



2017 GEORGIA HIGHWAY SAFETY PLAN



6/30/2016

Georgia Governor's Office of Highway Safety

**7 Martin Luther King Jr. Drive SW
Suite 643
Atlanta, GA 30334**



TABLE OF CONTENTS

NHTSA EQUIPMENT LETTER..... 5

EXECUTIVE SUMMARY 7

 GEORGIA’S ANNUAL HIGHWAY SAFETY PLAN..... 8

 MISSION STATEMENT..... 8

 UNIQUE TRAFFIC SAFETY ISSUES..... 9

 LEGISLATIVE UPDATES..... 9

 PURPOSE OF THE PLAN..... 9

 STRATEGIC HIGHWAY SAFETY PLAN (SHSP)..... 9

 EPIDEMIOLOGIST PARTNERSHIP..... 10

 EVIDENCE BASED TRAFFIC ENFORCEMENT PLAN..... 10

 CONTINUOUS FOLLOW UP AND ADJUSTMENT 13

 RISK ASSESSMENT 13

 NON-COMPLIANT GRANTEE..... 15

 FUTURE FUNDING 16

SECTION 1: HIGHWAY SAFETY PLANNING PROCESS..... 17

 HIGHWAY SAFETY PLANNING PROCESS FLOW 18

 FFY 2017 PLANNING CALENDAR 19

 HIGHWAY SAFETY PLAN DATA SOURCES 20

 PROBLEM IDENTIFICATION PROCESS 21

 STATE DEMOGRAPHICS 21

 HIGHWAY SAFETY PLANNING PROCESS PARTICIPANTS 21

 STRATEGIES FOR PROJECT SELECTION 21

 REQUEST FOR PROPOSALS (RFP) 22

 DISCRETIONARY GRANTS 22

 RENEWAL PROCESS..... 22

 GRANT APPLICATION PROCESS..... 22

 APPLICATION REVIEW PROCESS 24

SECTION 2: PERFORMANCE PLAN 27

 GEORGIA MOTOR VEHICLE FATALITIES 28

 CORE PERFORMANCE MEASURES AND TARGETS 30

 PRIORITY TARGETS..... 31

 CORE BEHAVIOR..... 31

 TRAFFIC SAFETY PERFORMANCE MEASURES 32

SECTION 3: STRATEGIES, PROJECTS AND BUDGET SUMMARIES 33

 PLANNING AND ADMINISTRATION..... 34

 ALCOHOL AND OTHER DRUG 37

 OCCUPANT PROTECTION 49

 TRAFFIC SAFETY INFORMATION SYSTEMS 54

 SPEED AND AGGRESSIVE DRIVING 57

 POLICE TRAFFIC SERVICES..... 60

 PEDESTRIAN AND BICYCLE SAFETY 72

COMMUNITY TRAFFIC SAFETY PROGRAMS..... 78

RESOURCE INFORMATION CENTER AND CLEARINGHOUSE..... 83

MOTORCYCLE SAFETY 84

PAID MEDIA..... 88

DISTRACTED DRIVING 93

OTHER FUNDED PROJECTS - DRIVER’S EDUCATION..... 101

OTHER FUNDED PROJECTS – SHARE THE ROAD..... 102

SECTION 4: PERFORMANCE REPORT 103

 CORE OUTCOME MEASURES /TRENDS 104

 CRASH SUMMARY 114

 CITATION DATA..... 114

SECTION 5: PROGRAM COST SUMMARY LIST OF PROJECTS 115

SECTION 6: CERTIFICATIONS AND ASSURANCES 150

 APPENDIX A TO PART 1 200..... 151

 APPENDIX A TO PART 1 300..... 161

 APPENDIX B TO PART 1 300 173

SECTION 7: APPENDIX 174

FFY 2017 CORE PERFORMANCE DETAILED DATA JUSTIFICATION 174

SECTION 8: 405 APPLICATION 191

 APPENDIX D TO PART 1 200..... 194

I. OCCUPANT PROTECTION (405 B) 208

 OCCUPANT PROTECTION 212

 CLICK IT OR TICKET MOBILIZATION..... 216

 CHILD RESTRAINT INSPECTION STATIONS 217

 CHILD RESTRAINT INSPECTION STATIONS BY COUNTY 217

 CHILD PASSENGER SAFETY TECHNICIAN 218

 GEORGIA STATE PATROL (GSP)..... 219

 THE UNIVERSITY OF GEORGIA TRAFFIC INJURY PREVENTION INSTITUTE (GTIPI)..... 220

 DEPARTMENT OF PUBLIC HEALTH (DPH), CHILD OCCUPANT SAFETY PROJECT 222

 CITY OF ATLANTA FIRE RESCUE DEPARTMENT..... 223

 PAID/EARNED MEDIA 224

II. STATE TRAFFIC SAFETY INFORMATION SYSTEMS IMPROVEMENTS (405C) 225

 TRAFFIC SAFETY INFORMATION SYSTEMS 228

 GEORGIA TRAFFIC RECORDS ASSESSMENT UPDATE REPORT..... 230

III. IMPAIRED DRIVING COUNTERMEASURES (405D) 235

 ASSURANCE STATEMENT..... 236

IV. DISTRACTED DRIVING (405E) 239

 DISTRACTED DRIVING 243

V. MOTORCYCLE SAFETY (405F) 248

 AWARENESS PROGRAM DEVELOPMENT LETTER 249

 QUALIFYING CRITERIA: MOTORCYCLIST AWARENESS PROGRAM 255

 LAW TO DESIGNATE STATE AUTHORITY OVER MOTORCYCLIST..... 267

QUALIFYING CRITERIA: IMPAIRED DRIVING.....278
IMPAIRED DRIVING PROGRAM GENERAL DESCRIPTION.....283
LAW DEFINING IMPAIRMENT284
VI. NON-MOTORIZED SAFETY (405H).....284
PEDESTRIAN AND BICYCLE SAFETY284

NHTSA Equipment Letter



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Nathan Deal
GOVERNOR

Harris Blackwood
DIRECTOR

June 29, 2016

Ms. Carmen Hayes, Regional Administrator
Atlanta Federal Center
61 Forsyth Street, SW
Suite 17T30
Atlanta, GA 30303

Dear Ms. Hayes:

The Governor's Office of Highway Safety (GOHS) is submitting our FFY2017 Highway Safety Plan. We requesting your approval to purchase the equipment listed below. Upon your approval, the equipment will be purchased and used to provide educational and traffic enforcement initiatives in an effort to increase the public's awareness on safe driving and the need to reduce the number of crashes, injuries and fatalities occurring on Georgia's roadways.

PROJECT #	FUNDING	AGENCY	DESCRIPTION	QTY	UNIT VALUE	TOTAL
GA-2017-Alpharetta-00099	402PS	Alpharetta Dept. of Public Safety	SMART board Electronic Message Board	1	\$15,000.00	\$15,000.00
GA-2017-Byron Poli-00014	405bM1*OP	Byron Police Department	Seat Belt Convincer	1	\$18,500.00	\$18,500.00
GA-2017-Calhoun Po-00187	402PT	Calhoun Police Department	SPEED MONITORING TRAILER	1	\$4999.99	\$4999.99
GA-2017-Camden Cou-00209	402OP	Camden County Sheriff's Office	Manufactured Trailer - audio visual equipment included as a self-contained unit (turn-key) for presentations.	1	\$20,000.00	\$20,000.00
GA-2017-Douglas Co-00260	402PT	Douglas County Sheriff's Office	Intoxilyzer 9000	1	\$8,482.00	\$8,482.00
GA-2017-Hall Count-00144	402PT	Hall County Sheriff's Office	Coban In car Camera System	3	\$5,300.00	\$15,900.00
GA-2017-Hall Count-00144	402PT	Hall County Sheriff's Office	Stalker Laser	3	\$5,200.00	\$15,600.00
GA-2017-Hall Count-00144	402PT	Hall County Sheriff's Office	2016 Ford Interceptor EcoBoost Twin-Turbo AWD	3	\$28,000.00	\$84,000.00
GA-2017-Newton Cou-00142	402PT	Newton County Sheriff's Office	2016 Dodge Charger Fully equipped	3	\$33,631.50	\$100,894.50
GA-2017-Pearson Po-00185	402PT	Pearson Police Department	Radar Speed Trailer	1	\$5,035.00	\$5,035.00
GA-2017-Pierce Cou-00074	402PT	Pierce County Sheriff's Office	OMI Intoxilyzer 9000	1	\$8,500.00	\$8,500.00
GA-2017-Savannah-C-00153	405bM1*PT	Savannah-Chatham Metropolitan Police Department	2016 Ford Police Interceptor Fully Equipped	3	\$36,000.00	\$108,000.00
GA-2017-Winder Pol-00051	402PT	Winder Police Department	Stalker SAM-R Trailer	1	\$6,450.00	\$6,450.00



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Page 2

As always, thank you for the assistance you and your staff continue to provide this office. Should you have any questions regarding the equipment approval request, please contact me at 404.656.6996 or at hblackwood@gohs.ga.gov.

Sincerely,



Harris Blackwood
Director

cc: Mr. Terrance Parker, NHTSA
Ms. Vita Jordan, GOHS Finance
Ms. Scarlett Woods, GOHS Planning and Programs



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EXECUTIVE SUMMARY



2017 Georgia Highway Safety Plan

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

Georgia's Annual Highway Safety Plan

Under the authority and approval of Governor Nathan Deal, the Governor's Office of Highway Safety (GOHS) produces the 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).

Georgia's Highway Safety Plan is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan and includes a wide variety of proven strategies and new and innovative countermeasures. The Highway Safety Plan 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 ensure that the planned projects are data driven with focus on areas of greatest need. All targets and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.

Mission Statement

The Mission of the Governor's Office of Highway Safety is to educate the public on traffic safety and facilitate the implementation of programs that reduce motor vehicle related crashes, injuries and fatalities on Georgia roadways. In FFY 2016, the Governor's Office of Highway Safety (GOHS) made tremendous gains in state collaborations to reach its mission with unprecedented partnerships with the Georgia Department of Driver Services (DDS), Georgia Department of Public Safety (DPS), Georgia State Patrol (GSP), Georgia Department of Public Health (DPH), Georgia Department of Transportation (GDOT), Georgia Sheriffs Association, Administrative Office of the Courts (AOC), Prosecuting Attorney's Council (PAC), and the University of Georgia (UGA). With these committed partnerships, the Governor's Office of Highway Safety (GOHS) embraced the Strategic Highway Safety Planning by facilitating the 5-E's Model Approach - Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation.

Some of the major performance targets that will be addressed in FFY 2017 include:

- To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- To decrease speeding-related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

These two targets will be accomplished through major enforcement and public awareness campaigns in conjunction with the national high-visibility mobilizations including the Governor's Office of Highway Safety Highway Enforcement of Aggressive Traffic (H.E.A.T.) program and the Governor's Office of Highway Safety Thunder Task Force.

- To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2016.

This target will be accomplished through continuing partnerships with the Georgia Department of Public Health, the University of Georgia's Traffic Injury Prevention Institute, Georgia State Patrol, and the Atlanta Fire Department. The Governor's Office of Highway Safety collaborates with these agencies in implementing national high-visibility enforcement campaigns, public awareness campaigns as well as child passenger safety fitting stations and trainings.

Unique Traffic Safety Issues

The Governor's Office of Highway Safety continues to address the issue of non-use (or gross misuse) of child passenger restraints in rural areas of Georgia. The Thunder Task Force enforcement campaigns indicate citation numbers for child passenger seats have dramatically increased in recent months. To address non-use and misuse, the Governor's Office of Highway Safety is continuing the emphasis on collaborations with rural law enforcement agencies through the expansion of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program, providing public awareness through the annual Child Passenger Safety Caravan, and encouraging increased rural participation in events including National Child Passenger Safety Week.

Legislative Updates

The Strategic Highway Safety Plan not only guides our resource allocation decisions; it also drives our legislative strategies. During the 2016 legislative session, the Georgia General Assembly reauthorized the Georgia Drivers Education Commission until 2019. The legislation authorizes driver's training programs which are funded through surcharges levied on traffic fines. The commission, after a two-year authorization during the 2014 legislative session, resumed administering programs in state fiscal year 2015 and has continued since that time. The state funded program is being administered by the Governor's Office of Highway Safety.

During the 2016 Regular Session, House Bill 205 was passed into law and signed by the Governor. Effective July 1, 2016, this bill allows drivers arrested for DUI to avoid the ALS process by obtaining an ignition interlock permit. Any interlock permit issued by the Department of Driver Services is valid for one year. Drivers who took the state test will still get their full driver's privileges back if acquitted or the charge is reduced, however drivers who refused the test who opt for an interlock permit must remain on the interlock device for the full 12 months, regardless of what happens with the criminal case. Interlock permits may be revoked if the driver is convicted of a moving violation, tampers with the device, or fails to report for monitoring or to complete a required substance abuse evaluation. Drivers on interlock permits are also limited as to where they can drive while on the permit. Any driver required to have an interlock device who drives in violation of that permit is guilty of a misdemeanor.

Purpose of the Plan

Georgia Governor's Office of Highway Safety's (GOHS) 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 Highway Safety Plan (HSP) begins with a program target 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.

Strategic Highway Safety Plan (SHSP)

Coordination with the Strategic Highway Safety Plan

The performance measures and targets listed in the 2017 Highway Safety Plan (HSP) are in alignment with the targets and activities identified in the State Strategic Highway Safety Plan (SHSP).

Housed within the Governor's Office of Highway Safety (GOHS), the Operations Manager for the SHSP works closely with a variety of internal and external partners at the federal, state and local levels as well as the private sector. The SHSP was updated and in place during FY 2016 with Task Teams developing plans for the various Emphasis Areas. The task teams are comprised of a combination of engineering, emergency management, enforcement and education professionals who come from community organizations, private businesses, schools, and public institutions. The teams work together to establish measureable target(s) that are designed to improve one or more of the established emphasis areas. Throughout the year, the teams track their progress against their target(s). The teams report their progress to the participating groups and to GOHS. GOHS also holds quarterly Safety Program Leadership Meetings for the Executive Board and task team leaders.

The SHSP emphasis areas that were identified in 2015 by the task teams included:

- Aggressive Driving
- Impaired Driving
- Occupant Protection
- Serious Crash Type
 - Intersection Safety
 - Roadway Departure Safety
- Age-Related Issues
 - Young Adult Drivers
 - Older Drivers
- Non-Motorized Users
 - Pedestrian
 - Bicyclists
- Vehicle Type
 - Heavy Trucks
 - Motorcycles
- Trauma Systems/Increasing EMS Capabilities
- Traffic/Crash Records Data Analysis
- Traffic Incident Management Enhancement Task Team

Epidemiologist Partnership

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over nine years of experience dealing with Georgia crash data and records. From 2009-2011, the now contracted epidemiologist was a hired employee at GOHS.

Evidence Based Traffic Enforcement Plan

Approach

Georgia utilizes a comprehensive array of activities combining statewide coordination of enforcement and complementary local level projects with the target to reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors. Programs include Highway Enforcement of Aggressive Traffic (HEAT), 2. Thunder Task Force, 3. Traffic Enforcement Networks, and 4. High Visibility Enforcement surrounding NHTSA campaigns including Click it or Ticket and Drive Sober or Get Pulled Over.

Problem Identification and Program Description

In 2014, the State of Georgia suffered 1,164 fatalities in motor vehicle crashes. Impaired driving killed 278 persons in those crashes, and unrestrained fatalities numbered 363. Two hundred and thirteen (213) of the total 1,164 fatalities were related to speeding – an 8.1% increase since previous years. While some of this data is showing an increase from previous years, the rate of total traffic fatalities in Georgia has steadily declined since 2005. This is due in part to the evidence-based traffic safety enforcement plan of the Georgia Governor's Office of Highway Safety.

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this document showing the decrease in overall traffic fatalities proves the effectiveness of these programs including High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T., (CTW, Chapter 1: pages 19-22,24)

Georgia has approximately 59,300 law enforcement officers employed by a total of 1,038 law enforcement

agencies, covering 159 counties and countless municipalities and college campuses, many of which partner with the Governor's Office of Highway Safety on a regular basis. The summary of each program below will provide the details of GOHS enforcement activities including the 5 W's - who, what, when, where, and why.

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

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

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 Highway Enforcement of Aggressive Traffic (H.E.A.T.). Since this formation, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2016, the Governor's Office of Highway Safety (GOHS) funded seventeen (17) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2017. The overall targets of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) programs are to reduce the number of impaired driving crashes in jurisdictions identified by 10%, and enforce laws targeting aggressive driving around Georgia.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Law Enforcement Services Team. This is an evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and injuries in locations most at risk for such incidents. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The 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 regions with two to 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.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety Law Enforcement Services Division and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. We also use as much local crash data as available, looking at time of day, location and causation (DUI, Seatbelt, Speed, Motorcycles).

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 identifies the problem areas, and conducts mobilizations using the resources that are needed for these problem areas, such as the Motor Carrier Compliance Division (MCCD), Child Passenger Safety Technicians (CPST), and trained DUI officers.

With this continued effort of putting resources where the problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize the problem with a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia. While conducting a Thunder Task Force Mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force typically returns to the jurisdiction for a follow up visit and evaluation.

Traffic Enforcement Networks

The Governor's Office of Highway Safety 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, both which 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 serve that all participating law enforcement officers can receive up to date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are over 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

High Visibility Enforcement (HVE)

Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoints. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys (Zwicker, Chaudhary, Maloney, & Squeglia, 2007; Zwicker, Chaudhary, Solomon, Siegler, & Meadows, 2007).

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 "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT" and "Click it or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways as well as interdicting the criminal element through traffic enforcement.

The "Drive Sober or Get Pulled Over" campaign message refers to GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message.

The "Click It or Ticket" campaign: 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 sixty percent (60%). NHTSA research data show more than seventy percent (70%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 97.3%, sustaining this number necessitates a rigorous, ongoing High Visibility Enforcement campaign that combines attention-getting Paid Media in conjunction with concentrated earned media efforts and high profile enforcement measures.

100 Days of Summer H.E.A.T. campaign: Nearly 18% of crash deaths in Georgia involve unsafe or illegal speed. For every 10mph 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 Labor Day. H.E.A.T. stands for "Highway Enforcement of Aggressive Traffic." GOHS Public Affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media Public Service Announcements (PSAs) run in rotation with

occupant safety and alcohol counter measure campaign ads as well as increased enforcement from statewide partners.

Continuous Follow up and Adjustment

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

Risk Assessment

Risk Assessment is incorporated into three major areas: Grant Selection and Execution, Grant Administration and Management, and Grant Monitoring. One of the Governor's Office of Highway Safety's greatest assets is that each component of risk assessment, as well as the full grant lifecycle, is managed through an online grant management system (<https://egohsplus.intelligrants.com>). Applications are submitted, reviewed, scored, awarded, monitored, reimbursed, evaluated and closed out in their entirety online via eGOHS Plus.

Grant Selection and Execution

New Projects - Each year 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. Applications 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. A preliminary workshop is held and facilitated for potential agencies seeking funding from the Governor's Office of Highway Safety (GOHS). Request for proposals (RFP) are only extended in program areas based on the availability of federal funds. If sufficient funding is not available to consider the addition of new grants, a preliminary workshop is not necessary. The workshop is used to train potential grantees on grant terms and conditions, online grant application submission procedures, define due dates, program guidelines and expectations, and answer questions.

Renewal Projects - Projects that have been deemed vital to the Governor's Office of Highway Safety (GOHS) mission by the Director may receive funding for multiple years based on the availability of funds. Generally, grants are funded for no more than three years. All renewal applications are reviewed along with other potential funding requests.

Application Requirements - All GOHS Grant applicants are required to submit specific administrative information about their agency to assist in the GOHS Risk Assessment including:

1. *Non-Profits*: Applicants must indicate if they are a non-profit organization. If yes, they are required to review and agree to the Non-Profit Disclosure information located in eGOHS Plus. All non-profits must also attach letters of support/reference in support of the project.
2. *Federal Funds/Audit Period*: Applicants must indicate their audit period and whether or not their jurisdiction receives Federal funds from other sources, and include the dollar amount. Non-Federal entities that expend \$750,000 or more in a year in Federal awards shall have a single or program specific audit conducted for that year in accordance with the provisions of OMB Circular A-133. The grantee's response to all findings and questioned costs, including corrective action taken or planned and the disposition of questioned costs, must accompany the audit report. This information must be sent to GOHS within 30 days of receipt of the audit report. Failure to furnish an acceptable audit, as determined by the state and/or federal cognizant audit agency, may be a basis for denial and/or refund of federal funds. Federal funds determined to have been misspent are subject to refund or other resolution.

