Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Speed Management (FAST)	$45,475.31	$11,368.83	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.6.1.2 Planned Activity: Law enforcement will conduct 47,140 speed contacts.

Planned activity name	Law enforcement will conduct 47,140 speed contacts.
Planned activity number	SC-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the

State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement will conduct 47,140 contacts related to speed enforcement

Enter intended subrecipients.

Local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Speed Management (FAST)	$105,301.00	$26,325.25	$105,301.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Decatur Electronics OnSite 300MX Speed Trailer	1	$8,000.00	$8,000.00	$8,000.00	$8,000.00
speed trailer	1	$7,285.67	$7,285.67	$7,285.67	$7,285.67
Stalker SAM Trailer	1	$9,424.00	$9,424.00	$9,424.00	$9,424.00
Speed Alert 24 Radar Message Sign Trailer Package	2	$16,485.00	$32,970.00	$16,485.00	$32,970.00

5.6.1.3 Planned Activity: Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects

Planned activity name	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects
Planned activity number	PT-06
Primary countermeasure strategy	High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement projects, funded based upon crash data, will concentrate on Aggressive Driving (DUI and Speed) and Occupant Protection

Enter intended subrecipients.

local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$2,718,485.33	$679,621.33	$2,718,485.33
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$2,327,067.51	$581,766.88	
2015	MAP 21 405b Occupant Protection High Belt Use	405b High Occupant Protection (MAP-21)	$126,694.03	$31,673.51	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Interceptor Utility	2	$48,000.00	$96,000.00	$48,000.00	$96,000.00
Dodge Charger	3	$24,892.75	$74,678.25	$24,892.75	$74,678.25

5.7 Program Area: Community Traffic Safety Program

Program area type	Community Traffic Safety Program

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Problem Identification and Program Justification

Crashes are one of the leading causes of death for people age 2-74 years and the largest contributor to spinal and head injuries. These crashes take 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.

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Traffic Fatalities	1,641	1,495	1,929	1,247	1,226	1,192	1,180	1,164	1,430	1,554
Fatality Rate	1.46	1.37	1.18	1.12	1.13	1.11	1.08	1.04	1.21	1.28

In 2016, Georgia experienced 1,554 roadway fatalities per (Fatality Analysis Reporting System). Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (129 fatalities in 2016). Within Georgia, the total number of fatalities occurred between midnight and 11:59pm, with 54% (843 of 1,554 fatalities) of fatalities occurring between the specific timeframe of 12:00pm – 11:59pm. Thursdays – Mondays were more prong to fatal crashes occurring during 2016.

In reducing motor vehicle fatalities, Georgia will focus on programs to increase awareness, outreach, education and first responder's training targeting; Older Drivers, Railroad Safety and various other programs to reach the population that other funding sources cannot support. Within each program area, Georgia's total motor vehicle fatalities have affected the various populations as each problem identified is unique.

The Older Driver program area focuses on citizens of ages 65 and older. The concern of Older Drivers is of the normal aging process serves as a contributing factor due to loss of mobility, vision, and cognition is experienced. Nationally in 2016, there were 6,764 people of age 65 and older killed in motor vehicle crashes which equal eighteen percent (18%) of all traffic fatalities. This is a three percent (3%) increase over 2015. In Georgia of the 1,554 residents involved in fatal crashes, 267 or 17% were of ages 65 or older. Although there are still unknown factors in data to help best define this problem on a state level, NHTSA has national findings to help support the outreach and awareness for Older Drivers across the US. In correlation of "when" the motor vehicle fatalities occurred, nationally, 74% of older drivers were killed during the daytime, but on weekdays in 2016.

Georgia has a Car fit program that aims to assist that older generation to get the proper fit within their vehicle. We will encourage growth in the Yellow Dot program which provides important medical information to first responders about the driver involved in a crash.

In addition to the Older Driver population, Railroad Safety has been another program area that targets all ages of the general population in Georgia as well as first responders. In 2016, 28% (26 fatal crashes out of 101 crashes) of train- motor vehicle crashes were fatalities due to Highway- rail grade crossings and trespassing. Of those train- motor vehicle fatalities contributing factors were pedestrians walking on privately owned railroad tracks, failure to stop at railroad crossings, insufficient police reporting for railroad collisions and lack of state statutes. The top fifteen counties identified as high risk areas were of the following: Fulton, Richmond, Cobb, Chatham, Gwinnett, Muscogee, Bartow, Gordon, DeKalb, Douglas, Ware, Houston, Pierce, Barrow and Clayton. Georgia as a whole, is still limited to the data received in the identified problem, but with the details provided, this has helped in reaching the community through education, awareness and first responders training.

Georgia provides a program via statewide that is geared towards educating the general public and training First Responders on the importance of railroad safety. Exhibiting events of the OL Mobile Exhibit Truck/ desktop presentation and training being provided in partnership with (Georgia Public Safety Center) for First Responders statewide covers trespassing, state statutes, and corrective reporting for the first responders.

Within in other program areas, Georgia has increased the outreach potentials to the minority populations of (Hispanics and African Americans. Within the minority population, alcohol and seatbelt related crashes have been a concern within the state of Georgia. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities. One in four persons (24%) age 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. 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.

Males are more likely to exhibit such behaviors than females (37 vs. 15 percent), and this pattern is found across all races and ethnicities. 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.

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. Also, young men especially may feel seatbelts challenge their masculinity and bravery. 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. 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%,

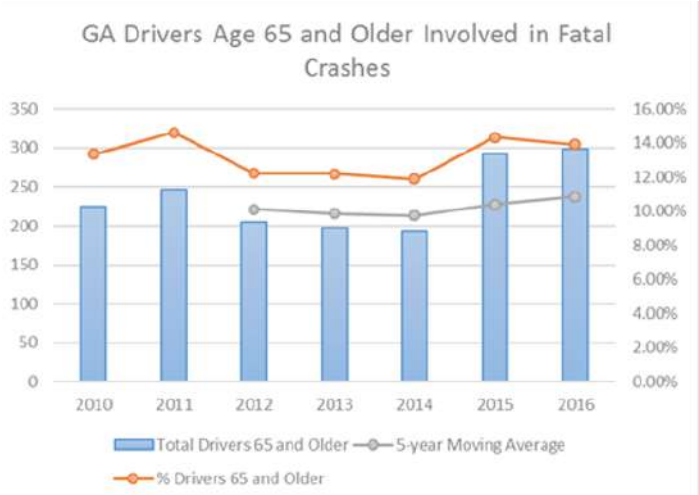
respectively). Hispanics are also more than twice as likely (39% compared to 17%) to say that wearing a safety belt makes them self-conscious around their friends.

The Governor's Office of Highway Safety (GOHS) believes that traffic safety needs and problems differ across populations. Efforts to improve traffic safety in the Hispanic and Black community have stalled by a lack of information on communication strategies that would be helpful in determining and shaping effective interventions. There are some differences among racial and ethnic groups in drinking and driving attitudes and behaviors.

The Governor's Office of Highway Safety (GOHS) plans to promote traffic safety programs among the Hispanic and 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, older drivers, law enforcement, emergency responders and traffic safety advocates.



