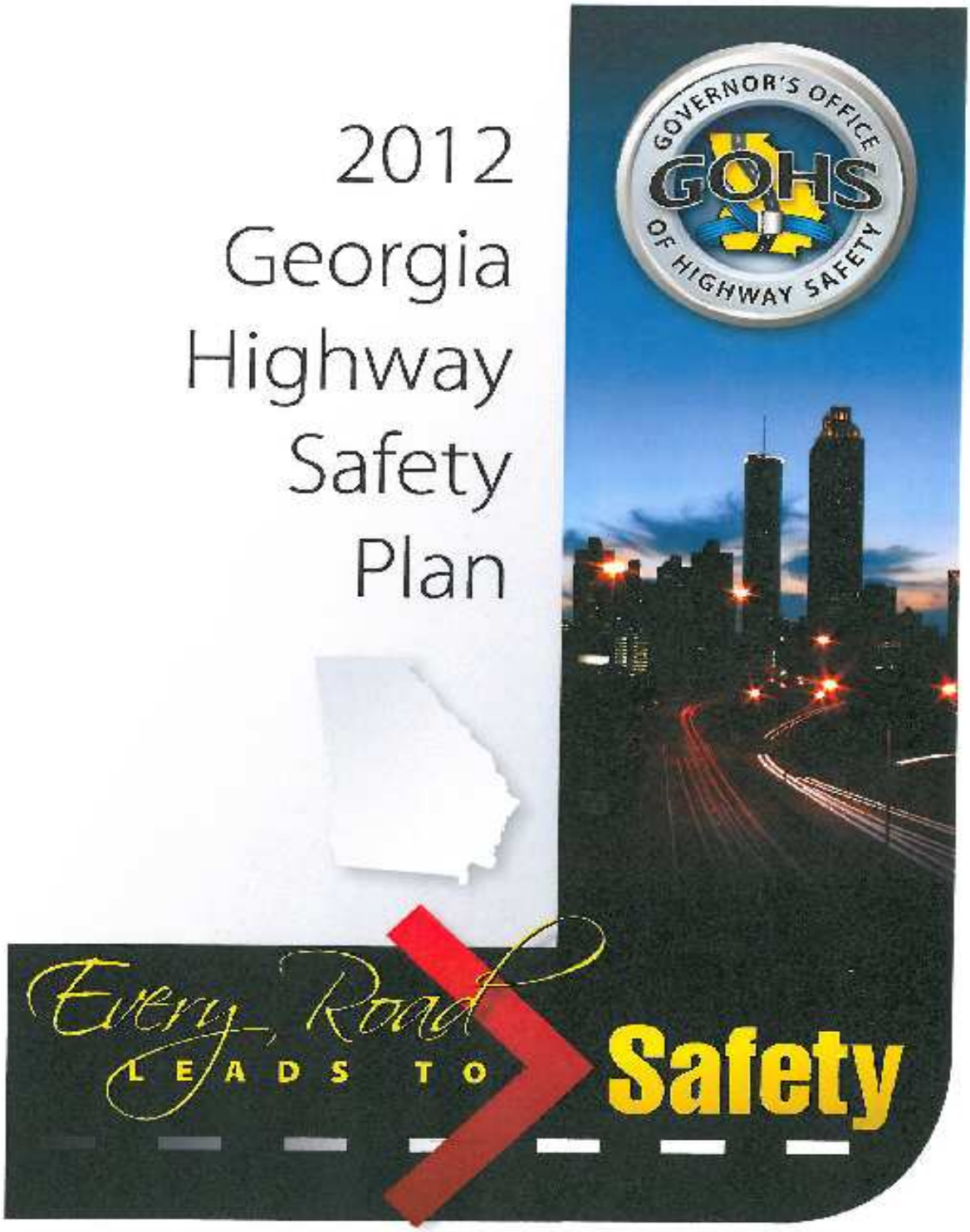
2012 Georgia Highway Safety Plan



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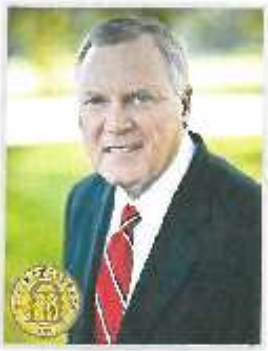
2012 Georgia Highway Safety Plan

Governor Nathan Deal and GOHS Director Harris Blackwood thank you for your interest in highway safety in Georgia



Nathan Deal
Governor

Harris Blackwood
GOHS Director

Every Road LEADS TO Safety

INTRODUCTION

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

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

MISSION OF GOHS

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

ORGANIZATION OF THE PLAN

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

THE FFY 2012 HIGHWAY SAFETY PLAN

The Highway Safety Plan is based on the latest statistics available from the National Highway Traffic Safety Administration (NHTSA) for highway safety problem solving. All data stated within this document will correlate and reference back to the summary of performance measures as agreed upon by NHTSA and The Governor's Highway Safety Association (GHSA). The data has been obtained through the National FARS database with the exception of the *number of serious injuries in traffic crashes* which has been documented with state crash data files.

The HSP contains *education and enforcement* countermeasures for reducing crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the *engineering and emergency medical services* components to roadway safety in the State. This *"4-E"* approach will result in a balanced and effective strategy to saving lives on Georgia's roadways. Tragically, 1,284 people died on Georgia roadways during 2009 according to the

National Center for Statistics and Analysis. Motor vehicle crashes cost Georgia over $1.55 billion in 2005 (National Center for Injury Prevention and Control). Georgia will work to analyze the casual factors of these deaths to help mitigate there occurrences. As more current data becomes available, GOHS will use such in refining its HSP. GOHS plans to develop, promote, implement and evaluate projects designed to address those identified major contributing injury and fatal highway safety factors with the latest data available.

The charts on pages 8 through 17 represent the three major contributors to Georgia's highway fatalities, fatalities by county, and fatality trends.

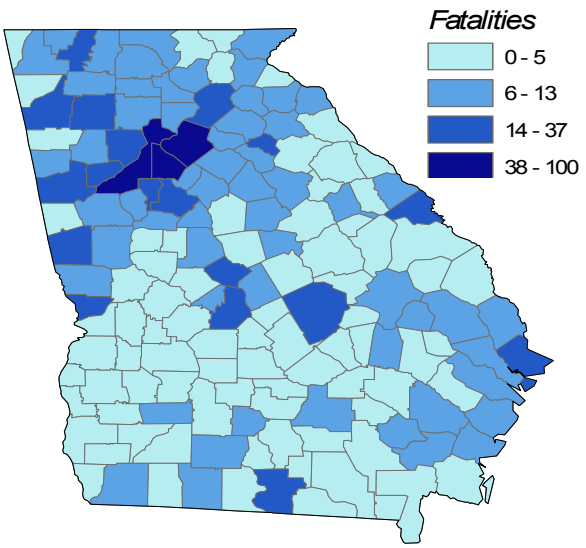
2012 Georgia Highway Safety Plan

Overview of Georgia Highway Safety Problems and Priority Goals

Every Road LEADS TO Safety

GEORGIA MOTOR VEHICLE FATALITIES

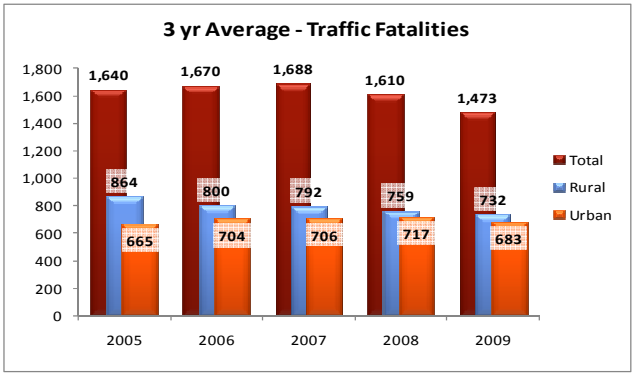
2009 Georgia Motor Vehicle Fatalities



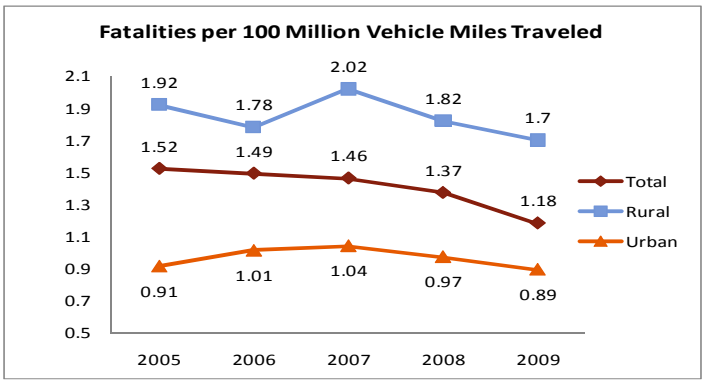
Top 10 Counties of 2009 – Fatalities & Percent Change

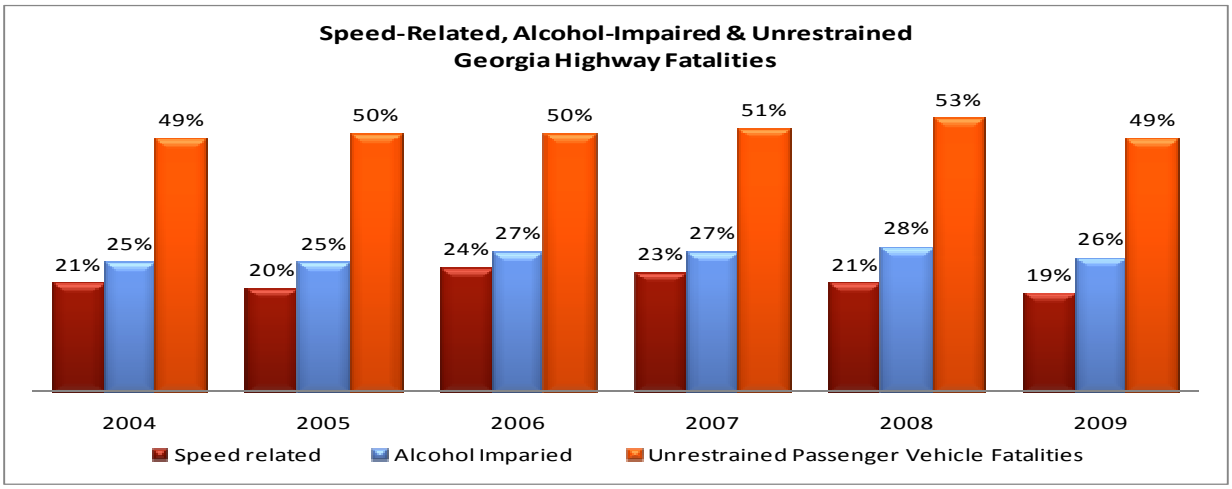
Counties by 2009 Ranking		2008	2009	% Change
1	Fulton	113	100	-12%
2	Dekalb	60	75	25%
3	Gwinnett	53	60	13%
4	Chatham	41	37	-10%
5	Cobb	67	35	-48%
6	Richmond	38	28	-26%
7	Laurens	7	23	229%
8	Hall	25	21	-16%
9	Whitfield	15	21	40%
10	Bibb	39	20	-49%
*Sub Total 1.**	*Top Ten Counties*	506	420	-17%
*Sub Total 2.***	*All Other Counties*	989	864	-13%
Total	*All Counties*	1,495	1,284	-14%

The Total Fatality 3- year average has declined by 8% in 2009 from the 2008 average of 1,610 motor vehicle deaths. The Rural Fatality 3-year average has steadily declined over the five year period, with an average annual decrease of 4%. On the other hand, the Urban Fatality 3-year average remained steady of the past five years.



Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 2005 to 2009 the fatality rates in rural areas have decreased by 11%; overall fatalities rates decreased by 22% and urban fatality rates decreased by 2% within the same time period.





Driving under the influence of drugs and/or alcohol is a problem in Georgia. Over the past fifteen years (from 1994 to 2009) 406.5 alcohol impaired fatalities occurred per year, representing on average 26% of all roadway fatalities a year. The lowest percentage of alcohol related fatalities occurred in 2009 with 331 deaths representing 26% of all fatalities in that year. In 2008, Georgia peaked again with 28% of fatalities being alcohol related – the last peak within the fifteen years occurred in 2000 with 434 alcohol fatalities.

In 2009, the number of unrestrained fatalities for person older than 5 years of age riding in passenger vehicles, decreased by 21% from 575 unrestrained fatalities in 2008. The percentages of unrestrained fatalities have decreased from 53% in 2008 to 49% in 2009.

GEORGIA HIGHWAY FATALITY TRENDS

	2005	2006	2007	2008	2009
Traffic Fatalities	1,729	1,693	1,641	1,493	1,284
Alcohol-Impaired Driving	433	454	445	416	331
Single Vehicle	909	915	874	834	716
Intersection - Related	349	322	367	340	313
Speeding Involved	340	407	384	309	238
Pedestrians	150	148	154	146	150
Pedal cyclists	23	19	15	20	21
Large Truck Involved	30	34	36	32	151
Roadway Departure	944	954	874	804	658
Passenger Car Occupants	728	711	680	604	455
Light Truck/Van Occupants	62	86	70	51	60
Other/Unknown Occupants *(Not Including Motorcycles)*	31	18	16	25	20
Total Occupants *(Not including Motorcycles)*	1403	1358	1306	1145	968
Motorcycle Riders	144	154	163	177	176

Source: National Center of Statistical Analysis

FFY 2012 GOHS PRIORITY GOALS:

- **Maintain the rate of observed safety belt use of 93% by end of FFY 2012 for drivers and front seat passengers.**

- **Reduce the alcohol related fatality rate (BAC = .08+) from 2009 baseline of 0.36 fatalities (392) per 100 million vehicle miles traveled (VMT) to 0.34 fatalities (368) per 100 million VMT (based on 109,258 million VMT).**
  - In 2009, 392 fatalities were alcohol related that includes pedestrians and pedalcyclists —this represents 31% of all traffic related fatalities. It is estimated that the percentage of alcohol related fatal crashes will be maintained or reduced slightly by end of FFY 2012. Georgia's goal is to have alcohol related fatality rate of 0.34 or less by FFY 2012.

	2005	*2006*	*2007*	*2008*	*2009*	*Overall (2005-2009) Average*	*2012 EOY Goal*
Traffic Fatalities	1,729	1,693	1,641	1,495	1,284	1,568	1,122
Alcohol-Impaired Driving Fatalities (BAC=.08+) (Includes Pedestrians and Pedalcyclists)**	477	511	503	462	392	469	368
Alcohol Fatality Rates	0.42	0.45	0.45	0.42	0.36	0.42	0.34
Alcohol-Impaired Driving Fatalities (BAC=.08+)* (Excludes Pedestrians and Pedalcyclists)	433	454	445	405	331	414	311
Alcohol Fatality Rates	0.38	0.4	0.4	0.37	0.3	0.37	0.28
VMT (Millions)	113,509	113,532	112,541	109,057	109,258	111,579	109,258
% of Alcohol Related Fatalities	25%	27%	27%	27%	26%	26%	28%
% of Alcohol Related Fatalities Reduction from the Previous Year		5%	-2%	-9%	-18%	-6%	-21%

***Based on the BAC of All Involved Drivers, Motorcycle Riders, Pedalcyclists and Pedestrians.*
** Based on the BAC of All Involved Drivers and Motorcycle Riders Only.*

- **Maintain or reduce percentage of speed related fatal crashes from baseline 19% (238 fatalities) in 2009 by the end of FFY 2012.**
  - In 2009, 238 fatalities were related to speed—this represents 19% of all traffic related fatalities. If Georgia continues this trend of maintaining or reducing the number of speed related fatalities, it is predicted that by 2011 there will be 226 speed related fatalities. Speed related fatal crashes have maintained a 7% average decrease since 2005. It is estimated that the percentage of speed related fatal crashes will be maintained or slightly reduced by FFY 2012. Georgia's goal is to have 215 or less speeding related fatalities by December 31, 2012.