3. *DUNS number*: All agencies must provide their DUNS number in compliance with the grant terms and conditions regarding the Federal Funding Accountability and Transparency Act.

Scoring Process - GOHS contracts with an epidemiologist who provides a statistical data sheet analysis for each application based on (in many cases) a three-year average of the crashes, injuries and fatalities related to the program area in which they are seeking federal funds. This step ensures that potential projects are data driven and tie into the overall targets and objectives of GOHS. Next, a review team (consisting of a planner, finance representative, and for new applications, an external reviewer) is assigned and the team begins the review process in eGOHS Plus. All applications are scored out of a possible 100 points and given a ranking of high, medium or low risk. Each application must receive an average overall score of 70 or above to be considered for funding. Once the review team, along with the Division Director of Planning and Programs, Deputy Director and the Director complete their review, funding is assigned and approved grant applications receive a grant number and based on the availability of federal funds, become awarded. Grantees will be notified of their Risk Assessment results and risk level with the grant award letter.

Grant Administration and Management

Agency Administrator Training - Following award notification, grantees are invited to a training workshop to learn about Governor's Office of Highway Safety (GOHS) procedures. This workshop is intended to inform grantees, especially new grantees of GOHS's expectations for the grant year. This activity may be conducted via webinar, in a group setting, or individually, based on need. At this time, grantees are trained on the use of the Electronic Grants of Highway Safety (eGOHS Plus) system for the submission of claims, progress reports, and amendments. The GOHS Grant Terms and Conditions are also highlighted.

Monthly Progress Reports and Claims for Reimbursement - Monthly progress reports and claims are due to GOHS by the 20th of the following month in which services are provided. When using eGOHS Plus, grantees cannot submit a claim for reimbursement until they have submitted a corresponding progress report and their prior claim has been approved. A claim must be submitted by grantees and approved by GOHS before another claim can be submitted. GOHS makes payment to grantees based on monthly reimbursement of approved project expenditures, activities and supporting documentation. If there are no expenses to be claimed for reimbursement, grantees must submit a "zero" claim for that month.

Grant Monitoring

Monitoring levels and monitoring needs are established by the Pre-Award Risk Assessment, which is completed by the planner and a member of the GOHS fiscal staff prior to the grant being executed. Grantees will fall into one of the following risk areas: Low Risk, Medium Risk, and High Risk.

Low Risk will consist of GOHS standard monitoring and include:

- On-going desktop monitoring - Governor's Office of Highway Safety (GOHS) Planners conduct process evaluation, via email and telephone, continually throughout the grant year. Planners provide grantees with on-going training as needed for new personnel, or as any issues are identified. Training may include, but is not limited to: use of the online grant management system (eGOHS Plus) and review of grant terms and conditions. Planners are expected to make all reasonable efforts in training grantees on program requirements.
- Grant Status Report - Planners complete a documented grant status report in eGOHS Plus for all grantees. These reports will generally be completed during the first half of the grant year to document the progress of the grant. The Grant Status Report will be used to verify the first quarter requirements had been met, and assist planners in making recommendations for continued and future funding based on the overall performance and reach of the grant.
- On-site visits, forms and follow up - GOHS planners must also conduct a minimum of one on-site visit per year with each grantee receiving \$25,000 or more in grant funds. Additionally, 50% of grants up to \$24,999.99 must have an onsite visit. During the onsite visit, planners complete an on-site report within eGOHS Plus. Planners discuss problems, progress of the project, record keeping and support documents,

accountability of equipment, budget, as well as verifying that funds obligated were spent in accordance with the grant agreement. Planners submit the on-site reports within eGOHS Plus and follow up with the grantee highlighting the recommendations along with agreed upon due dates for corrective action, if necessary. The GOHS Planner and Agency Administrator must continue to work together until all concerns are corrected as agreed upon during the initial onsite. The report is summarized in eGOHS Plus and then reviewed by the Planning and Programs Division Director and Deputy Director.

- Final Report and Evaluation - Grantees are required to submit a final report as a recap of the project targets and objectives for the grant period. At a minimum, the report must recap program accomplishments, challenges, and budget amounts expended during the grant year. Unless otherwise noted, final reports must be submitted within 45 days after the grant period ends. GOHS will work with an evaluation team, either through grant or contract, to evaluate the outcome of each project.

The evaluation team will utilize the final report as well as progress reports and claims throughout the grant year to complete an 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 measurable. 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.

Medium Risk will receive the standard monitoring as well as the following:

- Financial Review - The GOHS planner assigned to the grant will schedule a financial review with the applicant. This should be finalized during the first quarter of the grant. The planner will work with the financial contact of the grant to explain the policy and procedures in detail as well as answer any questions that the grantee may have.
- Withhold full or partial payments pending the single audit results- GOHS fiscal staff will work with the planner to determine if this step is necessary, depending on the results of the single audit.
- Provide training and technical assistance on program related matters- The GOHS planner assigned to the grant will work closely with the grantee to guarantee they understand the policies and procedures in place to execute a successful project.

High Risk will receive the monitoring for low risk and medium risk, as well as the following:

- Schedule a meeting within the first month of the grant award- The GOHS planner will work with the Agency Administrator to schedule a meeting within the first month of the grant. The risk assessment will be discussed as well as ways to minimize the risk for the future. A detailed explanation of the grant terms and conditions and the procedures for the submission of timely reports and claims will be discussed.
- Require mandatory training attendance by two (2) of the following: Authorized Official, Agency Staff (financial official), or Agency Administrator. Attendance at these trainings will ensure they receive the same training as other grantees as well as allow them to ask questions in a group setting.

Non-Compliant Grantee

In the event that any grant is found to be out of compliance with the grant agreement, a non-compliance letter may be sent to grantees. Non-compliance may result in the immediate discontinuation of the project by GOHS where it finds a substantial failure to comply with the provisions governing the grant funds or other obligations established by GOHS. GOHS planners, fiscal staff, division directors and The Deputy Director will meet and discuss the Non-compliant grantee. A determination will be made and notification of the outcome will be made to the Agency

Authorized Official, Agency Staff (financial officer) and the Agency Administrator.

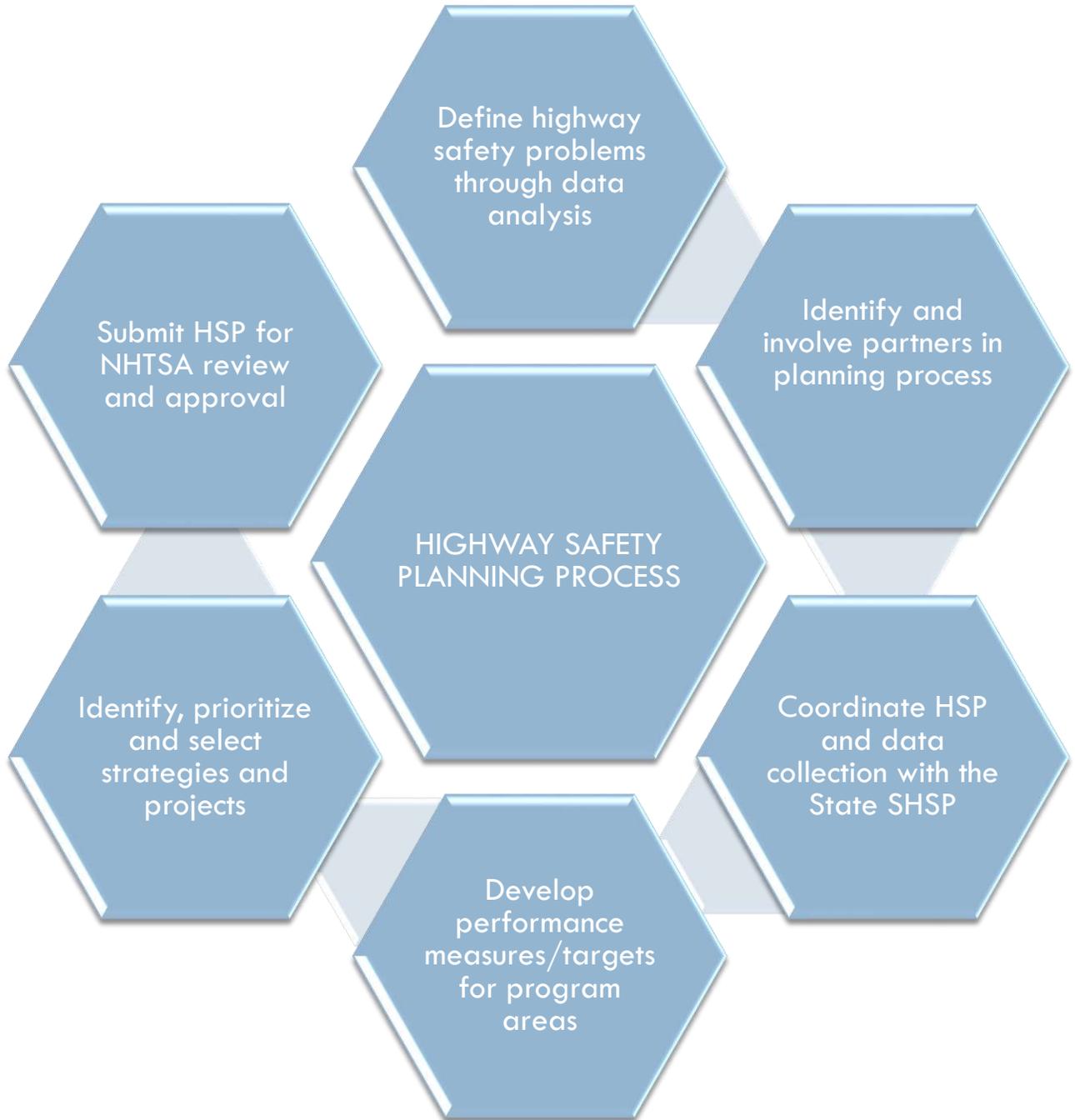
Future Funding

Future Funding Recommendation Meetings - Planners meet annually with the agency Director, Deputy Director, Planning Division Director and the Director of Finance to discuss future funding of all current grants. Planners present specific information for each grant with details including awarded amount and percentage of funds spent in current and prior years, program impact and effectiveness, opportunities for improvements, and ultimately their recommendations for renewal/non-renewal of the project.

SECTION 1: HIGHWAY SAFETY PLANNING PROCESS



Highway Safety Planning Process Flow



FFY 2017 Planning Calendar

December 2015	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation.
December - June 2016	Identify and involve partners in each planning process.
January - March 2016	Coordinate HSP and data collection for the state with SHSP.
January – May 2016	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2016	Produce an annual ranking report, identifying available funds, and develop program's Request for Proposals (RFPs).
February - March 2016	Based on availability of federal funds, contact prospective grantees to determine interest, post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
April 2016	Submission of grant applications.
April – June 2016	Identify, review, prioritize, select strategies, and finalize projects and grant applications.
July 1, 2016	Submit Highway Safety Plan for NHTSA review and approval. Notify grant awarded applicants.
July - August 2016	Respond to NHTSA comments/recommendations.
October 2016	Beginning of grant year.
December 2016	Evaluate outcomes and results for use in next planning cycle.

Highway Safety Plan Data Sources

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 National Highway Traffic Safety Administration (NHTSA) and The Governor's Highway Safety Association (GHSA). The data has been obtained through the National Fatality Analysis Reporting System (FARS) database with the exception of the number of serious injuries in traffic crashes which has been documented with state crash data files.

Data Sources Description

Data Type	Description	Citation
Roadway Fatalities	Fatality Analysis Reporting System (FARS) is a nationwide census providing National Highway Traffic Safety Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 21 Jun. 2016. < http://www-nrd.nhtsa.dot.gov >.
Roadway Crashes and Injuries	The GEARS online services provided by Apriss, Inc. are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. Governor's Office of Highway Safety (GOHS) uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Georgia Crash Reporting System (GEARS). Web. 21 Jun. 2016. < http://www-nrd.nhtsa.dot.gov >.
Occupant Protection	Dr. James Bason, on behalf of the Governor's Office of Highway Safety (GOHS) and the University of Georgia Department of Health Promotion and Behavior, conducted an observational survey of safety belt use and child safety seat use between March and September 2015. Governor's Office of Highway Safety (GOHS) uses the survey findings to identify usage rates (includes motorcycle helmets) by geographic region, gender, race/ethnicity, age group (children under 5 years) and overall statewide population.	Bason, James. J. "Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia". 2015. Survey Research Center, University of Georgia: Athens, Georgia

Other datasets used by Governor's Office of Highway Safety (GOHS) and strategic partners includes:

- Crash Outcomes Data Evaluation System (CODES)
- Georgia Emergency Medical Service data
- National EMS Information Systems Citation Data from the Department of Driver Services
- Georgia Emergency Department Data Vital Records
- Georgia Hospital Discharge Data

As more current data becomes available, Governor's Office of Highway Safety (GOHS) will use such in refining its Highway Safety Plan (HSP).

Problem Identification Process

Problem analysis is completed by Governor's Office of Highway Safety (GOHS), law enforcement, Department of Transportation, Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS), contracted epidemiologist with the Governor's Office of Highway Safety, and other involved agencies and groups. The Performance Identification process for performance measures and targets are evidence-based and consistent with the "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025). Governor's Office of Highway Safety (GOHS) will regularly review the performance measures and coordinate with other above mentioned agencies for input and update on our performance measures. A state-level analysis was completed, using the most recent data available (currently 2014 FARS data). Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) were also included in the problem identification process. Surveillance data along with evaluation findings were used directly to link the identified crash issues, statewide performance targets, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem.

State Demographics

In 2014, there were 1,164 motor vehicle fatalities in the State of Georgia. This is a 1.3% decline in roadway fatalities in comparison to the previous year and a 32% decline from 2005 roadway fatalities. Twelve (12) counties in Georgia had no roadway fatalities in 2014. This same year (2014), there were 117,380 motor vehicle injuries and 378,458 motor vehicle crashes in Georgia. Since 2005, the numbers of injuries and fatalities have decreased by 16 percent and 33 percent, respectively. The total number of motor vehicle crashes has also decreased by 9 percent from 2005. The number of roadway fatalities varied from 1994 to 2014, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2014 Georgia experienced the lowest fatality rate in fifteen years, with 1.04 fatalities per every 100 million vehicle miles traveled (VMT) – a 3 percent decrease since 2013. The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities. From 2013 to 2014 the fatality rates in rural areas have decreased by 17 percent and urban fatality rates increase by 10 percent.

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 Governor's Office of Highway Safety (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. The Highway Safety Plan (HSP) contains Education and Enforcement countermeasures for reducing motor vehicle related crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the Enforcement, Education, Engineering Evaluation and Emergency Medical Services components to roadway safety in the State. This "5-E" approach will result in a balanced and effective strategy to saving lives on Georgia's roadways. Governor's Office of Highway Safety (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.

Highway Safety Planning Process Participants

In developing the Highway Safety Plan, The Governor's Office of Highway Safety collaborates and receives input from the following agencies: Strategic Highway Safety Plan Task Teams (Aggressive Driving, Impaired Driving, Occupant Protection, Serious Crash Type, Age-related Issues, Non-motorized Users, Vehicle Types, Trauma Systems, Traffic/Crash Records Data Analysis, Traffic Incident Management Enhancement), Georgia Department of Drivers Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, Prosecuting Attorneys Council, and the University of Georgia.

Strategies for Project Selection

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. Grant proposals 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.

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 Governor's Office of Highway Safety (GOHS) Website, GATEN, Georgia Association of Chiefs of Police, Sheriff's Association, Atlanta Regional Commission, Georgia Municipal Association, ACCG, GAMPO and GPSTC). The request for proposals (RFP) provides an introduction to the specific problem(s), eligibility criteria, program targets and objectives, suggested activities, and methods of evaluation. Upon receipt of all applicants responding to the request for proposals (RFP), a review team of planning and finance representatives is assigned the task of assessing applications to determine if the proposed projects are viable via the Governor's Office of Highway Safety (GOHS) online reporting system, Electronic Grants of Highway Safety (eGOHS) Plus.

Discretionary Grants

Funds are also used to support governmental entities furthering Governor's Office of Highway Safety's mission. In these instances, the purpose, scope, and funding requirements are subjected to Governor's Office of Highway Safety (GOHS) staff review and scoring prior to Governor's Office of Highway Safety (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 Governor's Office of Highway Safety (GOHS) procedures in applying for highway safety funds.

Renewal Process

Projects that have been deemed vital to the Governor's Office of Highway Safety (GOHS) mission by the Director may receive funding for multiple years based on the availability of funds. Generally, grants are funded for no more than three years. All renewal applications are reviewed along with other potential funding requests.

Grant Application Process

Who Can Apply

For the Fy2017 grant year, The Governor's Office of Highway Safety created and advertised a Request for Proposal (RFP). The RFP was advertised through many resources including, but not limited to, the Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, and Georgia Regional Commissions. Applications were reviewed and selected based upon the responses to the RFP.

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 using Electronic Grants of Highway Safety (eGOHS) Plus using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The Governor's Office of Highway Safety (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 I – Programmatic Section

Problem Identification

The problem statement must clearly define the problem(s) planned to be addressed. 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).

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.

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.

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.

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.

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.

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:

- Personnel Services (Salaries, Pay Schedule and Benefits)
- Regular Operating Expenses
- Travel
- Equipment Purchases
- Contractual Services
- Per Diem and Fees
- Computer Charges and Equipment
- Telecommunications
- Motor Vehicle Purchases
- Rent/Real Estate

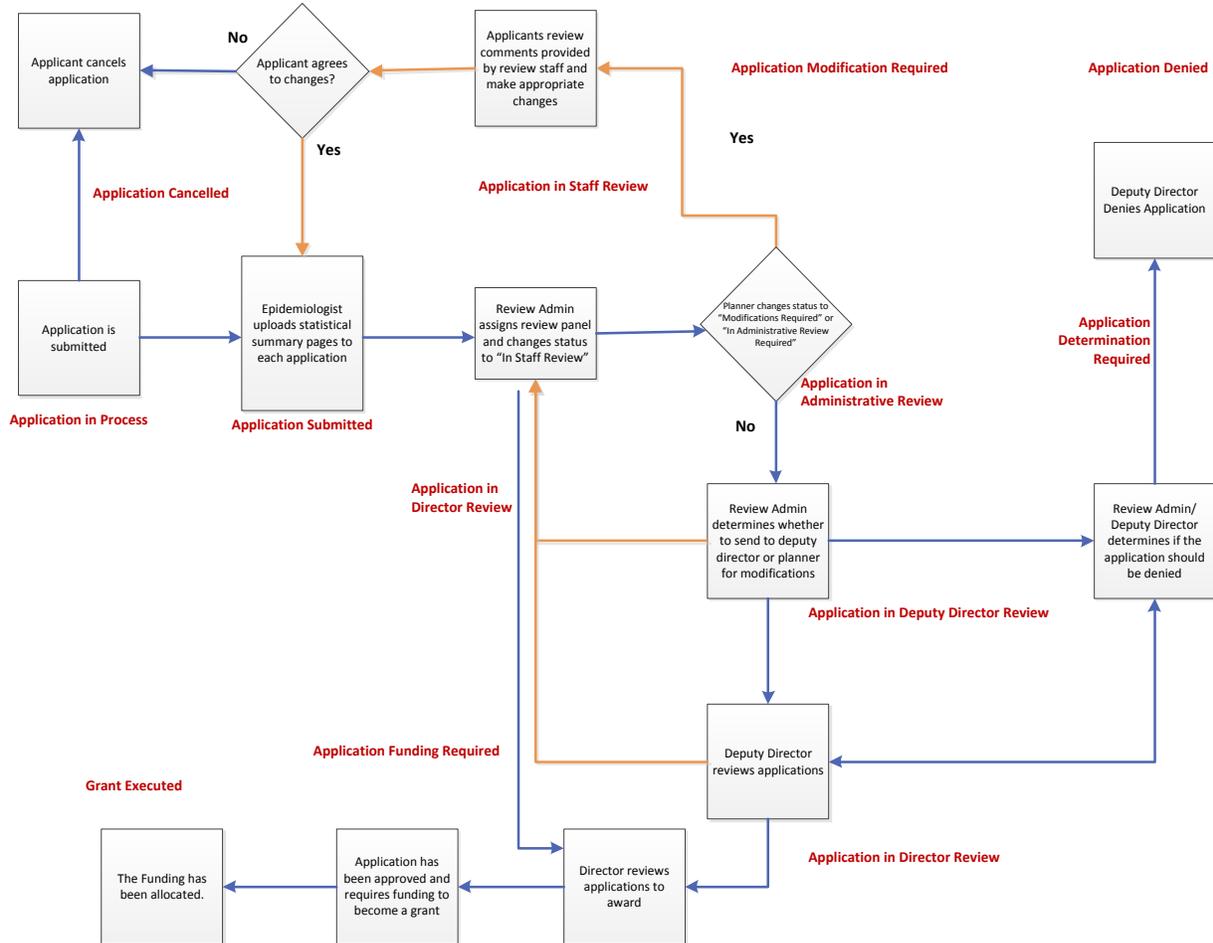
Part III: Grant Terms, Conditions and Certification

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 application for funding must be submitted by the appropriate Authorizing Official or Agency Administrator 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 Governor's Office of Highway Safety (GOHS) and the applicant.