Resource Information Center and Clearinghouse

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.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.310

2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	507.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Older Driver- General Communication and Education

5.7.1 Countermeasure Strategy: Older Driver- General Communication and Education

Program area	Community Traffic Safety Program
Countermeasure strategy	Older Driver- General Communication and Education

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Since 2006, the Older Driver Safety Program has engaged in leading and building sustainability for the ODTF, a collaboration of more than 80 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2019), the Program will convene ODTF meetings, guided by the priorities chosen by members and GOHS. MVCs are the second leading cause of unintentional injury deaths among Georgia's older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. One way to reach this audience is to target older adults at high risk for a fall, as falls intersect with the risk of a MVC. A 2013 article published in the Journal of the American Geriatrics Society (JAGS) discussed the relationship between falls and risk for MVC. The study found that frequent falling was significantly associated with at-fault MVC involvement of older drivers (19). This audience is reached by collaborating with Georgia's aging network and other organizations (Diagram 1). This supports the Program's goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Program partners express the need for policy that addresses the changing functional and cognitive abilities of aging drivers and was identified as a top priority in a needs assessment previously conducted. Previous success in this area includes the collaboration between ODTF and Georgia Department of Driver Services (DDS). Together they created the Request for Driver Review Form (available on the DDS website). The Program will review data and other program across the state that focus on legislative and policy recommendations. The goal is to institute system-wide change by that balance the mobility of older adults with safety initiatives addressing their changing functional and cognitive abilities. The Program will work on a new initiative to educate physicians on liability policies in Georgia. This education will help physicians provide resources to discuss older driver safety, recommend appropriate assessment services (e.g., certified driving rehabilitation specialists), and when necessary, report at-risk drivers. The program will create at least two opportunities for feedback from physicians and related health-care professionals to help us better understand the perceived barriers, how to best to promote appropriate reporting of at-risk drivers, and improve awareness of available resources.
EMS: The Yellow Dot program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The older driver safety program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program will now be translated for use in a broader roll-out. First, the program is well received by the community. Participants in both pilot sites had positive remarks about the program and communities around the state have expressed interest in implementing the program. The PC will engage local professionals through PRN work to implement Yellow Dot in at least fifteen areas throughout the state. Communities interested in starting yellow dot will be provided with 500 packets once they've convened a local planning and implementation group. The group must consist of first responders,

community organizations, and other local partners. The group will then work to train first responders, local hospitals, and the community about the program. Once EMS and/or fire responders have taken the online training, the community will be eligible to receive another 500 packets. These packets will be available for use in motor vehicles. Communities are strongly encouraged to raise additional funds to purchase additional packets.
EDUCATION: Area Agencies on Aging (AAAs) are charged with serving older adults and their families in assigned regions. The Program will provide outreach to Georgia's AAAs to increase their representation on the ODTF, to provide educational presentations and technical support, and to collaborate on older driver safety and mobility events. The Program Consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support the 10th annual Older Driver Safety Awareness Week. This nationally recognized event is guided by the American Occupational Therapy Association (AOTA) and promotes understanding of the importance of mobility and transportation. As one of the co-creators of CarFit, the AOTA plays a critical role in national efforts to address older driver safety.
The Older Driver safety program will work to stabilize and expand the reach of the CarFit program with the assistance of a part-time program associate, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. Georgia currently has 423 trained technicians/coordinators, but had very few events in 2017. The older driver safety team will work with the GOHS grant evaluator to craft and deliver a survey to existing Georgia technicans and coordinators. The survey will help determine what the needs are for help increase events and also help determine barriers that might be easily solved (e.g., need partner help or need O.T. kit for events). The PC will also train contracted professionals to be CarFit technicians (or the Program Coordinator will train them to be technicians). The PC and program associate will work with the aging network, public health districts, and other local partners to host at least three CarFit events. In addition, the PC will work toward CarFit Instructor status. Until then, the PC will rely on Georgia's current only instructor to assist with at least one coordinator training during the grant cycle.
The Program Consultant and program associate will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues, the Georgia Older Driver Safety Program, the SHSP, the importance of transportation options, mobility beyond driving, and GOHS' support of older driver safety. We will collaborate with community partners in health care related industries. Partnerships with organizations such as the National Aging in Place Council (NAIPC) have afforded the Project Coordinator the opportunity to share resources and learn about innovations in transportation.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Funding for the older driver program will go to the Department of Public Health and they will handle communication and outreach across Georgia.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
CP-01	Provide funds to coordinate and host a minimum of three CarFit Event Coordinator/Technician trainings	
CP-02	Education and outreach events focused on the older adult population, age 65 and older.	

5.7.1.1 Planned Activity: Provide funds to coordinate and host a minimum of three CarFit Event Coordinator/Technician trainings

Planned activity name	Provide funds to coordinate and host a minimum of three CarFit Event Coordinator/Technician trainings
Planned activity number	CP-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active

network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Training is to certify 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.

Enter intended subrecipients.

Public Heath

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Older Driver- General Communication and Education

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$119,875.80	$29,968.95	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.7.1.2 Planned Activity: Education and outreach events focused on the older adult population, age 65 and older.

Planned activity name	Education and outreach events focused on the older adult population, age 65 and older.
Planned activity number	CP-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Grantee will host outreach and educational events focused on the older driver population.

Enter intended subrecipients.

Public Heath

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Older Driver- General Communication and Education

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$192,574.25	$48,143.56	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.8 Program Area: Distracted Driving

Program area type	Distracted Driving

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Problem Identification and Program Justification

"The National Highway Traffic Safety Administration states that "In 2016, there was a total of 34,439 fatal crashes in the United States involving 51,914 drivers. As a result of those fatal crashes, 37,461 people were killed". Of those fatal crashes, NHTSA reports that there were 3,450 fatalities related to distractions. Based on the data presented it shows a decrease by 2.2 percent from 2015.

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.

Starting July 1, 2018 Georgia's Governor, Nathan Deal amended the original bill. The addition has now considered Georgia a "hands-free" state. Any driver cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch.

Based on the data from 2012-2016 there has been both an increase and decrease in the number of people who were involved in fatal crashes. Specifically, from 2015-2016 there was a 1,900 increase in overall fatal crashes.

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.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash	5 Year	2019	24,324.0

	data files)			
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.310
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	186.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Cellphone/Text Messaging Enforcement

5.8.1 Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

Program area	Distracted Driving
Countermeasure strategy	High Visibility Cellphone/Text Messaging Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve

seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Problem Identification and Program Justification

“The National Highway Traffic Safety Administration states that “In 2016, there was a total of 34,439 fatal crashes in the United States involving 51,914 drivers. As a result of those fatal crashes, 37,461 people were killed”. Of those fatal crashes, NHTSA reports that there were 3,450 fatalities related to distractions. Based on the data presented it shows a decrease by 2.2 percent from 2015. 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 many different ways drivers can become distracted while driving. 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.

Based on the data from 2010-2015 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. In 2015, there was a slight increase to 3.5% of all drivers reported as being distracted when involved in a fatal 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.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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 will target young adult drivers in Georgia with the messaging of "One Text Could Wreck it All" and our state developed campaign "HeadsUPGeorgia" with Georgia Public Broadcasting. The HeadsUPGeorgia" public service campaign allows us to reach our target audience with repeated messaging on-air and online during the high school football season and throughout the calendar year.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Starting July 1, 2018 Georgia's Governor, Nathan Deal amended the original bill. The addition has now considered Georgia a "hands-free" state. Any driver cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch.

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 Hands-Free Law (O.C.G.A. 40-6-241)

House Bill 673 also known as the "Hands Free Law" was passed by the Georgia General Assembly and signed into law by Governor Nathan Deal. The Hands Free Law will take effect on July 1, 2018. The following is a brief description what the law states and some frequently asked questions.