Speeding-Related Fatalities		*2005*	*2006*	*2007*	*2008*	*2009*	*Overall (2005-2009) Average*	*2011 Predicted*	*2012 EOY Goal*
	Total	340	407	384	309	238	336	226	215
	Difference	--	67	-23	-75	-71	-26	-12	-11
	Percent Difference	--	20%	-6%	-20%	-23%	-7%	-5%	-5%
	3YR Average	--	--	377	367	310	351	277	254
	Average % Difference	--	--	--	-2%	-16%	-9%	-14%	-10%

- **Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia**

TRAFFIC SAFETY PERFORMANCE MEASURES*

Core Outcome Measures		*Year*					
		2004	**2005**	**2006**	**2007**	**2008**	**2009**
Traffic Fatalities	**Total**	**1,634**	**1,729**	**1,693**	**1,641**	**1,493**	**1,284**
	Rural	860	800	740	836	700	659
	Urban	733	655	725	737	687	625
	Unknown	41	274	228	68	106	0
Fatalities Per 100 Million Vehicle Miles Driven**	**Total**	**1.44**	**1.52**	**1.49**	**1.46**	**1.37**	**1.18**
	Rural	1.95	1.92	1.78	2.02	1.82	1.70
	Urban	1.05	0.91	1.01	1.04	0.97	0.89
Passenger Vehicle Occupant Fatalities (All Seat Positions)	**Total**	**1,279**	**1,341**	**1,306**	**1,244**	**1,088**	**919**
	Restrained	511	516	507	488	406	354
	Unrestrained	621	669	649	637	578	454
	Unknown	147	156	150	119	104	111
Alcohol-Impaired Driving Fatalities (BAC=.08+)* **		**403**	**433**	**454**	**445**	**416**	**331**
Speeding-Related Fatalities		**335**	**340**	**407**	**384**	**309**	**238**
Motorcyclist Fatalities	**Total**	**111**	**144**	**154**	**163**	**177**	**140**
	Helmeted	102	129	125	142	160	126
	Un-helmeted	8	15	21	21	14	11
	Unknown	1	0	8	0	3	3
Drivers Involved in Fatal Crashes	**Total**	**2,351**	**2,506**	**2,422**	**2,296**	**2,057**	**1,741**
	Aged Under 15	3	9	6	3	4	3
	Aged 15-20	307	317	292	281	217	145
	Aged Under 21	310	326	298	284	221	148
	Aged 21 and Over	2,011	2,148	2,088	1,985	1,800	1,570
	Unknown Age	30	32	36	27	36	23
Pedestrian Fatalities		**153**	**150**	**148**	**154**	**146**	**150**
Daytime Front Seat Passenger Vehicle Occupants Observed		**86.7%**	**89.9%**	**90.0%**	**89.0%**	**89.6%**	**88.9%**

* These Performance Measures Were Developed By the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA)

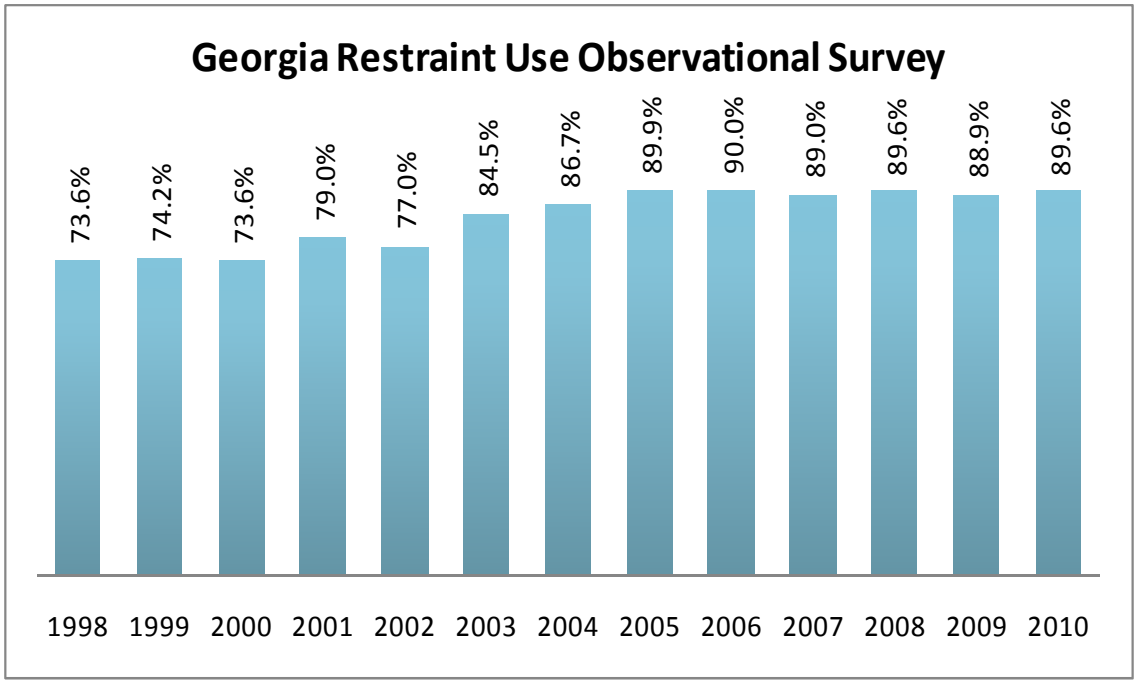
** 2008 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

*** Based on the BAC of All Involved Drivers and Motorcycle Riders Only

++ 2009 values were obtain for the FARS Unit and GDOT, these are preliminary numbers

CORE BEHAVIOR

To increase statewide observed safety belt use of front seat outboard in passenger from the 2010 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2012.



FFY 2012 GOHS CORE PERFORMANCE MEASURES AND GOALS

1) **To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.**

   a. Based on the data from 2005-2009 there has been a steady decrease of traffic fatalities with the most fatalities occurring in 2005 with 1,729 deaths. The average decrease between calendar years 2005-2009 is 97 fatalities per year. Based on the 2011 daily fatality reports, the predicted 2011 end of year (EOY) fatalities will be 1,181. If Georgia continues this trend to the end of the 2012 calendar year, there will be 1,122 roadway fatalities. It is difficult to predict human behavior; however, GOHS has the 2012 goal to steady decrease roadway fatalities below the *3-year average* fatalities of 1,265 bodies.

Traffic Fatalities	Year								
	2005	2006	2007	2008	2009	2010	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Fatalities	1,729	1,693	1,641	1,495	1,284	1,243	1,514	1,181	1,122
Difference	--	-36	-52	-146	-211	-41	-97	-62	-59
Percent Difference	--	-2%	-3%	-9%	-14%	-3%	-6%	-5%	-5%
3YR Average	--	--	1,688	1,610	1,473	1,341	1,528	**1,306**	1,265
Average % Difference	--	--	--	-5%	-9%	-9%	-7%	-7%	-5%

2) **To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.**
   a. Based on the data from 2005-2009 there has been a steady decrease of serious traffic injuries, with the most injuries occurring in 2005 (139,201 injuries). The average decrease between calendar year 2005-2009 is 5,289 injuries per year. The predicted 2011 end of year (EOY) will be 110,870. If Georgia continues this trend to the end of the 2012 calendar year, there will be 105,326 serious traffic injuries. It is difficult to predict human; however, GOHS has the 2012 goal to steadily decrease serious traffic injuries below the *3-year average* injuries (123,409 bodies).

	2005	2006	2007	2008	2009	Estimated 2010	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Injuries	139,201	133,555	128,315	115,797	109,685	106,394	122,158	110,870	105,326
Difference	1,071	-5,646	-5,240	-12,518	-6,112	-3,291	-5,289	-62	-59
Percent Difference	1%	-4%	-4%	-10%	-5%	-3%	-4%	-5%	-5%
3YR Average	136,737	136,962	133,690	125,889	117,932	110,625	126,973	125,345	123,409
Average % Difference	--	--	-2%	-6%	-6%	-6%	-5%	-7%	-5%

3) To decrease overall fatality rates in rural and urban areas.
   a. To decrease fatalities/VMT by six-percent (6%) from the 2009 calendar year of 1.18 to 1.11 by December 31, 2012.
      i. The average decrease of fatalities/VMT from 2005-2009 is 6%. It is expected that there will be a 6% or greater decrease by December 2012 based on trend data.
   b. To decrease rural fatalities/VMT by two-percent (2%) from the 2009 calendar base year of 1.70 to 1.66 by December 31, 2012.
      i. The average decrease of rural fatalities/VMT from 2005-2009 decrease on average by 3%. It is estimated that there will be a 3% or greater decrease by December 2012 of rural fatalities/VMT.
   c. To decrease urban fatalities/VMT by one-percent (1%) from the 2009 calendar base year of 0.89 to 0.88 by December 31, 2012.
      i. The average decrease of urban fatalities/VMT from 2005-2009 is 0%. It is estimated that there will be no significant change in urban fatalities/VMT by December 2012.

Core Outcome Measures		Year					5 YR AVERAGE	2012 EOY Goal
		2005	2006	2007	2008	2009		
Traffic Fatalities	Total	1,729	1,693	1,641	1,495	1,284	1,568	
	% Chg.	---	-2%	-3%	-9%	-14%	-7%	1,194
	Rural	800	740	836	701	659	747	
	% Chg.	---	-8%	13%	-16%	-6%	-4%	632
	Urban	655	725	737	688	625	686	
	% Chg.	---	11%	2%	-7%	-9%	-1%	620
	Unknown	274	228	68	106	0	135	---
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.52	1.49	1.46	1.37	1.18	1.40	
	% Chg.	---	-2%	-2%	-6%	-14%	-6%	1.11
	Rural	1.92	1.78	2.02	1.82	1.7	1.85	
	% Chg.	---	-7%	13%	-10%	-7%	-3%	1.66
	Urban	0.91	1.01	1.04	0.97	0.89	0.96	
	% Chg.	---	11%	3%	-7%	-8%	0%	0.88

4) **To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.**

   a. Based on the data from 2005-2009 there has been a steady decrease of unrestrained passenger vehicle occupant fatalities. The most fatalities occurred in 2005 with 669 fatalities. The average decrease between calendar year 2005-2009 is 54 fatalities per year. Based on the data available the predicted 2011 end of year (EOY) fatalities will be 431. If Georgia continues this trend to the end of 2012, there will be 410 unrestrained passenger vehicle occupant fatalities. GOHS has the 2012 goal to steadily decrease roadway fatalities below the *3-year average* of 609 fatalities.

Passenger Vehicle Occupant Fatalities	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Unrestrained	669	649	637	575	454	596.8	431	410
Difference	--	-20	-12	-62	-121	-54	-23	-22
Percent Difference	--	-3%	-2%	-10%	-21%	-9%	-5%	-5%
3YR Average	--	--	652	620	555	609	514	473
Average % Difference	--	--	--	-5%	-11%	-8%	-11%	-10%

5) **To decrease alcohol impaired driving fatalities by ten-percent (10%) from the 2009 base year of 331 to 299 by December 31, 2012.**

   a. Based on the data from 2005-2009 there has been a steady decrease of alcohol impaired driving fatalities. The most alcohol impaired driving fatalities occurred in 2006 (454 fatalities). The average decrease between calendar year 2005-2009 is 26 fatalities per year. Based on the data available, the predicted 2011 end of year (EOY) fatalities will be 314. If Georgia continues this trend to the end of 2012, there will be 299 alcohol impaired driving fatalities. GOHS has the 2012 goal to

decrease alcohol impaired driving fatalities below the *3-year average* of 424 fatalities

Alcohol-Impaired Driving Fatalities (BAC=.08+)

	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	433	454	445	405	331	414	314	299
Difference	--	21	-9	-40	-74	-26	-17	-16
Percent Difference	--	5%	-2%	-9%	-18%	-6%	-5%	-5%
3YR Average	--	--	444	435	394	424	366	339
Average % Difference	--	--	--	-2%	-10%	-6%	-10%	-9%

6) **To maintain the steady decrease of speeding related fatalities below the 2009 calendar base year of 238 by December 31, 2012.**

a. Based on the data from 2005-2009 there has been a steady decrease of speeding related fatalities. The most speeding related fatalities occurred in 2006 with 407 fatalities. The average decrease between calendar year 2005-2009 is 26 fatalities per year. Based on the data available the predicted 2011 end of year (EOY) fatalities will be 226. If Georgia continues this trend to the end of 2012, there will be 215 speeding related fatalities. GOHS has the 2012 goal to decrease speeding related fatalities below the *3-year average* of 351 fatalities

Speeding-Related Fatalities

	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	340	407	384	309	238	336	226	215
Difference	--	67	-23	-75	-71	-26	-12	-11
Percent Difference	--	20%	-6%	-20%	-23%	-7%	-5%	-5%
3YR Average	--	--	377	367	310	351	277	254
Average % Difference	--	--	--	-2%	-16%	-9%	-14%	-10%

7) **To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.**

a. Based on the data from 2005-2009 there has been a small decrease of motorcyclist fatalities. The most motorcyclist fatalities occurred in 2008 with 178 fatalities. The average decrease between calendar year 2005-2009 is 1 fatality per year. Based on the data available the predicted 2011 end of year (EOY) fatalities will be 133. If Georgia continues this trend to the end of 2012, there will be 126 motorcyclist fatalities. GOHS has the 2012 goal to decrease motorcyclist fatalities below the *3-year average* of 160 fatalities.

Motorcyclist Fatalities Total	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	144	154	163	178	140	156	133	126
Difference	--	10	9	15	-38	-1	-7	-7
Percent Difference	--	7%	6%	9%	-21%	0%	-5%	-5%
3YR Average	--	--	154	165	160	160	152	139
Average % Difference	--	--	--	7%	-2%	3%	-4%	-8%

8) **To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.**

   a. Based on the data from 2005-2009 there has been a small decrease of un-helmeted motorcyclist fatalities. The most un-helmeted motorcyclist fatalities occurred in both 2006 and 2007 with 21 fatalities. The average un-helmeted motorcyclist fatalities between calendar year 2005-2009 are 17 fatalities per year. Based on the data available the predicted 2011 end of year (EOY) fatalities will be 10. If Georgia continues a positive trend to the end of 2012, there will be 10 or less un-helmeted motorcyclist fatalities. GOHS has the 2012 goal to decrease un-helmeted motorcyclist fatalities below the *3-year average* of 18 fatalities.

Motorcyclist Fatalities Un-Helmeted	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	15	21	21	15	11	17	10	10
Difference	--	6	0	-6	-4	-1	-1	-1
Percent Difference	--	40%	0%	-29%	-27%	-4%	-5%	-5%
3YR Average	--	--	19	19	16	18	13	12
Average % Difference	--	--	--	4%	-18%	-7%	-16%	-10%

9) **To decrease drivers age 20 years or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.**

   a. Based on the data from 2005-2009 there has been a steady decrease of drivers age 20 or younger involved in fatal crashes. The most fatalities in this age group occurred in 2005 with 326 fatalities. The average decrease between calendar year 2005-2009 is 45 fatalities per year. Based on the data available the predicted 2011 end of year (EOY) fatalities will be 141. If Georgia continues this trend to the end of 2012 year, there will be 134 drivers age 20 or younger involved in fatal crashes. GOHS has the 2012 goal to decrease drivers age 20 or younger involved in fatal crashes below the *3-year average* of 263 fatalities.

Drivers Involved in Fatal Crashes- 20 years or younger

	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	326	298	284	221	148	255	141	134
Difference	--	-28	-14	-63	-73	-45	-7	-7
Percent Difference	--	-9%	-5%	-22%	-33%	-17%	-5%	-5%
3YR Average	--	--	303	268	218	263	191	169
Average % Difference	--	--	--	-12%	-20%	-16%	-19%	-15%

10) **To reduce pedestrian fatalities from the 2009 calendar year of 150 to 141 by December 31, 2012.**

i) Based on the data from 2005-2009 there has been very little change in pedestrian fatalities. The most pedestrian fatalities occurred in 2007 with 154 fatalities. Based on the data available, the predicted 2011 end of year (EOY) fatalities will be 143 pedestrians. If Georgia continues this trend to the end of 2012, there will be 141 pedestrian fatalities. GOHS has the 2012 goal to decrease pedestrian fatalities below the *3-year average* of 150 fatalities.

ii) It is estimated that the percentage of pedestrian related fatal crashes will be maintained or slightly reduced by December 31, 2012.

Pedestrian Fatalities

	2005	2006	2007	2008	2009	Overall (2005-2009) Average	2011 Predicted	2012 EOY Goal
Total	150	148	154	147	150	150	143	141
Difference	--	-2	6	-7	3	0	-8	-2
Percent Difference	--	-1%	4%	-5%	2%	0%	-5%	-6%
3YR Average	--	--	151	150	150	150	147	146
Average % Difference	--	--	--	-1%	1%	0%	-2%	-2%

2012 Georgia Highway Safety Plan

Process Description of Federal and State Guidelines

Every Road LEADS TO Safety

PROCEDURES FOR RECEIVING HIGHWAY SAFETY FUNDS

Origin and Purpose

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

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

Purpose

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

Priority Areas

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

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

In accordance with SAFETEA-LU, for a state to receive 402 funding it must provide satisfactory assurances that it will implement activities in support of national highway safety goals that also reflect the primary data-related factors within a state, as identified by the state highway safety planning process including: national traffic safety law enforcement mobilizations; sustained enforcement of impaired driving, occupant protection and speeding-related laws; an annual safety belt use survey conducted in accordance with DOT criteria, an annual attitudes survey with a random sample of at least 500 drivers; and development of statewide data systems.

Funding Formula

The Section 402 formula is:

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

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

Project Funding Period

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

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

Equipment Purchases

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

DOT LEP Guidance

The Georgia Governor's Office of Highway Safety will comply and inform its sub-recipient to comply with the "Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons" (DOT LEP Guidance).

GRANT ELIGIBILITY AND SELECTION PROCEDURES

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

The Ranking System

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

Request for Proposals (RFP)

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

Discretionary Grants

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

GOHS Renewal Process

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

GRANT APPLICATION PROCESS

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

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

How to Apply
Prospective grantees must submit an application on eGOHS using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The GOHS Grant Application consists of the following three (3) major parts. The need to complete all major parts varies according to Program emphasis areas.