Application Review Process

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

eGOHS Plus Application Review Process Flow



Applications are assigned to a review panel which includes one planner and a staff member from the finance division. For new applications there is also an external reviewer assigned to review and score the application. During the review phase an epidemiologist attaches a statistical analysis to the applications which is included in the review of applications. The Electronic Grants of Highway Safety (eGOHS) Plus system maintains the information and issues the notifications regarding each step. Each member of the review panel completes scoring based on established guidelines and eGOHS Plus calculates each score. Once the review panel, along with the Division Director of Planning and Programs, Deputy Director and the Agency Director complete their review, accepted applications receive a grant number and the grant is executed.

As new applications are reviewed, they are placed in “Application Funding Required” or “Application Determination Required” status until the availability of federal funding is verified, as well as the need for special programs, based on ‘data’ for new projects. Once amounts are verified, the applications are executed and become a grant.

Preliminary Application Training

After extending request for proposals (RFPs), a grant funding procedures application training is arranged during

which the Governor's Office of Highway Safety (GOHS) grant application and reporting documents are explained and the grant application submission date is established.

The Preliminary application training is required and facilitated for potential agencies that have never received Governor's Office of Highway Safety (GOHS) grant funding or does not have a grant with GOHS for the previous fiscal year. Requests for proposals (RFP) are only extended to new agencies based on the availability of federal funds. If sufficient funding is not available to consider the addition of new grants, a Preliminary Conference will not be held. If a potential grant project is established after the preliminary conference is held, GOHS can set up an individual meeting with the potential grantee.

Grant Selection Notification

The Authorizing Official and the Agency Administrator of the awarded grants receives written notification of grant award which includes the Governor's Office of Highway Safety (GOHS) Grant Terms, Conditions and Certifications. The applicant is notified electronically via eGOHS Plus and hard copy via U.S. Mail of the approval or denial of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities during the current FFY effective October 1st through September 30th.

Agency Training

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

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.

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS Director. 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 Governor's Office of Highway Safety (GOHS) Director and a Governor's Office of Highway Safety (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 National Highway Traffic Safety Administration (NHTSA).

DOT LEP Guidance

The Georgia Governor's Office of Highway Safety (GOHS) 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 Monitoring/Evaluations

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety (GOHS) utilizes an evaluation team to complete data sheets for 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 grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from Governor's Office of Highway Safety (GOHS) grantees.

The Governor's Office of Highway Safety (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 Federal Fiscal Year (FFY) 2008, Governor's Office of Highway Safety (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. Effective January 1, 2012, grantees are required to receive their claim for reimbursement payment electronically via Automatic Clearing House (ACH). Exceptions will be considered on a case by case basis.

Governor's Office of Highway Safety (GOHS) planners complete a Grant Status Report 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. Governor's Office of Highway Safety (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 \$24,999.99 must have one onsite visit. During the onsite visit, planners discuss problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verifying that funds obligated were spent in accordance with the grant agreement.

SECTION 2: PERFORMANCE PLAN



Georgia Motor Vehicle Fatalities

In 2014, there were 1,164 motor vehicle fatalities in the State of Georgia. This is a 1% decline in roadway fatalities in comparison to the previous year and a 33% decline from 2005 roadway fatalities. Twelve (12) counties in Georgia had no roadway fatalities in 2014.

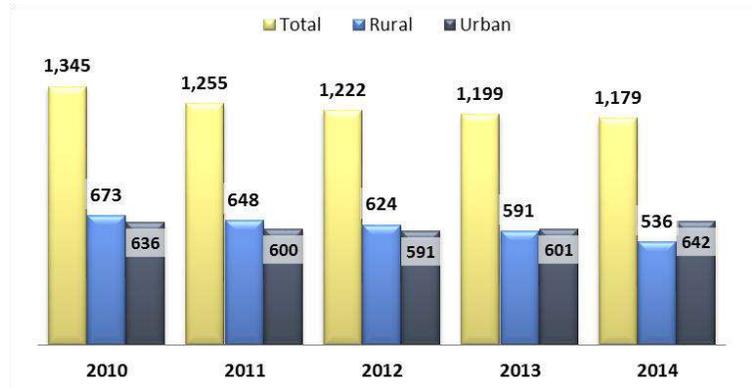
This same year (2014), there were 117,380 motor vehicle injuries and 378,458 motor vehicle crashes in Georgia. The table to the right shows the top 10 counties of 2014 that had the highest motor vehicle fatalities in Georgia. Fulton, DeKalb, Gwinnett, and Cobb counties continue to have the highest number of roadway fatalities. In 2014, 21% of all Georgia motor vehicle fatalities occurred in these five counties. Four counties in the top ten, experienced an increase in roadway fatalities in comparison to the previous year.

Georgia Counties by 2014 Ranking		Total Fatalities		% of Total Fatalities	
		2013	2014	2013	2014
1	Fulton	85	77	7%	7%
2	DeKalb	70	55	6%	5%
3	Gwinnett	45	55	4%	5%
4	Cobb	59	49	5%	4%
5	Richmond	23	27	2%	2%
6	Chatham	44	26	4%	2%
7	Henry	26	26	2%	2%
8	Bibb	31	23	3%	2%
9	Bartow	17	21	1%	2%
10	Carroll	16	21	1%	2%
Sub Total 1	Top Ten Counties	428	380	36%	33%
Sub Total 2	All Other Counties	752	784	64%	67%
Total	All Counties	1,180	1,164	100%	100%

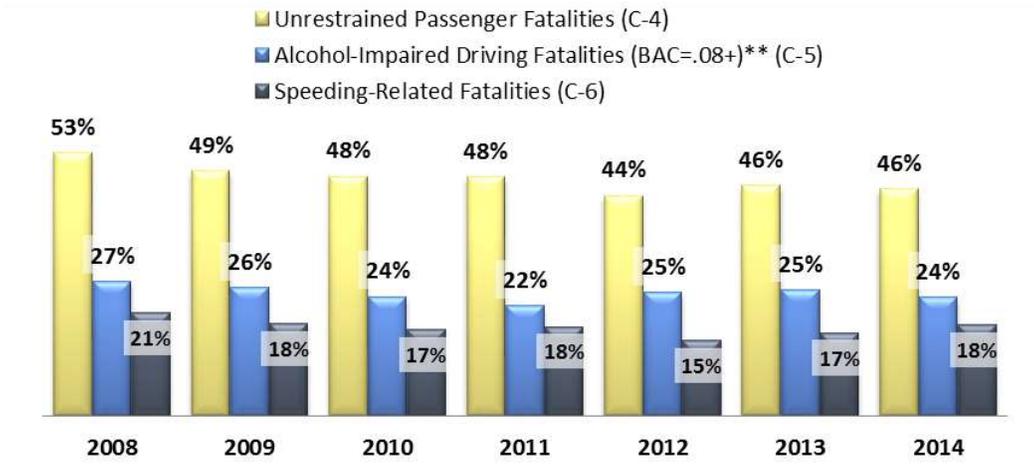
Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnett) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. In 2014 Georgia experienced the lowest fatality rate in fifteen years, with 1.04 fatalities per every 100 million vehicle miles traveled (VMT) – a 3 percent decrease since 2013. The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities. From 2013 to 2014 the fatality rates in rural areas have decreased by 17 percent and urban fatality rates increase by 10 percent.

The total fatality 3-year average has declined by 2% in 2014 from 2013. In 2014, an average of 1,179 motor vehicle deaths occurred within the last three years. The rural fatality 3-year average has steadily declined over, with an average annual decrease of 5%. On the other hand, the urban fatality 3-year average has an average annual decrease of 1%, with a 7% increase in the urban fatality rate from 2013 (601 average urban fatalities) to 2014 (642 average urban fatalities).

Three-Year Average Fatalities by Fatality Type (2010-2014)



Speed Related, Alcohol-Impaired and Unrestrained Passenger Georgia Roadway Fatalities



Driving under the influence of drugs and/or alcohol is a problem in Georgia. Over the past five years (from 2010 to 2014), 288 alcohol impaired fatalities occurred per year, representing on average 24% of all roadway fatalities a year. The lowest percentage of alcohol related fatalities occurred in 2011 with 271 deaths representing 22% of all fatalities in that year.

In 2014, the number of unrestrained fatalities for persons older than 5 years of age riding in passenger vehicles decreased by 4% from 377 unrestrained fatalities in 2013 to 363 unrestrained fatalities in 2014. The percentage of unrestrained fatalities among passengers in a moving vehicle has decreased from 53% in 2008 to 46% in 2014.

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. Georgia had 213 speed-related crash deaths (18% of all roadway fatalities) in 2014 – This is a significant increase since 2012 with 180 speed related fatalities (15% of all roadway fatalities) in 2012 and 197 speed related fatalities (17% of all roadway fatalities) in 2013.

Core Performance Measures and Targets

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2* : To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-3: To decrease fatalities per 100M VMT 3.6% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.
- C-3a: To decrease rural fatalities per 100M VMT 1.1% from 1.88 (2012-2014 average) to 1.86 (2015-2017 average) in 2017.
- C-3b†: To decrease urban fatalities per 100M VMT 5% from 0.80 (2012-2014 average) to 0.76 (2015-2017 average) in 2017.
- C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.
- C-5: To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- C-6†: To decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.
- C-7†: To decrease motorcyclist's fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.
- C-8†: To decrease un-helmeted motorcyclist's fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.
- C-9: To decrease drivers age 20 or younger involved in fatal crashes 6.3% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.
- C-10: To decrease pedestrian fatalities 1.6% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.
- C-11: To decrease bicyclist fatalities 14.2% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.
- B-1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

* As of June 2016, the state of Georgia does not describe the severity of the injury to motor vehicle crash occupants using the KABCO scale (O= no injury; C= possible injury; B=non-capacitating evident injury; A=incapacitating injury; K=fatal injury). Therefore, the performance measure reported represents all motor vehicle injuries.

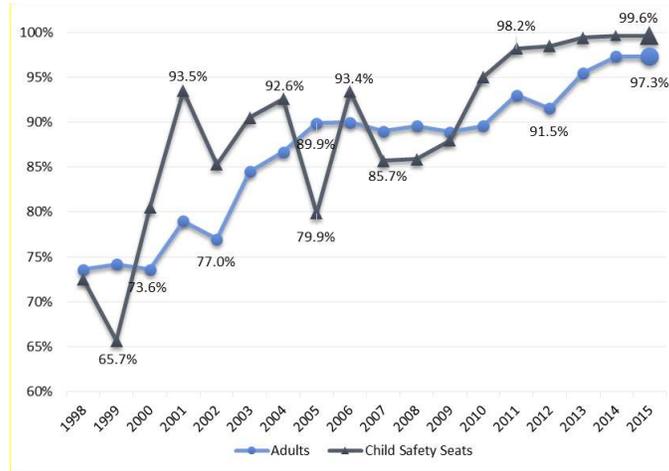
† Denotes measures where the 2014 baseline values have increased since 2013. The increase in values from 2013 to 2014 affect the 3-year moving average modeling used to establish and inform 2017 targets.

Priority Targets

- To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- To decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.
- Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.

Core Behavior

Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.



Activities Tracked (No Targets Set)

- A-1:** In FFY 2015, 221,429 seat belt citations were issued during grant-funded enforcement activities. This is an increase (17.1%) in comparison to the previous fiscal year (FY2014).
- A-2:** In FFY 2015, 48,098 impaired driving arrests were made during grant-funded enforcement activities. This is a 9.7% decrease in comparison to the previous fiscal year (FY2014).
- A-3:** In FFY 2015, 658,973 speeding citations were issued during grant-funded enforcement activities. This is a 13.3% decrease in comparison to the previous fiscal year (FY2014).

CORE ACTIVITY MEASURES FFY2009-FFY2015							
	FFY2009	FFY2010	FFY2011	FFY2012	FFY2013	FFY2014	FFY2015
SAFETY BELT CITATIONS	186,416	199,347	193,727	190,042	189,535	189,032	221,429
IMPAIRED DRIVING ARRESTS	52,270	52,775	51,165	48,270	51,022	53,246	48,098
SPEEDING CITATIONS	661,908	631,643	595,387	641,849	669,845	760,180	658,973

Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS online reporting system.

Traffic Safety Performance Measures*

Core Outcome Measures	Year							Target
	2008	2009	2010	2011	2012	2013	2014	2017
Traffic Fatalities	1,495	1,292	1,244	1,223	1,192	1,180	1,164	1,138
<i>3-year moving average</i>	1,610	1,476	1,344	1,253	1,220	1,198	1,179	1,149
Fatalities Per VMT	1.37	1.18	1.12	1.13	1.11	1.08	1.04	1.01
<i>3-year moving average</i>	1.44	1.34	1.22	1.14	1.12	1.11	1.08	1.04
Injuries	115,878	122,961	110,132	104,529	115,618	116,458	117,380	107,868
<i>3-year moving average</i>	125,916	122,385	116,324	112,541	110,093	112,202	116,485	112,976
Aged Under 21	221	148	175	165	158	156	149	143
<i>3-year moving average</i>	268	218	181	163	166	160	154	145
Alcohol-Impaired Driving Fatalities	405	333	299	217	295	299	278	264
<i>3-year moving average</i>	435	394	346	283	270	270	291	263
Speeding-Related Fatalities	309	239	217	220	180	197	213	195
<i>3-year moving average</i>	367	311	255	225	206	199	197	196
Motorcyclist Fatalities	178	140	128	150	134	116	137	132
<i>3-year moving average</i>	165	160	149	139	137	133	129	125
Un-helmeted Motorcyclist Fatalities	15	11	14	15	8	5	8	6
<i>3-year moving average</i>	19	16	13	13	12	9	7	6
Pedestrian Fatalities	147	152	168	13	167	176	163	160
<i>3-year moving average</i>	150	151	156	111	116	119	169	166
Daytime Front Seat Passenger Vehicle Occupants Observed	89.6%	88.9%	90.0%	93.0%	91.5%	95.5%	97.3%	97.7%
<i>3-year moving average</i>	89.5%	89.2%	89.5%	90.6%	91.5%	93.3%	94.8%	97.5%

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

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

* Brief Methodology to determine 3-year vs. 5-year trends: Targets for 2015 were determined by 1) reviewing historical data obtained from the NHTSA's Fatality Analytical Reporting System (FARS) and Georgia's Department of Transportation Motor Vehicle Traffic Records; 2) Calculation of 2015 projection using linear trend analysis; and 3) Making a judgment call of achievable targets with knowledge of ongoing and new programmatic efforts. The calculation of 2015 projections was determined using 3-year, 4-year, or 5-year trends. The highest coefficient of determination determined the number of historical years to use in the linear analysis.

SECTION 3: STRATEGIES, PROJECTS AND BUDGET SUMMARIES



Planning and Administration

PROGRAM TARGETS: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities according to the FFY 2017 Highway Safety Plan Targets.

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 Deal 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 Governor's Office of Highway Safety (GOHS) document produced annually is the Highway Safety Plan (HSP). The Highway Safety Plan (HSP) is prepared by highway safety professionals who are driven by leadership principles for finding solutions to State and local highway safety problems. The Governor's Office of Highway Safety (GOHS) manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. The State's Strategic Highway Safety Plan is used to document the problems and to propose countermeasures. The Governor's Office of Highway Safety (GOHS) Planning and Administration (P&A) staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The target of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.

In 2014, there were 1,164 motor vehicle fatalities in the State of Georgia. This is a 1.3% decline in roadway fatalities in comparison to the previous year and a 32% decline from 2005 roadway fatalities. Twelve (12) counties in Georgia had no roadway fatalities in 2014. This same year (2014), there were 117,380 motor vehicle injuries and 378,458 motor vehicle crashes in Georgia. Since 2005, the numbers of injuries and fatalities have decreased by 16 percent and 33 percent, respectively. The total number of motor vehicle crashes has also decreased by 9 percent from 2005. The number of roadway fatalities varied from 1994 to 2014, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2014 Georgia experienced the lowest fatality rate in fifteen years, with 1.04 fatalities per every 100 million vehicle miles traveled (VMT) – a 3 percent decrease since 2013. The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities. From 2013 to 2014 the fatality rates in rural areas have decreased by 17 percent and urban fatality rates increase by 10 percent.

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 Governor's Office of Highway Safety (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 (GOHS) 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. Governor's Office of Highway Safety (GOHS) has collaborated with the Georgia Department of Transportation (GDOT), the Georgia Department of Public Safety (DPS), the Department of Driver Services (DDS), the Georgia Department of Human Resources (DHS), the Office of State Administrative Hearings, the Georgia Association of Chief of Police, the Georgia Sheriff's Association, the Atlanta Regional Commission (ARC), other Metropolitan Planning Organizations (MPOs), local law enforcement, health departments, fire departments and other stakeholder groups to produce Georgia's Strategic Highway Safety Plan (SHSP). 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 comprehensive SHSP is data driven and aligns safety plans to address safety education, enforcement, engineering, and emergency medical services. The requirements for our highway safety improvement program include:

Planning

A process of collecting and maintaining a record of crashes, 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 crash experience before and after implementation, and a comparison of the pre- and post-project crash numbers, rates and severity.

Target Population

Planning, implementing, and evaluating highway safety programs and efforts that will benefit of all Georgia's citizens and visitors.

FFY2017 Performance Objectives

- Objective 1: To maintain an effective staff to deliver public information and educational 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 Governor's Office of Highway Safety's 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 Governor's Office of Highway Safety (GOHS) mission and performance targets.
- Objective 5: To continue to work with highway safety partners and advocates implementing a Strategic Highway Safety Plan through the Integrated Safety Management Process.

FFY2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.

Strategies

- Assess and identify the training needs of staff.
- Foster a work environment that encourages productivity and effectiveness.
- Identify and partner with key agencies, organizations and individuals in bringing about needed changes that will result in fewer deaths and injuries on Georgia roadways.
- If applicable, prepare applications in response to National Highway Traffic Safety Administration's (NHTSA) Request for Proposals (RFP) for demonstration projects.
- Provide monitoring and evaluation of Governor's Office of Highway Safety (GOHS) programs.
- Develop a regular operating budget to support the implementation of the Governor's Office of Highway Safety's Highway Safety Plan.
- Conduct annual/quarterly programmatic and fiscal audits that meet Governor's Office of Highway Safety (GOHS), federal and state requirements.
- Collect and analyze current information about motor vehicle crashes and make it available to the general public.

