs that do not have an electronic Records Management System (RMS).

   *Support the vendors of electronic RMSs in developing electronic crash reporting capacity for their clients.*

## Program Overview for Georgia Paid Media Report

In conjunction with NHTSA, GOHS developed paid media messages for distribution to statewide and targeted areas for NHTSA/GOHS mobilization periods occurring during "Click It or Ticket," "Over The Limit. Under Arrest," "Georgia is Buckle Up Country," "100 Days of Summer H.E.A.T," and "Share The Road" campaigns.

### Objective

In 2010, the following objective was established by GOHS in an effort to increase public awareness and change the public's traffic safety behavior: To provide funds for the procurement of a **"year round message"** delivered through a statewide Paid Media campaign to reach Georgia's Primary Audience (male drivers 18 to 34) and Secondary Audience (all Georgia drivers) to foster lifesaving highway safety awareness, promote safety belt usage, and safe and sober driving. The combined GOHS safe driving campaign messages condense to this six-word warning: **"Drive Sober. Buckle Up. Slow Down."**

### Noteworthy Programs

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

To accomplish its broad PI&E goals, GOHS allocates funding for television, radio, cinema, and sports arena advertisements. In FFY2010, GOHS expended $1.45 million to purchase paid media. Over $692,798 was spent on television advertisements, $452,042 on local networks, $227,571 on local cable, and $13,185 on statewide syndicated channels. GOHS spent approximately $611,341 on radio advertisements, and a total of $133,652 was spent on out-of-home advertisements, including those in sports arenas. Major programs implemented by GOHS included "Click It or Ticket" occupant protection initiatives, "Over The Limit. Under Arrest" impaired driving initiatives, "100 Days of Summer HEAT" sustained speed enforcement initiative, "Georgia is Buckle Up Country" rural safety belt demonstration project, GOHS "Super Speeder" promotion campaign, GOHS "Texting" campaign, and GOHS "Share the Road" campaign.

### Funding Sources

1. NHTSA Section 406PM Funding: A total of $771,150.56 was expended to fund Safety Belts Paid Media.
2. NHTSA Section 410K8PM Funding: A total of $593,277.45 was expended to fund Impaired Driving Paid Media.

## Results

GOHS employed paid media throughout its November 2009 and May 2010 "Georgia is Buckle Up Country" rural safety belt demonstration project. GOHS spent approximately $322,560 for paid media in the Atlanta, Albany, Augusta, Savannah, GSA, and statewide markets. GOHS received an additional 1,596 local radio spots at an estimated added value of $32,808; and 1,853 TV spots at $22,429 during these two campaigns. These spots combined to form a media blitz that reached television, radio, cable, cinema, and sporting events throughout rural regions of the state. The target population for the media campaign was composed of men aged 18 to 34. Television spots during the two campaigns reached 21.3% of the statewide target population. On average, GOHS advertisements reached targeted viewers at a frequency of 4.1 times each, adding up to over 1.8 million total impressions (viewers reached multiplied by frequency reached). Radio advertisements reached 37.4% of the statewide target population 5.0 times each, for a total of over 5.7 million impressions.

GOHS employed paid media throughout its November, 2009 "Click-It or Ticket" initiative and the December, 2009 "Over the Limit. Under Arrest" impaired driving campaign. GOHS spent approximately $386,029 for paid media in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 1,792 local radio spots at an estimated added value of $29,594; and 1,477 TV spots at $51,014 during these two campaigns. These spots combined to form a media blitz that reached television, radio, cable, and cinema audiences throughout the most populous regions of the state. The target population for the media campaign was composed of men aged 18 to 34. Television spots during the two campaigns reached 11.0% of the statewide target population 3.9 times each, for a total of over 5.9 million impressions. Radio advertisements reached 35.0% of the statewide target population 4.4 times each, for a total of over 5.8 million impressions.

In FFY2010, GOHS utilized paid media to promote three special campaigns in specific Georgia markets. The first of these was its December 2009-January 2010 "Super Speeder" campaign, which targeted markets in Atlanta, Albany, Augusta, Columbus, Macon, Savannah and statewide. GOHS spent $41,964 on radio advertising, and received an additional 931 bonus radio spots at an estimated value of $6,558. Radio spots during this campaign reached 24.6% of the target population 3.7 times each for a total of 1.7 million impressions. The second special campaign addressed the Texting Ban, and was conducted on March 9, 2010 through television advertisement in the Atlanta area. A total of $3,600 was spent to reach 5.0% of the target population 1.3 times each for a total of 30,760 impressions. The third special campaign promoted GOHS' "Share the Road" message in Atlanta and statewide markets, spending $28,382 on radio advertisement and $30,185 on out-of-home promotions. GOHS received an additional 255 bonus radio spots at an estimated value of $10,141 for this campaign.

For its May, 2010 "Click It or Ticket" media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for $246,786. GOHS received an additional 2,672 local radio spots at an estimated added value of $17,796; and 1,625 TV spots at $15,691. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through its television purchases, GOHS reached 34.9% of households in targeted markets approximately 4.0 times each, making 3.0 million total impressions. Through its radio spots, GOHS reached 71.1% of target audiences approximately 5.1 times each, for approximately 3.8 million impressions.

For its 4th of July, 2010 "Over the Limit. Under Arrest" media initiative, GOHS purchased radio, television, and cable paid media for approximately $194,270. GOHS received an additional 1,273 local radio spots at an estimated added value of $10,000; and 1,589 TV spots at $19,977. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached 32.9% of households in targeted markets at a frequency of 4.4 times each, for a total of 3 million impressions. Through its radio spots, GOHS reached 31.8% of the target audience approximately 5.0 times each, making over 3.5 million total impressions.

For its Labor Day, 2010 "Over The Limit. Under Arrest" initiative, GOHS purchased $194,252 worth of television, radio, cable and sports-venue advertising in metropolitan areas and statewide. GOHS received an additional 866 local radio spots at an estimated added value of $14,650; and 1,540 TV spots at $16,537. Television advertisements reached 32.7% of the target audiences approximately 3.7 times each, and radio spots reached 36.4% of the target market approximately 4.7 times each. For this campaign, television spots made a total of 2.8 million impressions, while radio advertisements made 2.9 million impressions.