Part 1 – Programmatic Section

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

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

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

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

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

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

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

Part II – Budget Section

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

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

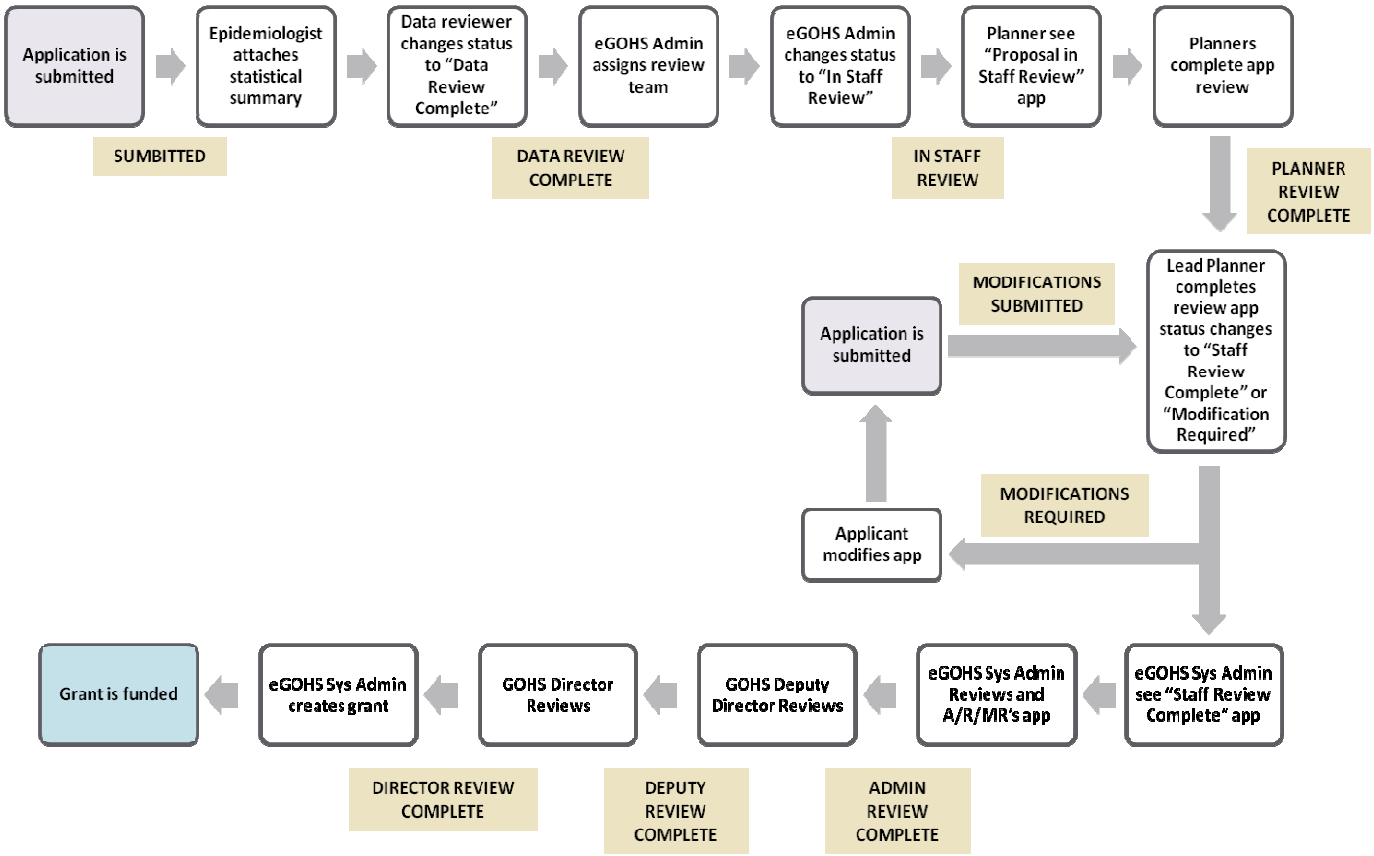
Part III: Grant Terms, Conditions and Certification:

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

GRANT REVIEW PROCESS

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

eGOHS Review Process Flow



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

As new applications are reviewed, they are placed in a "holding status" in either "Staff Review Complete" or "Proposal In Administrative Review" until GOHS verifies the availability of Federal funding, as well as the needs for special programs, based on 'data' for new projects. Once amount is verified, the application continues in the Review Process flow outlined above.

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

The Preliminary Conference is required and facilitated for potential agencies that have never or not recently received GOHS grant funding. An RFP is only extended to new agencies (not currently funded by GOHS) based on the availability of federal funds. If sufficient funds are not available to consider the addition of new grants, a Preliminary Conference is not necessary.

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

Project Director's Conference
Following grant award notification, grantees are invited to a training conference to learn about GOHS procedures. This conference is intended to inform grantees, especially new grantees of GOHS's expectations for the grant year. This activity may be conducted in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the use of the eGOHS system for the submission of claims, progress reports, and amendments. The GOHS Grant Terms and Conditions are also highlighted.

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

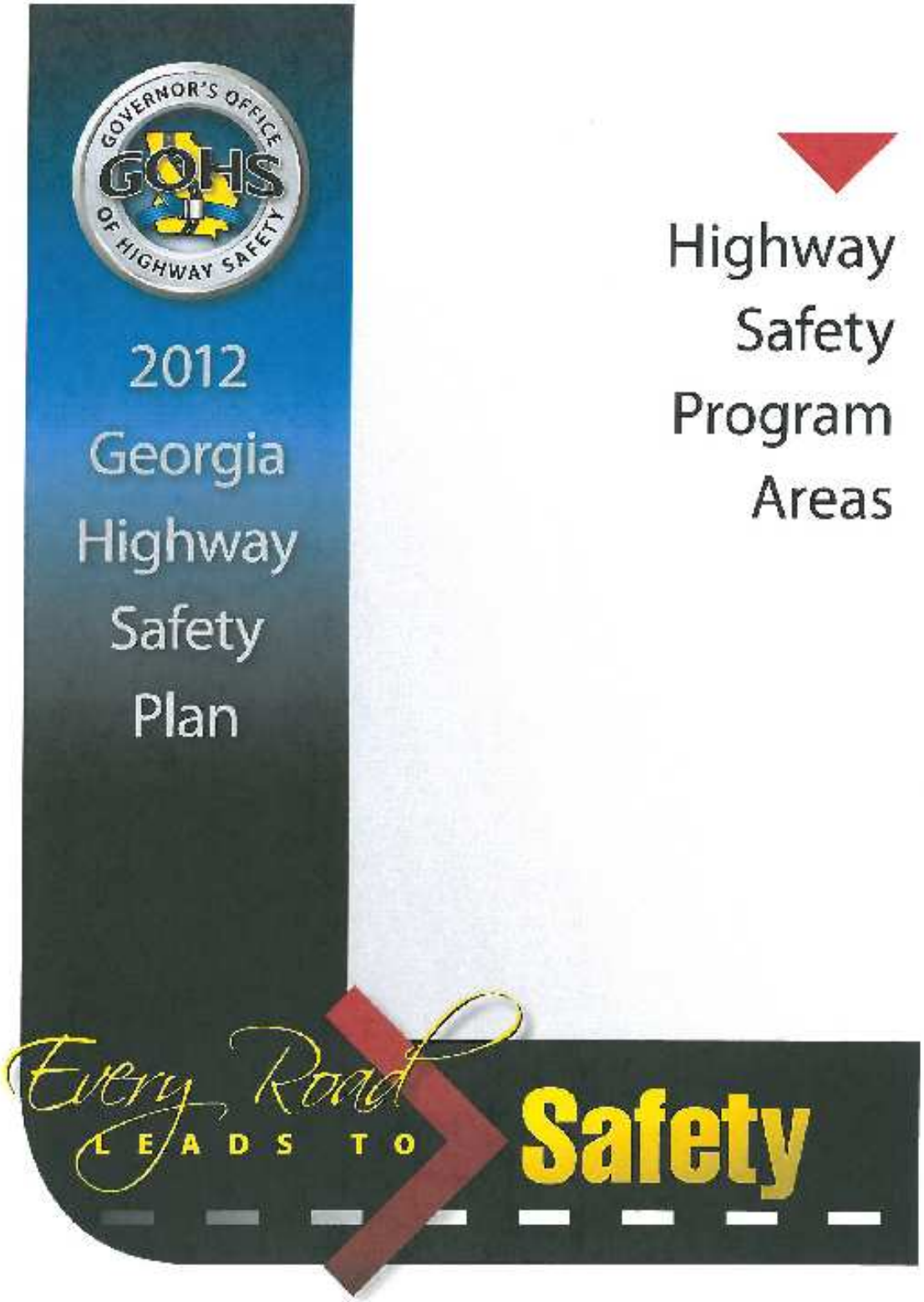
The GOHS conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claim documenting the previous month's activities. Beginning in FFY 2008, GOHS accepted electronic signatures to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim and programmatic reports. Grantees may receive their funds by a mailed check or via Automatic Clearing House (ACH).

At midpoint of the grant year, GOHS planners complete a review of all completed grantee report submissions to document the progress of the grant. Planners then make a recommendation for

continued and future funding based on the overall performance and reach of the grant. GOHS Planners must also conduct a minimum of one onsite visit per year with each grantee receiving more than $25,000 in grant funds. Additionally, 50% of grants up to $24,999.00 must have one onsite visit. During the onsite visit, planners discuss any problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verify funds obligated were spent in accordance with the grant agreement.

FFY 2012 CALENDAR OF IMPORTANT EVENTS

December 2011	Review structure and components of all GOHS program areas to determine if any updates are needed to enhance the program for the upcoming fiscal year.
February 2012	Produce an annual Ranking Report, identify available funds, and develop program's Request for Proposals (RFPs).
March 2012	Based on availability of federal funds, contact prospective grantees to determine interest, post RFPs, host grant application workshops, and open the GOHS electronic grant system.
May 2012	Submission of grant applications.
June – August 2012	Review, revise and finalize grant applications.
September 2012	Submit Highway Safety Plan. Notify grant awarded applicants.
October 2012	Grant start-up.



Highway Safety Program Areas

PLANNING AND ADMINISTRATION

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

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

As directed by the Highway Safety Act of 1966, 23 USC Chapter 4, the Governor is responsible for the administration of a program through a State highway safety agency which has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Perdue has authorized the Governor's Office of Highway Safety (GOHS) to assemble staff and resources for planning and administering effective programs and projects to save lives, reduce injuries and reduce crashes. This responsibility is guided by written policies and procedures for the efficient operation of personnel, budgetary and programmatic functions. The major GOHS document produced annually is the Highway Safety Plan (HSP). The HSP is prepared by highway safety professionals who are driven by leadership principles for finding solutions to State and local highway safety problems. The GOHS manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. The State's strategic HSP is used to document the problems and to propose countermeasures. The GOHS Planning and Administration (P&A) staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The goal of the P&A staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.

In 2009, Georgia experienced 1,284 roadway fatalities (FARS), 109,685 roadway injuries, and 286,896 motor vehicle crashes. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (100 fatalities). Last year, five counties (Clay, Quitman, Taylor, Treutlen, and Glascock) had zero roadway fatalities. In 2009, This number increased to 11 counties (Atkinson, Baker, Calhoun, Chattahoochee, Clay, Dodge, Johnson, Terrell, Turner, Webster, and Wheeler). Since 2004, the numbers of crashes, injuries, and fatalities have decreased by 16 percent, 21 percent, and 21 percent, respectively.

The number of roadway fatalities has varied from 1994 to 2009, peaking in 2005 with 1,729 fatalities, but a rate of 1.52 fatalities per 100 vehicle miles travelled (VMT). However, in 2009 Georgia experienced the lowest fatality rate in fifteen years, with 1.18 fatalities per every 100 million VMT. The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million VMT and 1,573 roadway fatalities.

Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 1994 to 2009 the fatality rates in rural areas have decreased by 24.1%; overall fatalities rates decreased by 28.4% and urban fatality rates decreased by 24.6% within the same time period.

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

STRATEGIC HIGHWAY SAFETY PLANNING

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

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

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

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

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

TARGET POPULATION

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

FFY 2012 PERFORMANCE OBJECTIVES

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

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

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

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

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

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.

STRATEGIES

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

Planning and Administration – Section 402

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

Task Number: **PA-12-01**

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

Planning and Administration – Section 406

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

Task Number: **406PA-12-01**

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

ALCOHOL AND OTHER DRUGS COUNTERMEASURES YOUNG DRIVERS

PROGRAM GOAL: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.36 (2009) to 0.34 fatalities per 100 million vehicle miles of travel during FFY 2012.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The National Highway Traffic Safety Administration (NHTSA) reports that in 2009, 33,808 people were killed in motor vehicle traffic crashes in the United States, of which 10,839 (32%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than $45 billion in economic costs on an annual basis.

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

Region		2005	2006*	2007*	2008*	2009
Georgia	Alcohol Fatalities	433	454	445	416	331
	% Alcohol Related	25%	27%	27%	28%	26%
	Annual % Change in Alcohol Fatalities	7.44%	4.85%	-1.98%	-6.52%	-20.43%
National	Alcohol Fatalities	13,582	13,491	13,041	11,773	10,839
	% Alcohol Related	31%	32%	32%	32%	32%
	Annual % Change in Alcohol Fatalities	3.69%	-0.67%	-3.34%	-9.72%	-7.93%

Source: NHTSA, Fatality Analysis Reporting System (FARS) National Center for Statistics and Analysis
** July 2006, 2007, 2008 and 2009 numbers follow the "new definition" of BAC .08 or higher.*

As indicated in the table above, alcohol was associated with 331 highway fatalities in Georgia during 2009. This equates to twenty-six percent (26%) of Georgia's overall fatalities. Data shows from 2008 to 2009, Georgia experienced a decrease in overall crash fatalities of 211 (-14%) and a decrease of 74 (-18%) less alcohol-related traffic deaths. As presented in the table, the US and Georgia had a decrease in alcohol related fatalities; however, the percent of alcohol related fatalities remained the same (32%) at a national level but decreased in Georgia (28% in 2008 to 26% in 2009). The chance of a crash being fatal is six times higher if exposed to an impaired driver when compared to those not related to alcohol or drugs. These numbers indicate that Georgia should continue to emphasize preventative measures for countering the problems of driving under the influence of alcohol.

Even with stricter laws, high visibility law enforcement, and increased public information and education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable.

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

Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. The number of law enforcement officers properly trained to identify drug impairment has been limited because of manpower shortages and lack of understanding for the need of this training by the law enforcement community. A companion program to Drug Recognition Experts (DRE), Standardized Field Sobriety Testing (SFST), is experiencing some success although the defense bar has vigorously attacked the SFST process, particularly the portion which deals with Horizontal Gaze Nystagmus (HGN). The primary problem is that many non-traffic enforcement officers are not properly trained in this procedure and their ability to detect, evaluate and help through prosecution efforts is limited.

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

Impaired Driving Enforcement – H.E.A.T

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers.

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. Originally, three officers from six counties, the City of College Park, and the City of Atlanta came together to form a team of twenty-four officers to form H.E.A.T. (Highway Enforcement of Aggressive Traffic). Since this formation, the H.E.A.T. team has maintained consistency across the state. In FFY 2011, GOHS funded twenty-one (21) agencies across the state where speed and impaired driving crashes and fatalities are consistently high. GOHS will maintain the H.E.A.T. program in FFY 2012.

The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on

impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The overall goals of the H.E.A.T programs are to:

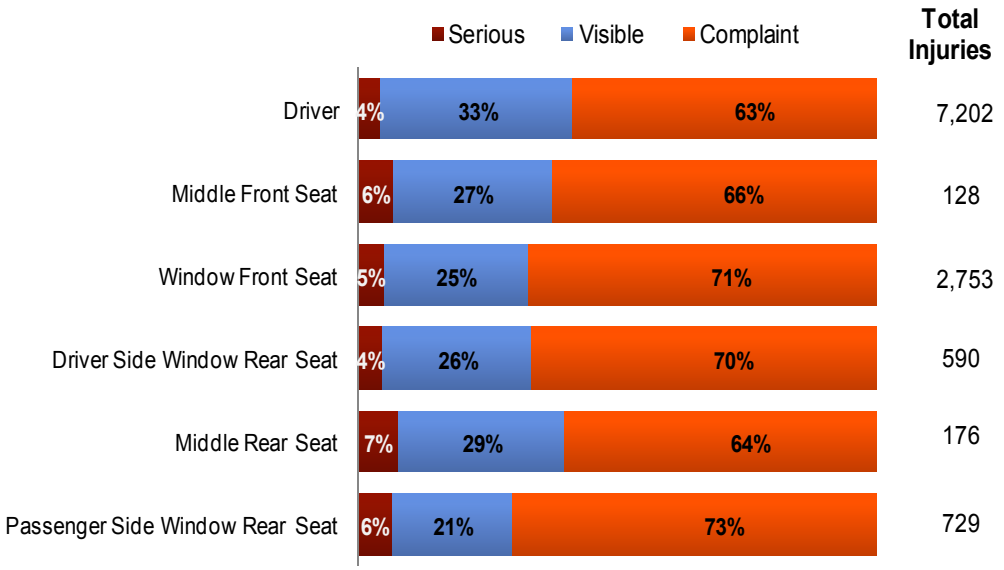
- Reduce the number of impaired driving crashes in jurisdictions located by 10%
- Enforce laws targeting aggressive driving around Georgia.