Planning and Administration (P & A) – Section 402 PA Projects and Budget Summary											
The following projects will be funded in an effort to deliver program countermeasures.											
Project Title:	402 P&A In-house										
Project Number:	GA-2017-GAGOHS - G-00108										
Project Description:	Provide for the direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan. To include half (1/2) salaries for ten (10) 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.										
	<table border="1"> <tr> <td>Director</td> <td>Deputy Director</td> </tr> <tr> <td>Division Director of Fiscal Services</td> <td>Division Director of Planning</td> </tr> <tr> <td>Systems Administrator</td> <td>Grants/Contract Manager</td> </tr> <tr> <td>Procurement Services Specialist</td> <td>Assistant Director of Fiscal Services</td> </tr> <tr> <td>Administrative Assistant Planning</td> <td>Receptionist</td> </tr> </table>	Director	Deputy Director	Division Director of Fiscal Services	Division Director of Planning	Systems Administrator	Grants/Contract Manager	Procurement Services Specialist	Assistant Director of Fiscal Services	Administrative Assistant Planning	Receptionist
Director	Deputy Director										
Division Director of Fiscal Services	Division Director of Planning										
Systems Administrator	Grants/Contract Manager										
Procurement Services Specialist	Assistant Director of Fiscal Services										
Administrative Assistant Planning	Receptionist										
Budget:	\$1,185,000.00										

Budget Summary

Planning and Administration (P & A) – Section 402PA Budget Summary		
Description	Federal	State/Match
402PA		\$592,500.00
State Appropriation	\$592,500.00	
Total All 402PA Funds	\$592,500.00	\$592,500.00

Alcohol and Other Drug

PROGRAM TARGETS: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall target is to decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.

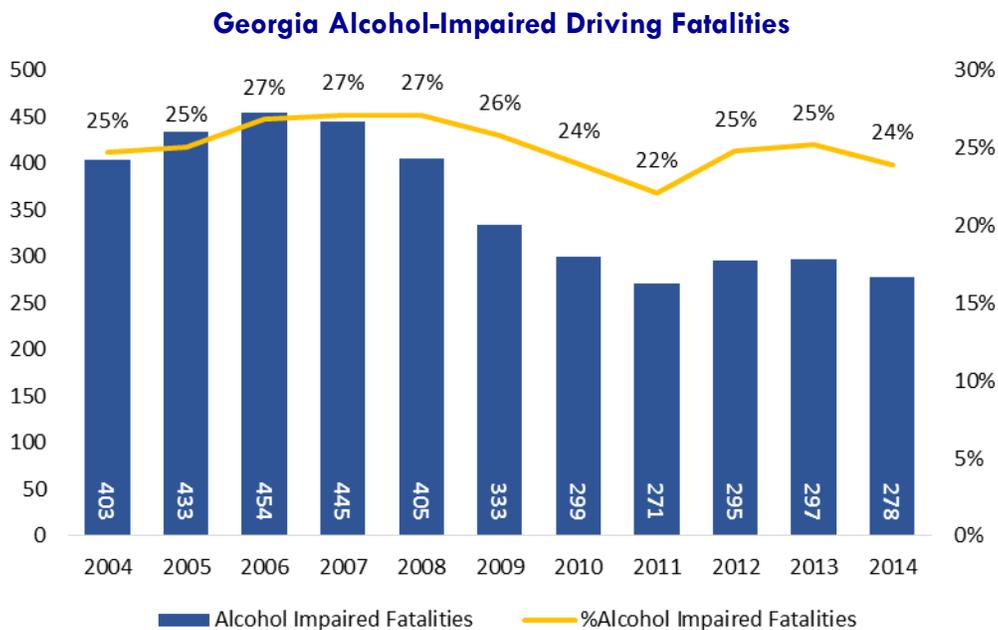
Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Young Adult Program, Students Against Destructive Decisions (CTW, Chapter 1: pages 50, 59)
- Prosecuting Attorney’s Council: Traffic Safety Resource Prosecutors (CTW, Chapter 1: page 12)
- High Visibility Enforcement: H.E.A.T. (CTW, Chapter 1: pages 19-22,24)

Problem Identification and Program Justification

The National Highway Traffic Safety Administration (NHTSA) reports that in 2014, 32,675 people were killed in motor vehicle traffic crashes in the United States, of which 9,967 (31%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than \$277 billion in economic costs on an annual basis.



As indicated in the graph above, alcohol was associated with 278 highway fatalities in Georgia during 2014. This equates to twenty-four percent (24%) of Georgia’s overall fatalities. The number of alcohol-related fatalities decreased by 19 fatalities (6%) from 2013 to 2014.

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 bars, and restaurants closings.

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.

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 Standardized Field Sobriety Test (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 Administrative License Suspension (ALS) hearings and data revealed that a large percentage of Administrative License Suspension (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 Administrative License Suspension (ALS) issues and Georgia will increase its efforts to train law enforcement and Administrative License Suspension (ALS) judges.

Impaired Driving Enforcement – Highway Enforcement of Aggressive Traffic (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 Highway Enforcement of Aggressive Traffic (H.E.A.T.). Since this formation, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2016, the Governor's Office of Highway Safety (GOHS) funded seventeen (17) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2017.

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.

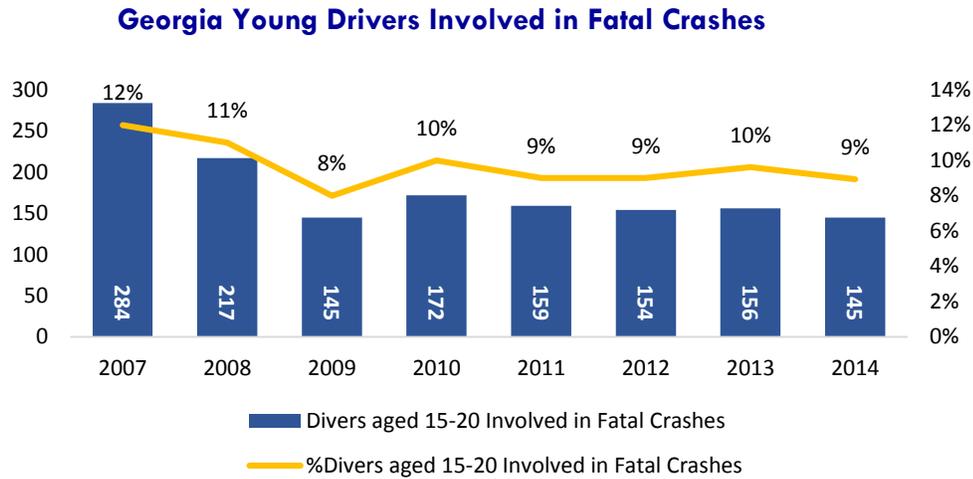
The overall targets of the Highway Enforcement of Aggressive Traffic (H.E.A.T) programs are to:

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

Teenage and Young Adult Drivers (Ages 15-20 Years)

In 2014, there were a total of 110 fatalities that involved young people ages 15-20 years. Of those, 62 were driving and lost their lives, 25 were passengers, 18 were pedestrians, and 4 were bicyclists. The number of young drivers under the age 21 involved in fatal crashes has unsteadily decreased since 2007. In 2007, young drivers represented 12% of all drivers involved in fatal crashes (284 young drivers). However, in 2014, young drivers represented 9% of all drivers involved in fatal crashes (145 young drivers). In 2014, the number of young drivers

involved in fatal crashes decreased by 49% (139 less drivers) in comparison to the peak in 2007. To decrease drivers age 20 or younger involved in fatal crashes 6.3% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.



Teenage and Adult Driver Responsibility Act (TADRA)

TADRA directly addresses the leading killer of our young people – traffic crashes. TADRA is an intense, three-step educational process that allows the young driver to gain more experience behind the wheel: Step 1 is an instructional permit granted to 15-year-olds upon successfully passing a written examination. The driver with this permit must be accompanied by a passenger who is at least 21 years old and possesses a valid Class C driver's license at all times while driving. Step 2 is an intermediate license granted to drivers between 16 and 18 years of age who have held an Instructional Permit for 12 months and passed a driving test. The Intermediate License has several restrictions. Step 3 is a full driver's license granted to drivers ages 18 years of age and older who hold the class D license and have incurred no major traffic convictions during the previous 12 months. 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 Teenage and Adult Driver Responsibility Act (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.

The Teenage and Adult Driver Responsibility Act (TADRA) is helping tremendously to reduce the carnage, but still too many young drivers are dying. Because of this, the Governor's Office of Highway Safety (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.

Georgia's Alcohol and Drug Awareness Program

In accordance with O.C.G.A. Code Section 40-5-22, all Georgia teens under the age of 18 years are statutorily required to successfully complete an Alcohol and Drug Awareness Program (ADAP) as prescribed by O.C.G.A. Code Section 20-2-142(b) if they wish to obtain a Class D Georgia driver's license. Georgia ADAP is jointly administered by the Department of Driver Services (DDS) and Department of Education (DOE) and consists of a standardized curriculum designed to not only educate Georgia teens about the effects of alcohol and drugs, but also highlight their effects on a person's ability to safely operate a motor vehicle.

Georgia Public Safety Training Center Programs

The Drug Recognition Expert (DRE) Program delivered by the Georgia Public Safety Training Center Police Academy continues to offer DUI enforcement training programs to all law enforcement agencies within the State of Georgia.

The current curriculum includes the following courses; Drug Recognition Expert (DRE), DRE Final Knowledge Exam, DRE Instructor, DRE Recertification, DUI Detection and Standardized Field Sobriety Testing (SFST), DUI/SFST Update, DUI/SFST Instructor, DUI/SFST Instructor Update, Advanced Roadside Impaired Driving Enforcement (ARIDE), DUI Case Preparation and Courtroom Presentation, DUI Case Report Writing (developing online format) and Advanced Traffic Law. Based on current trends in DUI enforcement, courses are updated and developed to reflect the training needs of proactive law enforcement agencies.

Governor's Commission on Teen Driving

In an effort to reduce crashes among Georgia's youngest drivers, Governor's Office of Highway Safety (GOHS) Director Harris Blackwood developed the idea of forming a teen driving commission that, for the first time in the nation, would be composed solely of teens. In August 2012, Georgia Governor Nathan Deal announced the formation of the Governor's Commission on Teen Driving. Composed solely of teens between 15 and 18 years of age, the 22-member Commission (selected via an application process administered by the Governor's Office of Highway Safety) was tasked with identifying strategies to educate their peers about the dangers of impaired driving, texting and driving, and driving distracted. The Commission held its introductory meeting October 24 and 25, 2012 at the State Capitol in Atlanta. During those two days, the Commission members heard from law enforcement, safety and licensing officials, as well as met with Governor Deal. They formed their subcommittees and began the work of determining how best to reach their peers with critical safety messages. The subcommittees worked over the next five months, via conference call and online, to formulate their recommendations. The Commission members reconvened at Lake Lanier in Buford, Georgia to finalize and announce their recommendations. Their suggestions included a call to reform the state's Alcohol and Drug Awareness Program in high schools.

Other recommendations included marking teen driving restrictions on licenses, imposing community service punishments to replace fines, encouraging high schools to use No Texting pledges in order for students to receive parking privileges, placing signage on Georgia roadways reminding motorists of Caleb's Law, and strengthening texting penalties.

Throughout FFY 2014, several Commission Members participated in a statewide teen driver safety media tour with Director Blackwood during Teen Driver Safety Week, assisted in the SHSP Young Adult Driver Task Team, and served as teen ambassadors during the GOHS Youth and Young Adult Highway Safety Leadership Conference.

In FFY 2017, the Governor's Office of Highway Safety will continue working to identify opportunities to implement the recommendations set forth by the Governor's Commission on Teen Driving. The Governor's Office of Highway Safety will continue to leverage partnerships with the Departments of Driver Services, Transportation and Education, law enforcement agencies, the Georgia Legislature, and statewide media outlets to promote and advance the Commission's work.

Student's Against Destructive Decisions (SADD)

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 Students Against Destructive Decisions (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 Students Against Destructive Decisions (SADD). Through Students Against Destructive Decisions (SADD) chapters, young people of all ages and backgrounds become skilled, educated advocates for youth initiatives developed by local, state and national organizations working to promote youth safety and health. Students Against Destructive Decisions (SADD) students are valued as contributing members of their communities.

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

The Governor's Office of Highway Safety (GOHS) targets 15-18 year olds by supporting high school Students Against Destructive Decisions (SADD) chapters throughout the state of Georgia. Students Against Destructive Decisions (SADD) comprises so many different aspects – an idea, a family, a youth movement, and a national nonprofit organization. When considered at its most grassroots level, Students Against Destructive Decisions (SADD) is a network of 10,000 student-run chapters all over the country.

Each of those chapters' function 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 Students Against Destructive Decisions (SADD) chapters have a common target: to empower young people to help their peers live safer, healthier, more positive lives.

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

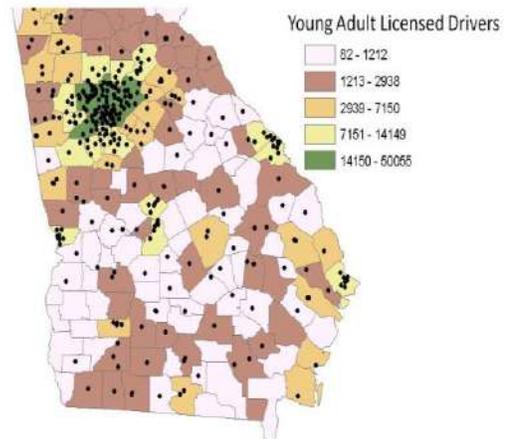
Georgia Young Adult Program (GYAP)

The Governor's Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (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 training to campus students, faculty and staff.

In FFY2016, GOHS funded 16 college peer-education programs through the Georgia Young Adult Program. Grantees at Georgia's colleges and universities conducted school year activities focused on educating students and faculty about alcohol and highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. The program focuses primarily on reducing impaired driving among young adult drivers. Schools coordinated prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and St. Patrick's Day.

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 2017 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 Highway Enforcement of Aggressive Traffic (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. (2,289 high schools in Georgia as of 2012).
- 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 fifteen (15) 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.

FFY2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-5: To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- C-9: To decrease drivers age 20 or younger involved in fatal crashes 6.3% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.

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 Students Against Destructive Decisions (SADD), local organizations, high school groups and faith-based organizations to create community-based coalitions, and 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. Continue “100 Days of Summer H.E.A.T (Highway Enforcement of Aggressive Traffic),” a sustained impaired driving enforcement campaign.
12. 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.
13. Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of National Highway Traffic Safety Administration (NHTSA) assessment recommendations relating to all elements of impaired driving.
14. Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and National Highway Safety campaigns and report numbers for each campaign to the Governor’s Office of Highway Safety online.
15. 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.
16. Identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving based on data supported needs.

Alcohol and Other Drugs Countermeasures – 402TSP Projects and Budget Summary																													
The following projects will be funded in an effort to deliver program countermeasures.																													
Project Title:	402TTSP: Teen Traffic Safety Program																												
Project Number:	GA-2017-GAGOHS - G-00261																												
Project Description:	Governor’s Office of Highway Safety 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.																												
Budget:	\$10,000.00																												
Project Title:	Clayton County Public Schools - Students Against Destructive Decisions (SADD) – 12 High Schools																												
Project Number:	GA-2017-Clayton Co-00097																												
Project Description:	Student Against Destructive Decisions (SADD) is a Nationally recognized organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities. This grant includes eleven (11) high schools within the Clayton County public School System for simplicity.																												
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Budget:	\$80,500.00																												
Project Title:	Fulton County Public Schools - Students Against Destructive Decisions (SADD) – 10 High Schools																												
Project Number:	GA-2017-Fulton Cou-00138																												
Project Description:	Student Against Destructive Decisions (SADD) is a Nationally recognized organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities. This grant includes seventeen (10) high schools within the Fulton County School System for simplicity.																												
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Project Title:	Students Against Destructive Decisions - SADD – 14 Individual High Schools																																													
Project Number:	See Below																																													
Project Description:	<p>Student Against Destructive Decisions (SADD) is a Nationally recognized organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities.</p> <table border="1" data-bbox="483 478 1390 898"> <thead> <tr> <th>Project Number</th> <th>School</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>SADD-2017-Baldwin Hi-00024</td> <td>Baldwin High School</td> <td>\$5,999.98</td> </tr> <tr> <td>SADD-2017-Early Coll-00011</td> <td>Early College Academy</td> <td>\$6,200.00</td> </tr> <tr> <td>SADD-2017-Evans High-00025</td> <td>Evans High School</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-George Was-00009</td> <td>George Washington Carver High School</td> <td>\$6,000.00</td> </tr> <tr> <td>SADD-2017-Grayson Hi-00019</td> <td>Grayson High School</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-Hardaway H-00023</td> <td>Hardaway High School</td> <td>\$5,500.00</td> </tr> <tr> <td>SADD-2017-Kendrick H-00014</td> <td>Kendrick High School</td> <td>\$6,300.00</td> </tr> <tr> <td>SADD-2017-Lamar Coun-00008</td> <td>Lamar County School System</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-Pepperell -00017</td> <td>Pepperell High School</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-South Effi-00005</td> <td>South Effingham High School</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-Thomasvill-00040</td> <td>Thomasville City Schools</td> <td>\$6,499.99</td> </tr> <tr> <td>SADD-2017-Towns Coun-00029</td> <td>Towns County Schools</td> <td>\$6,479.30</td> </tr> <tr> <td>SADD-2017-Wayne Coun-00041</td> <td>Wayne County High School</td> <td>\$6,500.00</td> </tr> <tr> <td>SADD-2017-Woodstock -00022</td> <td>Woodstock High School</td> <td>\$6,000.00</td> </tr> </tbody> </table>	Project Number	School	Amount	SADD-2017-Baldwin Hi-00024	Baldwin High School	\$5,999.98	SADD-2017-Early Coll-00011	Early College Academy	\$6,200.00	SADD-2017-Evans High-00025	Evans High School	\$6,500.00	SADD-2017-George Was-00009	George Washington Carver High School	\$6,000.00	SADD-2017-Grayson Hi-00019	Grayson High School	\$6,500.00	SADD-2017-Hardaway H-00023	Hardaway High School	\$5,500.00	SADD-2017-Kendrick H-00014	Kendrick High School	\$6,300.00	SADD-2017-Lamar Coun-00008	Lamar County School System	\$6,500.00	SADD-2017-Pepperell -00017	Pepperell High School	\$6,500.00	SADD-2017-South Effi-00005	South Effingham High School	\$6,500.00	SADD-2017-Thomasvill-00040	Thomasville City Schools	\$6,499.99	SADD-2017-Towns Coun-00029	Towns County Schools	\$6,479.30	SADD-2017-Wayne Coun-00041	Wayne County High School	\$6,500.00	SADD-2017-Woodstock -00022	Woodstock High School	\$6,000.00
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SADD-2017-Woodstock -00022	Woodstock High School	\$6,000.00																																												
Budget:	\$87,979.27																																													
Project Title:	How to Teach Your Teen How to Drive: a New App for Parents																																													
Project Number:	GA-2017-Shepherd C-00171																																													
Project Description:	<p>Shepherd Center would like to create an app targeting parents of teen drivers needing to fulfil their 40 hours of supervised driving. An important protective factor for teens is comprehensive behind the wheel training. Many Georgians cannot afford private drivers education classes, and those classes are no longer offered in all schools. Utilizing Shepherd's own driving specialists, our app would incorporate disabilities and track hours to reduce the number of deaths and disabilities in GA Teens.</p>																																													
Budget:	\$74,999.99																																													

Project Title:	Life Changing Experience Community Education Project																																																
Project Number:	GA-2017-Children a-00155																																																
Project Description:	Cinema Drive, an exciting, interactive 3-D, safe-driving experience for teens, educating them on how to drive safely, eliminate distractions and impaired driving.																																																
Budget:	\$350,000.00																																																
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Project Title:	Young Adult Programs – 15 Colleges and Universities																																																
Project Number:	See Below																																																
Project Description:	To develop and implement alcohol prevention programs and activities on college and university campuses, disseminate information, and provide a forum in which alcohol related issues can be discussed and addressed through peer prevention.																																																
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YA-2017-Young Harr-00040	Young Harris College	\$5,000.00																																															
Budget:	\$114,591.14																																																