- A driver cannot have a phone in their hand or use any part of their body to support their phone. Drivers can only use their phones to make or receive phone calls by using speakerphone, earpiece, wireless headphone, phone is connected to vehicle or an electronic watch. GPS navigation devices are allowed.
- Headsets and earpieces can only be worn for communication purposes and not for listening to music or other entertainment.
- A driver may not send or read any text-based communication unless using voice-based communication that automatically converts message to a written text or is being used for navigation or GPS
- A driver may not write, send or read any text messages, e-mails, social media or internet data content
- A driver may not watch a video unless it is for navigation.
- A driver may not record a video (continuously running dash cams are exempt)
- Music streaming apps can be used provided the driver activates and programs them when they are parked. Drivers cannot touch their phones to do anything to their music apps when they are on the road. Music streaming apps that include video also are not allowed since drivers cannot watch videos when on the road. Drivers can listen to and program music streaming apps that are connected to and controlled through their vehicle's radio.

Exceptions to the law are as follows:

1. Reporting a traffic crash, medical emergency, fire, criminal activity or hazardous road conditions.
2. An employee or contractor of an utility service provider acting within the scope of their employment while responding to an utility emergency.
3. A first responder (law enforcement, fire, EMS) during the performance of their official duties.
4. When in a lawfully parked vehicle—this DOES NOT include vehicles stopped for traffic signals and stop signs on the public roadway.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
No records found.		

5.9 Program Area: Communications (Media)

Program area type	Communications (Media)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Problem Identification and Program Justification

IMPAIRED DRIVING: Drive Sober or Get Pulled Over

In 2016, the State of Georgia suffered 1,554 fatalities in motor vehicle crashes. Impaired driving killed 368 persons in those crashes. Alcohol related fatal crashes accounted for almost 24% of all fatal crashes in Georgia in 2016. Nearly 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 2019 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 a combination of these 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-three percent (73%) 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 rate in the southeast at 97.1%, 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.

More than 17% 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-promotional 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 2008 to 2016, there has been an unsteady and fluctuating decrease of motorcyclist fatalities with the most fatalities occurring in 2008 with 178. The most recent year of certified data shows 172 motorcycle fatalities in 2016. 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 in Georgia's secondary audience with a motorcycle safety and awareness message. When available, funds will also be allocated to out-of-home advertising such as billboards, which was done in 2018

DISTRACTED DRIVING: One Text Could Wreck It All/HeadsUPGeorgia/Hands Free Georgia

After fatalities in Georgia declined for an eight year period, it spiked by more than 20% in 2015 with 1,430 traffic deaths. Distracted driving, especially the use of electronic devices, is certainly one of the factors in this increase. There were 3,477 deaths across the nation in 2015 due to distracted driving according to NHTSA. There are a number of actions that can take a driver's attention away from the wheel, but electronic devices such as cell phones are one of the biggest problems when it comes to drivers keeping their focus on the road.

The Governor's Office of Highway Safety's countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest with a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of "One Text Could Wreck It All" and our state developed campaign "HeadsUPGeorgia!" with Georgia Public Broadcasting. The "HeadsUPGeorgia" public service campaign allows us to reach our target audience with repeated messaging on-air and online during the high school football season and throughout the calendar year.

In addition, GOHS began an aggressive public information and education campaign in 2018 regarding the Hands-Free Georgia law that went into effect on July 1, 2018 and bans all handheld-phone use for all drivers while behind the wheel. This PI&E campaign will continue statewide in 2019 with both paid and earned media.

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.

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.

Paid/Earned Media

Paid and earned media programs represent a major component of the Governor's Office of Highway Safety's (GOHS) efforts to reduce the prevalence of traffic crashes, injuries and fatalities. GOHS has adopted a "year round messaging" approach delivered through statewide media campaigns to reach Georgians. Lifesaving highway safety messages are utilized to increase awareness, promote safety belt and child restraint use, promote sober driving and encourage safe driving practices overall.

GOHS will continue to produce paid media in conjunction with the National Highway Traffic Safety Administration (NHTSA) campaigns and according to campaign buy guidelines. Market buys will be NHTSA-approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in markets statewide to provide the best possible reach. These markets include Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville that include coverage in Georgia. Targeted buys will also occur in counties where data indicates a weakness in distracted driving or where we wish to reinforce existing strong numbers. Percentages of the buys will vary based on metro Atlanta, outside metro Atlanta, urban and rural counties.

GOHS will maintain current strategies of using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.310
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	507.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	478.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	306.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	151.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	6.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	186.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	251.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	27.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	97.8

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign
2019	Communication Campaign

5.9.1 Countermeasure Strategy: Communication Campaign

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

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-three percent (73%) 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 97.2%, 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.

The Occupant Protection Paid Media message (Click It or Ticket) 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 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.

In its secondary audience, GOHS seeks to reach all Georgia drivers with occupant protection 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.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its

performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
No records found.		

5.9.2 Countermeasure Strategy: Communication Campaign

Program area	Motorcycle Safety
Countermeasure strategy	Communication Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Data Used to Identify Priorities

Motorcycles are an increasingly popular means of transportation. In 2016, there were 196,277 registered motorcycles in the state of Georgia, an increase from 2014. The number of registered motorcycles continues to increase from 2008. However, the percentage of motorcycle fatalities has remained fairly consistent during the same time period. In 2016, more than 8 out of every 10,000 registered motorcyclists died – the highest rate since 2008. 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 2016, 11% percent (172 persons) of the people killed in motor vehicle crashes in Georgia were motorcyclists—a 11.7% increase over the previous year. Of these, 97 percent (167) were riders and 2.9 percent were passengers. 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. 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.

Nationally in 2016, motorcycle fatalities have decreased slightly from 2008 when there were 5,312 rider deaths. In 2008, motorcycle deaths accounted for 15.5% of the overall traffic deaths nationwide. In 2016, motorcyclists accounted for 14% of all traffic fatalities nationwide and 17% of all occupant (driver and passenger) fatalities.

In Georgia during the 2016 calendar year, over 60 percent of all motorcyclist crashes occurred in metropolitan areas including Atlanta, Gainesville, Augusta, Savannah, and Columbus. According to FARS data, Fulton, Dekalb, Cobb, and Gwinnett counties had the highest number of motorcycle crashes in 2016. The attached charts show FARS data from the 2016 calendar year.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Strategic Communications Plan

Overview

Georgia's Strategic Communication Plan targets those counties that account for the majority of registered motorcycles in the state. These counties include Fulton, Chatham, Cobb, Gwinnett, DeKalb, Richmond, Henry, Cherokee, Forsyth, Paulding, Hall, Houston, Coweta, Columbia, Bartow, Douglas, Clayton, and Carroll. Therefore, Georgia created a Strategic Communication Plan to educate motorists in those target counties and the Atlanta

metropolitan area. In FFY 2018, the Governor's Office of Highway Safety (GOHS) will use a mix of communication mechanisms to draw attention to the problem (e.g. newspapers, community meetings, e-mail, posters, flyers, mini-planners, instructor-led training and law enforcement mobilizations) to deliver the message of motorcycle awareness.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).