Teen Drivers

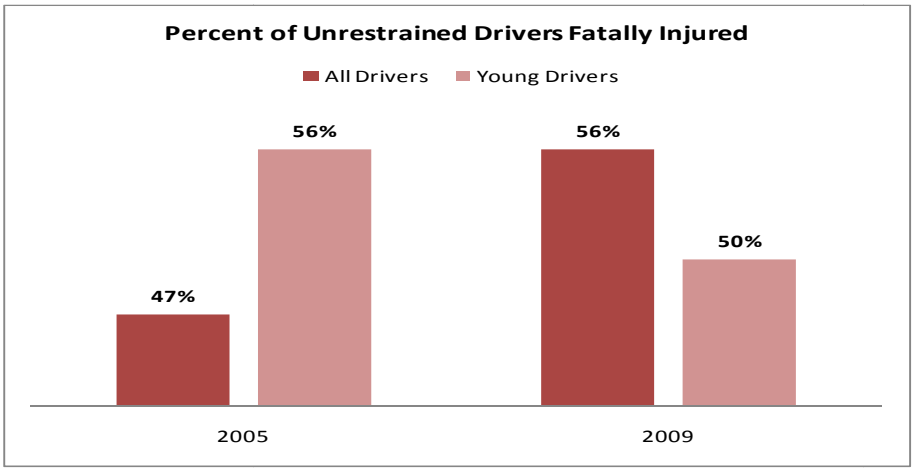
Motor vehicle crashes are the leading cause of death for U.S. teens, accounting for more than one in three deaths in this age group. In 2009, just over 74,000 teens, ages 15 to 19, were involved in close to 56,000 motor vehicle crashes. Teens represented approximately 10% of all occupants involved in Georgia motor vehicle crashes.

Drivers involved in fatal crashes aged 15-20					
	2005	***2006***	***2007***	***2008***	***2009***
Number of teen drivers	317	292	281	217	145
% Change		-8%	-4%	-23%	-33%

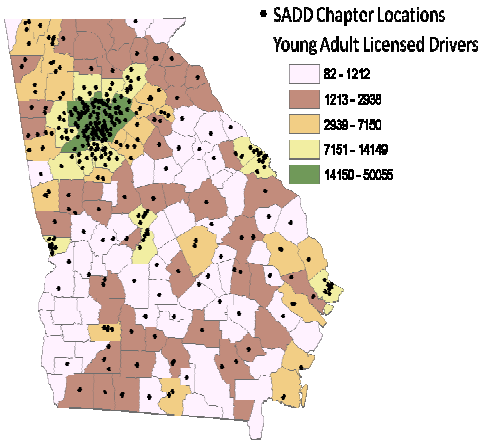
From 2000 to 2009, approximately 200 persons ages 15-20 died each year in roadway fatalities. Over this time period this age group represented 13% of all roadway fatalities. However, in 2009 fatalities among this group reached an all time low. A little over 100 persons in this age group have died in 2009—this is only 9% of all fatalities for that year.



The number of unrestrained drivers killed in crashes is higher among young adults (pink) in comparison to all drivers (red) in 2005. The percent of unrestrained fatalities among youth have decreased from 56% in 2005 to 50% in 2009. Restraint use among teen drivers is an issue.



TADRA



The Teenage and Adult Driver Responsibility Act directly addresses the leading killer of our young people – traffic crashes. The law significantly changes the way young motorists earn and maintain the privilege of driving by providing a controlled means for new drivers to gain experience and by reducing high-risk driving situations. While the law does focus on young drivers, it also contains important provisions that affect drivers over 21, particularly in the area of DUI prevention and enforcement.

High-risk behavior, texting while driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways. In an effort to address these issues, the Teenage and Adult Driver Responsibility Act (TADRA) was enacted on July 1, 1997 to reduce the number of lives lost in crashes involving young drivers. Since the enactment of the TADRA, there have been a number of legislative changes that have strengthened the law and consequently reduced teen driver deaths.

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

TADRA is helping tremendously to reduce the carnage, but still too many young drivers are dying.

Because of this, GOHS is promoting proven countermeasures (both legal requirements and recommended best practices) for this specific audience. In our research of effective methods for addressing the safety of young drivers, we have discovered that several states are recommending parents establish short-term "rules of the road" contracts with their new teen driver. Research conducted by Dr. Bruce Simons-Morton and others at the National Institute of Child Health and Human Development demonstrated that such parental intervention positively impacts youth by influencing them to choose less risky behaviors.

In this era of science-based prevention and increased accountability, Students against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. The strong name recognition and expansive chapter base put SADD at an advantage to take a leadership role in implementing model prevention practices within local communities across the country. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of SADD. Through SADD chapters, young people of all ages and backgrounds become skilled, educated agents for youth initiatives developed by local, state and national organizations working to promote youth safety and health. SADD students are valued as contributing members of their communities.

SADD contains elements of scientifically grounded prevention principles recognized and endorsed by NIDA (National Institute for Drug Abuse), CSAP (Center for Substance Abuse Prevention), CAPT (Center for the Application of Prevention Technologies), and NIMH (National Institute of Mental Health).

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

For more than a quarter-century, SADD has been recognized as a national leader in alcohol and drug education and prevention. What began as a small-town, grass-roots response to the tragedy of two impaired driving crashes and the resulting deaths of two teenage students, quickly grew to become a nationwide organization fueled by millions of young people across the country.

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

Through SADD's connections to schools, families, law enforcement, and the community, students have the power to magnify their voices and the opportunities to make their passions a reality.

Young Adult Drivers

Georgia also has a major problem with young adult drivers and occupant protection. In 2009, 50.7% of the 195 fatalities of occupants aged 18 – 24 were unrestrained. GOHS recognizes the highway safety issues involving this population and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the GYAP is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.

The GOHS Young Adult Program originated in 2000, with two colleges, Georgia Southwestern and Paine College and has expanded to 17 colleges or universities in FFY 2010. The goal for FFY 2012 is to increase (to 19) the number of effective GYAP programs implemented on the college campuses and provide outreach to 100% of the accredited colleges in Georgia, focusing additional efforts in high risk areas.

The GOHS Young Adult Program's mission is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences. The Young Adult Program is implemented in colleges and universities statewide, targeting ages 18 - 24 years.

Impaired Driving Assessment

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

At the conclusion of the assessment, the NHTSA team provided GOHS with a compilation of priority and suggested recommendations. The following is the list of priority recommendations that GOHS plans to address over the next several years. GOHS will continue to identify and implement strategies to meet the recommendations in FFY 2012.

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

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

TARGET POPULATION

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

FFY 2012 PERFORMANCE OBJECTIVES

Objective 1: *To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.*

Objective 2: *To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.*

Objective 3: *To maintain H.E.A.T programs in areas across the state which demonstrate high risk for aggressive and impaired driving.*

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

Objective 5: *To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.*

Objective 6: *To provide funding to at least nineteen (19) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.*

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

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

Objective 9: *To continue funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup).*

2012 Key Performance Measures

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar base year average of 1,284 by December 31, 2012 to 1,122.
2) To maintain the steady decrease serious traffic injuries below the 2009 calendar base year average of 109,685 to 105,326 by December 31, 2012.
3) To decrease alcohol impaired driving fatalities nine-percent (9%) from the 2009 calendar base year average of 331 to 229 by December 31, 2012.
4) To decrease drivers age 20 or younger involved in fatal crashes nine-percent (9%) from the 2009 calendar base year of 148 to 134 by December 31, 2011.

Strategies

1. Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
2. Conduct three (3) waves of statewide enforcement with the "*Drive Sober or Get Pulled Over.*" campaign.
3. Conduct concentrated patrols in areas identified for high impaired driving violations.
4. To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
5. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
6. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center
7. Assist with the funding of Young Adult programs at colleges and universities for the training peer educators and educating the students on highway safety issues.
8. Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions to create community-based coalitions, and faith-based organizations to address teen driving issues.
9. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
10. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.

11. Utilize Youth Ambassadors from Georgia SADD in our public education and information campaigns and community coalitions.
12. Continue "100 Days of Summer H.E.A.T," a sustained impaired driving enforcement campaign.
13. Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
14. Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
15. 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.
16. 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.
17. To provide funds to identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving.
18. To provide funding through the Council on Alcohol and Drugs to train alcohol–licensed establishments on the importance of and reasons for responsible Alcohol Sales and Service (RASS) training, as well as other issues pertaining to underage drinking.
19. To establish/maintain six (6) DUI Courts with focus public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision.

Alcohol and Other Drug Countermeasures – Section 402

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

Task Number: **AL-12-01**

Project Summary: The Forsyth County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **AL-12-02**

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

Project Title: **Clayton County Public Schools (SADD – 9 High Schools)**

Task Number: **AL-12-03**

Project Summary: **Students Against Destructive Decisions**

Drew High School
Mundy's Mill High School
Elite Scholars High School
North Clayton High School
Forest Park High School
Open Campus High School
Jonesboro High School
Riverdale High School
Morrow High School
Administrative Fee

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **DeKalb County School System (SADD – 20 High Schools)**

Task Number: **AL-12-04**

Project Summary: **Students Against Destructive Decisions**

Arabia Mountain High School
Cedar Grove High School
Chamblee High School
Clarkston High School
Columbia High School
Cross Keys High School
DeKalb Alternative School
Druid Hills High School
Dunwoody High School
Lakeside High School
Lithonia High School
Martin Luther King High School
McNair High School
Miller Grove High School
Redan County High School
Southwest DeKalb High School
Stephenson High School
Stone Mountain High School
Towers High School
Tucker High School
Administrative Fee

Project Title: **Fulton County School System (SADD – 17 High Schools)**

Task Number: **AL-12-05**

Project Summary: **Students Against Destructive Decisions**

Alpharetta High School
Banneker High School
Centennial High School
Chattahoochee High School
Creekside High School
Crossroads Second Chance-North
Crossroads Second Chance-South
Independence High School
Johns Creek High School
Administrative Fee
Langston Hughes High School
Milton High School
North Springs Charter School
Northview High School
Riverwood High School
Roswell High School
Tri-Cities High School
Westlake High School

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Pioneer RESA (SADD – 24 High Schools)**

Task Number: **AL-12-06**

Project Summary: **Students Against Destructive Decisions**

Alpine (Carnesville)
Alpine (Gainesville)
Banks Co High School
Chestatee High School
Dawson Co High School
East Hall High School
Flowery Branch High School
Forsyth Central High School
Franklin County High School
Franklin Summit Academy
Gainesville High School
Johnson High School
Lanier Academy
MEC Blairsville
MEC Dahlonega
MEC Ellijay
MEC Toccoa Campus
North Hall High School
Rabun County High School
South Forsyth High School
Stephens Co High School
West Hall High School
White Co Summit Center
Woody Gap High School
Administrative Fee

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Students Against Destructive Decisions (SADD - 27 High Schools)**

Task Number: **K8-12-01**

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

Bainbridge High School
Baldwin High School
Brookwood High School
Cairo High School
Early College Academy
East Laurens High School
Evans High School
George Washington Carver High
Glynn Academy High School
Hardaway High School
Jordan High School
Kendrick High School
Lamar County School System
Lincoln Co High School
Loganville High School
Lovejoy High School
Mount Zion High School
Murray County High School
North Atlanta High School
Northside High School
Pepperell High School
Richmond Co BOE (Glenn H S)
Rose Hill High School
Shiloh High School
Sonoraville High School
Spencer High School
Woodstock High School

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Young Adult Programs (19 Colleges and Universities)**

Task Number: **K8-12-02**

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

Augusta State University
Brd of Regents UGA Univ Sys. of GA
Clayton State University
East Georgia College
Fort Valley State University
Georgia College & State University
Georgia Perimeter College Public Saf
Georgia Southwestern State Univ
Georgia Tech Research Corp.
Gordon College
GSU Research & Serv. Foundation
Kennesaw State University
North Georgia College & State Univ
Oglethorpe University
Savannah State University
South Georgia College
ABAC Advancement Foundation
University of West Georgia
Valdosta State University

Project Title: **DUI Court Programs *(6 Jurisdictions)***

Task Number: **K8-12-03**

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

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

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **DUI Court Programs *(6 Jurisdictions)***

Task Number: **K8-12-03** *(continued)*

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

Liberty Co DUI Court: To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision

Richmond Co DUI Court: To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision

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

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

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Project Title: **Department of Driver Services (ADAP)**

Task Number: **K8-12-04**

Project Summary: This program provides the adolescent an overview of alcohol and its impact on traffic safety laws relating to the under age 21 driver.

Alcohol and Other Drug Countermeasures – Section 410

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

Task Number: **K8-12-05**

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

Project Title: **MADD Georgia**

Task Number: **K8-12-06**

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

Project Title: **Prosecuting Attorney's Council (TSRP)**

Task Number: **K8-12-07**

Project Summary: To provide education and training to prosecutors and law enforcement officers designed to improve investigation and prosecution of traffic related criminal offenses in order to reduce fatalities and injuries. This program encompasses the hire of a full-time Traffic Safety Resource Prosecutor (TSRP).

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **Georgia Dept of Public Safety – Nighthawks/DUI**

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

Project Summary: The Georgia Dept of Public Safety will operate a Nighthawk DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **K8-12-09**

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

Alcohol and Other Drug Countermeasures – Section 410

Project Title: **TEAM Georgia**

Task Number: **K8-12-10**

Project Summary: Perfectly poised at the crossroads of entertainment/youth culture, TEAM Georgia's award-winning Designated Driver Booths encourages patrons of Atlanta's venues to play it safe and designate a driver.

Project Title: **Council on Alcohol and Drugs**

Task Number: **K8-12-11**

Project Summary: Georgia's Responsible Alcohol Sales and Service (RASS) Program will educate stakeholders about the need for Responsible Alcohol Sales and Service training and will provide such training for alcohol retail outlet owners and licensees.

OCCUPANT PROTECTION

PROGRAM GOAL: To increase the proper use of safety belts and child safety restraint systems statewide. The overall program goal is to increase the rate of observed safety belt use from 89.6% in 2008 to 90% by the end of FFY 2012 of drivers and front seat outboard passengers.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

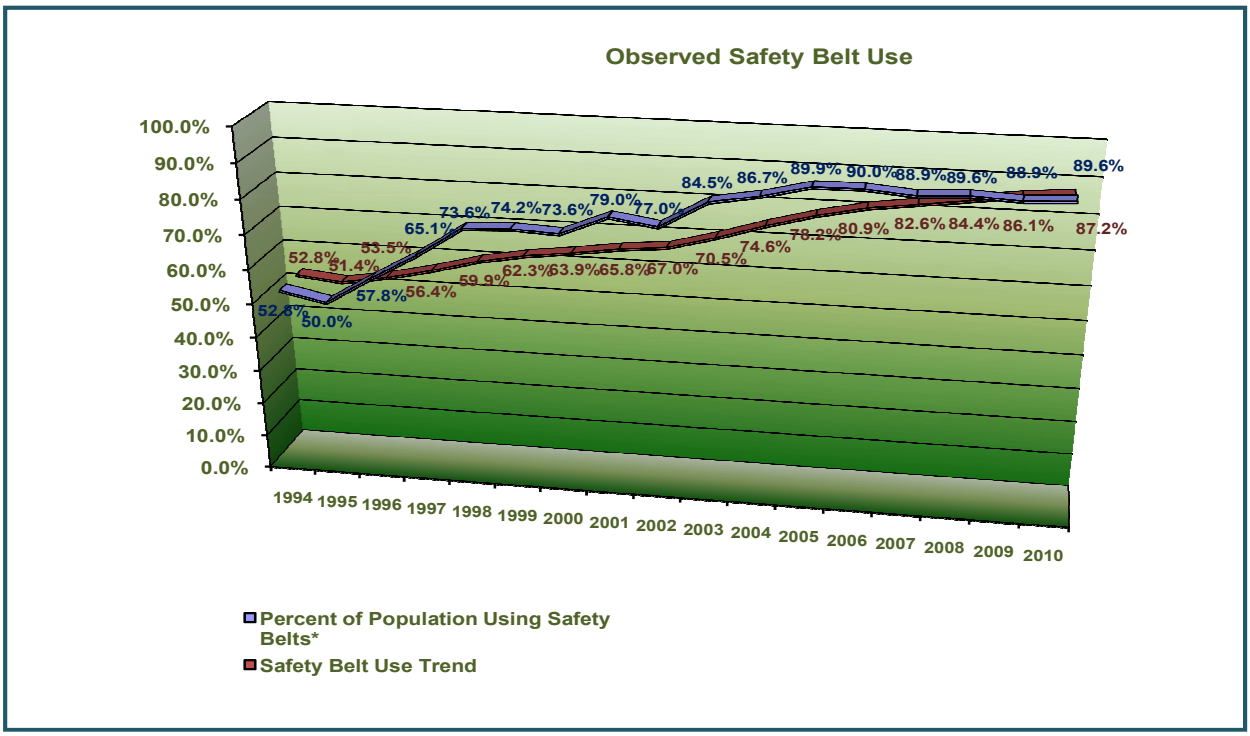
One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In Georgia, non-restraint use is consistently associated with over fifty percent (50%) of all vehicle crash fatalities. The National Highway Traffic Safety Administration estimates that safety belts, when used correctly, are forty-three percent (43.5%) effective in preventing deaths in potentially fatal crashes and fifty percent (50%) effective in preventing serious injuries. Research on the effectiveness of child safety seats has found them to reduce fatal injury by seventy-one percent (71%) for infants and by fifty-four percent (54%) for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are fifty-eight percent (58%) and fifty-nine percent (59%), respectively.

GOHS, in partnership with the University of Georgia Survey Research Center, conducts an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Non-users are disproportionately male and pickup truck occupants. Highlights from the September 2011 report are as follows:

- Statewide safety belt usage in 2011 for drivers and passengers of passenger cars, trucks, and vans was 93%, an increase of 4.6% from 2010.

- In 2010, Safety belt usage was 91% in passenger cars, 90.3% in vans, and 85% in pick-up trucks.