Budget Summary

Alcohol and Other Drugs Countermeasures – 402TSP Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00261	402TTSP: Teen Traffic Safety Program	\$10,000.00	402TSP
GA-2017-Clayton Co-00097	Clayton County Public Schools – Students Against Destructive Decisions (SADD) – 12 High Schools	\$80,500.00	402TSP
GA-2017-Fulton Cou-00138	Fulton County Public Schools - Students Against Destructive Decisions (SADD) – 10 High Schools	\$67,500.00	402TSP
See Above List	Students Against Destructive Decisions – SADD – 14 Individual High Schools	\$87,979.27	402TSP
GA-2017-Shepherd C-00171	How to Teach Your Teen How to Drive: A New App For Parents	\$74,999.99	402TSP
GA-2017-Children a-00155	Life Changing Experience Community Education Project	\$350,000.00	402TSP
See Above List	Young Adult Programs – 15 Colleges and Universities	\$114,591.14	402TSP
Total All 402TSP Funds		\$785,570.40	

Alcohol and Other Drugs Countermeasures – 402AL Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Governor's Office of Highway Safety – Administration, Training, PI&E and Partnership Initiatives (GOHS)
Project Number:	GA-2017-GAGOHS - G-00145
Project Description:	Governor's Office of Highway Safety 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.
Budget:	\$223,300.00

Budget Summary

Alcohol and Other Drugs Countermeasures – 402AL Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00145	Governor's Office of Highway Safety – Administration, Training, PI&E and Partnership Initiatives (GOHS)	\$223,300.00	402AL
Total All 402AL Funds		\$223,300.00	

Impaired Driving Countermeasures – 405d M5OT Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Mothers Against Drunk Driving Georgia
Project Number:	GA-2017-Mothers Ag-00028
Project Description:	Work to eliminate impaired driving by successfully recruiting, engaging and activating volunteers through MADD's mission.
Budget:	\$135,000.00

Budget Summary

Impaired Driving Countermeasures – 405d M5OT Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-Mothers Ag-00028	Mothers Against Drunk Driving Georgia	\$135,000.00	405d M5OT
Total All 405d M5OT Funds		\$135,000.00	

Impaired Driving Countermeasures – 405d M6X Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	405d M6X Paid Media
Project Number:	GA-2017-GAGOHS - G-00149
Project Description:	To fund in-house, statewide comprehensive impaired driving paid media campaign activities designed to reduce alcohol-related crashes, injuries and fatalities.
Budget:	\$838,000.00
Project Title:	Alcohol and Drug Awareness Program
Project Number:	GA-2017-Driver Ser-00009
Project Description:	The purpose of this grant is to increase alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.
Budget:	\$48,178.98
Project Title:	Traffic Safety Adjudication Program
Project Number:	GA-2017-Prosecutin-00006
Project Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.
Budget:	\$296,000.00
Project Title:	Impaired Driving Training Programs/SFST & DRE
Project Number:	GA-2017-Public Saf-00027
Project Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
Budget:	\$487,292.46
Project Title:	HEAT/Nighthawk DUI Task Force-North/South
Project Number:	GA-2017-Public Saf-00004
Project Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.
Budget:	\$1,700,400.00

Budget Summary

Impaired Driving Countermeasures – 405d M6X Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00149	405d M6X Paid Media	\$838,000.00	405d M6X
GA-2017-Driver Ser-00009	Alcohol and Drug Awareness Program	\$48,178.98	405d M6X
GA-2017-Prosecutin-00006	Traffic Safety Adjudication Program	\$296,000.00	405d M6X
GA-2017-Public Saf-00027	Impaired Driving Training Programs/SFST & DRE	\$487,292.46	405d M6X
GA-2017-Public Saf-00004	HEAT/Nighthawk DUI Task Force-North/South	\$1,700,400.00	405d M6X
Total All 405d M6X Funds		\$3,369,871.44	

Occupant Protection

PROGRAM TARGETS: The overall program target is to increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Seat Distribution and Inspection Sites (CTW, Chapter 2: pages 27, 34-35)
- Child Passenger Safety Caravan and Thunder Task Force (CTW, Chapter 2: page 29)

Problem Identification and Program Justification

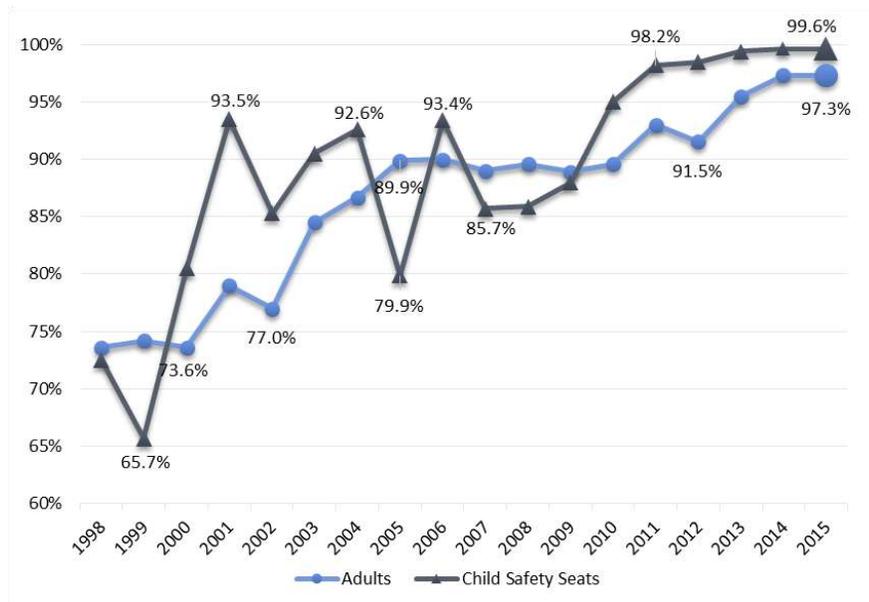
One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In Georgia, non-restraint use is consistently associated with over fifty percent (50%) of all vehicle crash fatalities. The National Highway Traffic Safety Administration (NHTSA) data that shows safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%). For light-truck occupants, seat belts reduce the risk of fatal injury by sixty percent (60%) and moderate-to-critical injury by sixty-five percent (65%). 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.

The Governor's Office of Highway Safety (GOHS), will partner with a research contractor to conduct 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 2015 report are as follows:

- Statewide safety belt usage in 2015 for drivers and passengers of passenger cars, trucks, and vans was 97.3%, a rate that is unchanged from 2014.
- Safety belt usage was 98.6% in passenger cars, 96.6% in vans, and 95.1% in trucks.
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (97.7%), followed by rural areas (96.5%), and the non-Atlanta MSAs (95.7%).

Child safety seat usage in 2015 was 97.4%, a decrease of 2.2% from the 2014 usage rate. Child safety seat usage in the Atlanta MSA was 96.4%, 98.2% in other MSAs and 95.4% in rural areas of the state.

Georgia Restraint Use Observational Survey



In 2014, a total of 63 children ages 4 years and under were involved in fatal motor vehicle crashes (crashes that led to more than one fatality) in Georgia. Of those children involved in fatal crashes, 31 were injured and 11 were killed. Only 10 out of the 63 fatality injured children were reported to not 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. On 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 reach eight (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, not placing their children in restraints or not placing their children in restraints properly.

FFY 2017 Performance Objectives

- Objective 1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2014 to 97.7% in 2017.
- Objective 2: To maintain the use of child safety restraint systems for children age seven and under of 99.6% in 2017.
- Objective 3: To increase safety belt use rate by 1% for rural drivers and passengers in the FFY 2017.
- Objective 4: To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.

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 the Governor's Office of Highway Safety (GOHS).
5. Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors to provide program updates and improve Child Passenger Safety (CPS) class instructions.
6. Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor's Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).
7. Host one Child Passenger Safety Caravan with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk to be held during National Child Passenger Safety Week.
8. Provide funds to the University of Georgia to implement public information and education strategies to increase the public's awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 Public Information and Education (PI&E) materials and (b) the development of materials targeting at-risk populations.
9. Provide funds to the University of Georgia to conduct twelve (12) Child Passenger Safety Technician (CPST) Certification Courses, certifying 150 new technicians and to offer 24 Continuing Education Unit (CEU) credit workshops as well as one Instructor Development course in FFY 2017 to encourage recertification and enhance the quality of instruction.
10. Provide funds to the University of Georgia to provide training during scheduled Child Passenger Safety Technician (CPST) courses to a minimum of six bilingual) students Spanish/English).
11. Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
12. Provide funds to the University of Georgia to coordinate and conduct two Child Passenger Safety (CPS) awareness presentations for Spanish-speaking communities with high Hispanic/Latino populations and to give 2 "Safe Transportation of Children in Child Care" presentations to child care providers.
13. Provide funds to the University of Georgia to coordinate and host a minimum of two combined CarFit Event Coordinator/Technician trainings, certifying 20 individuals to conduct events 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.

14. Provide funds for a research contractor to conduct the Governor's Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration's criteria.

Occupant Protection Countermeasures – 402OP Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	402 Occupant Protection
Project Number:	GA-2017-GAGOHS - G-00087
Project Description:	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 local grass root community coalitions, and National, state and local campaigns.
Budget:	\$175,900.00
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Project Title:	Occupant Protection Education Program
Project Number:	GA-2017-Camden Cou-00209
Project Description:	In 2014, a Camden County Sheriff's Office deputy was involved in a crash in which the vehicle rolled 9 times. Due to proper seat belt use, the officer only sustained non-life threatening injuries. The Camden County Sheriff's Office will use this accident as teachable opportunity on the importance of proper seat belt use. The Camden County Sheriff's Office plans to mount and house the wrecked vehicle in a manufactured trailer that includes a presentation of the video documenting the accident.
Budget:	\$26,000.00
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Project Title:	UGA-GTIPI Occupant Protection Education
Project Number:	GA-2017-Georgia, U-00024
Project Description:	GTIPI is a primary resource for statewide occupant protection education, training, publications and consultation in child and adult highway safety education.
Budget:	\$379,139.14
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Project Title:	Child Occupant Safety Project
Project Number:	GA-2017-Public Hea-00019
Project Description:	The Child Occupant Safety Project works to increase county capacity to provide child passenger safety resources by providing equipment, education, safety materials, and other resources.
Budget:	\$479,802.65

Project Title:	Gwinnett County: Teaming Up To Save Lives
Project Number:	GA-2017-Gwinnett C-00137
Project Description:	The community traffic safety program will primarily focus on minority populations in Gwinnett County to share safety awareness relating to the proper use of child restraints and pedestrian safety. The administration and implementation of project tasks will be shared between the Gwinnett County Department of Transportation and the Department of Fire and Emergency Services.
Budget:	\$53,054.50 ²
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Project Title:	Atlanta Fire Rescue Fitting Stations
Project Number:	GA-2017-Atlanta Fi-00005
Project Description:	To provide low income families with free car seats and proper installation/seat belt uses in their vehicle.
Budget:	\$184,798.52

Budget Summary

Occupant Protection Countermeasures – 402OP Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00087	402 Occupant Protection	\$175,900.00	402OP
GA-2017-Camden Cou-00209	Occupant Protection Education Program	\$26,000.00	402OP
GA-2017-Georgia, U-00024	UGA-GTIPI Occupant Protection Education	\$379,139.14	402OP
GA-2017-Public Hea-00019	Child Occupant Safety Project	\$479,802.65	402OP
GA-2017-Gwinnett C-00137	Gwinnett County: Teaming Up To Save Lives	\$53,054.50	402OP
GA-2017-Atlanta Fi-00005	Atlanta Fire Rescue Fitting Stations	\$184,798.52	402OP
Total All 402OP Funds		\$1,298,694.81	

Occupant Protection Countermeasures – 405b M1.OP Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Seat Belt Convincer
Project Number:	GA-2017-Byron Poli-00014
Project Description:	The "Convincer" will be used to show the benefits of wearing a seat belt.
Budget:	\$22,500.00

Budget Summary

Occupant Protection Countermeasures – 405b M1.OP Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-Byron Poli-00014	Seat Belt Convincer	\$22,500.00	405b M1.OP
Total All 405b M1.OP Funds		\$22,500.00	

² Split funding (50/50) with 402 PS

Traffic Safety Information Systems

PROGRAM TARGET: Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 91% in performance period Jan 1 - Dec 31, 2015 to 93% by performance period Jan 1- Dec 31, 2017.

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.

	2006	2007	2008	2009	2010	2011	2012	2013	2014
Traffic Fatalities	1,693	1,641	1,493	1,284	1,244	1,223	1,192	1,179	1,164
Fatalities Rate*	1.49	1.46	1.37	1.18	1.11	1.09	1.11	1.08	1.04
Crashes	342,156	337,824	306,342	286,896	290,611	296,348	330,102	363,798	378,458
Crash Rate++	3.01	2.98	2.72	2.63	2.66	2.69	3.07	3.32	3.39
Injuries	133,399	128,315	115,737	109,685	110,829	104,524	115,619	116,458	117,380
Injury Rate++	1.18	1.13	1.03	1.01	1.01	0.95	1.08	1.06	1.05
VMT(millions)	113,509	113,532	112,541	109,057	109,258	110,370	107,488	109,355	111,535

*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, and the resources and funding for programs becomes more limited, the need for accurate data becomes more critical. Over the past year, Georgia has continued the expansion of electronic citation programs. The electronic crash reporting system also continues to be implemented. As of April 2016, 92% of the state's crash records are now being submitted electronically.

The target 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 Appriss, the vendor who manages the state crash repository via contract with Georgia Department of Transportation (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 Traffic Records Coordinating Committee (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).

Traffic Information Systems Improvements - 405c Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Traffic Records Program
Project Number:	GA-2017-GAGOHS - G-00122
Project Description:	These funds will be used to provide management responsibility of the Traffic Records Coordinating Committee (TRCC) program within the Governor's Office of Highway Safety (GOHS) organization. Additionally, funds will be used to create and implement an Internal Grants Management System in order to assist Governor's Office of Highway Safety (GOHS) in the tracking and management of programmatic and fiscal functions within the organization.
Budget:	\$60,000.00
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Project Title:	GECPS Outreach
Project Number:	GA-2017-Driver Ser-00012
Project Description:	Provide a secure method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; train and educate courts on the GECPS system for this purpose.
Budget:	\$376,961.42
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Project Title:	Software Support for MMUCC Motor Vehicle Crash Reporting
Project Number:	GA-2017-Transporta-00234
Project Description:	Support the software development and update for law enforcement agencies statewide to align to MMUCC. MMUCC is a national standard developed to improve consistency in motor vehicle crash reporting and enhance the value of crash data for health, enforcement, engineering and safety professionals.
Budget:	\$500,000.00
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Project Title:	LEA Technology Grant GACP
Project Number:	GA-2017-Georgia As-00036
Project Description:	The GACP will provide select law enforcement agencies with the computer hardware needed to submit crash reports electronically to the state through the GEARS system. These will be mobile data units.
Budget:	\$165,500.00

Project Title:	Public Access to crash data in crash, death, hospital discharge and emergency room visit data sources via OASIS web query
Project Number:	GA-2017-Public Hea-00030
Project Description:	The goal is to provide continuous, direct access to Hospital Discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis and mapping on an online query.
Budget:	\$193,536.51
Project Title:	GPH - OEMS GEMISIS
Project Number:	GA-2017-Public Hea-00042
Project Description:	To maintain the Georgia Emergency Medical Services Information System (GEMISIS), to upgrade the system to v3.4 and to create a data mart to link GEMISIS to other data sets such as crash data.
Budget:	\$289,999.98
Project Title:	Support for CODES Crash Data Linkage
Project Number:	GA-2017-Public Hea-00034
Project Description:	The CODES project brings together multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.
Budget:	\$104,200.00

Budget Summary

Traffic Safety Information Systems – 405c Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00122	Traffic Records Program	\$60,000.00	405c
GA-2017-Driver Ser-00012	GECPS Outreach	\$376,961.42	405c
GA-2017-Transporta-00234	Software Support for MMUCC Motor Vehicle Crash Reporting	\$500,000.00	405c
GA-2017-Georgia As-00036	LEA Technology Grant GACP	\$165,500.00	405c
GA-2017-Public Hea-00030	Public Access to crash data in crash, death, hospital discharge and emergency room visit data sources via OASIS web query	\$193,536.51	405c
GA-2017-Public Hea-00042	GPH - OEMS GEMISIS	\$289,999.98	405c
GA-2017-Public Hea-00034	Support for CODES Crash Data Linkage	\$104,200.00	405c
Total All 405c Funds		\$1,690,197.91	

Speed and Aggressive Driving

PROGRAM TARGETS: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall target to decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

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 conducts 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. National Highway Traffic Safety Administration (NHTSA) safety experts estimate that nationally in 2012, 30% 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.

Total Fatalities, Speeding-Related Fatalities, and Percentage Speed-Related

Region		2010	2011	2012	2013	2014
Georgia	Speed-Related Fatalities	217	220	180	197	213
	% Speed-Related	17%	18%	15%	17%	18%
	Annual % Change in	-9%	1%	-18%	9.7%	8.1%
National	Speed-Related Fatalities	10,508	10,001	10,219	9,613	9,262
	% Speed-Related	32%	31%	30%	29%	28%
	Annual % Change in	-1%	-5%	+2%	-6%	-4%

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2014, 23 percent of the 15 to 24-year-old drivers who were involved in fatal crashes were also speeding at the time of the crash in Georgia. During the same year, 10% of all young (ages 15-24 years) motorcycle riders involved in fatal crashes were speeding, as compared to 13% for passenger car drivers. Georgia had 213 speed-related crash deaths (18% of all roadway fatalities) in 2014 – This is a significant increase since 2012 with 180 speed related fatalities (15% of all roadway fatalities).

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Law Enforcement Services Team. The Thunder Task Force is deployed to areas of the state where 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 Governor's Office of Highway Safety H.E.A.T. (Highway Enforcement of Aggressive Traffic) 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. The Thunder Task Force 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 the motoring public of Georgia.

FFY 2017 Performance Objectives

- 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.

Ultimate Measure

Decrease speeding-related fatalities 9.5% from 197 (2012-2014 average) to 180 (2015-2017 average) in 2017.

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-6: To decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.

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.]*
2. Provide funds to increase public information & education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
3. In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.
4. Advanced level law enforcement training course focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

Speed and Aggressive Driving Countermeasures - 402SC Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Speed Enforcement Training Programs
Project Number:	GA-2017-Public Saf-00025
Project Description:	Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement training initiatives.
Budget:	\$39,912.49

Budget Summary

Speed and Aggressive Driving Countermeasures – 402SC Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-Public Saf-00025	Speed Enforcement Training Programs	\$39,912.49	402 SC
Total All 402SC Funds		\$39,912.49	

Police Traffic Services

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

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Evidence Based Traffic Enforcement Plan (see page 8)
- Thunder Task Force, High Visibility Enforcement, Traffic Enforcement Networks, Highway Enforcement of Aggressive Traffic (HEAT), Small Agency Traffic Safety Grants (CTW, Chapter 1: pages 19-22, 24; Chapter 2: pages 16-22; Chapter 3: page 16)

Problem Identification and Program Justification

For the past several years, the rate of highway safety fatalities in Georgia declined. This is due in part to stringent, high visibility enforcement. Through more concentrated high visibility enforcement campaigns such as “Click It or Ticket” and “Drive Sober or Get Pulled Over”, 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 “Drive Sober or Get Pulled Over” and “Click it or Ticket” have proven that high visibility enforcement is the key to saving lives on Georgia’s roadways as well as interdicting the criminal element through traffic enforcement.

FFY 2017 Traffic Enforcement Mobilizations	Dates
Click it or Ticket	November 14, 2016 – November 27, 2016
Drive Sober or Get Pulled Over	December 14, 2016 – January 1, 2017
Click it or Ticket	May 15, 2017 – May 29, 2017
Drive Sober or Get Pulled Over	June 19, 2017 – July 5, 2017
Drive Sober or Get Pulled Over	August 21, 2017 – September 4, 2017

Georgia has a total of 59,329 law enforcement officers employed by a total of 1,038 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, on to the importance of high visibility enforcement and the impact on highway safety. This same message must be conveyed to the prosecutors and judicial communities 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 the specialized equipment needed to conduct effective traffic safety operations. Funding for printing of brochures, posters, banners and highway safety materials is 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 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, both which 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 serve that all participating law enforcement officers can receive up to date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are over 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Governor's Challenge

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 awards program designed to recognize 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 which is purchased through corporate donations. The Governor's Challenge Awards Program targets four major traffic safety priorities; occupant protection, impaired driving, distracted 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 (Highway Enforcement of Aggressive Traffic) 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*.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Law Enforcement Services Team. This is an evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and injuries in locations most at risk for such incidents. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The 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 regions with two to 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.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety Law Enforcement Services Division and includes the Georgia State Patrol, Governor's Office of Highway Safety HEAT Units (Highway Enforcement of Aggressive Traffic),

Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. We also use as much local crash data as available, looking at time of day, location and causation (DUI, Seatbelt, Speed, Motorcycles). 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 identifies the problem areas, and conducts mobilizations using the resources that are needed for these problem areas, such as the Motor Carrier Compliance Division (MCCD), Child Passenger Safety Technicians (CPST), and trained DUI officers. With this continued effort of putting resources where the problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize the problem with a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia. While conducting a Thunder Task Force Mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force typically returns to the jurisdiction for a follow up visit and evaluation.