This year, the Georgia GOHS continued its innovative program, "100 Days of Summer H.E.A.T.," designed to link several traffic safety campaigns into a sustained-enforcement meta-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement officers and data from previous paid media campaigns, GOHS staff created a combined Public Information and Education (PI&E) and enforcement campaign. This campaign was designed to overlay a sustained speeding-reduction initiative on programs that included occupant protection and impaired-driving components. During the FFY2010 campaign, 277 media events were held, 256 educational events were conducted, and 2,621 road checks were coordinated. Statewide, law enforcement personnel apprehended 5,619 DUI violators, issued 29,975 safety belt citations, and caught 77,787 motorists driving above the speed limit. In addition, 1,385 fugitives were arrested during Summer HEAT. This plan received approval from NHTSA and was adopted in its first year by several other Southeastern states. It received regional acclaim in the Southeast and may be adopted nationally in the future as a combined program model with broad impacts on aggressive and impaired driving and on occupant protection violations. GOHS did not, however, purchase advertisements for this program separately. Rather, sustained enforcement messages were incorporated into the "Over the Limit. Under Arrest" paid media campaign and other media purchases, producing significant synergies and cost savings.

The Survey Research Center (SRC) at the University of Georgia conducted a "Drinking and Driving Survey" after the Thanksgiving 2009 campaign. According to this survey, 78.2% of respondents heard of OZT; however, only 15.2% reported hearing of the slogan "Over the Limit, Under Arrest." Of those aware of this slogan, 83.8% reported hearing of it from media outlets, billboards or road signs; however, only 25.0% received the message in the last two weeks and 20.8% in the last month. A majority of respondents reported receiving the message more than a month ago. The same survey found that 72.8% heard of GOHS, and 70.3% heard of the Move Over Law. Of those surveyed, 72.7% reported that they were likely to be stopped by police while drinking and driving, and 92.2% said they saw police while driving.

The SRC also conducted a telephone survey before and after the GOHS May 2010 Click-It-or-Ticket campaign. Awareness of the safety belt law in Georgia increased to 97.9% after the CIOT campaign, compared to 97.5% before. After the campaign, 33.8% of those surveyed had heard of special efforts to ticket drivers not wearing safety belts compared to 12.0% before, a 182% increase in knowledge. The awareness level of respondents of the slogan "Click It or Ticket" increased to 83.5% in the post-survey, from 68.5% in the pre, a 21.9% increase. The awareness level of the following traffic safety slogans also increased: "Friend, don't let friends drive drunk"; "Buckle up America"; and "You Drink, You Drive, You Lose." After the CIOT campaign, respondents reported receiving messages about safety belt use from media sources (television or radio) at an increased rate of 37.8%, compared to 18.6% in the pre-survey, a 103% increase in awareness.

This same 2009 study reported that 3.2% of respondents professed to an increase in safety belt use after the CIOT campaign. This reported behavior was corroborated by a safety belt usage rate increase of 2.7% in observed areas. The most common factors cited for the increased use of safety belts included increased awareness, influence/pressure, and the safety belt law. After the CIOT campaign, 68.4% of respondents perceived that community law enforcement officers were likely to give tickets for safety belt violations, as opposed to 52.2% before. After the campaign, respondents heard about safety belt checkpoints at nearly twice the rate as before, and the number of respondents who were personally stopped at checkpoints increased 22.9%, exemplifying GOHS' dedication to following up media messages with enforcement.

GOHS also funds grantees who produce tailored PI&E campaigns designed to reach specific audiences to address critical issues. One major paid media program during FFY2010 was The Atlanta Bicycle Campaign (ABC), which was funded at $41,420. The ABC provided PI&E on bicycle traffic safety, encouraging both motorists and bicyclists in the Atlanta metropolitan area to "Share the Road." The ABC saturated multiple forms of media with not only television, radio and newspapers messages, but also street banners, billboards, public bus placards, posters, brochures, bumper stickers, promotional pens, and yard signs. Unconventional media events were also held, such as "bike trains." The ABC estimated that they reached 1.6 million individuals, most of whom were drivers, during the FFY2010 campaign.

Other grantees were funded with programs that combined PI&E efforts with other educational interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program included an anti-speeding campaign as well as an initiative to promote pedestrian safety in the Hispanic community of Atlanta. Funded at $69,100, the PEDS program generated substantial "earned media" for pedestrian-related issues by distributing short videos via Facebook, PEDS' blog and E-Newsletter, appearing on radio shows, and personally inviting reporters to activities such as crosswalk stings.

In summary GOHS media campaigns, which were always accompanied by enforcement initiatives, effectively reached the entire state with traffic safety messages that emphasized occupant protection, speeding reduction, and impaired-driving reduction initiatives. These individual GOHS initiatives presented year-round traffic safety media messages to Georgia motorists, emphasizing occupant protection, impaired driving, and safer driving messages.

## Noteworthy Practices

| |
|---|
| **Project Title: Georgia Highway Safety Programs Evaluation** – Georgia Highway Safety Programs Evaluation – Traffic Safety Research and Evaluation Group (TSREG). |
| **Target:** Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY2010. |
| **Program Area:** Evaluation |

### Problem Statement

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

### Objectives

1. FFY2009 and FFY2010 grants: Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2009, as well as current year FFY2010.
2. FFY2009 grants: Submit a draft final report to GOHS no later than March 31, 2010 and a final report no later than November 30, 2010, which reports shall include a summary and interpretation of all data that has been collected during the FFY2009 funding period.
3. For funding year FFY2008, submit final report which shall include summary and interpretation of all data collected during FFY2008 funding period.
4. Coordinate the contractual agreement for the statewide observational seatbelt survey for FFY2010 with the Survey Research Center of the University of Georgia.
5. Provide technical assistance as needed to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues were significantly impacted by 2009 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
6. Provide technical assistance as needed to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by 2010 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T.".
7. Compile and analyze process data related to the regional data coordinator pilot project (RCL Project).
8. Implement the approved evaluation plan, developed in conjunction with GOHS officials and the RCL pilot project coordinator.
9. Submit a draft report to GOHS which includes a summary and interpretation of process evaluation data from the regional data coordinator pilot project and finalize the report no later than September 30, 2010.
10. To facilitate traffic safety in local communities, including local Hispanic communities, by participating in GOHS' mobilizations during the grant period.
11. To draft, write and submit to GOHS, the NHTSA Final Report (also known as the GHSA Report) by December 15, 2009.
12. To receive, clean, enter and analyze impact data from GTIPI, as needed.