Child safety seat usage increased in 2010 to 95.3% from 88.0% in 2009.



In 2008, a total of 13,512 children ages 6-8 years in Georgia were involved in motor vehicle crashes. Of those children, 1,681 were injured and 7 were killed. Only 3 out of the 7 fatality injured children were reported to be using a supplemental restraint, such as a child safety seat or a booster seat, in addition to the adult seat belt. In the three-year period from 2005 to 2007, hospitalization charges for 248 children who were hospitalized due to motor vehicle traffic related injuries were about $7 million. An additional $5 million in charges was for the 5,111 emergency room visits for the same period. Because of the gap in our law and what the statistics are showing, Georgia introduced and passed new legislation, Senate Bill 88. July 1, 2011 Georgia's new law went into effect requiring children to be properly restrained in a child passenger safety restraint device until they are 8 years of age.

TARGET POPULATION

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

FFY 2012 PERFORMANCE OBJECTIVES

Objective 1: *To maintain the statewide safety belt usage rate of 93% in FFY 2012.*

Objective 2: *To maintain the increase in the use of child safety restraint systems for children age seven and under to 95% in the calendar year 2012.*

Objective 3: *To increase the use of child safety restraint systems for children age six to eight by 10% in the FFY 2012.*

Objective 4: *To increase safety belt use rate by 2% for rural drivers and passengers in the FFY 2012.*

Objective 5: *To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.*

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar base year average of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease serious traffic injuries below the 2009 calendar base year average of 109,685 to 105,326 by December 31, 2012.
3) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.

STRATEGIES

1. Sponsor a minimum of four (4) attendees to Highway Safety conferences such as LifeSavers.
2. 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).
3. Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
4. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.
5. Facilitate an annual meeting for Georgia's certified CPST Instructors to provide program updates and improve CPS class instruction.
6. Implement a Georgia Child Passenger Safety Advisory Board (meeting quarterly while hosting a website for technicians, www.gahighwaysafety.org/georgiacps/) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.
7. Provide occupant and child safety seat education to the community and address occupant safety use among young adults through funds to Safe Community grants, numerous SADD grants, and Rural Road Initiative grants to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.
8. Provide funds to the University of Georgia to implement public information and education strategies to increase public awareness of the proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 1,250,000 PI&E materials, and (b) the development of materials targeting at-risk populations.
9. Provide funds to the University of Georgia to (a) conduct fifteen (8 at the Conyers facilities and 7 at off-site locations) Child Passenger Safety Technician (CPST) Certification Courses certifying 195 new technicians and to offer 7 CEU workshops throughout FFY 2012 to assist in recertification.

10. Provide funds to the University of Georgia to conduct training during scheduled CPST courses to a minimum of six bilingual (Spanish-speaking) students.
11. Facilitate the presentation of Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Drivers Error) Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors, reaching an average of 125 participants per month.
12. Present the rollover simulator in 100 demonstrations throughout Georgia to show the outcome of riding unrestrained in a motor vehicle to approximately 10,000 individuals.
13. Provide funds to the University of Georgia to coordinate and conduct two CPS awareness presentations for Spanish-speaking communities where there are high Hispanic/Latino populations as well as presenting "Safe Transportation of Children in Child Care" to 30 child care provides, and a Law Enforcement Mandate train-the-trainer workshop with updated CPS curriculum teaching instructors how to teach CPS to law enforcement trainees.
14. Provide funds to the University of Georgia to coordinate and host a minimum of two combined CarFit Event Coordinator/Technician trainings certifying 20 individuals who will then conduct events throughout Georgia at local senior centers, churches and other locations where older drivers frequently visit in an effort to help older drivers become safer drivers for a longer time.
15. Provide funds to the Department of Community Health continue researching and implementing a program for occupant protection among elderly drivers including activities such as conducting a bimonthly meeting of the Older Driver Task Force and an Older Driver Design Workshop.
16. Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population through monthly educational classes and biweekly one on one assistance for referrals.
17. Provide funds to facilitate occupant safety education in 128 counties out of 159, 80% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.
18. Provide funds to the Department of Community Health's Child Occupant Safety Project to teach two "Transporting Georgia's Special Children Safely" special needs CPS training courses.
19. Provide funds to the Department of Community Health's Child Occupant Safety Project to train and assist collaborative partners with safely transporting children on school buses as well as attending or presenting at the Annual Transporting Students with Disabilities and Preschool national conference and the Georgia Association for Pupil Transportation conference.
20. Distribute and/or properly install an average of 7 child safety seats at each of the thirty-six (36) Atlanta Fire Department inspection stations monthly while also participating in 24 community events resulting in the distribution of 2,500 seats to low income families in the Atlanta area. Educational materials will also be distributed to parents and caregivers.

Occupant Protection Countermeasures – Section 402

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

Task Number: **OP-12-01**

Project Summary: This program will assist low income families with small children obtain child safety seats along with instructions on how to install child safety seats correctly. The Atlanta Fire Department provides seats to 33 fitting stations for distribution to indigent families year round. Atlanta Fire Department is also the primary instructing agency for fire fighters to become child passenger safety technicians.

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

Task Number: **OP-12-02**

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

Occupant Protection Countermeasures – Section 402

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

Task Number: **OP-12-03**

Project Summary: GTIPI will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 15 child passenger safety technician certification classes, certifying 195 new technicians, and educating a least six (6) bilingual participants. Training sessions will be presented statewide for the Georgia Teen Ride through P.R.I.D.E. In addition, the program will continue to update and distribute necessary print and online version of educational materials/production, approximately 1,250,000 pieces. The program will conduct 7 CEU workshops for CPST recertification; one CPST Instructors Workshop; facilitate three CPS Advisory Board Meetings, host two CarFit certification classes certifying 20 Event Coordinators and conduct twenty Georgia Teen Ride with PRIDE Train the Trainer Certification Class.

Occupant Protection Countermeasures – Section 405

Project Title: **Department of Public Health (DPH), Child Occupant Safety Program**

Task Number: **K2-12-01**

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

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

Task Number: **K2-12-02**

Project Summary: This program is a comprehensive motor vehicle Safety Program focusing on the correct use of child safety seats and safety belt usage to help reduce risk behaviors.

Occupant Protection Countermeasures – Section 405

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

Task Number: **K2-12-03**

Project Summary: GTIPI will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 15 child passenger safety technician certification classes, certifying 195 new technicians, and educating a least six (6) bilingual participants. Training sessions will be presented statewide for the Georgia Teen Ride through P.R.I.D.E. In addition, the program will continue to update and distribute necessary print and online version of educational materials/production, approximately 1,250,000 pieces. The program will conduct 7 CEU workshops for CPST recertification; one CPST Instructors Workshop; facilitate three CPS Advisory Board Meetings, host two CarFit certification classes certifying 20 Event Coordinators and conduct twenty Georgia Teen Ride with PRIDE Train the Trainer Certification Class.

TRAFFIC RECORDS

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

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

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

	2004	2005	2006	2007	2008	2009
Traffic Fatalities	1,634	1,729	1,693	1,641	1,493	1,284
*Fatalities Rate**	*1.44*	*1.52*	*1.49*	*1.46*	*1.37*	*1.18*
Crashes	342,361	347,652	342,156	337,824	306,342	286,896
Crash Rate++	*3.01*	*3.06*	*3.01*	*3.00*	*2.81*	*2.62*
Injuries	137,993	139,053	133,399	128,315	115,737	109,685
Injury Rate++	*1.21*	*1.23*	*1.17*	*1.14*	*1.06*	*1.00*
VMT(millions)	**113,618**	**113,509**	**113,532**	**112,541**	**109,057**	**109,258**

**Rates are calculated per 100 million Vehicle Miles Traveled*
++ Rates are calculated per million Vehicle Miles Traveled

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

Over the past year, Georgia has continued the implementation of a state level records system for citation/adjudication records. The electronic crash reporting system also continues to be implemented, with approximately forty-two percent (42%) of the state's crash records now being submitted electronically.

The goal remains to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. This capacity is crucial to the planning, implementation, and evaluation of highway safety programs. It provides the foundation for programs to ensure they are adequately prioritized, data driven, and evaluated for effectiveness. Further, in order to support jurisdiction-level improvement programs, the system must have the capacity to produce reports and analyses at the local level. This capacity is now available from Open Portal Solutions (OPS), the vendor who manages the state crash repository via contract with GDOT.

The Traffic Records Coordinating Committee (TRCC) is responsible for coordinating and facilitating the state's traffic records activities. The State Traffic Records

Coordinator, along with the TRCC, 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, better communication to reporting agencies, and support of the Crash Outcome Data Evaluation System (CODES).

TARGET POPULATION

The target populations are the consumers and producers of traffic crash data.

FFY 2012 PERFORMANCE OBJECTIVES

Objective 1: *To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.*

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

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

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

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.

STRATEGIES

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 promote the continued installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Expand the implementation of electronic crash reporting capacity now available through OPS via contract with GDOT.
4. Support the utilization of the Records Management System (RMS) provided by OPS for interested LEAs that do not have an electronic RMS.
5. Support the vendors of electronic RMSs in developing electronic crash reporting capacity for their clients by working with OPS to implement data interfaces for crash reports.

6. To provide funds to create an electronic system and collect, store, and analyze data from coroners, including an increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

Traffic Records Countermeasures - Section 408

Project Title: **Department of Public Health – Public Access Data Linkage (OASIS)**

Task Number: **408K9-12-01**

Project Summary: The Health Policy and Assessment Unit (HPAU) maintains an internet based data query system, called OASIS, which is publicly accessible and allows users to submit queries for hospital emergency department discharge, data and crash data. The OASIS web site typically receives 12,500 hits per week. This project makes these data sets available for highway safety partners, researchers, and the public.

Project Title: **Department of Public Health - Support for CODES Crash Data Linkage**

Task Number: **408K9-12-02**

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

Project Title: **Department of Public Health – EMS Bridge**

Task Number: **408K9-12-03**

Project Summary: The project will provide an electronic "bridge" by placing an electronic PCR on every Georgia ambulance, avoiding data entry delay due to software or internet failure. This much needed backup system enhances motor vehicle crash mortality and morbidity data.

Traffic Records Countermeasures - Section 408

Project Title: **Department of Public Health - Enhancements to EMS GEMSIS Database**

Task Number: **408K9-12-04**

Project Summary: The Georgia Emergency Medical Services Information System (GEMSIS) was implemented in March 2006. It allows EMS service providers to transmit their EMS Patient Care Reports (PCRs) directly into GEMSIS database and has replaced manual scanning of PCRs. The result has been more accurate, timely and complete data that produce reports that are highly valued by the providers.

GEMSIS is designed to be compliant with the National Emergency Medical Services Information System (NEMSIS) and allows Georgia EMS data to be exported into the national system. In order to sustain that compatibility and to enhance the capacity of the GEMSIS system, periodic upgrades are required. This project would provide the capacity to implement those upgrades.

Project Title: **Georgia Association of Chiefs of Police (LEA Technology)**

Task Number: **408K9-12-05**

Project Summary: The Association will provide selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically.

Traffic Records Countermeasures - Section 408

Project Title: **Georgia Coroner's Association**

Task Number: **408K9-12-06**

Project Summary: The project creates an electronic system to collect, store, and analyze data from coroners, including an increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

Project Title: **Georgia Sheriffs' Association (LEA Technology)**

Task Number: **408K9-12-07**

Project Summary: The Sheriffs' Association will provide selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically.

Project Title: **Governor's Office of Highway Safety (GA Traffic Safety Info System)**

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

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

Traffic Records Countermeasures - Section 408

Project Title: **Georgia Department of Transportation – Crash Report Revision**

Task Number: **408K9-12-09**

Project Summary: This project will **c**ontract with a consultant to analyze current crash report and crash data to determine needed changes in fields and attribute values, considering both Georgia's needs and MMUCC compliance. Implement changes in accordance with results.

SPEED AND AGGRESSIVE DRIVING COUNTERMEASURES

PROGRAM GOAL: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. To maintain the steady decrease of speeding related fatalities below the 2009 calendar base year of 238 by December 31, 2012.

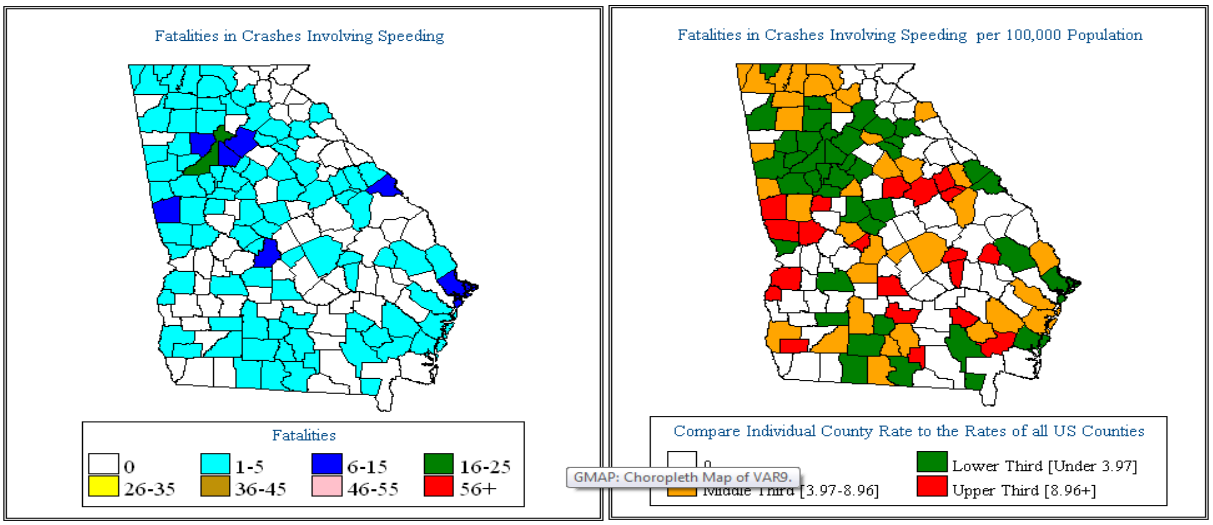
PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Excess speed can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented. Speeding reduces a driver's ability to react to emergencies created by driver inattention, by unsafe maneuvers of other vehicles, by roadway hazards, by vehicle system failures (such as tire blowouts), or by hazardous weather conditions. The fact that a vehicle was exceeding the speed limit does not necessarily mean that this was the cause of the crash, but the probability of avoiding the crash would likely be greater had the driver or drivers been traveling at slower speeds.

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

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

In 2009, Georgia had 238 speed-related crash deaths, down from 309 in 2008. Speed related fatalities in Georgia have been reduced by 42%, or 169 lives, since 2006. In 2006 there were with a total of 407 speed related crash deaths.



Speed Related Fatalities in Georgia

Region	Year	No. of Fatalities Involved in Speed Crashes	% of Speed Related Fatal Crashes	Estimated Cost of Speed Crashes (2004 est.)*
Georgia	2008	309	20.7%	$1,387 Million
	2009	238	18.5%	
National	2008	11,674	31%	$40,390 Million
	2009	10,591	31%	

*Source: NHTSA, National Center for Statistics and Analysis. *The Economic Impact of Motor Vehicle Crashes 2000; US Department of Transportation – NHTSA.*

Thunder Task Force (Detailed description in Police Traffic Services Section)

TARGET POPULATION

The target population is the motoring public of Georgia.

FFY 2012 PERFORMANCE OBJECTIVE

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

Objective 2: *To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T (Highway Enforcement of Aggressive Traffic) units.*

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

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

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3) To maintain the steady decrease of speeding related fatalities below the 2009 calendar base year of 238 by December 31, 2012.

STRATEGIES

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

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

Speed and Aggressive Driving Countermeasures – Section 402

Project Title: **Georgia Public Safety Training Center (RADAR & LIDAR)**

Task Number: **SC-12-01**

Project Summary: Advanced level law enforcement training programs focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

POLICE TRAFFIC SERVICES

PROGRAM GOAL: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

For the past several years, the rate of highway safety fatalities in Georgia has been on the decline. This has been due in part to stringent, high visibility enforcement. Through more concentrated high visibility enforcement campaigns such as "Click It or Ticket" and "Operation Zero Tolerance", the rates are expected to drop even more.

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

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

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

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

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper

equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways.

Traffic Enforcement Networks

The Governor's Office of Highway Safety has created sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are coordinated by a coordinator and an assistant coordinator that are full time law enforcement officers volunteering their time and efforts to highway safety. The dedicated support from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training and networking opportunities to the attending officers. Prosecutors, Judges and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. The traffic enforcement networks have become an outstanding networking, training and communication tool for Georgia's traffic enforcement community.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University has established an email list serv that all participating law enforcement officers can receive up to date traffic enforcement related information. Information is exchanged about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are over 1100 traffic enforcement officers and prosecutors subscribed to the GATEN list serv.

Thunder Task Force

The GOHS Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Governor's Office of Highway Safety's Special Operations Division. The Thunder Task Force is deployed to areas of the state that data indicates unusually high incidences of traffic fatalities and serious injuries.

The task force is made up of selected members of the Georgia State Patrol, Motor Carrier Compliance Division, and the GOHS HEAT Teams. The concept is to identify a county or area of the state to deploy the task force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the region with three months of high visibility enforcement and earned media.

The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. With this continued effort of putting resources where the problems are, then moving to the next location once the problem is stabilized has proven to be a very effective and cost efficient method of saving lives and reducing the projected numbers of annual fatalities in the State of Georgia.