Target Population

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

FFY 2017 Performance Objectives

- Objective 1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2014 to 97.7% in 2017.
- Objective 2: To maintain the number of corporate partners for FFY 2017 who provide support for the Governor's Office of Highway Safety's law enforcement projects to at least 40.
- 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 Governor's Office of Highway Safety Online Reporting System.

Ultimate Measure

Reduce the fatality rate with education, enforcement, and effective partnerships.

FFY 2017 Performance Measures

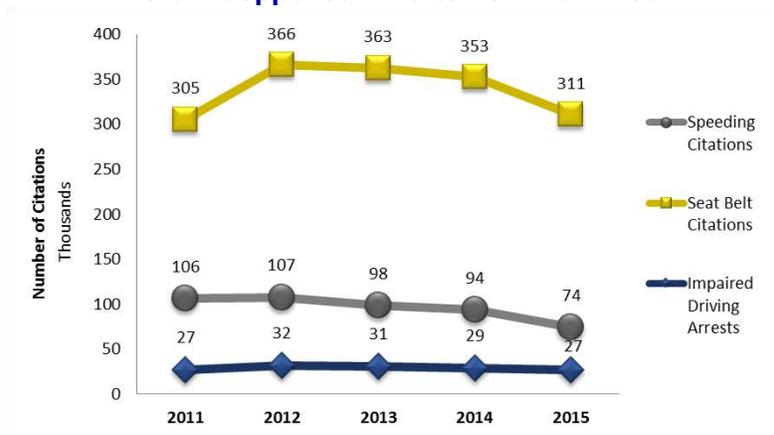
- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- B-1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

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 in 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 2017.
9. Continue to recruit corporate partners to assist with The Governor’s Office of Highway Safety supported law enforcement campaigns and initiatives.
10. Encourage and facilitate law enforcement agencies to work with their local media in marketing The Governor’s Office of Highway Safety 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 in marketing the highway safety messages of the Governor’s Office of Highway Safety to the general public.
13. Continue to exhibit and promote The Governor’s Office of Highway Safety 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 2017.
15. Facilitate the implementation of Data Driven Approaches to Crime and Traffic Safety (DDACTS) concepts to Georgia’s law enforcement community.
16. Encourage agencies to submit a Governor’s Challenge application.
17. Conduct one (1) Governor’s Challenge Awards Banquet.

**Law Enforcement Citation Data Deterring Unsafe Driving in Georgia
Grant-Supported Enforcement Activities**



**Grant-Supported Enforcement Activities by Program
Number of Citations 2011-2015**

	<i>Year</i>	<i>100 days of Summer HEAT</i>	<i>National Mobilizations</i>	<i>HEAT Programs (Statewide)</i>	<i>Thunder Task Force</i>	<i>Annual Total Across Grant Programs</i>
Impaired Driving	2011	14,845	5,324	6,249	241	26,659
	2012	15,517	9,325	6,361	327	31,530
	2013	17,598	6,280	6,303	375	30,556
	2014	11,059	10,628	6,533	423	28,643
	2015	10,045	10,117	6,186	281	26,629
	5-yr. Total	69,064	41,674	31,632	1,647	144,017
Seatbelt Citations*	2011	70,205	23,619	11,346	997	106,167
	2012	67,885	29,541	9,948	53	107,427
	2013	63,852	21,920	12,239	414	98,425
	2014	46,023	39,425	7,581	650	93,679
	2015	33,874	32,259	7,763	437	74,333
	5-yr. Total	281,839	146,764	48,877	2,551	480,031
Speeding Citations	2011	196,724	70,779	37,148	820	305,471
	2012	207,343	123,814	35,045	53	366,255
	2013	241,565	83,797	37,074	117	362,553
	2014	164,775	154,370	32,253	1,266	352,664
	2015	143,013	137,089	30,494	443	311,039
	5-yr. Total	953,420	569,849	172,014	2,699	1,697,982

*Seatbelt citations only include adult seatbelt violations and not child safety restraint violations.

The Governor's Office of Highway Safety (GOHS) supports programmatic efforts by initiating collaboration and mobilization among existing strategic partners, in addition to providing other non-monetary resources.

Police Traffic Services – 402PT Projects and Budget Summary																																																				
The following projects will be funded in an effort to deliver program countermeasures.																																																				
Project Title:	Traffic Enforcement Networks (TEN)																																																			
Project Number:	See list below																																																			
Project Description:	<p>The Governor's Office of Highway Safety (GOHS) will provide small grants to sixteen (16) 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.</p> <table border="1"> <thead> <tr> <th>Project Number</th> <th>Agency</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>TEN-2017-Barrow Cou-00002</td> <td>Barrow County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Butler, Ci-00032</td> <td>Butler, City of</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Byron Poli-00003</td> <td>Byron Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Cairo Poli-00021</td> <td>Cairo Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Demorest P-00025</td> <td>Demorest Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Douglas Co-00010</td> <td>Douglas County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Dublin Pol-00017</td> <td>Dublin Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Effingham -00020</td> <td>Effingham County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Gilmer Cou-00033</td> <td>Gilmer County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Hazlehurst-00018</td> <td>Hazlehurst Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Lowndes Co-00012</td> <td>Lowndes County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Milledgevi-00008</td> <td>Milledgeville Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Peachtree -00028</td> <td>Peachtree City Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Richmond C-00034</td> <td>Richmond County Sheriff's Office</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Rome Polic-00029</td> <td>Rome Police Department</td> <td>\$20,000.00</td> </tr> <tr> <td>TEN-2017-Zebulon Po-00024</td> <td>Zebulon Police Department</td> <td>\$20,000.00</td> </tr> </tbody> </table>	Project Number	Agency	Amount	TEN-2017-Barrow Cou-00002	Barrow County Sheriff's Office	\$20,000.00	TEN-2017-Butler, Ci-00032	Butler, City of	\$20,000.00	TEN-2017-Byron Poli-00003	Byron Police Department	\$20,000.00	TEN-2017-Cairo Poli-00021	Cairo Police Department	\$20,000.00	TEN-2017-Demorest P-00025	Demorest Police Department	\$20,000.00	TEN-2017-Douglas Co-00010	Douglas County Sheriff's Office	\$20,000.00	TEN-2017-Dublin Pol-00017	Dublin Police Department	\$20,000.00	TEN-2017-Effingham -00020	Effingham County Sheriff's Office	\$20,000.00	TEN-2017-Gilmer Cou-00033	Gilmer County Sheriff's Office	\$20,000.00	TEN-2017-Hazlehurst-00018	Hazlehurst Police Department	\$20,000.00	TEN-2017-Lowndes Co-00012	Lowndes County Sheriff's Office	\$20,000.00	TEN-2017-Milledgevi-00008	Milledgeville Police Department	\$20,000.00	TEN-2017-Peachtree -00028	Peachtree City Police Department	\$20,000.00	TEN-2017-Richmond C-00034	Richmond County Sheriff's Office	\$20,000.00	TEN-2017-Rome Polic-00029	Rome Police Department	\$20,000.00	TEN-2017-Zebulon Po-00024	Zebulon Police Department	\$20,000.00
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Budget:	\$250,000.00																																																										
Project Title:	402 Police Traffic Services																																																										
Project Number:	GA-2017-GAGOHS - G-00070																																																										
Project Description:	Administrative, training, telecommunication and Public Information and Education (PI&E) support to the Governor's Office of Highway Safety (GOHS) Law Enforcement Services team, the regional Traffic Enforcement Networks and Georgia's traffic enforcement community.																																																										
Budget:	\$965,295.20																																																										
Project Title:	HEAT Habersham County Sheriff's Office																																																										
Project Number:	GA-2017-Habersham -00086																																																										
Project Description:	Habersham County Sheriff's Office is seeking funding to continue the efforts of our HEAT program to reduce alcohol related crashes, injuries, and fatalities.																																																										
Budget:	\$52,072.20																																																										
Project Title:	Hall County Heat																																																										
Project Number:	GA-2017-Hall Count-00144																																																										
Project Description:	The Hall County Sherriff's Office for the fiscal year 2017 is seeking a HEAT Grant from the Governor's Office of Hwy Safety. Hall County in 2015 has experienced an alarming increase in fatalities.																																																										
Budget:	\$249,998.50																																																										

Project Title:	HEAT Henry County Police Department
Project Number:	GA-2017-Henry Coun-00020
Project Description:	A unit comprised of 3 officers and 1 sergeant to enforce aggressive traffic laws, educate the public about roadway safety, and decrease the rate of traffic injuries and fatalities.
Budget:	\$60,911.34
Project Title:	HEAT Houston County Sheriff's Office
Project Number:	GA-2017-Houston Co-00071
Project Description:	The Houston County Sheriff's office will create a specialized traffic enforcement unit dedicated to reducing serious injury and fatal car crashes.
Budget:	\$155,002.21
Project Title:	HEAT Lowndes County SO
Project Number:	GA-2017-Lowndes Co-00098
Project Description:	Establish a three member HEAT team to augment Lowndes County law enforcement in reducing the distracted driving, crash and fatality rate, all while increasing seat belt usage.
Budget:	\$126,010.79
Project Title:	HEAT Marietta Police Department
Project Number:	GA-2017-Marietta P-00031
Project Description:	HEAT/DUI grant: Working to reduce impaired driving crashes, reduce excessive speeding, increase seat belt usage and to educate the public on traffic safety issues within the city of Marietta, GA.
Budget:	\$55,533.06
Project Title:	HEAT Newton County SO
Project Number:	GA-2017-Newton Cou-00142
Project Description:	The Newton County Sheriff's Office is seeking the HEAT Grant to aid in decreasing motor vehicle traffic crashes, injuries, and fatalities on the roadways of Newton County. We are requesting funding for a 3-person unit and 3 fully equipped cars to assist in increasing our capacity to effectively carry out traffic enforcement and education. The HEAT Unit will work to educate citizens of Newton County and through collaborative efforts, work with other counties to engender effective solutions.
Budget:	\$249,999.99
Project Title:	Intoxilyzer 9000 Grant
Project Number:	GA-2017-Pierce Cou-00074
Project Description:	Purchase Intoxilyzer 9000 for law enforcement agencies.
Budget:	\$8,500.00
Project Title:	HEAT/Nighthawk DUI Task Force- Middle- GA
Project Number:	GA-2017-Public Saf-00008
Project Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Albany area.
Budget:	\$658,000.00

Project Title:	HEAT Richmond County Sheriff's Office
Project Number:	GA-2017-Richmond C-00139
Project Description:	H.E.A.T. Unit to reduce fatalities, crashes, and injuries on the roadways of Richmond County.
Budget:	\$116,166.40
<hr/>	
Project Title:	HEAT Athens-Clarke County PD
Project Number:	GA-2017-Athens-Cla-00124
Project Description:	The HEAT grant will be implemented to increase enforcement and awareness of DUI, occupant protection, speeding, distracted and aggressive drivers, pedestrian, bicycle/moped/motorcycle safety.
Budget:	\$117,422.19
<hr/>	
Project Title:	HEAT Bartow County Sheriff's Office
Project Number:	GA-2017-Bartow Cou-00150
Project Description:	The purpose of the H.E.A.T. program is continuing to enforce driving under the influence, speeding and aggressive driving statutes and to educate the importance of occupant safety to the citizens.
Budget:	\$128,661.78
<hr/>	
Project Title:	HEAT Macon-Bibb County Sheriff's Office
Project Number:	GA-2017-Bibb Count-00104
Project Description:	This project is aimed at reducing the number of citations issued for speeding, seat belt violations, and DUI's in Macon-Bibb County.
Budget:	\$53,753.09
<hr/>	
Project Title:	Decatur County Traffic Safety Enhancements
Project Number:	GA-2017-Decatur Co-00233
Project Description:	The goal of this project is to enhance the traffic / safety capabilities of the Decatur County Sheriff's Office for the lifesaving benefit of its citizens.
Budget:	\$40,825.00

Project Title:	HEAT DeKalb County Police Department
Project Number:	GA-2017-DeKalb Cou-00023
Project Description:	This project seeks to continue efforts to reduce traffic crashes, injuries and traffic-related fatalities on the roadway of DeKalb County.
Budget:	\$69,707.83
Project Title:	HEAT Douglas County Sheriff's Office
Project Number:	GA-2017-Douglas Co-00017
Project Description:	The Douglas County Sheriff's Office is requesting funds to continue operation of the HEAT Unit for the purpose of enforcing traffic laws and educating the public.
Budget:	\$64,481.18
Project Title:	Intoxilyzer 9000 Grant
Project Number:	GA-2017-Douglas Co-00260
Project Description:	Purchase Intoxilyzer 9000 for law enforcement agencies
Budget:	\$8,482.00
Project Title:	HEAT Douglas PD/Coffee County S.O.
Project Number:	GA-2017-Douglas Po-00011
Project Description:	Continuation of a H.E.A.T. Task Force with two officers dedicated to reduce traffic accidents and fatalities by traffic enforcement and traffic safety education.
Budget:	\$79,310.65
Project Title:	Governor's Challenge Awards Program
Project Number:	GA-2017-Georgia As-00154
Project Description:	This grant will provide traffic safety equipment for the agency winners of the 2017 Governor's Challenge Program.
Budget:	\$123,200.00
Project Title:	HEAT Glynn County PD
Project Number:	GA-2017-Glynn Coun-00146
Project Description:	Selective traffic enforcement program to aide in the reduction of motor vehicle crashes, injuries, and fatalities.
Budget:	\$54,225.99

Budget Summary

Police Traffic Services – 402PT Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
See list above	Traffic Enforcement Networks (TEN)	\$320,000.00	402PT
See list above	Small Agency Incentive – (25)	\$250,000.00	402PT
GA-2017-GAGOHS - G-00070	402 Police Traffic Services	\$965,295.20	402PT
GA-2017-Habersham -00086	HEAT Habersham County Sheriff's Office	\$52,072.20	402PT
GA-2017-Hall Count-00144	Hall County Heat	\$249,998.50	402PT
GA-2017-Henry Coun-00020	HEAT Henry County Police Department	\$60,911.34	402PT
GA-2017-Houston Co-00071	HEAT Houston County Sheriff's Office	\$155,002.21	402PT
GA-2017-Lowndes Co-00098	HEAT Lowndes County SO	\$126,010.79	402PT
GA-2017-Marietta P-00031	HEAT Marietta Police Department	\$55,533.06	402PT
GA-2017-Newton Cou-00142	HEAT Newton County SO	\$249,999.99	402PT
GA-2017-Pierce Cou-00074	Intoxilyzer 9000 Grant	\$8,500.00	402PT
GA-2017-Public Saf-00008	HEAT/Nighthawk DUI Task Force- Middle- GA	\$658,000.00	402PT
GA-2017-Richmond C-00139	HEAT Richmond County Sheriff's Office	\$116,166.40	402PT
GA-2017-Athens-Cla-00124	HEAT Athens-Clarke County PD	\$117,422.19	402PT
GA-2017-Bartow Cou-00150	HEAT Bartow County Sheriff's Office	\$128,661.78	402PT
GA-2017-Bibb Count-00104	HEAT Macon-Bibb County Sheriff's Office	\$53,733.09	402PT
GA-2017-Decatur Co-00233	Decatur County Traffic Safety Enhancements	\$40,825.00	402PT
GA-2017-DeKalb Cou-00023	HEAT DeKalb County Police Department	\$69,707.83	402PT
GA-2017-Douglas Co-00017	HEAT Douglas County Sheriff's Office	\$64,481.18	402PT
GA-2017-Douglas Co-00260	Intoxilyzer 9000 Grant	\$8,482.00	402PT
GA-2017-Douglas Po-00011	HEAT Douglas PD/Coffee County S.O.	\$79,310.65	402PT
GA-2017-Georgia As-00154	Governor's Challenge Awards Program	\$123,200.00	402PT
GA-2017-Glynn Coun-00146	HEAT Glynn County PD	\$54,225.99	402PT
Total All 402PT Funds		\$4,007,539.40	

Police Traffic Services – 405b M1.PT Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	HEAT Savannah-Chatham Co.
Project Number:	GA-2017-Savannah-C-00153
Project Description:	Reduce motor vehicle crashes ,injuries & fatalities via high visibility enforcement targeting impaired drivers, speeders, those who do not use safety restraints devices, aggressive and distracted driving.
Budget:	\$250,009.91

Budget Summary

Police Traffic Services – 405b M1.PT Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-Savannah-C-00153	HEAT Savannah-Chatham Co.	\$250,009.91	402PT
Total All 405b M1.PT Funds		\$250,009.91	

Pedestrian and Bicycle Safety

PROGRAM TARGETS: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance target is to decrease pedestrian fatalities 1.6% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.

Effectiveness of Programs

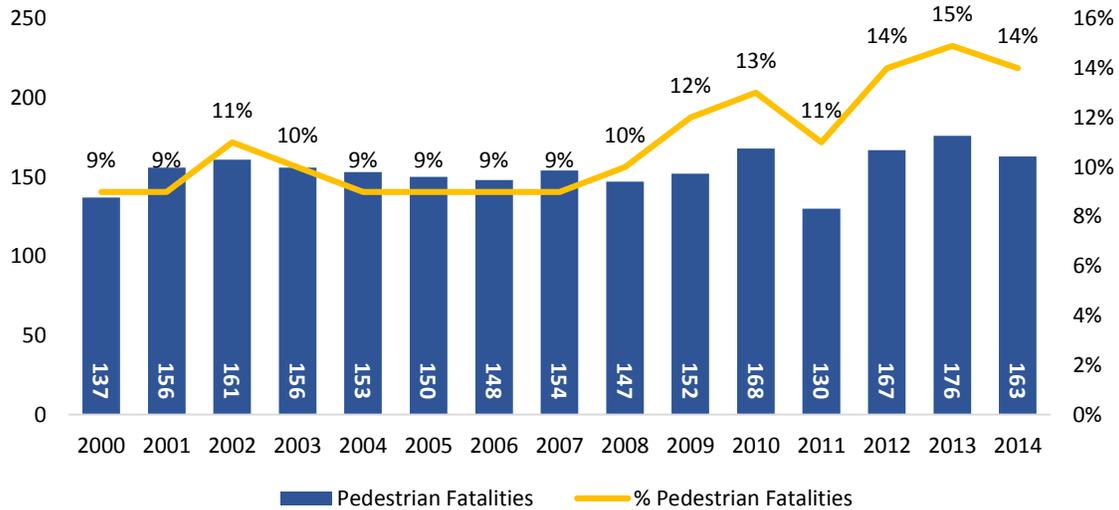
The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in Citations Reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Savannah Bikes, Bike Athens, Atlanta Bicycle Campaign, GDOT (CTW, Chapter 9: pages 8-31)

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.