The Governor's Office of Highway Safety (GOHS) has the primary responsibility of collecting and evaluating data, developing an annual highway safety plan and longer term Strategic Highway Safety Plan (SHSP). Annually, the Governor's Office of Highway Safety (GOHS) provides highway safety funds to support the effort of eligible government agencies and private organizations to eliminate or reduce highway safety problems and enhance highway safety consistent with Georgia's Highway Safety Plan. The Governor's Office of Highway Safety (GOHS) also conducts its own public outreach and communication programs.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP).

The Governor's Office of Highway Safety (GOHS) Public Information Officer (PIO) engages the services of the media through a statewide media contract and earned media. The media efforts will aid in the development of new campaign messages and designs of new campaign collateral for the 2019 riding season. The contractor will be asked to integrate an evaluation program into the campaign as well.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

To help achieve these goals, the communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia. These metropolitan areas include: Atlanta, Gainesville, Augusta, Savannah, Athens, and Columbus, where a majority of the crashes occurred in 2016. 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.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PM-01	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.	
PM-02	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.	
PM-03	To use Paid Media to support the GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists in Georgia's secondary audience with a motorcycle safety and awareness message.	

PM-04	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.	
PM-05	To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.	
PM-06	To continue to expand our HeadsUPGeorgia public service distracted driving awareness campaign to include paid messages, student/parent distracted driving course segments, student distracted driving video message contest, testimonials with distracted driving crash victims and family members and live television interviews.	
PM-07	Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events.	
PM-08	Use paid media to support the public information and education campaign to inform the Georgia motoring public about the new Hands-Free Georgia distracted driving law.	
PM-09	To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.	
PM-10	Labor Day Impaired Driving	
PM-11	Yield Behind the Wheel Share the Road With Farm Vehicles	
PM-12	Thanksgiving CIOT	
PM-13	Holiday Impaired Driving	
PM-14	Distracted Driving Awareness Month	
PM-15	Memorial Day CIOT	
PM-16	July 4th Impaired Driving	

5.9.2.1 Planned Activity: 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.

Planned activity name	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.
Planned activity number	PM-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$100,000.00	$25,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.2 Planned Activity: 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.

Planned activity name	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.
Planned activity number	PM-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State’s problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State’s problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$140,000.00	$35,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.3 Planned Activity: To use Paid Media to support the GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists in Georgia’s secondary audience with a motorcycle safety and awareness message.

Planned activity name	To use Paid Media to support the GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists in Georgia’s secondary audience with a motorcycle safety and awareness message.
Planned activity number	PM-03

Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$10,000.00	$2,500.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.4 Planned Activity: 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.

Planned activity name	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.
Planned activity number	PM-04
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d),

that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$10,000.00	$2,500.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.5 Planned Activity: To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.

Planned activity name	To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.
Planned activity number	PM-05
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$10,000.00	$2,500.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.6 Planned Activity: To continue to expand our HeadsUPGeorgia public service distracted driving awareness campaign to include paid messages, student/parent distracted driving course segments, student distracted driving video message contest, testimonials with distracted driving crash victims and family members and live television interviews.

Planned activity name	To continue to expand our HeadsUPGeorgia public service distracted driving awareness campaign to include paid messages, student/parent distracted driving course segments, student distracted driving video message contest, testimonials with distracted driving crash victims and family members and live television interviews.
Planned activity number	PM-06
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

To continue to expand our HeadsUPGeorgia public service distracted driving awareness campaign to include paid messages, student/parent distracted driving course segments, student distracted driving video message contest, testimonials with distracted driving crash victims and family members and live television interviews.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$20,000.00	$5,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.7 Planned Activity: Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events.

Planned activity name	Partner with Huddle Inc. Ticket Program to provide advertising on ticket backs for high school sporting and extracurricular events.
Planned activity number	PM-07
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the

State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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 message. In addition, the highway safety message will be placed on spring/fall event programs and a highway safety focused PA announcement will be played at each event.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	$156,000.00	$39,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.8 Planned Activity: Use paid media to support the public information and education campaign to inform the Georgia motoring public about the new Hands-Free Georgia distracted driving law.

Planned activity name	Use paid media to support the public information and education campaign to inform the Georgia motoring public about the new Hands-Free Georgia distracted driving law.
Planned activity number	PM-08
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Use paid media to support the public information and education campaign to inform the Georgia motoring public about the new Hands-Free Georgia distracted driving law.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$10,000.00	$2,500.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.9 Planned Activity: To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.

Planned activity name	To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.
Planned activity number	PM-09
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d),

that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

To partner with local agencies to implement innovative HVE, education, and advertising campaigns targeting distracted driving.

Enter intended subrecipients.

internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$5,000.00	$1,250.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.10 Planned Activity: Labor Day Impaired Driving

Planned activity name	Labor Day Impaired Driving
Planned activity number	PM-10
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Impaired driving-related news conferences Georgia media markets.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$266,666.67	$66,666.67	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.11 Planned Activity: Yield Behind the Wheel Share the Road With Farm Vehicles

Planned activity name	Yield Behind the Wheel Share the Road With Farm Vehicles
Planned activity number	PM-11
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

News conference at the Sun Belt Ag Expo

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$5,000.00	$1,250.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.12 Planned Activity: Thanksgiving CIOT

Planned activity name	Thanksgiving CIOT
Planned activity number	PM-12
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Occupant protection-related news conferences in major media markets in Georgia.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$40,000.00	$10,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.13 Planned Activity: Holiday Impaired Driving

Planned activity name	Holiday Impaired Driving
Planned activity number	PM-13
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Impaired driving-related news conferences in Georgia media markets.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$266,666.67	$66,666.67	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.14 Planned Activity: Distracted Driving Awareness Month

Planned activity name	Distracted Driving Awareness Month
Planned activity number	PM-14
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

News conference

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$10,000.00	$2,500.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.15 Planned Activity: Memorial Day CIOT

Planned activity name	Memorial Day CIOT
Planned activity number	PM-15
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and

maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Occupant protection-related news conferences in major media markets in Georgia.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$40,000.00	$10,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.9.2.16 Planned Activity: July 4th Impaired Driving

Planned activity name	July 4th Impaired Driving
Planned activity number	PM-16
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Impaired driving-related news conferences Georgia media markets.

Enter intended subrecipients.

Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$266,666.67	$66,666.67	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.10 Program Area: Non-motorized (Pedestrians and Bicyclist)

Program area type	Non-motorized (Pedestrians and Bicyclist)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Problem Identification and Program Justification – Pedestrians

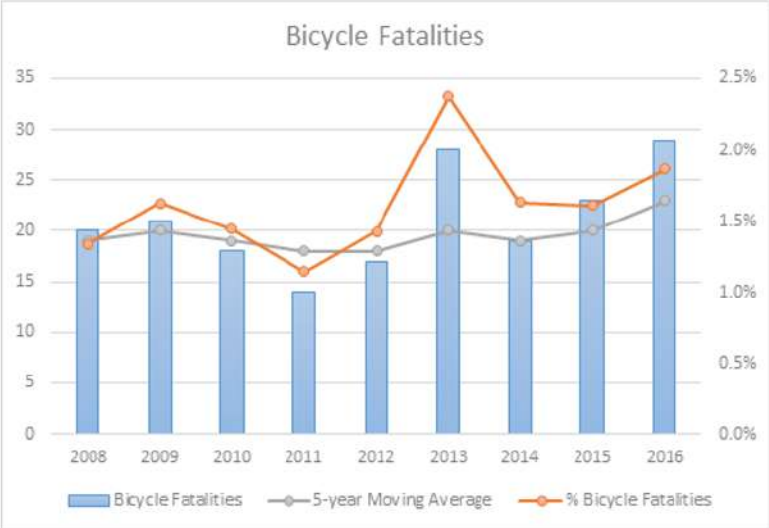
In 2016, 1,554 residents were killed in motor vehicle crashes in the state of Georgia, an increase of 9.2 % over 2015. Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In many trips, in big cities and small towns around the state can be accomplished entirely on foot. 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.