TARGET POPULATION

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

FFY 2012 Performance Objectives

Objective 1: *To increase a statewide safety belt usage rate to 90%.*

Objective 2: *To maintain the number of corporate partners for FFY 2012 who provide support for the Governor's Office of Highway Safety's law enforcement project.*

Objective 3: *To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide.*

Objective 4: *To attain at least 75% of Georgia Law Enforcement Agencies reporting enforcement data on the GOHS Online Reporting System.*

ULTIMATE OUTCOME MEASURE – REDUCE THE FATALITY RATE WITH EDUCATION, ENFORCEMENT, AND EFFECTIVE PARTNERSHIPS

2012 KEY PERFORMANCE MEASURES

1. To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2. To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3. To increase statewide observed safety belt use of front seat outboard in passenger from the 2010 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2012.

STRATEGIES

1. Support specialized highway safety and traffic enforcement training for Georgia's law enforcement community.
2. Support Executive Level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority.
3. Continue to support and encourage occupant protection and child safety training for law enforcement officers.
4. Continue to provide funding to our Law Enforcement partners to assist with providing the tools necessary for effective and professional traffic enforcement activities.

5. Support and assist in facilitating specialized traffic enforcement training at every traffic enforcement network meeting.
6. Continue to support and market Drug Recognition Expert and Standardized Field Sobriety Test training to Georgia's law enforcement agencies and officers.
7. Encourage participation and facilitate law enforcement recruitment efforts in each of the sixteen (16) regional traffic enforcement networks, making available the resources of the traffic enforcement networks to every law enforcement agency in Georgia.
8. Encourage and facilitate 100% law enforcement participation in five waves of high visibility enforcement during FFY 2012.
9. Continue to recruit corporate partners to assist with GOHS supported law enforcement campaigns and initiatives.
10. Encourage and facilitate law enforcement agencies to work with their local media in marketing GOHS high visibility enforcement initiatives.
11. Encourage law enforcement agencies to market highway safety information at safety fairs and other public and community events.
12. Provide the necessary highway safety informational publications and collateral items to Georgia law enforcement agencies to assist them in marketing the highway safety messages of the Governor's Office of Highway Safety to the general public.
13. Continue to exhibit and promote GOHS initiatives and highway safety information at law enforcement, judiciary, and prosecutor training conferences as well as other public, governmental and private gatherings.
14. Conduct at least three Thunder Task Force mobilizations during FY 2012.
15. Facilitate the implementation of Data Driven Approaches to Crime and Traffic Safety (DDACTS) concepts to Georgia's law enforcement community.

Police Traffic Services- Section 402

Project Title: **Governor's Office of Highway Safety**
Task Number: **PT-12-01**

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

Project Title: **Traffic Enforcement Networks (15)**
Task Number: **PT-12-02**

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

Baldwin PD
Blairsville PD
Cairo PD
Centerville PD
Charlton CO SO
Douglas Co SO
Ft Oglethorpe
Gainesville PD
Gwinnett Co PD
Oconee Co SO
Port Wentworth PD
Tennille PD
Tift CO SO
Wrens PD
Zebulon PD

Project Title: **Law Enforcement Liaisons**
Task Number: **PT-12-03**

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

Jeff W. Harris
Roger Hayes
Matt Libby
Harry McCann

Police Traffic Services - Section 402

Project Title: **Georgia Sheriff's Association**

Task Number: **PT-12-04**

Project Summary: To provide training to sheriffs and their command staff emphasizing GOHS initiatives and other specialized training. Also to support the Georgia Governor's Challenge program as described below.

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

Task Number: **PT-12-04** *(continued)*

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

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

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

Police Traffic Services- Section 402

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

Task Number: **PT-12-05**

Project Summary: The Barrow County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **Bibb County Government**

Task Number: **PT-12-06**

Project Summary: The Bibb County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **City of Atlanta Police Department**

Task Number: **PT-12-07**

Project Summary: The Atlanta Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **City of Valdosta Police Department**

Task Number: **PT-12-08**

Project Summary: The Valdosta Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Police Traffic Services- Section 402

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

Task Number: **PT-12-09**

Project Summary: The Clayton County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **PT-12-10**

Project Summary: The Crisp County Sheriff's Office will utilize a fully equipped patrol vehicle to be used for traffic enforcement and traffic safety.

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

Task Number: **PT-12-11**

Project Summary: The DeKalb County Police Dept will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **PT-12-12**

Project Summary: The Douglas County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Dublin Police Department**

Task Number: **PT-12-13**

Project Summary: The Dublin Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **PT-12-14**

Project Summary: The Duluth Police Dept will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **Glynn County Police Department**

Task Number: **PT-12-15**

Project Summary: The Glynn County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **Henry County Police Department**

Task Number: **PT-12-16**

Project Summary: The Henry County Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Police Traffic Services - Section 402

Project Title: **Marietta Police Department**

Task Number: **PT-12-17**

Project Summary: The Marietta Police Department will operate a DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **PT-12-18**

Project Summary: The Paulding County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: (H.E.A.T.) **Sandy Springs Police Department**

Task Number: **PT-12-19**

Project Summary: The Sandy Springs Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

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

Task Number: **PT-12-20**

Project Summary: Walton County Sheriff's Office will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Winder Police Department**

Task Number: **PT-12-21**

Project Summary: The Winder Police Department will operate a H.E.A.T. Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Project Title: **Small Incentive Grants**

Task Number: **PT-12-22**

Project Summary: To Fund Traffic safety equipment to small law enforcement agencies for high visibility enforcement initiatives.

Police Traffic Services - Section 406

Project Title: **Strategic Highway Safety Plan (SHSP) Rolling Thunder (2 years)**

Task Number: **406PT-12-01**

Project Summary: The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with an Operation Rolling Thunder Mobilization for a three month period. Its major focus is to educate local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries.

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM GOAL: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance goal is to reduce pedestrian fatalities from the 2009 calendar year 150 to 141 by December 31, 2012.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

Pedestrians

Georgia pedestrian safety programs are aimed to reduce pedestrian injuries and fatalities through education, enforcement, and outreach. Walking is encouraged as an alternate mode of transportation to motor vehicle travel.

Pedestrian Fatalities: Georgia 1994-2009

	2005	*2006*	*2007*	*2008*	*2009*	*Overall (2005-2009) Average*	*2011 Predicted*	*2012 EOY Goal*
Total	150	148	154	147	150	150	143	141
Difference	--	-2	6	-7	3	0	-8	-2
Percent Difference	--	-1%	4%	-5%	2%	0%	-5%	-6%
3YR Average	--	--	151	150	150	150	147	146
Average % Difference	--	--	--	-1%	1%	0%	-2%	-2%

From 2000 through 2009, 9.4 percent of the people killed in motor vehicle crashes in Georgia were pedestrians. In 2009, 150 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for 12 percent of all motor vehicle fatalities in 2009. Although the number of fatalities have increased from 2008 to 2009 by 2%, the number of injuries suffered by pedestrians decreased by 9%.

Walking is a critical mode of transportation in Georgia – every trip begins and ends with walking. And many trips, in big cities and small towns around the state, can be accomplished entirely on foot. The fast growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas.

Bicyclists
Although not as common as motor vehicle and pedestrian incidences, bicycle casualties are still a major concern. In 2009, there were a total of twenty-one (21) bicycle-related deaths in Georgia. Similar to pedestrian injuries, majority of bicycle-related incidences occurred during the after school/night hours, on the weekends, in non-rural high traffic locations, and were primarily male (National Center for Statistics & Analysis).

Fatalities Occurring to Bicyclists in Georgia (1994-2008)

Year	Bicyclist and Other Cyclist Fatalities	
2005	23	1%
2006	19	1%
2007	15	1%
2008	20	1%
2009	21	2%

Bicyclists do not mix with larger vehicles without modification of roadway designs and traffic laws specifically designed to protect the persons most vulnerable to traffic injury and fatality. Deaths occurring to bicyclists represent 2% of all crash fatalities in Georgia. The majority of these fatalities occurred between 3:00 pm and 9:00 pm.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood associations, faith communities, and city governments are working together to address these emerging safety concerns.

Bicycling is a healthy, inexpensive, and efficient mode of transportation throughout Georgia. The metropolitan areas around the state offer opportunities for bicycle commuting and active transportation while the rural roads offer many miles of scenic highway for exploring the state.

TARGET POPULATION
The target population is pedestrians and bicyclists in Georgia.

FFY 2012 PERFORMANCE OBJECTIVES

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

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

2012 Key Performance Measures

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year average of 109,685 to 105,326 by December 31, 2012.
3) To reduce pedestrian fatalities from the 2009 calendar year 150 to 141 by December 31, 2012.

Strategies

1. Increase awareness of motorists and cyclists safe and legal road use through enforcement and education.
2. Provide funding for pedestrian and bicycle safety educational materials as requested.
3. Provide funding for pedestrian safety through enforcement and training.
4. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
5. Provide funding to the Atlanta Bicycle Campaign to improve bicycle safety through education/outreach to drivers and bicyclists on sharing roadways safely and legally; media safety campaigns; law enforcement partnerships to reduce dangerous behavior.
6. Collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title **Athens-Clarke County United Government**

Task Number: **PS-12-01**

Project Summary: A pedestrian safety grant.

Project Title **Atlanta Bicycle Campaign – Share the Road**

Task Number: **PS-12-02**

Project Summary: The Share the Road project will educate bicyclists on safe cycling, motorists on interacting with bicyclists safely and legally, and engineers and law enforcement officers on best practices.

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

Task Number: **PS-12-03**

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

Pedestrian / Bike Safety Countermeasures -- Section 402

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

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

COMMUNITY TRAFFIC SAFETY PROGRAMS

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

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

In 2009, Georgia experienced 1,284 roadway fatalities (FARS), 109,685 roadway injuries, and 286,896 motor vehicle crashes. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (100 fatalities).

	2004	2005	2006	2007	2008	2009
Fatalities	1,634	1,729	1,693	1,641	1,493	1,284
Fatality Rate	1.44	1.52	1.49	1.46	1.37	1.18

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

Safe Communities

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

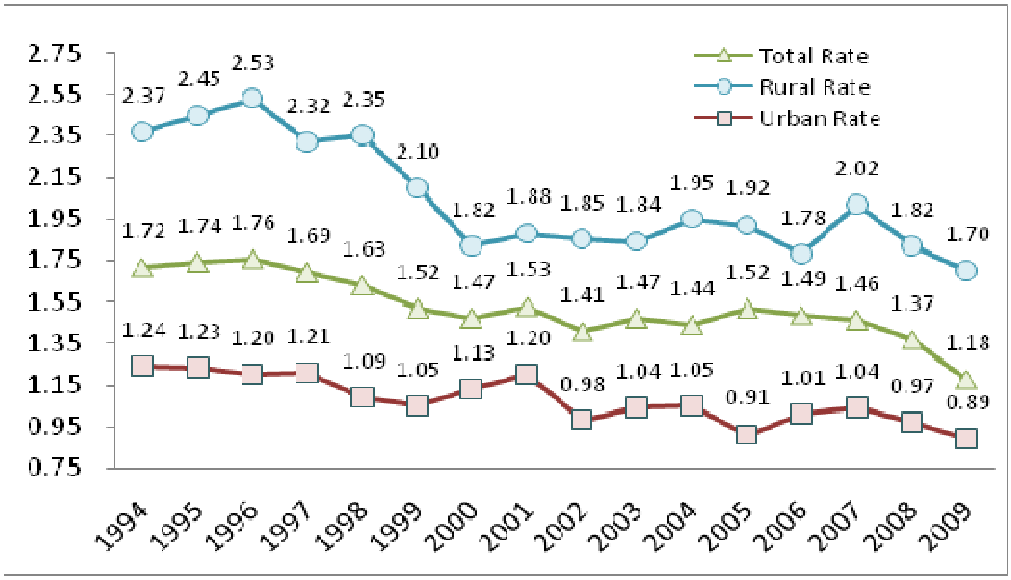
A Safe Community program must have the participation of local citizens and community organizations in addressing the local injury problem. This is imperative because citizens ensure that local values and attitudes are considered during the process of identifying the injury problems and formulating successful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

Rural Road Initiative

Rural counties are known to experience more fatalities than urban areas. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, since 1994 to 2009 the fatality rates in rural areas have decreased by 24.1%; overall fatalities rates decreased by 28.4% and urban fatality rates decreased by 24.6% within the same time period. *The figure below shows the disparity in roadway fatalities in rural and urban areas decreasing—only a 29 fatality difference in 2009.*

Urban vs. Rural Georgia (1994-2009)

Year	Total Fatalities	Rural Fatalities	Urban Fatalities
1994	1,425	805	608
1995	1,488	872	612
1996	1,573	935	628
1997	1,577	920	651
1998	1,568	953	611
1999	1,508	899	593
2000	1,541	867	652
2001	1,647	933	698
2002	1,524	922	572
2003	1,603	931	607
2004	1,634	860	733
2005	1,729	800	655
2006	1,693	740	725
2007	1,641	805	703
2008	1,493	700	687
2009	1,284	659	625



Data indicate that driving on rural roads is more dangerous than non-rural roads. The danger increases when inexperienced drivers, such as new teen drivers, operate vehicles on rural roads. The increased risk for injury results from both behavioral and environmental factors. Over the last decade, the dangers of rural roads have been well- documented. Former Secretary of Transportation Mary E. Peters released the following statement February 2008:

"Rural areas face a number of unique highway safety challenges. Rural crashes are more likely to be at higher speeds than urban crashes; victims of fatal crashes in rural area are more likely to be unbelted than their urban counterparts; and it often takes first responders longer to arrive at the scene of a rural crash, leaving victims waiting longer for medical attention. Outdated roadway design and roadside hazards such as utility poles, sharp-edged pavement drop-offs, and trees close to the roadway also are major contributors to the severity of rural crashes."

The counties in the Southeast Region of Georgia covered by the grant are characterized by small populations per square mile, small towns surrounded by unpopulated rural areas, large percentages of lower income families and individuals and, in general, an agrarian-based economy. The roads are typically straight; the land flat in the south to rolling in the northern area. Many of the roads are unimproved with soft shoulders and inadequate signage and striping. In a 2004 report to Congress, the Government Accounting Office (GAO) stated that rural roads posed an increased risk and cited driver behavior, roadway environment, vehicle variables, and medical care as reasons. The increased risk of death in Georgia on rural roads may be attributed to numerous factors including individual behavior choices, highway design and construction, laws that do not cover at-risk populations and lack of enforcement of current highway safety laws. The issue of successful community level highway safety planning, evaluation and outcomes is compounded by a lack of data that have been validated and analyzed into useful local level information. Demographic and environmental factors added together increase the risk on rural roads.

Inexperienced drivers contribute to the risk on rural roads.

According to the peer reviewed article "Drive Alive: Teen Seat Belt Survey Program (Burkett, 8/2010 WJEM):

Teens in rural areas are at greater risk of motor vehicle collision death than their urban counterparts. The National Highway Traffic Safety Administration (NHTSA) reported 51% of the fatal crashes and 57% of the fatalities involving teen drivers occurred on rural roadways in 2009. Higher fatality rates on rural roads result from several factors. Design elements often result in crashes more severe than in urban areas. Narrower lanes, lack of guardrails or shoulders, non-graded curves, and tree lined roadways may increase crash risks. Such road hazards can be treacherous for new and inexperienced drivers. Speed limits on rural roads are often set at higher limits than in urban areas. Additionally, rural drivers frequently commute longer distances than urban drivers. The increased distances allow greater exposure to the risk of crashing from lack of attention to driving or from simple fatigue. Such distances also can delay the detection of an accident and the administration of medical care. Seat belt usage among urban residents in 2009 was 83%, while rural residents wore safety belts at a slightly lower rate of 81%. National seat belt use was 80% among 16 - to 24 - year olds in 2008, the lowest rate of any age group.

This increased risk of deaths can be attributed to numerous factors, including highway design and construction, lack of enforcement and poor accordance with occupant safety laws. This proposal aims to establish regional highway safety offices that address these issues to reduce the toll of rural crashes.

Contribution of behavioral factors to rural road risks: Updated Local and State Data: Seat Belt Usage.

Over the past 19 years, Georgia's safety belt usage rate increased from 19.8% in 1987 to 90% in 2006. A 2007 Wayne County High School survey showed safety belt usage for males to be as low as 30%. Safety belt usage survey data from high schools in this region conducted by the Rural Roads Initiative in Southeast Georgia during the years 2008, 2009 and 2010 have demonstrated the need for continued program efforts to boost safety belt usage among these high risk drivers and clarified that this must be a major emphasis. The list below illustrates that this work has just begun.

Initial Safety Belt Surveys as part of Rural Roads Initiative in Southeast Georgia:

High Schools	*Percentage*
Appling County High School	26%
Toombs County High School	17%
Vidalia High School (Toombs)	29%
Metter High School (Candler)	10%
Statesboro High School (Bulloch)	67%
Treutlen Highs School (Treutlen)	12%
Montgomery County High School	42%
Emanuel County Institute	22%
Wheeler County High School	31%
Coffee County High School	46%
Charlton County High School	56%
Ware County High School	52%

These unexpected and exceedingly low results explain much of the high mortality rates among teen drivers in these rural areas. Clearly these counties have problems that warrant concentrated assistance in promoting highway safety.