**13.** Write and submit Georgia Traffic Safety Program Impact Analysis for all programs implemented in FFY2009.
**14.** To provide evaluation services to other GOHS grantees as requested.

### Strategies/Results

1. Obtained a copy of each funded project; read each project proposal; performed an evaluability analysis for each grant, requesting revision from grantees to increase evaluability when appropriate; submitted press release; established data submission process; SPSS database constructed beginning of the FFY2010 grant year after FFY2009 closed out; updated database monthly or as needed; poster presentations at lifesavers; midpoint report based on process data.
2. Submitted draft final report to GOHS after difficulty with acquiring the final version of the FFY2009 Highway Safety Plan throughout the late spring and early summer; submitted final report ahead of schedule because of faster turnaround on vital statistics.
3. Completed final report with increased impact evaluation content and new calculations for alcohol-related crashes, injuries and fatalities; new database constructed to house daily crash reports emailed regularly from GDOT.
4. Completed contractual agreement on schedule.
5. Coordinated drinking and driving survey with Survey Research Center; work completed on surveys of GOHS Holiday 2009 initiatives; work completed on surveys of GOHS Summer 2010 initiatives; work completed on occupant safety report.
6. Performed special evaluation of grantees with funding over $100,000.
7. Completed a 2009 fatality report, which compared preliminary data from 2009 to 2008 and illuminated trends in roadway safety.
8. Completed the RCL evaluation, and results were presented at two conference during that grant year. In FFY2010, TSREG continued to present results at national and international conferences, as well as publish articles and prepare further articles for publication. The first presentation of result in FFY2010 was at the Lifesavers Conference in April. Results were also presented at the Canadian Multidisciplinary Road Safety Conference in Ontario in June and at the International Health Conference in Geneva in July. As part of the Canadian conference, a white paper report was published online and in their proceedings. TSREG personnel also collaborated with RCL District 9's Steve Davidson on an article about their program Drive Alive, documenting efforts to increase safety belt usage among Wayne County HS student drivers. This article was published in the May 2010 edition of the Western Journal of Emergency Medicine. TSREG is currently working on both an internal report of all RCL operations for GOHS and another published article to be submitted to the Journal of Public Health. In addition to these activities, TSREG continued to support RCL operations, attending a meeting for RCL District 9 in Vidalia, GA on May 14. At this meeting, RCL results were presented to stakeholders.
9. Continued to support GTIPI after a series of meetings and efforts to improve evaluation of GTIPI programs. After extensive collaboration in FFY2008 and FFY2009, TSREG met with GTIPI personnel in November and April to discuss ongoing evaluation efforts and further improvements. The next step for GTIPI still remains untaken: to include impact evaluation as part of their grant objectives.
10. Participated in a webinar coordinated by NHTSA on Performance Measures: Changes in Behavior, Awareness and Attitudes Survey on Jan 19. Webinar was informative, and Georgia seems to be on the right track through its contract with UGA's Survey Research Center.

11. Traveled to GOHS headquarters in Atlanta on April 29 to make presentation on TSREG's relationship with GOHS, detailing nearly 15 year partnership. This presentation came at the request of GOHS.
12. Traveled to Forsyth, GA to make a presentation at GOHS Bidder Conference on May 27 at the request of GOHS. This presentation focused on good objectives/activity/evaluation techniques. After this presentation, TSREG contacted by 20 attendees for further assistance concerning grant writing.
13. Interviewed by WUOG, a local TV station, concerning drop in fatalities dropped over Labor Day holiday. Interview completed and available online.

**Cost:** $293,548.81
**Funding Source(s):** NHTSA Section 402CP (Community Traffic Safety Project)

**Contact Information**
**Name:** Carol P. Cotton, Ph.D.
**Title:** Project Director/Principal Investigator
**Agency:** University of Georgia
**Phone Number:** (706) 542-2804
**Email:** cpcotton@uga.edu

| **Project Title: Rural Roads Initiative** |
|---|
| **Target:** Coordinate traffic enforcement on rural roads in Georgia to reduce fatalities. |
| **Program Area:** Law enforcement, highway safety planning and assessment. |

## Problem Statement

Georgians traveling on rural roads and living in rural communities are at an increased risk for motor vehicle crash-related deaths. Rural roads in Georgia have consistently scored high for number of persons killed per accident. The increased risk of death may be attributed to numerous factors, including: 1) individual behavior choices; 2) highway design, engineering, and construction; 3) traffic safety laws that do not address at-risk populations; and 4) lack of highway safety law enforcement. Furthermore, a lack of information is available at the local level regarding validated and analyzed data, which affects the ability to successfully address highway safety planning, evaluation, and outcomes at the community level. During FFY2010, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9, through the Georgia Department of Community Health and EMS District 2 through the Pioneer RESA organization.

### Objectives:

1. **In both EMS Districts (EMS 2 and 9):** By August 31, 2010, establish and maintain rural Community Mobilization Groups (CMGs) in at least 75% of covered counties during FFY2010.
2. **In both EMS Districts (EMS 2 and 9):** The Regional Coordinator will have worked with CMGs, the Public Health RRI Project, and GOHS to access highway safety data generated in the region and review the data to determine steps needed to better use the local data for planning and evaluation during the program year.
3. **In both EMS Districts (EMS 2 and 9):** Provide documentation of results of evaluation of program.
4. **In both EMS Districts (EMS 2 and 9):** There will be at least ten traffic safety events or projects carried out within the NE Rural Roads Initiative Region during the program year.
5. **In EMS 9:** At least six new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during FFY2010.
6. **In EMS 9:** Work with GOHS and provide data analysis and mapping services in order to maintain the Northeast Georgia Rural Roads Initiative (NE GA RRI) office during the program year.
7. **In EMS 2:** There will be at least six new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during the program year.
8. **In EMS 2:** Train 83 Georgia State Troopers as Child Safety Seat Technicians.

### Strategies/Results:

1. **EMS 9:** Secured 5 new CMGs located throughout region for a total of 25.
2. **EMS 9:** Submitted 19 new proposals for funding to gain resources for traffic safety efforts in community.