Within Georgia, 232 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for nearly 14.9% alone of all motor vehicle crashes in 2016. Per FARS data, the top five contributing factors for pedestrian fatalities were; Failure to yield right of way, Improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. Within these top ten counties (Fulton, DeKalb, Clayton, Gwinnett, Cobb Bibb, Chatham, Dougherty, Muscogee and Catoosa), residents ages 16 – 74, were more affected by the pedestrian fatalities. The pedestrian fatalities for this age group occurred between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays.

Problem Identification and Program Justification - Bicyclists

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.

Nationally in 2016, there were 840 bicycle related deaths, an increase of nearly 13.3% over 2015. In Georgia, 29 bicyclists were killed in motor vehicle crashes and bicycle fatalities alone accounted for nearly 1.8% of all roadway motor vehicle crashes for 2016.



Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. Although, there were many other contributing factors in 2016, “none reported” accounted for 2.9% of the bicycle fatalities that occurred in Georgia.

These types of fatalities were more prong to occurring during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. Per FARS data, Mondays and Fridays were accounted for as the weekday and weekend; resulting in males residents of various age groups (10 -15, 45 - 54 and 55 – 64 years of age.) becoming the target population of bicycle fatalities within Georgia.

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.

In 2016, Georgia reported a 9% increase in roadway fatalities (from 1,432 in 2015 to 1,554 in 2016). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 20% from 217 in 2015 which represents 15% of all roadway fatalities to 261 in 2016, representing 17% of all roadway fatalities. Statewide, nearly 24% (370 out of 1,554) of all roadway traffic fatalities were non-motorists. The following urban counties (DeKalb, Clayton, Fulton and Gwinnett) accounted for 22% (206 out of 944) of roadway fatalities for non-motorists. In addition, Georgia rural areas fatalities rose in 2016, representing a 9% (55 out of 610).

Target Population

The target population is pedestrians and bicyclists in Georgia.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0

2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	251.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	27.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Pedestrian Training
2019	Elementary-age Child Bicyclist Training
2019	Bicycle safety education for adult cyclists

5.10.1 Countermeasure Strategy: Elementary-age Child Pedestrian Training

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	Elementary-age Child Pedestrian Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Problem Identification and Program Justification – Pedestrians

In 2016, 1,554 residents were killed in motor vehicle crashes in the state of Georgia, an increase of 9.2 % over 2015. Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In 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.

Within Georgia, 232 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for nearly 14.9% alone of all motor vehicle crashes in 2016. Per FARS data, the top five contributing factors for pedestrian fatalities were; Failure to yield right of way, Improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. Within these top ten counties (Fulton, DeKalb, Clayton, Gwinnett, Cobb Bibb, Chatham, Dougherty, Muscogee and Catoosa), residents ages 16 – 74, were more affected by the pedestrian fatalities. The pedestrian fatalities for this age group occurred between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In 2016, 1,554 residents were killed in motor vehicle crashes in the state of Georgia, an increase of 9.2 % over 2015. Walking is encouraged as an alternate mode of transportation to motor vehicle travel. In 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.

Within Georgia, 232 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for nearly 14.9% alone of all motor vehicle crashes in 2016. Per FARS data, the top five contributing factors for pedestrian fatalities were; Failure to yield right of way, Improper crossing of roadway or intersection, not visible (dark clothing, no lighting, etc.), in roadway improperly (standing, lying, working, and playing), and darting or running into road. Within these top ten counties (Fulton, DeKalb, Clayton, Gwinnett, Cobb, Bibb, Chatham, Dougherty, Muscogee and Catoosa), residents ages 16 – 74, were more affected by the pedestrian fatalities. The pedestrian fatalities for this age group occurred between the hours of 6:00pm and 11:59pm on Mondays, Fridays, Saturdays, and Sundays.

Georgia plans to provide funds to agencies for the purpose of increasing pedestrian education and enforcement. Grantees will increase bicycle education and enforcement to encourage the ability for vehicles and pedestrians to safely “share the road”. We will work closely with the Georgia Department of Transportation's Pedestrian/ Bicycle safety coordinator to implement projects in the areas where data indicates a problem.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Pedestrians are increasing in Georgia and so are pedestrian deaths. Georgia will fund programs to reach elementary aged children to educate them about pedestrian safety.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
Non-Motorized-02	Will host 75 bike and pedestrian safety courses.	

5.10.1.1 Planned Activity: Will host 75 bike and pedestrian safety courses.

Planned activity name	Will host 75 bike and pedestrian safety courses.
Planned activity number	Non-Motorized-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State’s problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State’s problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will host 75 bike and pedestrian safety courses geared to educate citizens of all ages. Will include laws, proper riding technique and clothing, and safety gear.

Enter intended subrecipients.

Grantees

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Pedestrian Training
2019	Elementary-age Child Bicyclist Training
2019	Bicycle safety education for adult cyclists

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$275,109.10	$68,777.28	
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	$55,075.76	$13,768.94	$55,075.76

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.10.2 Countermeasure Strategy: Elementary-age Child Bicyclist Training

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	Elementary-age Child Bicyclist Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Non-motorized fatalities have increased in Georgia and the main contributing factors are failure to yield right of way, riders not being visible (daytime and nighttime), failure to obey traffic signals, wrong way riding, and operating without proper equipment. Projects we will put into place will address these factors with the public, including riders and pedestrians.

Nationally in 2016, there were 840 bicycle related deaths, an increase of nearly 13.3% over 2015. In Georgia, 29 bicyclists were killed in motor vehicle crashes and bicycle fatalities alone accounted for nearly 1.8% of all roadway motor vehicle crashes for 2016.

Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. Although, there were many other contributing factors in 2016, “none reported” accounted for 2.9% of the bicycle fatalities that occurred in Georgia.

These types of fatalities were more prong to occurring during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. Per FARS data, Mondays and Fridays were accounted for as the weekday and weekend; resulting in males residents of various age groups (10 -15, 45 - 54 and 55 – 64 years of age.) becoming the target population of bicycle fatalities within Georgia.

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.

In 2016, Georgia reported a 9% increase in roadway fatalities (from 1,432 in 2015 to 1,554 in 2016). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 20% from 217 in 2015 which represents 15% of all roadway fatalities to 261 in 2016, representing 17% of all roadway fatalities. Statewide, nearly 24% (370 out of 1,554) of all roadway traffic fatalities were non-motorists. The following urban counties (DeKalb, Clayton, Fulton and Gwinnett) accounted for 22% (206 out of 944) of roadway fatalities for non-motorists. In addition, Georgia rural areas fatalities rose in 2016, representing a 9% (55 out of 610).

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Because of the increase in non-motorized fatalities, Georgia will address these problems with elementary aged children. This will include a bicycle rodeo to educate children on proper safety gear and riding techniques as well as projects that educate this age group within their schools and summer camps.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

More and more people are riding bicycles as their main form of transportation. Children are also riding bicycles, many still without helmets. GOHS will help fund elementary school aged projects, including a bicycle rodeo.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
Non-motorized-01	Host one Bike Rodeo to educate children ages 6-14.	
Non-Motorized-02	Will host 75 bike and pedestrian safety courses.	