Georgia Pedestrian Fatalities, 1994-2014



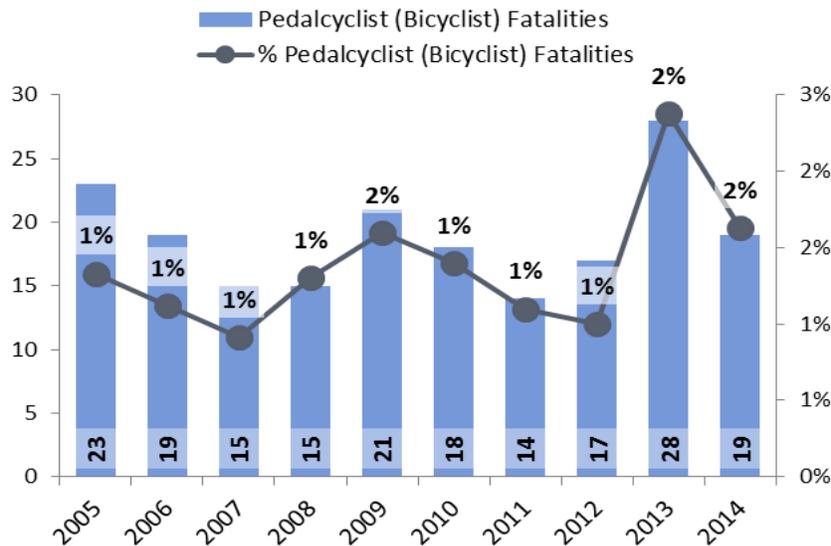
From 2008 through 2014, there has been an unsteady increase of the percent of pedestrians killed in motor vehicle crashes in Georgia. In 2014, 163 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for 14% of all motor vehicle fatalities in 2014, and the number of pedestrian fatalities DECREASED by 13 bodies (-7.4%) from the previous year.

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.

Problem Identification and Program Justification - Bicyclists

Although not as common as motor vehicle and pedestrian incidences, bicycle casualties are still a major concern as they are on the rise. In 2013, there were a total of 28 bicycle-related deaths and in 2014 there were 19 bicycle-related deaths in Georgia – a 32% decrease. Similar to pedestrian injuries, the majority of bicycle-related incidences occurred during the after school/night hours, on the weekends, in non-rural high traffic locations, and were primarily male (National Center for Statistics & Analysis).

Georgia Pedalcyclist (Bicyclist) Fatalities, 1994-2014



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 in 2013 and 2014. 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 2017 Performance Objectives

- To provide funds to agencies for the purpose of increasing pedestrian education, enforcement and engineering considerations.
- 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”.

FFY 2017 Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-10: To decrease pedestrian fatalities 1.6% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.
- C-11: To decrease bicyclist fatalities 14.2% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.

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 and equipment as requested.
3. Provide funding for pedestrian safety through enforcement and training.
4. 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; and law enforcement partnerships to reduce dangerous behavior.
5. Collaborate with the Georgia Department of Transportation statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
6. Utilize state funds to implement pedestrian and bicyclist safety programs to include: Georgia Bikes, Bike Athens, Savannah Bicycle Campaign and Share the Road Projects.
7. Based upon the qualifying criteria for the non-motorized safety grant, Georgia will be applying under the Fast Act (405h).

Pedestrian & Bicycle Safety – 402PS Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	2017 Bicycle Safety Campaign
Project Number:	GA-2017-Alpharetta-00099
Project Description:	The City of Alpharetta continues its quest to be bicycle friendly. The Bicycle Patrol Unit educates cyclists, pedestrians, and automobile users to build a better and safer cycling community for all.
Budget:	\$29,285.00
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Project Title:	City of Atlanta Bicycle Safety Program
Project Number:	GA-2017-Atlanta, C-00235
Project Description:	The City of Atlanta Bicycle Safety Program will focus on implementing enforcement and education strategies to reduce bicycle-related injuries and fatalities and raise awareness about bike share safety. Specifically, this grant will be used to hire a staff people to teach bike and bike share safety classes, create a 'three-foot' passing law enforcement program and launch a public marketing campaign about bicycle and bike share safety.
Budget:	\$87,052.00
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Project Title:	Brookhaven Police Pedestrian Safety Project: Encouraging Pedestrian Safety Through Education and Enforcement
Project Number:	GA-2017-Brookhaven-00219
Project Description:	The Brookhaven Police Department Traffic Unit is looking to improve pedestrian safety within the City of Brookhaven. These improvements will be accomplished through a combination of Crime Prevention Education and Enforcement of State Laws and City Ordinances. Crime Prevention Education will be a combination of school education, media releases, social media postings and community events. Enforcement will include pedestrian contacts and driver contacts who violate the law.
Budget:	\$64,056.74
<hr/>	
Project Title:	Cobb County Pedestrian Safety Campaign
Project Number:	GA-2017-Cobb Count-00223
Project Description:	Cobb Department of Transportation has partnered with the Cobb County Safety Village, Safe Kids Cobb County and Cobb-Douglas Public Health to submit this application to fund the proposed Cobb County Pedestrian Safety Campaign. This campaign would provide comprehensive pedestrian safety messaging to residents ages pre-K through late adulthood and would address the troubling increase of pedestrian fatalities in Cobb County.
Budget:	\$60,790.00

Project Title:	Gwinnett County: Teaming Up To Save Lives
Project Number:	GA-2017-Gwinnett C-00137
Project Description:	The community traffic safety program will primarily focus on minority populations in Gwinnett County to share safety awareness relating to the proper use of child restraints and pedestrian safety. The administration and implementation of project tasks will be shared between the Gwinnett County Department of Transportation and the Department of Fire and Emergency Services.
Budget:	\$53,054.50 [‡]

Budget Summary

Pedestrian and Bicycle Safety – 402PS Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-Alpharetta-00099	2017 Bicycle Safety Campaign	\$29,285.00	402PS
GA-2017-Atlanta, C-00235	City of Atlanta Bicycle Safety Program	\$87,052.00	402PS
GA-2017-Brookhaven-00219	Brookhaven Police Pedestrian Safety Project: Encouraging Pedestrian Safety Through Education and Enforcement	\$64,056.74	402PS
GA-2017-Cobb Count-00223	Cobb County Pedestrian Safety Campaign	\$60,790.00	402PS
GA-2017-Gwinnett C-00137	Gwinnett County: Teaming Up To Save Lives	\$53,054.50	402PS
Total All 402PS Funds		\$294,238.24	

[‡] Split Funding (50/50) with 402OP

Pedestrian & Bicycle Safety – 405b M1.PS Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	Athens Area Bicycle Education Program
Project Number:	GA-2017-BikeAthens-00029
Project Description:	Our project will promote bike safety and provide bike safety education to: youth, university students / staff, adults dependent on bicycles, and those enrolled in a Ticket Diversion program.
Budget:	\$46,539.80
Project Title:	Bicycle Safety and Pedestrian Awareness
Project Number:	GA-2017-Fulton Cou-00242
Project Description:	In 2012 and 2015 Fulton County Sheriff's Office received funding for the Pedestrian Safety grant from the State of Georgia. The grant was a huge success. We were able to reach a lot of elementary schools. However, with over 58 elementary schools in Fulton we were not able to reach all 58 schools. The Fulton County Sheriff's Office is seeking funding to continue to educate elementary school aged children about pedestrian safety.
Budget:	\$17,700.00
Project Title:	Reducing Bicycle-related Injuries and Fatalities In Chatham County
Project Number:	GA-2017-Savannah B-00132
Project Description:	A bicycle safety project to build public awareness of road safety issues and educate bicyclists and drivers on best practices for safe vehicle operation.
Budget:	\$27,549.40

Budget Summary

Pedestrian and Bicycle Safety – 405b M1. PS Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-BikeAthens-00029	Athens Area Bicycle Education Program	\$46,539.80	402PS
GA-2017-Fulton Cou-00242	Bicycle Safety and Pedestrian Awareness	\$17,700.00	405b M1.PS
GA-2017-Savannah B-00132	Reducing Bicycle-related Injuries and Fatalities In Chatham County	\$27,549.40	405b M1.PS
Total All 405b M1.PS Funds		\$91,789.20	

Community Traffic Safety Programs

PROGRAM TARGETS: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated cost with the establishment and maintenance of effective Safe Communities and Community Traffic Safety Programs.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Department of Public Health, Older Driver Initiative (CTW, Chapter 7: Pages 9-11).

Problem Identification and Program Justification

In 2014, Georgia experienced 1,164 roadway fatalities (Fatality Analysis Reporting System), 117,380 roadway injuries, and 378,458 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 (77 fatalities in 2014).

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014
Traffic Fatalities	1,693	1,641	1,495	1,292	1,247	1,226	1,192	1,179	1,164
Fatality Rate	1.49	1.46	1.37	1.18	1.12	1.13	1.11	1.08	1.04

Crashes are the leading cause of death for people age 2-34 years 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.

Minority Drivers and Highway Safety - Hispanics

The Centers for Disease Control (CDC) and Prevention reported in 2009 that unintentional injuries, of which motor vehicle crashes is categorized, was the third leading cause of death of his Hispanics in the United States. Alcohol-related crashes account for about one-third 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 Governor's Office of Highway Safety (GOHS) to continue to explore highway safety problems and solutions in other counties throughout the State because of the disproportionate involvement among Hispanic residents.

From 2009-2012, Hispanics have accounted for approximately 3% of all vehicle-related deaths in the state of Georgia. Due to the language barrier and general difference in culture, we have to change our approach to reach the Hispanic community. The Department of Public Health's Child Occupant Safety Project (COSP) is currently working with their Bilingual Child Passenger Safety Technician Program Consultant to go into these densely Hispanic communities and determine their problem areas. Once we have located these pocket communities, we can begin to determine what type of minority Child Passenger Safety education and outreach is being offered in Georgia and how it should be altered or enhanced. Georgia currently has 168 Spanish-speaking technicians which we will utilize in

the before mentioned communities. Additionally, the University of Georgia Traffic Injury Prevention Institute (GTIPI) will train approximately 6 new bilingual Child Passenger Safety Technicians for FY2017. The Child Occupant Safety Project Bilingual Program Consultant will work with these Spanish-speaking technicians, as well as local law enforcement to coordinate and implement our initiatives.

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 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.

Minority Drivers and Highway Safety - 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). National Highway Traffic Safety Administration (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 report 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.

The Governor's Office of Highway Safety (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. The Governor's Office of Highway Safety (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 working through various minority programs and schools.

Target Population

Rural Georgia, teens, Hispanic, law enforcement, emergency responders and traffic safety advocates.

FFY 2017 Performance Objective

- 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.

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-3: To decrease fatalities per 100M VMT 3.6% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.
- C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.

Strategies

1. Participate in a minimum of three (3) national traffic safety campaigns in the established communities.
2. Provide funds to highway safety partners throughout rural Georgia to implement programs that will assist in reaching the Governor's Office of Highway Safety (GOHS) performance objectives.
3. Will host one GOHS Highway Safety Conference and encourage all grantees to attend.

Community Traffic Safety Countermeasures – 402CP Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	402 Community Traffic Safety
Project Number:	GA-2017-GAGOHS - G-00088
Project Description:	Governor's Office of Highway Safety (GOHS) provides for the management and administration of Networks of Employers for Traffic Safety (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. Governor's Office of Highway Safety (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.
Budget:	\$562,100.00
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Project Title:	Mobile Truck Exhibit
Project Number:	GA-2017-Georgia Op-00040
Project Description:	The Operation Lifesaver Mobile Exhibit Truck is a unique educational vehicle customized for educating the public about safety around trains and railroad tracks and rights-of-way.
Budget:	\$22,844.00
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Project Title:	First Responder Railroad Safety Training
Project Number:	GA-2017-Georgia Op-00041
Project Description:	Conduct special First Responder training classes for law enforcement and emergency responders in Georgia about handling Train-Motor Vehicle crashes.
Budget:	\$8,040.00
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Project Title:	Older Driver Safety Program
Project Number:	GA-2017-Public Hea-00033
Project Description:	The Older Driver Safety Program works to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of older drivers other road users.
Budget:	\$197,409.59

Budget Summary

Community Traffic Safety Countermeasures – 402CP Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00088	402 Community Traffic Safety	\$562,100.00	402CP
GA-2017-Georgia Op-00040	Mobile Truck Exhibit	\$22,844.00	402CP
GA-2017-Georgia Op-00041	First Responder Railroad Safety Training	\$8,040.00	402CP
GA-2017-Public Hea-00033	Older Driver Safety Program	\$197,409.59	402CP
Total All 402CP Funds		\$790,393.59	

Resource Information Center and Clearinghouse

PROGRAM TARGETS: 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. Governor's Office of Highway Safety (GOHS) has dramatically enhanced its website, URL www.gahighwaysafety.org, to increase the general public and stakeholder's ability to acquire highway safety data and information. This site also provides an online 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. Governor's Office of Highway Safety (GOHS) also maintains a resource center for direct public access.

FFY 2017 Performance Objective

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

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-3: To decrease fatalities per 100M VMT 3.6% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.
- C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.
- C-5: To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- C-6: To decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.
- C-7: To decrease motorcyclist's fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.
- C-8: To decrease un-helmeted motorcyclist's fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.
- C-9: To decrease drivers age 20 or younger involved in fatal crashes 6.3% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.
- C-10: To decrease pedestrian fatalities 1.6% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.
- C-11: To decrease bicyclist fatalities 14.2% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.

Strategies

1. Maintain Governor's Office of Highway Safety (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. Governor's Office of Highway Safety (GOHS) will maintain an online resource distribution system in order to maximize efficiency of highway safety information distribution.

Motorcycle Safety

PROGRAM TARGETS: To decrease un-helmeted motorcyclists fatalities from 9 (2011-2013 average) to 3 (2014-2016 average) in 2016.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Department of Driver Services and Governor's Office of Highway Safety (CTW, Chapter 5: pages 15, 22-24)

Problem Identification and Program Justification

Motorcycles are an increasingly popular means of transportation. In 2015, there were 196,276 registered motorcycles in the state of Georgia. The number of registered motorcycles increased 45.0 percent from 2004 to 2009. However, the crash rate for motorcycles decreased by 13.0 percent within the same time period. In 2015, approximate 7 out of every 10,000 registered motorcyclists died – the same rate as in 2009. GOHS partially attribute this increase to the current economic situation and the fact that people were trying to find less expensive ways to commute.

In 2014, 12 percent (137 persons) of the people killed in motor vehicle crashes in Georgia were motorcycle drivers—an 18% INCREASE since the previous year. In 2008, Georgia experienced the highest in motorcycle fatality count within fifteen years (178 motorcyclist fatalities). Contributing factors include alcohol, speed, distraction, and rider inexperience.

Nationally in 2014, motorcycle fatalities have decreased 7% from 2008 when there were 4,957 rider deaths. The problem is that in 2006, motorcycle deaths accounted for 11% of the overall traffic deaths. In 2014, motorcyclists accounted for 15.2% of all traffic fatalities nationwide and 4.3% of all occupants injured.

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. 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. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

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.

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 with no endorsement at all and lack the basic skills needed to operate a motorcycle safely.

According to Fatality Analysis Reporting System (FARS) data, the proportions of un-helmeted fatalities fluctuated greatly. In 2014, six percent (8 fatalities) of all 137 motorcyclist fatalities in Georgia were un-helmeted in

comparison to thirteen percent (21 fatalities of all 136 fatalities) that were un-helmeted in 2007. Un-helmeted rider deaths are on the increase plus we are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

Motorcycle Fatalities per 100,000 Registered Motorcycles 2008-2014

Year	Motorcyclist Fatalities	Registrations	Motorcyclist Fatalities per 100,000 Motorcycle Registrations
2008	178	188,072	94.64
2009	140	197,171	71
2010	128	196,958	64.99
2011	150	199,620	75.14
2012	134	201,207	66.6
2013	116	200,133	57.96
2014	137	199,575	68.65

Source: National Highway Traffic Safety Administration (NHTSA)/ FARS

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year through 2008, alcohol related motorcycle fatalities showed a steady increase in Georgia. According to the Fatality Analysis Reporting System in 2014, 38 of the 137 (27%) motorcyclist's fatal crashes in Georgia involved alcohol from the rider

In 2014, Georgia has an alcohol reporting rate of 41% -- 41% of all drivers involved in fatal crashes were tested for alcohol consumption with recorded BAC. In Georgia, 1622 drivers were involved in fatal crashes, and 668 drivers were tested. The highest alcohol testing occurred among the fatally injured (61%), followed by Non-Incapacitating Evident Injured drivers (22%).

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 BAC Results Reported to FARS	Total	With BAC Results Reported to FARS	Total	With BAC Results Reported to FARS
2010	Georgia	880	190	806	501	1,686	691
	US	23,527	7,927	21,072	16,405	44,599	24,332
2011	Georgia	847	226	842	507	1,689	733
	US	23,025	7,484	20,815	15,846	43,840	23,330
2012	Georgia	883	184	793	470	1,676	654
	US	23,943	6,653	21,394	14,792	45,337	21,445
2013	Georgia	899	230	722	439	1,621	669
	US	23,703	6,630	20,871	14,905	44,574	21,535
2014	Georgia	835	187	787	481	1,622	668
	US	23,818	6,368	20,765	14,800	44,583	21,168

Source: FARS 2010-2014

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.

Target Population

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

FFY 2017 Performance Objectives

- Objective 1: To decrease the total number of motorcycle crashes.
- Objective 2: To decrease motorcyclist's fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-5: To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- C-7: To decrease motorcyclist's fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.
- C-8: To decrease un-helmeted motorcyclist's fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.

Strategies

To help achieve these targets, 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: Atlanta, Gainesville, Augusta, Savannah, Columbus, Athens, and Albany where a majority of the fatalities occurred in 2014. In addition, these efforts will also focus on the counties with the highest number of registered motorcyclists and counties with the highest number of motorcycle crashes involving alcohol.

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

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

In addition to the Highway Safety Plan 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 of motorcycles.
- Encourage proper licensed Riders Skills Test. (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 in the top 10 counties where motorcycle fatalities occur.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Share the Road message and Georgia Motor Safety Program (GMSP) throughout the state. The Department of Driver Services (DDS) and Governor's Office of Highway Safety (GOHS) web site will also be used to promote the program.
- Promote the Share the Road campaign within the top 10 counties where motorcycle fatalities occur.
- Utilize strategies identified within the Department of Public Safety Motorcycle Fatalities Reduction Plan.

Motorcycle Programs – 405f M9X Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	405 (f) Motorcycle Safety
Project Number:	GA-2017-GAGOHS - G-00081
Project Description:	Statewide Motorist Safety Awareness Program focusing on motorcyclists.
Budget:	\$25,000.00
<hr/>	
Project Title:	Motorcycle Safety
Project Number:	GA-2017-Driver Ser-00013
Project Description:	The purpose of the DDS motorcycle safety project is to reduce motorcycle-related deaths and injuries by providing outreach safety materials and training throughout the State of Georgia.
Budget:	\$97,730.32

Budget Summary

Motorcycle Programs – 405f M9X Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00081	405 (f) Motorcycle Safety	\$25,000.00	405f M9X
GA-2017-Driver Ser-00013	Motorcycle Safety	\$97,730.32	405f M9X
Total All 405f M9X Funds		\$122,730.32	

Paid Media

PROGRAM TARGETS: To implement a Paid Media Plan for Governor's Office of Highway Safety's (GOHS) impaired driving and occupant protection campaigns for FFY 2016. Those campaigns include year-round messaging for Georgia driver safety.

Effectiveness of Programs

The National Highway Traffic Safety Administration (NHTSA) has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

High Visibility Enforcement:

- Impaired Driving (CTW, Chapter 1: pages 19-21, 44)
- Occupant Protection (CTW, Chapter 2: pages 16, 22-23, 28)
- Aggressive Driving and Speeding (CTW, Chapter 3: pages 16, 27)
- Motorcycle Safety (CTW, Chapter 5: page 24)

Problem Identification and Program Justification

IMPAIRED DRIVING: Drive Sober or Get Pulled Over

In 2014, the State of Georgia suffered 1,164 fatalities in motor vehicle crashes. Impaired driving killed 278 persons in those crashes. Alcohol related fatal crashes accounted for 24% of all fatal crashes in Georgia in 2014. One-out-of-every-four traffic fatalities in Georgia are currently alcohol-related. The overall cost of crashes, injuries, and deaths related to crashes in Georgia is \$7.8 billion a year. Improvement is still needed for the state in as much as alcohol related fatalities are anticipated to continue to be a prominent factor in Georgia's 2016 stats.

For both paid and earned media projects, Georgia's impaired driving campaigns promote the "Operation Zero Tolerance" (OZT) and "Drive Sober Or Get Pulled Over" campaign messages in reference to GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one or both of the campaign messages.

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 sixty percent (60%).

NHTSA research data show more than seventy percent (70%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia had one of the highest recorded safety belt usage rate in the southeast at 97.3%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting Paid Media in conjunction with concentrated earned media efforts and high profile enforcement measures.

SPEED: 100 Days of Summer H.E.A.T.