3. **EMS 9:** Completed risk maps for 22 counties with four risk factors broken into age groups and distributed at RRI meetings.
4. **EMS 9:** Twenty-six projects were conducted with law enforcement network meetings attended and support provided to National Campaigns.
5. **EMS 9:** Each month of the SE GA RRI project documented the results of evaluation on progress on objectives. Over all for the fiscal year, every objective was met and exceeded.
6. **EMS 9:** Conducted 208 safety belt observations for the Drive Alive teen seat belt interventions at region high schools.
7. **EMS 2:** Secured 8 new CMGs located throughout region for a total of 14.
8. **EMS 2:** Conducted 108 Child Passenger Safety Technician training in region, passing out 215 seats.
9. **EMS 2:** Submitted 8 new proposals for funding to gain resources for traffic safety efforts in community.
10. **EMS 2:** Trained and re-certified 83 law enforcement officers as National Certified Child Passenger Technicians.
11. **Both Districts:** The programs in their first complete years have generated media coverage that is beginning to build awareness of traffic safety as a problem in the targeted rural communities.
12. **Both Districts:** All stated objectives and milestones were completed.

**Cost:** $152,114.67

**Funding Sources:** NHTSA Section 402CP (Community Traffic Safety Project)

**Contact Information:**
**Name:** Steve Davidson
**Title:** Project Manager
**Agency:** Georgia Dept. of Community Health
**Phone:** (912) 588-2562
**E-mail address:** sdavidson@gdph.state.ga.us

**Name:** Randall Townley
**Title:** Project Manager
**Agency:** Pioneer RESA
**Phone:** (706) 865-2141
**E-mail address:** rtownley@pioneerresa.org

## Noteworthy Practices *(continued)*

| |
|---|
| **Project Title:** Highway Enforcement Against Aggressive Traffic (H.E.A.T.) |
| **Target:** To reduce aggressive traffic violations and DUI's in twenty-one jurisdictions. |
| **Program Area:** Speed and aggressive driving countermeasures. |

**Problem Statement**

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

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

1. To maintain five officers dedicated to the H.E.A.T. grant 100% of their time. These officers will be certified with radar/lidar, intoxilyzer, SFST, drugs that impair driving and other DUI related classes.
2. To participate in GOHS/NHTSA activities, campaigns, or other programs.
3. To coordinate road checks or saturated patrols with other H.E.A.T. units or local agencies.
4. To initiate a minimum of 30 DUI contacts each month.
5. To initiate a minimum of 200 speed contacts each month.
6. To initiate a minimum of 30 Occupant Safety Restraint non-compliance contacts per month.
7. To conduct safety restraints surveys to gather data to gauge the effects that safety restraint enforcement activities have on citizens during the year.
8. To support Child Passenger Safety programs in the community.
9. To promote traffic safety awareness in the community.

**Sample Strategies/Results:**

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

1. The H.E.A.T. program included 21 grants in FFY2010. The H.E.A.T. program currently operates in both metro and rural areas of Georgia. GOHS expended $2,988,054.48 for H.E.A.T. programs in FFY2010.
2. During FFY2010, H.E.A.T. units across the state arrested 11,162 DUI offenders, handed out 136,225 speeding tickets, and cited 16,362 vehicle occupants for safety belt violations.
3. During FFY2010, H.E.A.T. units reported a reduction in total crashes and fatalities by 15.5% and 3.0%, respectively, while total injuries rose 2.2%. In addition, unrestrained fatalities in H.E.A.T. jurisdictions fell 6.7%, impaired fatalities dropped 1.4%, and speed-related fatalities decreased 0.6%. Pedestrian fatalities rose 0.1%.
4. During FFY2010, the Metro Atlanta Multi-jurisdictional DUI Task Force and other metro Atlanta H.E.A.T. units targeted areas after utilizing traffic analysis. A total of 106,492 speeding tickets, 8,021 DUI arrests, and 6,630 safety belt citations were made in the Atlanta metropolitan area. Of these citations, the DeKalb County PD

H.E.A.T. Unit contributed 1,212 DUI, 30,657 speeding, and 2,034 safety belt citations. The Henry County PD/BOC HEAT Unit contributed 1,113 DUI, 16,466 speeding, and 1,044 safety belt citations.

5. During FFY2010, Metro Atlanta area H.E.A.T. units reported reductions in crashes and injuries by 19.1%, and 3.2%, respectively; however, fatalities rose 12.9%. Unrestrained fatalities were down 8.2%, impaired fatalities decreased 22.0%, and pedestrian fatalities dropped 6.1%. Speed fatalities rose 2.0%.
6. During FFY2010, the City of Atlanta H.E.A.T. Unit and the DUI Task Force conducted 29 joint efforts with metro jurisdictions and zones, including road checks and saturated patrols. The units adjusted the schedules to work Sundays and Mondays for aggressive/impaired driving concerns and to assist other metro agencies who are experiencing the same traffic issues (Targeted Enforcement).
7. During FFY2010, H.E.A.T. jurisdictions outside the Metro Atlanta area reported a 7.1% drop in total crashes, a 24.7% decrease in total fatalities, while total injuries remained stable. In addition, unrestrained fatalities dropped 52.7%, impaired fatalities decrease 38.9%, and speed-related fatalities fell 39.5%. Pedestrian fatalities rose 21.1% in these jurisdictions outside the Atlanta area.
8. In FFY2010, H.E.A.T. units achieved 91.0% of the stated objectives, and 90.3% of the stated milestones. All H.E.A.T. units achieved at least 50% of their stated objectives and milestones. 40.7% of H.E.A.T. units achieved all of their stated objectives and milestones.

**Cost:** Total H.E.A.T. grants: $2,988,054.48

**Funding Sources:** NHTSA Sections 402PT and 410K8. However, these grants were generally structured so that, for every two officers provided by GOHS, one officer was dedicated to the project by the grantee agency as an in-kind match.