5.10.2.1 Planned Activity: Host one Bike Rodeo to educate children ages 6-14.

Planned activity name	Host one Bike Rodeo to educate children ages 6-14.
Planned activity number	Non-motorized-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State

will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Host one Bike Rodeo to educate children ages 6-14.

Enter intended subrecipients.

Fulton County Sheriff's Office

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Bicyclist Training
2019	Bicycle safety education for adult cyclists

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$13,256.50	$3,314.13	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.10.2.2 Planned Activity: Will host 75 bike and pedestrian safety courses.

Planned activity name	Will host 75 bike and pedestrian safety courses.
Planned activity number	Non-Motorized-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will host 75 bike and pedestrian safety courses geared to educate citizens of all ages. Will include laws, proper riding technique and clothing, and safety gear.

Enter intended subrecipients.

Grantees

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Pedestrian Training
2019	Elementary-age Child Bicyclist Training

2019	Bicycle safety education for adult cyclists

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$275,109.10	$68,777.28	
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	$55,075.76	$13,768.94	$55,075.76

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.10.3 Countermeasure Strategy: Bicycle safety education for adult cyclists

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	Bicycle safety education for adult cyclists

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's

problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Nationally in 2016, there were 840 bicycle related deaths, an increase of nearly 13.3% over 2015. In Georgia, 29 bicyclists were killed in motor vehicle crashes and bicycle fatalities alone accounted for nearly 1.8% of all roadway motor vehicle crashes for 2016.

Similar to pedestrian fatalities, the contributing factors for bicycle fatalities resulted in failure to yield right of way, not visible (dark clothing, no lighting, etc.), failure to obey traffic signs, signals, or officer, wrong way riding, and operating without required equipment. Although, there were many other contributing factors in 2016, "none reported" accounted for 2.9% of the bicycle fatalities that occurred in Georgia.

These types of fatalities were more prong to occurring during the weekday between 6:00pm - 8:59pm and on the weekend between noon – 2:59pm. Per FARS data, Mondays and Fridays were accounted for as the weekday and weekend; resulting in males residents of various age groups (10 -15, 45 - 54 and 55 – 64 years of age.) becoming the target population of bicycle fatalities within Georgia.

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.

In 2016, Georgia reported a 9% increase in roadway fatalities (from 1,432 in 2015 to 1,554 in 2016). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 20% from 217 in 2015 which represents 15% of all roadway fatalities to 261 in 2016, representing 17% of all roadway fatalities. Statewide, nearly 24% (370 out of 1,554) of all roadway traffic fatalities were non-motorists. The following urban counties (DeKalb, Clayton, Fulton and Gwinnett) accounted for 22% (206 out of 944) of roadway fatalities for non-motorists. In addition, Georgia rural areas fatalities rose in 2016, representing a 9% (55 out of 610).

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Georgia will use non-motorized funds across the state, in areas where data shows higher bicycle and pedestrian fatalities occur. The project will focus on the highest factors shows in these types of crashes, including proper safety gear and clothing, and following the rules of the road.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

In 2016, Georgia reported a 9% increase in roadway fatalities (from 1,432 in 2015 to 1,554 in 2016). The total number of non-motorist (pedestrian and bicyclists) fatalities increased by 20% from 217 in 2015 which represents 15% of all roadway fatalities to 261 in 2016, representing 17% of all roadway fatalities. Statewide, nearly 24% (370 out of 1,554) of all roadway traffic fatalities were non-motorists. The following urban counties (DeKalb, Clayton, Fulton and Gwinnett) accounted for 22% (206 out of 944) of roadway fatalities for non-motorists. In addition, Georgia rural areas fatalities rose in 2016, representing a 9% (55 out of 610).

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
Non-motorized-01	Host one Bike Rodeo to educate children ages 6-14.	
Non-Motorized-02	Will host 75 bike and pedestrian safety courses.	

5.10.3.1 Planned Activity: Host one Bike Rodeo to educate children ages 6-14.

Planned activity name	Host one Bike Rodeo to educate children ages 6-14.
Planned activity number	Non-motorized-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Host one Bike Rodeo to educate children ages 6-14.

Enter intended subrecipients.

Fulton County Sheriff's Office

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Bicyclist Training
2019	Bicycle safety education for adult cyclists

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$13,256.50	$3,314.13	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.10.3.2 Planned Activity: Will host 75 bike and pedestrian safety courses.

Planned activity name	Will host 75 bike and pedestrian safety courses.
Planned activity number	Non-Motorized-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will host 75 bike and pedestrian safety courses geared to educate citizens of all ages. Will include laws, proper riding technique and clothing, and safety gear.

Enter intended subrecipients.

Grantees

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Pedestrian Training
2019	Elementary-age Child Bicyclist Training
2019	Bicycle safety education for adult cyclists

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$275,109.10	$68,777.28	
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	$55,075.76	$13,768.94	$55,075.76

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11 Program Area: Occupant Protection (Adult and Child Passenger Safety)

Program area type	Occupant Protection (Adult and Child Passenger Safety)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

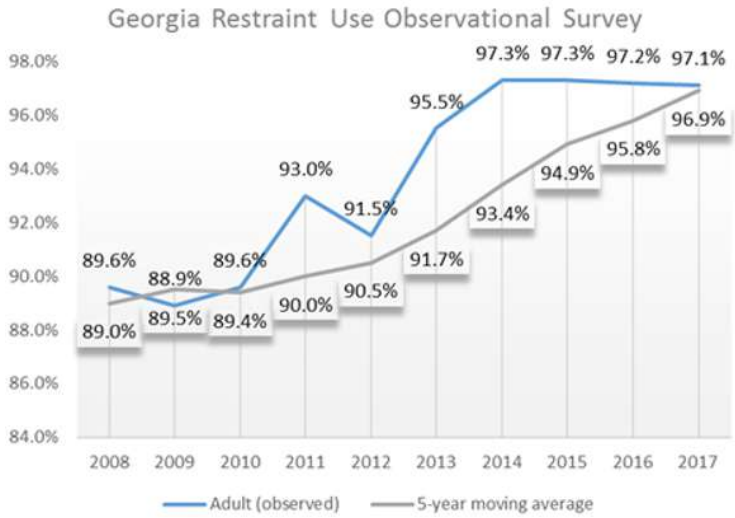
Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

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, forty-five (45%) of all vehicle crash fatalities in 2016 were attributed to non-restraint use. The National Highway Traffic Safety Administration (NHTSA) data that shows nationally 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), partners with a research contractor to conduct an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Highlights from the September 2017 report are as follows:

- Statewide safety belt usage in 2016 for drivers and passengers of passenger cars, trucks, and vans was 97.1%, a decrease of 0.1% from 2016.
- Safety belt usage was 98.3% in passenger cars, 97.3% in vans, and 95.5% in trucks.
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (100%), followed by non-Atlanta MSAs (96.4%), and rural areas (94.8%).
- Child safety seat usage in 2016 was 99.0%, a decrease of 0.3% from the 2016 usage rate. Child safety seat usage was highest in the Atlanta MSA and non-Atlanta MSAs (100%) than in rural areas (92.9%).