The counties in the Northeast Region of Georgia covered by the grant are characterized by small populations per square mile, small towns surrounded by unpopulated rural areas, large percentages of lower income families and individuals and, in general, an agrarian- based economy. The roads are typically curvy; the land mountainous. Many of the roads are unimproved with soft shoulders and inadequate signage and striping. The increased risk of death in Georgia on rural roads may be attributed to numerous factors including individual behavior choices, highway design and construction, laws that do not cover at-risk populations and lack of enforcement of current highway safety laws. The issue of successful community level highway safety planning, evaluation and outcomes is compounded by a lack of data that have been validated and analyzed into useful local level information. Demographic and environmental factors added together increase the risk on rural roads.

In particular the programs will work to:

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

Note that highway safety regional efforts in Colorado, Florida, New Mexico, Oregon and Virginia were reviewed to help plan this initiative. The key to the success of this program will be the ability to gather highway safety data and best practices and provide this in an accessible and ongoing format to local rural jurisdictions. Coordinators located within the regions will best be able to work locally to communicate and lead these highway safety efforts.

Minority Drivers and Highway Safety

Hispanics

Recently, the Centers for Disease Control and Prevention reported that motor vehicle crashes are the leading cause of death for Hispanic ages 1 - 44 in 2000. Also, a study conducted by the Johns Hopkins School of Public Health and the Insurance Institute for Highway Safety found a marked increase in traffic death risks among Hispanic children and teens compared to the general youth population. Traffic crashes are the leading cause of death for Hispanics ages 1 - 34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities.

The Hispanic/Latino population is the fastest growing ethnic group accounting for 50.5 million or 16.3% in the 2010 Census, a 43% increase from the previous Census. In addition, the actual number of Hispanic residents may be much larger, due to an undercount of illegal immigrants. As of February 2003, Hispanic/Latinos became the largest minority group in the US, replacing African Americans. The Immigration and Naturalization Service estimates that approximately 1 million legal Hispanic/Latino immigrants and 800,000 illegal immigrants enter the country each year. By 2050 it is estimated that Latinos will account for approximately one fourth of the total US population.

The Hispanic/Latino population in Georgia experienced a 96.1% growth between 2000 and 2010 (from 435,227 to 853,689 residents in ten years). Census 2010 shows that 9.1% of Georgians are foreign-born. Hispanics often have severe lack of knowledge on local laws and issues concerning highway safety. It is the intent of GOHS to continue to explore highway safety problems and solutions in other counties through-out the State because of the disproportionate involvement among Hispanic residents.

National and state studies have shown that Hispanics have a higher risk of fatal car crashes than non-Hispanic whites. Traffic crashes are the leading cause of death for Hispanics ages 1 - 34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities. Injuries in these crashes are increased by lack of seat belt usage, which appears to be influenced by to cultural attitudes which increase while under the influence. Young men especially may feel seatbelts challenge their masculinity and bravery. These men may also have a reluctance to admit they cannot "hold their drink", and they may refuse help from someone who offers to drive them home.

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

African Americans

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

- One in four persons (24%) age 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Males are more likely to exhibit such behaviors than females (37 vs. 15 percent), and this pattern is found across all races and ethnicities. There are some differences among racial and ethnic groups in drinking and driving attitudes and behaviors.
- More than a quarter twenty-eight percent (28%) of white, non-Hispanic persons, which make up the largest sample, are more likely than any other racial group to report having driven within two (2) hours of consuming alcohol in the past month. American Indian/Eskimos report the second highest prevalence at twenty-one percent (21%). Hispanics, Blacks, and Asians report 17%, 16%, and 13%, respectively, for having driven within two hours after drinking in the past month. Whites age 21 to 29 reports the highest prevalence of this behavior thirty-seven percent (37%), which is almost twice the rate for other racial groups.
- Those who said they have driven within two hours after drinking any alcohol report an average of eleven (11) such trips in the past year (males 14.4 vs. females 5.9 trips). Whites account for eighty-four percent (84%) of all monthly trips, while this group comprises seventy-seven percent (77%) of the 16 to 64 year old population. The

percentages for monthly alcohol trips and population are: Blacks (5% - 9%); Hispanics (5% - 7%); Asian Americans (1% - 2%); and Native Americans and Eskimos (2% - 3%).

- About fifty-two percent (52%) of drinking drivers have other passengers with them during these trips for an average of 0.79 passengers per trip. Blacks are least likely to travel with passengers forty-two percent (42%) with an average of 0.67 passengers, whites fifty-two percent (52%) with 0.77 passengers, and others fifty-six percent (56%) with 1.1 passengers.
- Drinking-driving trips average 16.1 miles from origin to destination. Black drinking-drivers report the farthest driving distances at twenty-one (21) miles on average, whites report 16.6 miles, and others report 8.4 miles.
- About ninety percent (90%) of whites and seventy percent (70%) of all other groups say they have heard of legal limits. Less than half of those who said they knew their state's limit were able to specify that limit correctly.
- About three percent (3%) of whites, two percent (2%) of Blacks, two percent (2%) of Asian and seven percent (7%) of American Indian/Eskimos age 16-64 reported being stopped by the police for suspicion of drinking and driving.

GOHS believes that traffic safety needs and problems differ across populations, so are the strategies required to address them. Efforts to improve traffic safety in the Black community have stalled by a lack of information on communication strategies that would be helpful in determining and shaping effective interventions. GOHS plans to promote traffic safety programs among the Black population to make a significant difference in the State's overall highway safety fatality problem.

TARGET POPULATION

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

FFY 2012 PERFORMANCE OBJECTIVES

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

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT by six-percent (6%) from the 2009 calendar year of 1.18 to 1.11 by December 31, 2012.
    b. To decrease rural fatalities/VMT by two-percent (2%) from the 2009 calendar base year of 1.70 to 1.66 by December 31, 2012.

c. To decrease urban fatalities/VMT by one-percent (1%) from the 2009 calendar base year of 0.89 to 0.88 by December 31, 2012.

4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.
5) To increase seat belt usage or maintain an average increase in seat belt usage of at least 15 percentage points in high schools that implement the four part Drive Alive Program supported by Southeast Georgia's Rural Road Initiative by September 30th, 2012.

STRATEGIES

1. Continue to fund three (3) Georgia Safe Communities located in DeKalb, Cobb, and the City of Albany.
2. Participate in a minimum of three (3) national traffic safety campaigns in the established communities.
3. Provide funds to the DeKalb Board of Health's Safe Community to host two community discussion groups to identify high pedestrian crash areas to allow residents to discuss problems and brainstorm solutions, assist in planning and implementing a walkability assessment and assembly presentation on pedestrian safety, as well as to participate in International Walk to School Day and Georgia Walk to School Day with 2 DeKalb County elementary schools.
4. Provide funds to the DeKalb Board of Health's Safe Community to conduct 3 child passenger safety classes bimonthly for families with financial need, to participate in 4 Click It or Ticket events, and hold 5 educational child passenger safety presentations to local elementary schools with car seat distribution for families with financial need who attend.
5. Provide funds to the DeKalb Board of Health's Safe Community to coordinate DUI awareness programs, Ghost Out events, seat belt surveys, and distribute educational materials to 5 public high schools and one private high school.
6. Provide funds for DeKalb Safe Communities to host two SADD advisor training workshops to provide technical support and collaboration, distribute teen crash data and traffic statistics to advisors, coordinate the development of a DVD about SADD to assist in building additional chapters and a texting and driving awareness video for chapters to use, and provide chapters with a Teen Impaired Driving Prevention Community Planning toolkit.
7. Provide funds to Safe America Foundation's Safe Community Cobb County to conduct 4 middle school, 6 high school, and 2 college traffic safety presentations covering issues such as riding with distracted or drunk drivers, distracted driving, DUI, and seat belt usage.
8. Provide funds to Safe America Foundation's Safe Community Cobb County to conduct 6 traffic safety presentations at businesses and civic organizations, 5 to seniors at senior centers, faith based organizations or retirement centers, and to exhibit at 3 local health and safety fairs.

9. Provide funds to Safe America Foundation's Safe Community Cobb County to conduct 6 seat belt checks at local high schools and to provide safe driving education and driving at a one day event for approximately 1,000 teens and parents.
10. Provide funds to the City of Albany's Albany Safe Communities to provide bimonthly CPS classes to low income families educating them on child passenger safety and providing them with car seats; coordinate 8 fitting stations, and to participate in 7 road checks supplying educational materials and coordinating CPS technicians for Click It or Ticket, Operation Zero Tolerance, and/ or 100 Days of Summer Heat; and to teach 4 CPST courses.
11. Provide funds to the City of Albany's Albany Safe Communities to partner with local police departments and the Georgia Department of Transportation to conduct traffic engineering assessments at all fatal crashes in Dougherty County, conduct bi-annual safety belt surveys and submit needs improvement areas to relevant law enforcement agency coalition partners, conduct Road Safety Audits of 3 of the top 10 crash locations in Dougherty County, and to coordinate the implantation of the Traffic Calming Policy for the City of Albany by conducting and analyzing speed and traffic studies and making recommendations for countermeasures.
12. Provide funds to the Department of Community Health's Southeastern Rural Roads Initiative to support and maintain 24 Community Mobilization Groups, to add two new groups for a total of 26, and to conduct a local project planning, training, and evaluation meeting for the Community Mobilization Groups.
13. Provide funds to the Department of Community Health's Southeastern Rural Roads Initiative to complete 20 traffic safety events in the region with the focus being on the Drive Alive Teen seat belt usage program.
14. Provide funds to the Department of Community Health's Southeastern Rural Roads Initiative to analyze crash, hospital and/or emergency room data for at least four risk factors for at least 6 counties from Northeast and Southeast Georgia and provide results to their corresponding Community Mobilization Groups, and to provide crash data charts from at least 20 (13 for Northeast Georgia) counties to local law enforcement as well to facilitate a discussion regarding the importance of data and traffic needs of the community.
15. Provide funds to the Department of Community Health's Southeastern Rural Roads Initiative to analyze data to show an increase in seat belt usage or maintenance of an average increase in seat belt usage of at least 15 percentage points in high schools that implemented the four part Drive Alice Program in the region.
16. Provide funds to Pioneer RESA's Northeastern Rural Roads Initiative to support and maintain 35 Community Mobilization Groups, to add eight new groups for a total of 43, and to conduct a local project planning, training, and evaluation meeting for the Community Mobilization Groups.
17. Provide funds to Pioneer RESA's Northeastern Rural Roads Initiative to complete 10 traffic safety events in the region with the focus being on occupant protection.
18. Provide funds to Pioneer RESA's Northeastern Rural Roads Initiative to train and recertify 83 individuals as Certified Child Passenger Safety Technicians.

RESOURCE INFORMATION CENTER AND CLEARINGHOUSE

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

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

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

FFY 2012 PERFORMANCE OBJECTIVES

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

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT by six-percent (6%) from the 2009 calendar year of 1.18 to 1.11 by December 31, 2012.
    b. To decrease rural fatalities/VMT by two-percent (2%) from the 2009 calendar base year of 1.70 to 1.66 by December 31, 2012.
    c. To decrease urban fatalities/VMT by one-percent (1%) from the 2009 calendar base year of 0.89 to 0.88 by December 31, 2012.
4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.
5) To decrease alcohol impaired driving fatalities by ten-percent (10%) from the 2009 base year of 331 to 299 by December 31, 2012.

6) To maintain the steady decrease of speeding related fatalities below the 2009 calendar base year of 238 by December 31, 2012.
7) To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.
8) To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.
9) To decrease drivers age 20 years or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.
10) To reduce pedestrian fatalities from the 2009 calendar year of 150 to 141 by December 31, 2012.

STRATEGIES

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

Community Traffic Safety Programs - Section 402

Project Title: **Department of Public Health (DPH): Evaluating Interventions for Elderly Drivers**

Task Number: **CP-12-01**

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

Project Title: **Department of Public Health (DPH): Rural Road Initiative**

Task Number: **CP-12-02**

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

Project Title: **Duluth Police Department (Drive Smart)**

Task Number: **CP-12-03**

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

Community Traffic Safety Programs - Section 402

Project Title: **Georgia Motor Trucking Foundation**

Task Number: **CP-12-04**

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

Project Title: **Georgia Operation Lifesaver**

Task Number: **CP-12-05**

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

Project Title: **Georgia Operation Lifesavers**

Task Number: **CP-12-06**

Project Summary: First responders (law enforcement/emergency responders) receive limited training as to how to respond to a train-motor vehicle crash; these courses will provide them with effective response training.

Community Traffic Safety Programs - Section 402

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

Task Number: **CP-12-07**

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

Project Title: **Morgan Co School System (Don't Text and Drive)**

Task Number: **CP-12-08**

Project Summary: This is a peer-to-peer presentation that educates teens about the dangers of distracted driving.

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

Task Number: **CP-12-09**

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

Community Traffic Safety Programs - Section 402

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

Task Number: **CP-12-10**

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

Safe Communities Countermeasures - Section 402

Project Title: **Albany Safe Communities**

Task Number: **SA-12-01**

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

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

Task Number: **SA-12-02**

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

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

Task Number: **SA-12-03**

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

MOTORCYCLE SAFETY

PROGRAM GOAL: To decrease motorcyclist fatalities ten-percent (10%) from the 2009 calendar base year count of 140 to 126 by December 31, 2012.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

The last ten years of motorcycle fatality data paint a grim picture for Georgia riders. In 2009, 11-percent of the overall traffic fatalities in Georgia involved motorcycle occupants (140). That's the highest percentage since 1994. Although overall traffic fatalities have been reduced in Georgia from 2008-2009 by 21%, motorcycle fatalities are still 11% of the 2009 year end total. The more motorcycles on our highways, the more popular riding has become, the higher the death toll has risen. 2009 began a new trend where an actual 38 motorcycle riders less were killed on Georgia roads.

Motorcycle and scooter riders face more risk of crashing and being injured than passengers in four-wheeled vehicles do. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle.

Motorcyclists may not be aware that they lack the specialized skills to operate a motorcycle safely. Unlicensed riders may continue to ride under either a 'perennial permit' or no endorsement at all. The licensing process is a time consuming process for both the Examiner and applicant, and wait times may cause some riders to opt out of the process.

Drivers' awareness of the motorcyclist's presence on the road is low. Motorists may not know the reason behind some common motorcycle maneuvers (e.g. swerve, or lane positioning) and fail to accommodate for these actions. In many driver education programs, the special handling characteristics of vehicles like motorcycles receive very little mention.

When a motorcycle is involved in a crash, excluding personal gear worn by the riders, there is almost no protection for the rider. Crash data confirms these risks. NHTSA estimates that 80% of motorcycle crashes result in injury or death, while only 20% of passenger car crashes injure or kill a driver or passenger in their vehicle.

As of June 30, 2011 there were 199,253 registered motorcycles in Georgia. This is an increase of 38% over the 2005 data. There were 55,161 more registrations in 2009 than in 2005; however fatalities were actually lower than they were in 2005. The motorcycle fatality rate (as shown in the figure below) varies between 7.10 fatalities per 10,000 registered motorcycles (minimum) in 2009 to the high 10.83 fatalities per 10,000 registered motorcycles in 2006 (maximum).

Motorcycle Fatalities per 10,000 Registered Motorcycles 2005-2009

Source: NHTSA/ FARS

Year	MC Fatalities	Registration	Fatality Rate
2005	144	142,010	10.14
2006	154	142,276	10.83
2007	163	172,430	9.45
2008	178	188,072	9.46
2009	140	197,171	7.10

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year through 2009, alcohol related motorcycle fatalities increased in Georgia. According to NHTSA, in 2009, 11-percent (11%) of all fatally injured Georgia motorcycle riders had BAC levels of .08 g/dL or higher. An additional 5-percent (5%) had lower alcohol levels (BAC .01 to .07 g/dL).

In 2009, the alcohol reporting rates for all surviving drivers (including motorcyclist) involved in Georgia fatal crashes was 21% - 182 surviving persons out of 878 surviving drivers involved in a fatal crash were tested for alcohol consumption. The reporting rates are higher for fatally injured drivers. In 2009, the alcohol tests were giving to 59% of all fatally injured drivers. Overall, in 2009 Georgia has an alcohol reporting rate of 40% among all surviving and fatally injured drivers.

Georgia Motorcycle Riders (Operators) Killed By Year and the Riders Blood Alcohol Concentration (BAC)

Year	Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
	Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		To tal	With Blood Alcohol Concentration (BAC) Results Reported to FARS	
		Number	Percent		Number	Percent		Number	Percent
2005	1,345	305	23	1,161	547	47	2,506	852	34
2006	1,268	294	23	1,154	558	48	2,422	852	35
2007	1,209	248	21	1,087	595	55	2,296	843	37
2008	1,037	204	20	1,022	574	56	2,059	778	38
2009	878	182	21	863	513	59	1,741	695	40

Source: FARS 2005-2009

According to a study conducted by the Pacific Institute for Research and Evaluation (PIRE), the percent of riders dying with low BAC levels is almost twice that of drivers of passenger vehicles.

Georgia has utilized the *Riders Helping Riders* program and a mix of communication mechanisms to draw attention to the dangers of impaired riding (e.g. newspapers, community meetings, e-mail, posters, fliers, mini-planners and law enforcement mobilizations). *Riders Helping Riders* is a rider-training program based on findings that riders tend to look out for each other, but for various reasons, are hesitant to intervene in the drinking and riding behavior of their peers. The program communicates the drinking and riding problem, the need for rider

intervention as it relates to drinking and riding behavior of their peers, and tools that riders can use to help prevent the drinking and riding of their peers.