1. **Contact Information:**
**Name:** Ryan Sears
**Title:** Sergeant
**Agency:** Barrow County Sheriff's Office
**Phone:** (770) 307-3080 x 1383
**E-mail address:** rsears@barrowsheriff.com

2. **Contact Information:**
**Name:** Mike Scarbary
**Title:** Lieutenant
**Agency:** Bibb County Sheriff's Office
**Phone:** (478) 621-5604
**E-mail address:** mscarbary@co.bibb.ga.us

3. **Contact Information:**
**Name:** Greg Holcomb
**Title:** Deputy Sheriff
**Agency:** Carroll County Sheriff's Office
**Phone:** (770) 214-3596
**E-mail address:** gholcomb@carrollsheriff.com

4. **Contact Information:**
**Name:** Mrs. Vicki Benefield
**Title:** Grant Administrator
**Agency:** Cherokee County Sheriff's Office
**Phone:** (678) 454-7476
**E-mail address:** vickie.benefield@ellijay.com

5. **Contact Information:**
**Name:** Calvin Moss
**Title:** Commander, Special Operations
**Agency:** City of Atlanta Police Department
**Phone:** (404) 209-5260
**E-mail address:** cmoss@atlantapd.org

6. **Contact Information:**
**Name:** Brian Denekes
**Title:** Lieutenant
**Agency:** Clayton County Police Department
**Phone:** (770) 477-3638
**E-mail address:** brian.danekes@co.clayton.ga.us

7. **Contact Information:**
**Name:** John LaChance
**Title:** Sergeant
**Agency:** Coweta County Sheriff's Office
**Phone:** (770) 254-8922
**E-mail address:** jlachance@coweta.ga.us

8. **Contact Information:**
**Name:** P. S. Sheirling
**Title:** Special Operations Unit Commander
**Agency:** DeKalb County Police Department
**Phone:** (404) 294-2531
**E-mail address:** pssheirling@co.dekalb.ga.us

9. **Contact Information:**
**Name:** Tom Jackson
**Title:** Lieutenant
**Agency:** Dougherty County Sheriff's Office
**Phone:** (229) 430-6600
**E-mail address:** tjackson@dougherty.ga.us

10. **Contact Information:**
**Name:** Jeff Nalley
**Title:** Captain
**Agency:** Douglas County Sheriff's Office
**Phone:** (770) 949-5656
**E-mail address:** jnalley@sheriff.douglas.ga.us

11. **Contact Information:**
**Name:** James Champion
**Title:** Corporal
**Agency:** Dublin Police Department
**Phone:** (478) 277-5023
**E-mail** address: championj@dlcga.com

12. **Contact Information:**
**Name:** Jill Manders
**Title:** Sergeant
**Agency:** Duluth Police Department
**Phone:** (770) 476-4151
**E-mail address:** jmanders@duluthpd.com

13. **Contact Information:**
**Name.** Michael Honiker
**Title:** Adjutant
**Agency:** Forsyth County Sheriff's Office
**Phone:** (678) 513-5919
**E-mail address:** mdhoniker@forsythco.com

14. **Contact Information:**
**Name:** Robert Orange
**Title:** Budget Director
**Agency:** Georgia Department of Public Safety
**Phone:** (404) 624-7628
**E-mail address:** rorange@gsp.net

15. **Contact Information:**
**Name:** Jim Kelly
**Title:** Captain
**Agency:** Glynn County Police Department
**Phone:** (912) 554-7830
**E-mail address:** jkelly@glynncounty-ga.gov

16. **Contact Information**
**Name:** Kimberly Monast
**Title:** Research and Development Specialist
**Agency:** Henry County Police Department
**Phone:** (770) 288-1833
**E-mail address:** kmonast@co.henry.ga.us

17. **Contact Information:**
**Name:** Patrick Banks
**Title:** Lieutenant
**Agency:** Paulding County Board of Commissioners
**Phone:** (770) 443-3010
**E-mail address:** csusergeant@aol.com

18. **Contact Information:**
**Name:** Dan Nable
**Title:** Project Director
**Agency:** Sandy Spring Police Department
**Phone:** (770) 551-3311
**E-mail address:**
raymond.nable@sandyspringsga.org

19. **Contact Information:**
**Name:** Brian Childress
**Title:** Commander
**Agency:** Valdosta Police Department
**Phone:** (229) 293-3109
**E-mail address:** bchildress@valdostacity.com

20. **Contact Information:**
**Name:** Kevin Shultz
**Title:** Traffic Enforcement/H.E.A.T. Supervisor
**Agency:** Walton County Sheriff's Office
**Phone:** (770) 266-1697
**E-mail address:** kshultz@co.walton.ga.us

21. **Contact Information:**
**Name:** Dennis Dorsey
**Title:** Captain
**Agency:** Winder Police Department
**Phone:** (770) 867-2156
**E-mail address:**
dennis.dorsey@cityofwinder.com

## Looking to the Future

**Significant challenges to be addressed:**
In conjunction with the 2011 GOHS Highway Safety Plan Goals, the following challenges to be addressed:

1. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.

2. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.

3. **Increase education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing understanding of current and proposed traffic safety legislation.

4. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.

5. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.

6. **Respond to the rise of motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and research inherent causes behind motorcycle deaths are imperative to enhance the safety of Georgia roadways.

7. **Respond to the practical problems caused by Joshua's Law.** Parents look to the community schools and library systems to solve education issues and provide opportunities for the requirement of driver education

8. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.

9. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.

**Core Behavior**

To increase statewide observed safety belt use of front seat occupants in passenger vehicles 1 (one) percentage point from the 2008 calendar base year average usage rate of 90% to 91% by December 31, 2011.