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)

2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	507.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	97.8

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

5.11.1 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

OCCUPANT PROTECTION: Click It or Ticket

According to the NHTSA's "Countermeasures that work: Eighth Edition, 2015," The most common high visibility belt law enforcement method consists of short (typically lasting for two weeks), intense, highly publicized periods of increased belt law enforcement, frequently using checkpoints, saturation patrols, or enforcement zones. All high visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

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 has proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways. Georgia will continue to encourage all law enforcement agencies to participate in the NHTSA safety campaign, 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-three percent (73%) 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 97.2%, 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.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Occupant Protection Paid Media message, during Click It or Ticket, 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.

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.

In an effort to communicate important campaign dates, 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 maintains an email list serve that all participating law enforcement officers can receive up to date traffic enforcement related information. There are over 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Governor's Office of Highway Safety (GOHS), partners 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 typically male pickup truck occupants in the rural areas of Georgia. Highlights from the September 2017 report are as follows:

- Statewide safety belt usage in 2017 for drivers and passengers of passenger cars, trucks, and vans was 97.1%, a decrease of 0.1% from 2016.
- Safety belt usage was 98.3% in passenger cars, 97.3% in vans, and 95.5% in trucks.
- Observed safety belt use for front seat occupants was highest in the Atlanta Metropolitan Statistical Area (97.4%), followed by non-Atlanta MSAs (96.4%), and rural areas (94.8%).
- Child safety seat usage in 2017 was 99.0%, a decrease of 0.3% from the 2016 usage rate.
- Child safety seat usage was higher in the Atlanta MSA and the non-Atlanta MSA (100%), than in rural areas (92.9%).

Based upon this Observational seatbelt survey result, Georgia will continue to reach rural Georgians. The results in child safety restraint survey showed statewide usage at 99.0%; however, rural Georgia was at 92.9% versus Metro Atlanta at 100%.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-01	Conduct four (4) statewide campaigns to promote occupant safety.	Short-term, High Visibility Seat Belt Law Enforcement
OP-09	Provide funds to law enforcement agencies to conduct 7,800 occupant protection contacts.	Short-term, High Visibility Seat Belt Law Enforcement
OP-10	Host one Child Passenger Safety Caravan during National Child	Short-term, High Visibility Seat Belt Law

	Passenger Safety Week.	Enforcement
OP-11	Provide funds to law enforcement agencies to conduct 37 local seatbelt surveys.	Short-term, High Visibility Seat Belt Law Enforcement
OP-13	Conduct Georgia's annual seatbelt survey	Short-term, High Visibility Seat Belt Law Enforcement
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

5.11.1.1 Planned Activity: Conduct four (4) statewide campaigns to promote occupant safety.

Planned activity name	Conduct four (4) statewide campaigns to promote occupant safety.
Planned activity number	OP-01
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Statewide occupant protection safety campaigns include CIOT, 100 Days of Summer HEAT, Child Passenger Safety Month, and Hands Across the Border.

Enter intended subrecipients.

Local and state law enforcement, health departments

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$100,000.00	$25,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.1.2 Planned Activity: Provide funds to law enforcement agencies to conduct 7,800 occupant protection contacts.

Planned activity name	Provide funds to law enforcement agencies to conduct 7,800 occupant protection contacts.
Planned activity number	OP-09
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement projects, funded based upon crash data, will concentrate on the enforcement of Occupant Protection laws

Enter intended subrecipients.

local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$108,633.33	$27,158.33	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.1.3 Planned Activity: Host one Child Passenger Safety Caravan during National Child Passenger Safety Week.

Planned activity name	Host one Child Passenger Safety Caravan during National Child Passenger Safety Week.
Planned activity number	OP-10
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State

will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Representatives from each of the Child Passenger Safety (CPS) focus grants will saturate Child Passenger Safety (CPS) public information and education programs to communities most at risk.

Enter intended subrecipients.

Local and state law enforcement, health departments

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.1.4 Planned Activity: Provide funds to law enforcement agencies to conduct 37 local seatbelt surveys.

Planned activity name	Provide funds to law enforcement agencies to conduct 37 local seatbelt surveys.
Planned activity number	OP-11
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement projects, funded based upon crash data, will survey their local jurisdictions to obtain their local usage rate

Enter intended subrecipients.

local law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name

2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$120,633.33	$30,158.33	$5,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.1.5 Planned Activity: Conduct Georgia's annual seatbelt survey

Planned activity name	Conduct Georgia's annual seatbelt survey
Planned activity number	OP-13
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the

State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

In partnership with The University of Georgia will conduct the annual survey in compliance with NHTSA

Enter intended subrecipients.

University of Georgia

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2015	MAP 21 405b Occupant Protection High Belt Use	405b High Special Occupant Protection (MAP-21)	$277,457.79	$69,364.45	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2 Countermeasure Strategy: Child Restraint System Inspection Station(s)

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	Child Restraint System Inspection Station(s)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

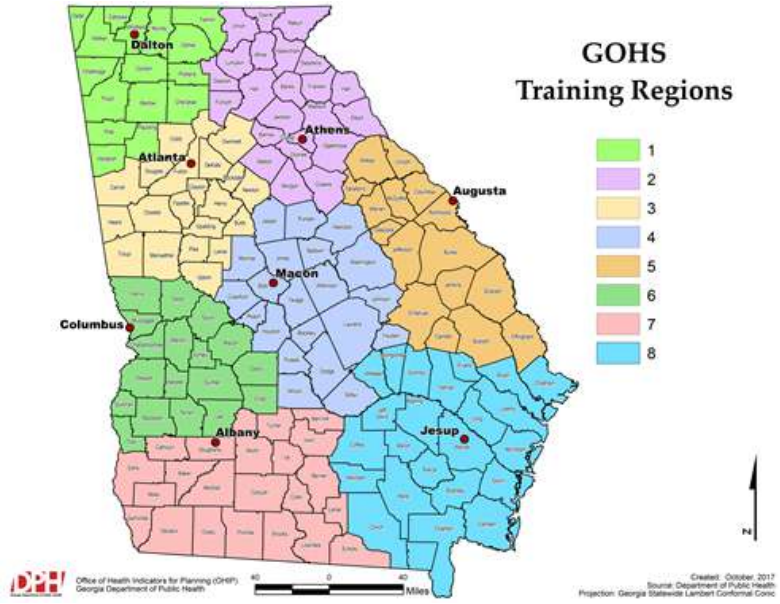
Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Georgia hosts Child Restraint Inspection Stations statewide and most of the 159 counties. Certified Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. The Governor's Office of Highway Safety (GOHS) maintains an updated list of Inspection Stations on the website at www.gahighwaysafety.org. This list identifies the location and contact person of each station. The list also represents and/or services the majority of Georgia's population and illustrates the Governor's Office of Highway Safety (GOHS) outreach efforts in reaching and providing services to the underserved areas through the inclusion of Health Departments, Fire departments, and local agencies statewide serving as active inspection stations in most of the 159. The Governor's Office of Highway Safety (GOHS) will work with partners to expand the number of statewide inspection stations and keep updated lists posted on the Governor's Office of Highway Safety (GOHS) website.