Nearly 18% of crash deaths in Georgia involve unsafe or illegal speed. For every 10mph 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 Labor Day. **H.E.A.T.** stands for "Highway Enforcement of

Aggressive Traffic.” GOHS’ public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotion paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.

Motorcycle Safety: Share The Road

Based on data from 2009 to 2014, there has been an unsteady and fluctuating decrease of motorcyclist fatalities with the most fatalities occurring in 2008 with 178. To decrease motorcyclist’s fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.

As part of the GOHS speed and impaired driving countermeasure message strategy, the Governor’s Office of Highway Safety uses paid media funds when available 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. When available, funds will also be allocated to out of home advertising such as billboards.

Target Population - Georgia’s Primary Audience

The Occupant Protection/Impaired Driving Paid Media message is directed at a statewide audience. NHTSA relies upon the results of a national study which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on “younger drivers in the 18-to-34 year-old demographic”. Based on NHTSA-audience research data, Georgia’s occupant protection and impaired driving messages are directed at two target audiences 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.

Target Population - Georgia’s Secondary Audience

In its secondary audience, GOHS seeks to reach all Georgia drivers with occupant protection 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 target market. Hispanic radio and TV will continue to represent a portion of the GOHS targeted statewide media buy. Furthermore, because Georgia sees a growing potential for an erosion of occupant safety numbers among young African Americans, that community is also a targeted secondary demographic for GOHS Paid Media highway safety campaigns.

FFY 2017 Performance Objective

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 Audiences, to foster lifesaving highway safety awareness and to promote safety belt use and sober driving. The combined GOHS safe driving campaign messages condense to the following six-word warning: “Slow Down. Buckle-Up. Drive Sober.”

FFY 2017 Key Performance Measures

- C-1: To decrease traffic fatalities 2.5% from 1,178 (2012-2014 average) to 1,149 (2015-2017 average) in 2017.
- C-2: To decrease serious traffic injuries below the 2015 calendar base year average of 114,643 to 107,868 by 2017.
- C-3: To decrease fatalities per 100M VMT 3.6% from 1.08 (2012-2014 average) to 1.04 (2015-2017 average) in 2017.
- C-4: To decrease unrestrained passenger vehicle occupant fatalities 8.9% from 369 (2012-2014 average) to 336 (2015-2017 average) in 2017.
- C-5: To decrease alcohol impaired driving fatalities 9.4% from 291 (2012-2014 average) to 264 (2015-2017 average) in 2017.
- C-6: To decrease speed related fatalities 0.2% from 197 (2012-2014 average) to 196 (2015-2017 average) in 2017.
- C-7: To decrease motorcyclist’s fatalities 3.4% from 129 (2012-2014 average) to 125 (2015-2017 average) in 2017.
- C-8: To decrease un-helmeted motorcyclist’s fatalities from 7 (2012-2014 average) to 6 (2015-2017 average) in 2017.

- C-9: To decrease drivers age 20 or younger involved in fatal crashes 6.3% from 154 (2012-2014 average) to 145 (2015-2017 average) in 2017.
- C-10: To decrease pedestrian fatalities 1.6% from 169 (2012-2014 average) to 166 (2015-2017 average) in 2017.
- C-11: To decrease bicyclist fatalities 14.2% from 21 (2012-2014 average) to 18 (2015-2017 average) in 2017.
- B-1: Increase statewide observed safety belt use of front seat outboard occupants in passenger vehicles from baseline 97.3 % in 2015 to 97.7% in 2017.

Strategies - Governor's Office of Highway Safety (GOHS) Paid Media Weight Targets

The measure of advertising outreach for Georgia's Occupant Protection and Impaired Driving paid media campaign will be within the targets 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 Gross Rating Points (GRPs) per week. The measure for each Georgia media market purchased for Radio will be 150- 200 GRPs per week.

These 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 targets.

Strategies - Governor's Office of Highway Safety (GOHS) Public Affairs

The Governor's Office of Highway Safety GOHS employs a full-time Communications Manager and a full-time Communication Specialists. Both have a deep background in media and the law enforcement community. The Public Affairs section coordinates paid and earned media as well as news conferences throughout the year, especially during the highway safety campaigns. In addition to paid and earned media, GOHS is extremely active on social media including Facebook and Twitter.

GOHS' media buyer of record is the InterConnect Group. The Public Affairs team continues to make paid media placements with public service announcements that have been tagged and written specifically for each Georgia enforcement campaign. GOHS currently uses NHTSA-produced public service TV ads tagged locally for GOHS 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. When production can be donated, GOHS is also able to produce locally-relevant, impaired driving or occupant protection public service ads for events such as the college football game between the University of Georgia and University of Florida; and the annual NASCAR race at Atlanta Motor Speedway.

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 budgetary support.

New Earned Media Strategies

Discussions with local Atlanta news producers reveal that highway safety campaign kickoff 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 are not interested in talking about the upcoming Memorial Day holiday when April is still on the calendar, for example. But news producers are more inclined to cover cops and crash predictions when the holiday travel period begins in May. Based on these findings, GOHS Public Affairs continue to issue 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.

To counteract the busier news cycle of the Atlanta media market, GOHS continues to focus on announcing its campaign messages simultaneously in multiple smaller markets. Not only does this cover the state more quickly and efficiently, it results in increased coverage from the Atlanta market without having to stage local media events that don't receive coverage. Outer market (Columbus, Albany, Macon, Savannah, Augusta) media events are centered on

the key news cycle hours of the day, including Noon and 5PM/6PM. Local police DUI or seatbelt road checks often follow news conferences to provide action video to enhance local news coverage and provide background for potential live shots. For some campaigns, the traditional news conference format has been replaced by a “press avail,” which includes one-on-one interview opportunities for activities such as ride-along or demonstrations of a Standardized Field Sobriety Test.

GOHS continues to use social media, including Facebook and Twitter, to post highway safety messaging to target teens, highway safety stakeholders, local/statewide media and Georgia’s motoring public in general.

New Paid Media Strategies

GOHS will sometimes use billboards as part of an overall Out of Home messaging strategy to increase message penetration in rural counties underserved by television and radio. Because of the successful results encountered with these billboard ads, this ad strategy continues to be considered as part of other future GOHS campaigns. To better reach the target demographic, GOHS has also reduced its paid media expenditures in radio and redirected efforts to an increased online presence via web ads and newer mediums such as iHeart Radio, Spotify and Pandora. Research provided by the InterConnect Group indicated where GOHS messaging would receive the most impressions for the least amount of money.

Paid Media Program Support Strategies

- To use Paid Media to support ongoing Click It Or Ticket (CIOT) enforcement efforts to help decrease unbelted injury and fatality stats on Georgia’s highways while increasing overall public awareness of occupant protection and increasing the use of safety belts and child safety restraint systems statewide.
- To use Paid Media to support ongoing “Operation Zero Tolerance” (OZT)/ “Drive Sober or Get Pulled Over” enforcement efforts to increase public awareness of sober driving and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality and injury rate.
- To use Paid Media to support the 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.
- To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.
- 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.
- To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.

GOHS will conduct a minimum of five Paid Media initiatives during 2016-2017, to include:

- The “Operation Zero Tolerance” (OZT) Labor Day 2016 Campaign “Drive Sober or Get Pulled Over” (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*)
- The “Click it or Ticket” (CIOT) Thanksgiving 2016 Campaign
- The “Operation Zero Tolerance” (OZT) Christmas-New Year 2016/2017 Campaign “Drive Sober or Get Pulled Over”
- The “Click it or Ticket” (CIOT) Memorial Day 2017 Campaign
- The “Operation Zero Tolerance” (OZT) Independence Day 2017 Campaign

Paid Media – 402 PM Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	402 Paid Media
Project Number:	GA-2017-GAGOHS - G-00109
Project Description:	In an effort to ensure target audiences are reached, Governor's Office of Highway Safety (GOHS) will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. Governor's Office of Highway Safety (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.
Budget:	\$480,000.00

Budget Summary

Paid Media – 402 PM Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00109	402 Paid Media	\$480,000.00	402PM
Total All 402 PM Funds		\$480,000.00	

Distracted Driving

PROGRAM TARGETS: To reduce motor vehicle crashes, injuries and fatalities through a systematic delivery of effective distracted driving countermeasures. To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2014 calendar base year of 3.1% to 2.5% by 2017.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Governor’s Office of Highway Safety, Communication and Outreach on Distracted Driving (CTW, Chapter 4: page 18)

Problem Identification and Program Justification

“The National Highway Traffic Safety Administration estimates that there are over 3,000 deaths annually from distraction-affected crashes – crashes in which drivers lost focus on the safe control of their vehicles due to manual, visual, or cognitive distraction. Studies show that texting simultaneously involves manual, visual, and mental distraction and is among the worst of all driver distractions.” (NHTSA Blueprint for Ending Distracted Driving, (www.distraction.gov) Nearly all motor vehicle crashes are a result of distracted driving, simply because one of the drivers involved wasn’t paying attention to the road for whatever reason(s). There are all manners of ways drivers can become distracted. Talking on a cell phone, texting, using GPS or other devices, talking and looking to a passenger, and eating among many other distractions always increases the possibility of a crash.

Distracted driving is suspected to be greatly underreported in fatal and serious injury collisions, as information pointing to distraction is gathered through self-reporting, witness testimony, and evidence indicating distraction. Despite the data limitations, current trends and observations suggest distracted driving is a growing issue particularly among young drivers.

Among the areas of greatest concern with respect to cell phone use is texting while driving, which was banned in Georgia on July 1, 2010. Additionally, the increase in the number of wireless subscriptions (estimated at more than 300 million) - and a growing number of devices and services designed to keep people connected- has greatly increased the number of people using cell phones while driving.

Based on the data from 2010-2014 there has been great unsteady decline in the percentage of drivers involved in fatal crashes that were distracted at the time of crash. The number of drivers distracted during the time of the fatal crash has nearly remained the same in 2013 and 2014, with 3.1% of all drivers reported being distracted.

Year	Total Drivers Involved in Fatal Crashes	Number of Drivers Distracted	% of Drivers Distracted
2010	1,686	175	10.4%
2011	1,689	61	3.6%
2012	1,676	45	2.7%
2013	1,621	50	3.1%
2014	1,622	51	3.1%

In developing strong countermeasures to address this problem(s), Georgia will look to national research in developing distracted driving prevention strategies. Controlling this epidemic will require an educational effort similar to the one Georgia implemented aimed in recent years at improving the safety belt use rate and controlling impaired driving. This effort included the development of a public service announcement, enforcement and increased public awareness.

Georgia's Distracted Driving Laws

Georgia Law Prohibiting Texting While Driving (O.C.G.A. 40-6-241.2)

Any driver age 18 or over is prohibited from reading, writing, or sending a text message while driving. This ban applies to any texting device including cell phones, and applies to text messages, instant messages, email and Internet data. Exceptions are provided for emergency personnel, drivers responding to emergencies, and drivers who are fully parked. The fine for a conviction is \$150. A conviction for either violation will result in the accumulation of 1 point on the driving record.

Georgia Law Prohibiting Youth Cell Phone Use While Driving (O.C.G.A. 40-6-241.1)

Any driver under age 18 who holds a Class D license or a learner's permit is prohibited from using any wireless device while driving. This includes cell phones, computers, and all texting devices. Exceptions are provided for emergencies and for drivers who are fully parked. The fine for a conviction is \$150, or \$300 if involved in an accident while using a wireless device.

While both laws mentioned above do not address increased fines for repeat offenses, the statutes provide for a very high fine of \$150 and in the event of a crash, the fine is doubled to \$300 (40-6-241.1).

Within Georgia's Department of Driver Services Driving Manual, there is no provision for the testing of distracted driving. However, pages 28 and 33 of the Driving Manual <http://www.eregulations.com/georgia/driver/> clearly address the Prohibition on Youth Cell Phone Use While Driving (O.C.G.A. 40-6-241.1) A full copy of this document is located within both the Highway Safety Plan Distracted Driving section and the 405e Distracted Driving Application.

FFY 2017 Performance Objectives

Objective: To decrease the percentage of drivers involved in fatal crashes that were distracted at the time of the crash from the 2014 calendar base year of 3.1% to 2.5% by 2017.

Strategies

1. Continue to develop statewide media campaigns including *You Drive. You Text. You Pay., One Text or Call Could Wreck it All,* and *Phone in One Hand, Ticket in the Other*
2. Continue to partner with EndDD.org and the Georgia Trial Lawyers Association to educate students on the dangers of distracted driving.
3. Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events. Huddle partners with 158 of Georgia's 159 counties (427 schools) by providing tickets at no charge to schools. Each ticket will contain a highway safety distracted driving message targeting youth. In addition, the distracted driving message will be placed on spring/fall event programs and a distracted driving PA announcement will be played at each event.
4. To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.
5. Based upon the qualifying criteria under the 405e Distracted Driving, Georgia will be applying for funds under the Fast Act for the Special Distracted Driving Grant.

O.C.G.A. § 40-6-241

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*** Current Through the 2015 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC
CHAPTER 6. UNIFORM RULES OF THE ROAD
ARTICLE 11. MISCELLANEOUS PROVISIONS

O.C.G.A. § 40-6-241 (2015)

§ 40-6-241. Driver to exercise due care; proper use of radios and mobile telephones allowed

A driver shall exercise due care in operating a motor vehicle on the highways of this state and shall not engage in any actions which shall distract such driver from the safe operation of such vehicle, provided that, except as prohibited by Code Sections 40-6-241.1 and 40-6-241.2, the proper use of a radio, citizens band radio, mobile telephone, or amateur or ham radio shall not be a violation of this Code section.

HISTORY: Code 1933, § 68A-1103, enacted by Ga. L. 1974, p. 633, § 1; Ga. L. 1990, p. 2048, § 5; Ga. L. 2010, p. 1156, § 2/HB 23; Ga. L. 2010, p. 1158, § 3/SB 360.

O.C.G.A. § 40-6-241.1

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*** Current Through the 2015 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC
CHAPTER 6. UNIFORM RULES OF THE ROAD
ARTICLE 11. MISCELLANEOUS PROVISIONS

O.C.G.A. § 40-6-241.1 (2015)

§ 40-6-241.1. Definitions; prohibition on certain persons operating motor vehicle while engaging in wireless communications; exceptions; penalties

(a) As used in the Code section, the term:

(1) "Engage in a wireless communication" means talking, writing, sending, or reading a text-based communication, or listening on a wireless telecommunications device.

(2) "Wireless telecommunications device" means a cellular telephone, a text-messaging device, a personal digital assistant, a stand alone computer, or any other substantially similar wireless device that is used to initiate or receive a wireless communication with another person. It does not include citizens band radios, citizens band radio hybrids, commercial two-way radio communication devices, subscription-based emergency communications, in-vehicle security, navigation, and remote diagnostics systems or amateur or ham radio devices.

(b) Except in a driver emergency and as provided in subsection (c) of this Code section, no person who has an instruction permit or a Class D license and is under 18 years of age shall operate a motor vehicle on any public road or highway of this state while engaging in a wireless communication using a wireless telecommunications device.

(c) The provisions of this Code section shall not apply to a person who has an instruction permit or a Class D license and is under 18 years of age who engages in a wireless communication using a wireless telecommunications device to do any of the following:

(1) Report a traffic accident, medical emergency, or serious road hazard;

(2) Report a situation in which the person believes his or her personal safety is in jeopardy;

(3) Report or avert the perpetration or potential perpetration of a criminal act against the driver or another person; or

(4) Engage in a wireless communication while the motor vehicle is lawfully parked.

(d) (1) Any conviction for a violation of the provisions of this Code section shall be punishable by a fine of \$150.00. The provisions of Chapter 11 of Title 17 and any other provision of law to the contrary notwithstanding, the costs of such prosecution shall not be taxed nor shall any additional penalty, fee, or surcharge to a fine for such offense be assessed against a person for conviction thereof. The court imposing such fine shall forward a record of the disposition of the case of unlawfully operating a motor vehicle while using a wireless telecommunications device to the

Department of Driver Services.

(2) If the operator of the moving motor vehicle is involved in an accident at the time of a violation of this Code section, then the fine shall be equal to double the amount of the fine imposed in paragraph (1) of this subsection. The law enforcement officer investigating the accident shall indicate on the written accident form whether such operator was engaging in a wireless communication at the time of the accident.

(e) Each violation of this Code section shall constitute a separate offense.

HISTORY: Code 1981, § 40-6-241.1, enacted by Ga. L. 2010, p. 1156, § 3/HB 23.

O.C.G.A. § 40-6-241.2

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*** Current Through the 2015 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC
CHAPTER 6. UNIFORM RULES OF THE ROAD
ARTICLE 11. MISCELLANEOUS PROVISIONS

O.C.G.A. § 40-6-241.2 (2015)

§ 40-6-241.2. Writing, sending, or reading text based communication while operating motor vehicle prohibited; prohibited uses of wireless telecommunication devices by drivers of commercial vehicles; exceptions; penalties for violation

(a) As used in this Code section, the term "wireless telecommunications device" means a cellular telephone, a text messaging device, a personal digital assistant, a stand alone computer, or any other substantially similar wireless device that is used to initiate or receive a wireless communication with another person. It does not include citizens band radios, citizens band radio hybrids, commercial two-way radio communication devices, subscription based emergency communications, in-vehicle security, navigation devices, and remote diagnostics systems, or amateur or ham radio devices.

(b) (1) No person who is 18 years of age or older or who has a Class C license shall operate a motor vehicle on any public road or highway of this state while using a wireless telecommunications device to write, send, or read any text based communication, including but not limited to a text message, instant message, e-mail, or Internet data.

(2) No person shall operate a commercial motor vehicle on any public road or highway of this state while:

(A) Holding a wireless telecommunications device to conduct a voice communication;

(B) Using more than a single button on a wireless telecommunications device to initiate or terminate a voice communication; or

(C) Reaching for a wireless telecommunications device in such a manner that requires the driver to maneuver so that he or she is no longer in a seated driving position properly restrained by a safety belt.

(c) The provisions of this Code section shall not apply to:

(1) A person reporting a traffic accident, medical emergency, fire, serious road hazard, or a situation in which the person reasonably believes a person's health or safety is in immediate jeopardy;

(2) A person reporting the perpetration or potential perpetration of a crime;

(3) A public utility employee or contractor acting within the scope of his or her employment when responding to a public utility emergency;

(4) A law enforcement officer, firefighter, emergency medical services personnel, ambulance driver, or other

similarly employed public safety first responder during the performance of his or her official duties; or

(5) A person engaging in wireless communication while in a motor vehicle which is lawfully parked.

(d) Any conviction for a violation of the provisions of this Code section shall be a misdemeanor punishable by a fine of \$150.00. The provisions of Chapter 11 of Title 17 and any other provision of law to the contrary notwithstanding, the costs of such prosecution shall not be taxed nor shall any additional penalty, fee, or surcharge to a fine for such offense be assessed against a person for conviction thereof. The court imposing such fine shall forward a record of the disposition to the Department of Driver Services. Any violation of this Code section shall constitute a separate offense.

HISTORY: Code 1981, § 40-6-241.2, enacted by Ga. L. 2010, p. 1158, § 4/SB 360; Ga. L. 2015, p. 1370, § 6/ HB 118.

Distracted Driving Countermeasures – 405e M8X Projects and Budget Summary	
The following projects will be funded in an effort to deliver program countermeasures.	
Project Title:	405e Distracted Driving
Project Number:	GA-2017-GAGOHS - G-00140
Project Description:	To fund staff and activities for statewide comprehensive distracted driving programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
Budget:	\$683,000.00
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Project Title:	UGA-GTIPI Distracted Driving and Traffic Safety Education
Project Number:	GA-2017-Georgia, U-00026
Project Description:	GTIPI is a primary resource for statewide distracted driving and traffic safety education, training, publications and consultation for teen and adult drivers.
Budget:	\$440,609.64

Budget Summary

Distracted Driving Countermeasures – 405e M8X Budget Summary			
Project Number	Project Title	Budget Amount	Funding Source
GA-2017-GAGOHS - G-00140	405e Distracted Driving	\$683,000.00	405e M8X
GA-2017-Georgia, U-00026	UGA-GTIPI Distracted Driving and Traffic Safety Education	\$440,609.64	405e M8X
Total All 405e M8X Funds		\$1,123,609.64	