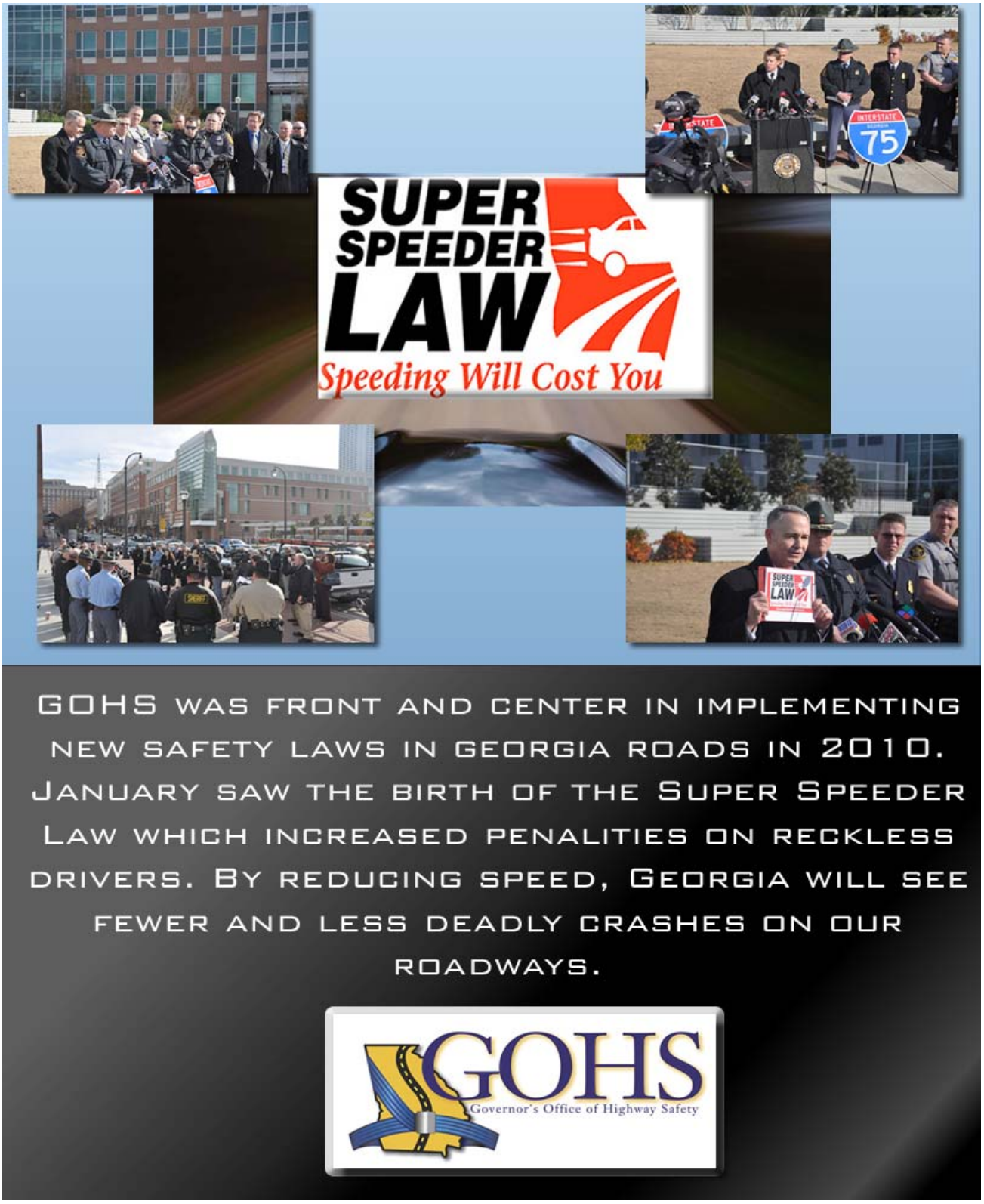
**FFY2011 Key Performance Measures**

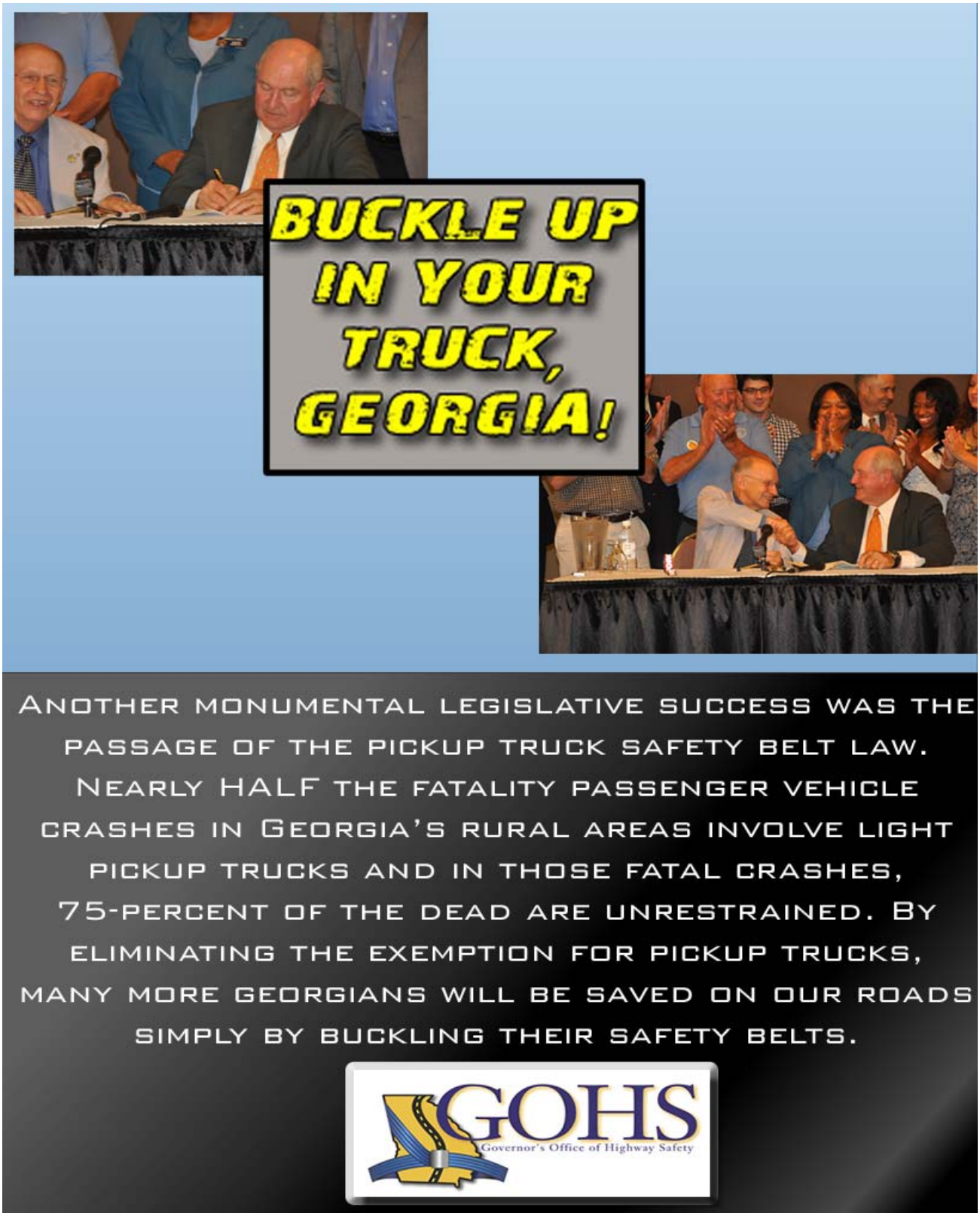
1. To maintain the steady decrease of traffic fatalities below the 2008 calendar base year average of 1,493 by December 31, 2011.
2. To maintain the steady decrease serious traffic injuries below the 2008 calendar base year average of 115,737 by December 31, 2011.
3. To decrease overall fatality rates in rural and urban areas.
   a. To decrease fatalities/VMT fifteen-percent (15%) from the 2008 calendar base year average of 1.37 to 1.16 by December 31, 2011.
   b. To decrease rural fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 1.82 to 1.73 by December 31, 2011.
   c. To decrease urban fatalities/VMT five-percent (5%) from the 2008 calendar base year average of 0.97 to 0.92 by December 31, 2011.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen-percent (15%) from the 2008 calendar base year of 578 to 491 by December 31, 2011.
5. To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.
6. To maintain the steady decrease of speed related fatalities below the 2008 calendar base year count of 309 by December 31, 2011.
7. To decrease motorcyclist fatalities ten-percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
8. To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year of 14 to 12 by December 31, 2011.
9. To decrease drivers age 20 or younger involved in fatal crashes twenty-percent (20%) from the 2008 calendar base year of 221 to 177 by December 31, 2011.
10. To reduce pedestrian fatalities one-percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