TARGET POPULATION

Motorcycle and scooter riders in Georgia as well as all drivers of passenger vehicles who may endanger these users.

FFY 2012 PERFORMANCE OBJECTIVES

Objective 1: *To decrease the total number of motorcycle crashes from 3,708 in 2009 to 3,522 by December 31, 2012.*

Objective 2: *To decrease the total number of motorcycle fatalities from 140 in 2009 to 126 by December 31, 2012.*

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar base year average of 1,284 by December 31, 2012 to 1,122.
2) To maintain the steady decrease serious traffic injuries below the 2009 calendar base year average of 109,685 to 105,326 by December 31, 2012.
3) To decrease alcohol impaired driving fatalities nine-percent (9%) from the 2009 calendar base year average of 331 to 229 by December 31, 2012.
4) To decrease motorcyclist fatalities ten-percent (10%) from the 2009 calendar base year count of 140 to 126 by December 31, 2012.
5) To decrease un-helmeted motorcyclist fatalities nine-percent (9%) from the 2009 calendar base year of 11 to 10 by December 31, 2012.

STRATEGIES

To help achieve these goals, the communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia. These metropolitan areas include those surrounding Atlanta, Gainesville, Augusta, Savannah, and Columbus where a majority of the fatalities occurred in 2009.

In addition to the objectives of the HSP and SHSP, other process goals have been set by previous planning efforts. The 2006 Motorcycle Safety Strategic Work Group, which also established the Motorcycle Safety Task Force, outlined three major goals for communication:

1. Develop specific public information materials for specific audience.
2. Identify problems and target audiences for public information campaigns.
3. Utilize all DDS Driver Service Centers for disseminating literature to target audiences.

In addition to the HSP strategies, the Motorcycle Safety Task Team is partnering and developing the following programs:

- Create and disseminate effective communication and outreach campaigns to increase motorist's awareness**.**
- Provide more instructors and training facilities to meet demand and geographical accessibility.
- Encourage proper licensed Riders. (RST)
- Develop and promulgate a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
- Create and disseminate effective educational and awareness communications to riders on how alcohol and other drugs affect motorcycle operator skills.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Georgia Motor Safety Program (GMSP) throughout the state. The DDS and GOHS web site will also be used to promote the program.
- Conduct motorcycle forums in communities with high motorcycle crash rates.
- Promote the Share the Road campaign.
- DPS motorcycle fatalities reduction plan.

Motorcycle Safety - Section 2010

Project Title: **Department of Driver Services**

Task Number: **K6-12-01**

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

Project Title: **GOHS (Motorcycle Safety)**

Task Number: **K6-12-02**

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

PAID MEDIA

PROGRAM GOAL: To implement a Paid Media Plan for GOHS Impaired Driving and Occupant Protection campaigns for FFY 2012 which includes a year-round message for Georgia driver safety.

PROBLEM IDENTIFICATION AND PROGRAM JUSTIFICATION

IMPAIRED DRIVING: ***Over The Limit, Under Arrest (OTLUA)***
In 2009, the State of Georgia suffered 1,284 fatalities in motor vehicle crashes. Impaired driving killed 331 persons in those crashes. Alcohol related fatal crashes accounted for 25.7% of all fatal crashes in Georgia in 2009. Nationally, the chance of a crash being fatal was almost six times higher for crashes related to alcohol or drugs than crashes not related to driver impairment. **One-out-of-four traffic fatalities in Georgia are now alcohol-related**. The overall cost of crashes, injuries, and deaths related to crashes in Georgia is $7.8 billion a year. Much improvement is needed for the state in as much as alcohol related fatalities are anticipated to continue to be a prominent factor in Georgia's 2012 stats.

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

OCCUPANT PROTECTION: ***Click It or Ticket***
Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five-percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by an amazing sixty-percent (60%)! More than forty-nine-percent (49%) of Georgia's fatally injured vehicle occupants in 2009 were unrestrained during their crash. 454 Georgians died here in 2009 because they didn't click-it.

NHTSA research data shows more than 70-percent (70%) of passenger vehicle occupants involved in serious crashes nationwide survive when wearing safety belts correctly. Although Georgia had the highest recorded safety belt usage rate in the southeast at nearly 90%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting Paid Media in conjunction with high profile enforcement measures.

SPEED: ***100 Days of Summer H.E.A.T.***
Nearly one-out-of-four crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there's a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash

increase three-fold in crashes related to speed. The majority of drivers in those speed related crashes fall within the demographics of Georgia's Primary Audience for Paid Media.

The **100 Days of Summer H.E.A.T**. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through the Fourth of July and Labor Day holidays. **H.E.A.T.** stands for *"Highway Enforcement of Aggressive Traffic."* GOHS Public Affairs promotes this initiative with summer-long earned media through news conferences and cross-promotion paid media PSA's run in rotation with occupant safety and alcohol counter measure campaign ads.

MOTORCYCLE SAFETY: ***Share The Road***
Gas prices in Georgia have remained unstable and as a result, the sport has continued to grow in popularity. Subsequently, both younger and older riders are still over-represented in Georgia's motorcycle fatality stats. A total of 140 people were killed here in motorcycle crashes in 2009. 26% of those fatalities were under age thirty, while 30% of those killed were fifty years of age or older. For an entire decade (1998-2008), Georgia experienced a continual rise in motorcycle fatalities, seeing a 165% increase in that 10-year period. While the state finally saw a reduction in 2009, motorcycle crashes in Georgia still accounted for 11% of crash fatalities.\

As part of the GOHS speed and impaired driving countermeasure message strategy, the Governor's Office of Highway Safety uses Paid Media to target motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message. Simultaneously, GOHS is targeting motorists with a Share The Road, Motorcycle Safety Awareness campaign in those jurisdictions where the incidences of impaired motorcycle crashes are the highest.

TARGET POPULATION

GEORGIA'S PRIMARY AUDIENCE: The GOHS Occupant Protection/Impaired Driving Paid Media message is directed at a statewide audience: NHTSA relies upon the results of a national study conducted for them which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on "younger drivers in the 18-to-34 year-old demographic".

Based on current NHTSA audience research data, Georgia's Occupant Safety and Impaired Driving messages are directed at two target audiences during the course of regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34. As described in the NHTSA 2007 National Communications Plan, this target audience profile includes "Blue Collars" and "Risk Takers" as the primary segments used for this paid media campaign. This NHTSA plan remains in effect.

GEORGIA'S SECONDARY AUDIENCE: In its secondary audience, GOHS seeks to reach all Georgia drivers with Occupant Safety and Impaired Driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary Paid Media market target. Hispanic radio and TV will

continue to represent a portion of the GOHS targeted statewide media buy. Further, because Georgia sees a growing potential for an erosion of occupant safety numbers among young Blacks, the African American Community is also a targeted secondary demographic for GOHS Paid Media highway safety campaigns.

FFY 2012 PERFORMANCE OBJECTIVES

Objective : *To provide funds for the procurement of a "year round message" delivered through a statewide Paid Media campaign to reach Georgia's Primary and Secondary Audience to foster lifesaving highway safety awareness, promote safety belt use and safe and sober driving . The Combined GOHS safe driving campaign messages condense to this six-word warning: "Slow Down. Buckle-Up. Drive Sober."*

2012 KEY PERFORMANCE MEASURES

1) To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
2) To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3) To decrease overall fatality rates in rural and urban areas.
    a. To decrease fatalities/VMT by six-percent (6%) from the 2009 calendar year of 1.18 to 1.11 by December 31, 2012.
        i. The average decline of fatalities/VMT from 2005-2009 is 6%. It is expected that there will be a 6% greater decrease by December 31, 2012 based on trend data.
    b. The decrease rural fatalities/VMT by two-percent (2%) from the 2009 calendar base year of 1.70 to 1.66 by December 31, 2012.
        i. The average decrease of rural fatalities/VMT from 2005-2009 decreased on average by 3%. It is estimated that there will be a 3% greater decrease by December 31, 2012.
    c. To decrease urban fatalities/VMT by one-percent (1%) from the 2009 calendar base year of 0.89 to 0.88 by December 31, 2012.
        i. The average decrease of urban fatalities/VMT from 2005-2009 is 0%. It is estimated that there will be no significant change in urban fatalities/VMT by December, 2012.
4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.
5) To decrease alcohol-impaired driving fatalities by ten-percent (10%) from the 2009 base year of 331 to 299 by December 31, 2012.
6) To maintain the steady decrease of speed-related fatalities below the 2009 calendar base year of 238 by December 31, 2012.
7) To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.
8) To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.

9) To decrease drivers age 20 years or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.
10) To reduce pedestrian fatalities from the 2009 calendar base year of 150 to 141 by December 31, 2012.

GOHS PAID MEDIA WEIGHT GOALS

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

- The measure for each Georgia media market purchased for Broadcast TV and Cable TV will be 200-300 (GRP's) Gross Rating Points per week.

- The measure for each Georgia media market purchased for Radio will be 150-200 (GRP's) Gross Ratings Points per week.

- These Gross Rating Point (GRP) levels will deliver sufficient Reach (the number of male viewers and listeners age 18-34), and

- "Frequency" (the number of times the target audience actually sees the message) to achieve the GOHS driver safety communications goals.

- In accordance with the NHTSA Grant Funding Policy Part II E Public Communications and 402 Advertising Space Guidance (dated December 1, 2006); GOHS will conduct Department of Motor Vehicle Services (DMV) and telephone surveys through the University of Georgia for the purpose of assessing message recognition for paid media campaigns.

GOHS PUBLIC AFFAIRS

The Governor's Office of Highway Safety employs a full-time professional Public Information Officer (PIO)/Communications Officer with a deep background in writing and print media as well as serving 3 years as an Assistant Public Information Officer under GOHS' former Director of Public Affairs. The PIO coordinates paid and earned media highway safety campaigns.

During the summer of 2011, the Georgia Department of Administrative Services concluded a three-year project to create and bid a special contract for a statewide media buyer. GOHS renewed its contract with the InterConnect Group of Atlanta as its media buyer of record. The InterConnect Group has also been awarded the statewide media buyer contract.

GOHS Public Affairs continues to write and produce customized PSA scripts for radio for each Georgia enforcement campaign. GOHS currently uses NHTSA-produced Public Service TV Ads tagged locally for Georgia's Governor's Office of Highway Safety to promote this state's occupant safety and alcohol enforcement campaigns. These paid media ads are regularly broadcast in rotation with national ads during nationwide enforcement campaigns or run during Georgia's statewide initiatives.

MAJOR CHANGES IN LOCAL NEWS COVERAGE

In recent years, local Public Safety and Public Service organizations have witnessed the steady erosion of their traditional access to local TV and radio news and newspapers for the earned media delivery of life-saving messages to the public through news conferences and feature stories. Highway safety offices across the country have been complaining about this steady disenfranchisement from mainstream media over the past several years and it has been the primary topic of concern of many LifeSavers and GHSA-PIO media conferences.

Only five years ago in Atlanta, coverage of GOHS news conferences routinely included attendance by all four local TV news stations and the PBS and Hispanic affiliates, plus two local radio news channels, with reporters from three-out-of-four commercial stations assigned to deliver self-contained packages or noon live-shots. Around 2008, local Atlanta TV stations began sending photographers-only and infrequently assigned reporters to cover highway safety news conferences. Now, three local TV news assignment desks operate a pool photographer arrangement to shoot and share news conference video the same way court video is covered.

The long term economic downturn remains chiefly responsible for these demonstrable negative effects on major news outlets in Georgia's largest major media market. Diminished broadcast and print advertising incomes have caused reductions in reporter and photographer staffs which in turn reduce flexibility to cover assignments that aren't regarded as potential lead stories. And news conferences with talking heads - the Earned Media vehicle of highway safety agencies everywhere - have become persona-non-grata on six o'clock show rundowns, regardless of quality of content.

Even redoubled efforts using Public Affairs Best Practices to develop and maintain closer ties with assignment editors, producers, and beat reporters at local stations were insufficient to reverse this trend. Increased emails, phone calls, and personal newsroom visits to present and pitch and follow-up media advisories did nothing to change the outcome of morning assignment meetings. Aggressive new media strategies had to be developed to promote highway safety in Georgia.

NEW MEDIA STRATEGIES

Because local news media has failed to provide highway safety campaign messaging at previous levels, GOHS has been adapting new strategies to cope with reduced coverage and reach our target audience, with and without budget support.

NEW EARNED MEDIA STRATEGIES

1. Discussions with local Atlanta news producers reveal that highway safety campaign kick-off news conferences scheduled with two or more weeks' lead time ahead of the actual holiday travel periods are considered too far in advance of holiday coverage to grab the attention of the average audience or assignment editor. Producers indicate they just aren't interested in talking about the upcoming Memorial Day holiday when April is still on the calendar. But news producers are more inclined to cover cops and crash predictions when the holiday travel period begins in May. Based on these recent findings, GOHS Public Affairs is now issuing news releases only around the dates when the enforcement campaigns officially begin and then successfully scheduling news

conferences on dates and times closer to the travel holidays when local news is most likely to cover them.

2. After studying local Atlanta market news line-ups, GOHS has maintained shifted schedules for its news conferences to adapt to the day parts when TV news operations are more likely to cover and place our stories in a newscast. GOHS has moved its news conferences from mornings around 10AM, where we tried to make slot for local noon news programs, to evenings around 8:00PM, to make slot in the 10PM & 11PM shows. A local police DUI or seatbelt road check always follows the news conference to provide action video to enhance local news coverage and provide background for potential live-shots. Most local DUI task forces are scheduled for operations at this time.

3. In 2009, GOHS began using on-line social media sources to post highway safety messaging to teen drivers. GOHS Public Affairs continues to successfully use Facebook and Twitter for posting enforcement initiative messages to teens, highway safety stakeholders and local/statewide media.

NEW PAID MEDIA STRATEGIES

1. GOHS began experimenting with placement of safety belt ads in On-Line Gaming as part of the Paid Media Buys of the now-concluded Rural Roads campaign of 2008-2010. This method continues to produce exceptional numbers of impressions and is repeated as a routine feature of other Paid Media campaigns.

2. GOHS previously experimented with billboard ads as part of the Rural Roads and Super Speeder campaign Paid Media Buys to increase message penetration in rural counties underserved by cable television, radio, and newspapers. Because of the successful results encountered with these billboard ads, this out-of-home ad strategy continues to be considered as part of other future GOHS campaigns.

3. In 2009, GOHS also made experimental buys using Gas Pump Topper ads. Because of the continued successful results experienced with these ads, Public Affairs has continued to integrate Gas Pump Toppers into GOHS Paid Media campaigns.

4. Also in 2009, Public Affairs experimented with internet and on-line game buys designed by the GOHS webmaster. Due to the continued successes experienced using these ads, Public Affairs will continue to integrate these features into future GOHS Paid Media campaigns.

PAID MEDIA PROGRAM SUPPORT STRATEGIES

1. To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality stats on Georgia's highways while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.

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

3. To use Paid Media to support the new GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message.

4. To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.

5. To base Georgia's year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to correlate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.

6. To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.

7. GOHS will conduct a minimum of six Paid Media initiatives during 2011-2012, to include:
    a. The OZT Labor Day 2011 Campaign OTLUA *(which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns)*
    b. the CIOT Thanksgiving 2011 Campaign and
    c. the OZT Christmas-New Year 2011/2012 Campaign OTLUA
    d. the 2012 Share The Road/Motorcycle Awareness campaign, date TBA
    e. the CIOT Memorial Day 2012 Campaign
    f. and the OZT Independence Day 2012 Campaign OTLUA.

Paid Media - Section 402

Project Title: **GOHS (CIOT Campaigns & Region 4 Rural Roads Seat Belt Project**

Task Number: **402PM-12-01**

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

Nov 2011 CIOT
May 2012 CIOT

Paid Media - Section 410

Project Title: **GOHS (OZT Paid Media)**

Task Number: **K8PM-12-01**

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

Christmas/New Years 2011/2012
Independence Day 2012
Labor Day 2012

2012 Georgia Highway Safety Plan

State Certification and Assurances

Every Road LEADS TO Safety

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

Certifications and Assurances

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

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

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

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

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

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
- (23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20.

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

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

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

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

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country, and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

  (i) the entity in the preceding fiscal year received—

  (I) 80 percent or more of its annual gross revenues in Federal awards; and (II) $25,000,000 or more in annual gross revenues from Federal awards; and (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget (OMB) in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.;* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific

statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988 (41 U.S.C. 702;):

The State will provide a drug-free workplace by:

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

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

   1. The dangers of drug abuse in the workplace.

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

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

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

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

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

   1. Abide by the terms of the statement.

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

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

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

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

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

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

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

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

POLITICAL ACTIVITY (HATCH ACT).

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

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

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any

person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

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

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

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

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

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

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

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

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

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

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

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

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

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction;

violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

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

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

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

Instructions for Lower Tier Certification

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

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

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

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

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

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

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

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

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

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

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

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

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

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

(1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
   a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
   b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

(2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –

a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

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

Governor's Representative for Highway Safety

Georgia

State or Commonwealth

2012

For Fiscal Year

August 30, 2011

Date

2012 Georgia Highway Safety Plan

Governor's Office of Highway Safety
7 Martin Luther King, Jr. Drive
Suite 643
Atlanta, GA 30334

404.656.6996 Atlanta Area
1-888-420-0767 Toll Free GA
404-651-9107 Fax

www.gahighwaysafety.org

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