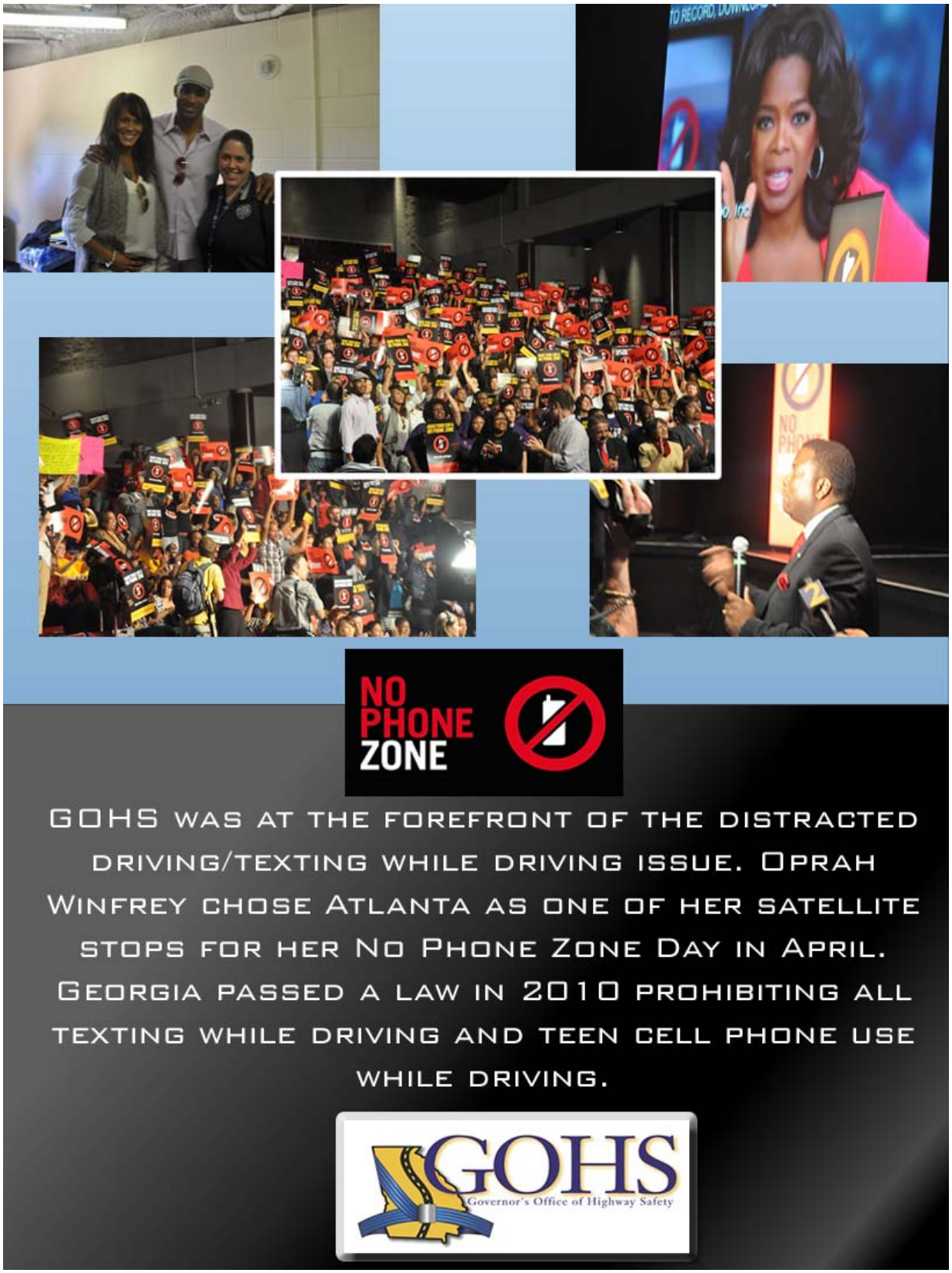
**Significant training, technical assistance, expertise and other resources necessary for success:**

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

# “2010 Pictorial Review”


SUPER SPEEDER LAW
Speeding Will Cost You
GOHS was front and center in implementing new safety laws in Georgia roads in 2010. January saw the birth of the Super Speeder Law which increased penalities on reckless drivers. By reducing speed, Georgia will see fewer and less deadly crashes on our roadways.
GOHS
Governor's Office of Highway Safety


BUCKLE UP IN YOUR TRUCK, GEORGIA!
ANOTHER MONUMENTAL LEGISLATIVE SUCCESS WAS THE PASSAGE OF THE PICKUP TRUCK SAFETY BELT LAW. NEARLY HALF THE FATALITY PASSENGER VEHICLE CRASHES IN GEORGIA'S RURAL AREAS INVOLVE LIGHT PICKUP TRUCKS AND IN THOSE FATAL CRASHES, 75-PERCENT OF THE DEAD ARE UNRESTRAINED. BY ELIMINATING THE EXEMPTION FOR PICKUP TRUCKS, MANY MORE GEORGIANS WILL BE SAVED ON OUR ROADS SIMPLY BY BUCKLING THEIR SAFETY BELTS.
GOHS
Governor's Office of Highway Safety


NO
PHONE
ZONE
GOHS was at the forefront of the distracted driving/texting while driving issue. Oprah Winfrey chose Atlanta as one of her satellite stops for her No Phone Zone Day in April. Georgia passed a law in 2010 prohibiting all texting while driving and teen cell phone use while driving.
GOHS
Governor's Office of Highway Safety

"Rural and Human Services Transportation Coordination" legislation in Georgia passed at the 2010 Session of the General Assembly. As in a number of states, it is now required that agencies work together to deliver transportation in a coordinated, efficient manner to all Georgians. In August, GOHS was one of the hosts of the first Rural and Human Services Workshop.

GOHS
Governor's Office of Highway Safety

Georgia Law Enforcement was once again recognized for the hard work put into the field of highway safety. During the 2010 IACP Conference, over 15 different law enforcement agencies were nationally honored for their excellence on Georgia's roads and highways.

GOHS
Governor's Office of Highway Safety

In 2010, NHTSA Administrator David Strickland visited GOHS to learn more about the innovative highway safety programs in place in Georgia and to offer national support to furthering life saving efforts on our roadways.

GOHS
Governor's Office of Highway Safety

The 2010 Youth and Young Adult Conference took place on September 10th and 11th, 2010 at Lake Lanier Islands. This exciting two day conference helped student representatives focus on new ways to communicate life-saving ideas to their peers in Georgia high schools and universities. The conference lined up local and nationally recognized motivational speakers and presented workshops targeted for high schools and colleges.

GOHS
Governor's Office of Highway Safety

THE GOVERNOR'S OFFICE OF HIGHWAY SAFETY "LED THE PACK" IN A VERY SPECIAL CONVOY TO THE CAPITOL THIS THURSDAY AS PART OF GEORGIA'S ANNUAL SCOOTER COMMUTER DAY CAMPAIGN. THERE ON THE STEPS OF THE GOLD DOME, GOHS JOINED ABOUT A HUNDRED SCOOTER ENTHUSIASTS FOR THIS DAY DEDICATED TO INCREASING LOCAL AWARENESS FOR SCOOTER SAFETY AND ALTERNATIVE TRANSPORTATION. 2010 MARKS THE THIRD YEAR GOHS HAS SPONSORED THIS EYE-CATCHING SCOOTER SAFETY RALLY AT THE CAPITOL.

GOHS
Governor's Office of Highway Safety

From GOHS to you -- The Governor's Challenge is GOHS's way of recognizing and rewarding state law enforcement for their outstanding traffic enforcement and highway safety efforts.. And for all they do to save lives on Georgia's roadways.

GOHS
Governor's Office of Highway Safety

When organizations across the country have problems with highway safety injuries and deaths, they turn to GOHS for answers. In 2010, the Army Reserve asked GOHS for suggestions on how to partner with SHSO's to save military lives on America's roads.

GOHS
Governor's Office of Highway Safety

Public/Private partnerships continued to pay dividends to GOHS and Georgia Citizens in 2010. Working with NASCAR Truck Series Driver Ron Hornaday, GOHS was able to promote truck safety while also encouraging overall safety through the purchase of NASCAR speciality license plates.

GOHS
Governor's Office of Highway Safety

USHER AND FORD DRIVING SKILLS FOR LIFE SPONSOR YOUTH DAY SESSIONS ON SAFE DRIVING SKILLS IN ATLANTA WITH GHSA AND GEORGIA GOHS

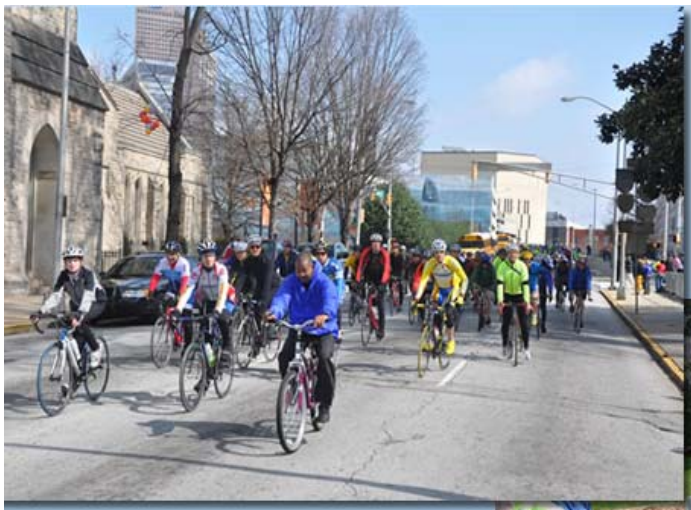
WITH THE SUPPORT OF THE FORD MOTOR COMPANY'S "DRIVING SKILLS FOR LIFE," USHER'S NEW LOOK FOUNDATION HELPED TRAIN MANY YOUTH DURING ITS POWERED BY SERVICE DAY ON AUGUST 5TH. THE THEMES FOR THE HALF-DAY WORKSHOPS WAS: SAFE DRIVING SKILLS, HEALTH AND FITNESS, THE ENVIRONMENT AND HAITI RELIEF. THIS SPECIAL PROGRAM TOOK PLACE IN ADVANCE OF THE FOUNDATION'S WORLD LEADERSHIP AWARDS

GOHS
Governor's Office of Highway Safety

THE GOHS THUNDER TASKFORCE MISSION IS TO HELP REDUCE ELEVATED HIGHWAY DEATHS AND SERIOUS INJURIES BY ALTERING THE ILLEGAL DRIVING BEHAVIORS OF CARELESS MOTORISTS THROUGH AN INCREASED LAW ENFORCEMENT PRESENCE WHEREVER THERE ARE HIGH CRASH CORRIDORS IN GEORGIA

In 2010, GOHS continued to take a hands on approach to highway safety. By joining such motorcycle rides as the Atlanta Military Motorcycle Rally and the Thunder Beach Rally, GOHS Team Members were able to engage the public directly in dealing with such issues as avoiding drinking and driving, helmet use, and the importance of slowing down on the road.

GOHS
Governor's Office of Highway Safety



GOHS cares about all aspects of road safety including safety for Bicyclists and pedestrians. Sharing the road was the theme in 2010 via such efforts as the ride to the capitol and pedestrian crackdowns on Buford Highway.

GOHS
Governor's Office of Highway Safety

GOHS Programs such as Click It or Ticket and Operation Zero tolerance remained strong in 2010 as Georgia continues to reduce injuries and deaths on our roadways.

GOHS
Governor's Office of Highway Safety

GOHS

Governor's Office of Highway Safety

*Completed: December, 2010*