Georgia is currently maintaining 2,308 certified Child Passenger Safety Technicians (CPST) and eighty (80) certified Child Passenger Safety (CPS) Instructors. In calendar year 2017 Georgia held 44 Child Passenger Safety courses. Of these, there were 35 certification courses and 9 renewal courses. Georgia certified a total of 477 new technicians, more than any other state in NHTSA Region 4. The average National recertification rate was about 58.4% in calendar year 2017, while Georgia was above the average recertification rate at 60.7%.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continues to show rural Georgia at 92.9%, a decrease over the 2016 survey. The GA Department of Public Health (DPH) has set up Regional Coordinators across the state that are focused on child passenger safety education within their local region. These coordinators are full time employees of DPH and reside within their region. We feel this will help with trainings and coordination among fire, EMS, and law enforcement. The project is currently in its first year and we are unable to determine effectiveness at this time however we do expect the rural usage rate to increase.



Georgia will also host the annual Child Safety Seat Caravan during Child Passenger Safety Week. This is a statewide event where law enforcement, public health, non-profits, etc come together and saturate the state with child safety seat events.

Certification courses will be held statewide in an effort to reach all areas of the state. Locations have been chosen based on requests from high-risk areas. Every attempt will be made to schedule courses outside of Georgia's hottest and coldest months due to the required outdoor training. In compliance with the National Certification program all courses end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems and child care.

Child Passenger Safety Technician Courses

*All locations are tentative, pending training staff and room confirmation

Date	Location	Population	Status
October 2018	Muscogee	Urban	Minority/ Low-Income
	Richmond	Urban	Minority/ Low-Income
November	Seminole	Rural	Low-Income
	Gwinnett	Urban	Minority
December	Jenkins	Rural	Low-Income
	Dodge	Rural	Low-Income
January 2019	Taylor	Rural	Low-Income
	Whitfield	Urban	
February	Pierce	Rural	Low-Income
	Madison	Rural	
March	Dougherty	Urban	Minority/ Low-Income
	Troup	Urban	Low-Income
April	Warren	Rural	Minority/ Low-Income
	Floyd	Urban	
May	Atkinson	Rural	Low-Income
	Walton	Urban	
June	Treutlen	Rural	Low-Income
	Habersham	Rural	
July	Brooks	Rural	Low-Income
	Fulton	Urban	Minority
August	Crawford	Rural	Low-Income
	Gilmer	Rural	
September	Wayne	Rural	Low-Income
	Terrell	Rural	Minority/ Low-Income

	CPST CEU/Renewal classes		
	*All locations are tentative, pending training staff and room confirmation		
Region	Location	Type	Date
1	Dalton	CEU	TBD
1	Dalton	Renewal	TBD
1	Rome	CEU	TBD
2	Barrow	CEU	TBD
2	TBD		TBD
2	TBD		TBD
3	DeKalb	CEU	TBD
3	Roswell	CEU	TBD
3	Atlanta	Renewal	TBD
4	Macon	CEU	TBD
4	TBD		TBD
4	TBD		TBD
5	Augusta	CEU	TBD
5	TBD		TBD
5	TBD		TBD
6	Columbus	CEU	TBD
6	TBD		TBD
6	TBD		TBD
7	Albany	CEU	TBD
7	Sylvester	CEU	TBD
7	TBD		TBD
8	Jesup	CEU	TBD
8	Savannah	CEU	TBD
8	TBD		TBD
	Online CEU webinar		Continuously online

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Child Occupant Safety Project staff will continue to operate using a regional model for statewide outreach. Regional coordinators will attend local EMS Regional Council, EMS-C, and/or RTAC meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST courses.

For retention, COSP staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for Technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local listserv to advertise local classes and community check events to ensure Techs have ample opportunities to gain their seat-checks and community event.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-01	Conduct four (4) statewide campaigns to promote occupant safety.	Short-term, High Visibility Seat Belt Law Enforcement
OP-02	Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors	
OP-03	Provide funds to conduct twenty-four (24) Child Passenger Safety Technician (CPST) Certification Courses	Child Restraint System Inspection Station(s)
OP-04	Provide funds to conduct thirty-three (33) Child Passenger Safety Technician (CPST) Recertification Courses	Child Restraint System Inspection Station(s)
OP-05	Conduct twenty-four (24) Continuing Education Unit (CEU) credit workshops	Child Restraint System Inspection Station(s)
OP-06	Provide funds to coordinate and conduct twenty (20) minority outreach presentations in	

OP-07	Provide funds so at least 150 of Georgia's 159 counties are provided mini-grants for child safety seats focused on minority and low-income families.	Child Restraint System Inspection Station(s)
OP-08	Conduct 8 courses to EMS providers titled "Transporting children safely in Ambulances."	
OP-09	Provide funds to law enforcement agencies to conduct 7,800 occupant protection contacts.	Short-term, High Visibility Seat Belt Law Enforcement
OP-10	Host one Child Passenger Safety Caravan during National Child Passenger Safety Week.	Short-term, High Visibility Seat Belt Law Enforcement
OP-11	Provide funds to law enforcement agencies to conduct 37 local seatbelt surveys.	Short-term, High Visibility Seat Belt Law Enforcement
OP-12	Distribute 4,120 child safety seats	Child Restraint System Inspection Station(s)
OP-13	Conduct Georgia's annual seatbelt survey	Short-term, High Visibility Seat Belt Law Enforcement
OP-14	Conduct 80 outreach events in occupant protection	

5.11.2.1 Planned Activity: Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors

Planned activity name	Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors
Planned activity number	OP-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will provide Georgia's certified Child Passenger Safety Technician (CPST) Instructors program updates and improve Child Passenger Safety (CPS) class instructions.

Enter intended subrecipients.

health department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.2 Planned Activity: Provide funds to conduct twenty-four (24) Child Passenger Safety Technician (CPST) Certification Courses

Planned activity name	Provide funds to conduct twenty-four (24) Child Passenger Safety Technician (CPST) Certification Courses
Planned activity number	OP-03

Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will conduct 24 Child Passenger Safety Technician Courses within SafeKids guidelines.

Enter intended subrecipients.

health department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.3 Planned Activity: Provide funds to conduct thirty-three (33) Child Passenger Safety Technician (CPST) Recertification Courses

Planned activity name	Provide funds to conduct thirty-three (33) Child Passenger Safety Technician (CPST) Recertification Courses
Planned activity number	OP-04
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will hold 33 Child Passenger Safety Technician Recertification Courses within SafeKids guidelines.

Enter intended subrecipients.

Health Department, Atlanta Fire

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$202,024.92	$50,506.23	$77,150.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.4 Planned Activity: Conduct twenty-four (24) Continuing Education Unit (CEU) credit workshops

Planned activity name	Conduct twenty-four (24) Continuing Education Unit (CEU) credit workshops

Planned activity number	OP-05
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Will conduct 24 Child Passenger Safety Technician Continuing Education Courses within SafeKids guidelines.

Enter intended subrecipients.

health department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.5 Planned Activity: Provide funds to coordinate and conduct twenty (20) minority outreach presentations in

Planned activity name	Provide funds to coordinate and conduct twenty (20) minority outreach presentations in
Planned activity number	OP-06
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Outreach focused on Child Passenger Safety (CPS) will be held in Spanish-speaking communities with high Hispanic/Latino populations.

Enter intended subrecipients.

health department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.6 Planned Activity: Provide funds so at least 150 of Georgia's 159 counties are provided mini-grants for child safety seats focused on minority and low-income families.

Planned activity name	Provide funds so at least 150 of Georgia's 159 counties are provided mini-grants for child safety seats focused on minority and low-income families.
Planned activity number	OP-07
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The state will continue to work with county Health Departments through the GA Department of Public Health to fund mini-grants focused on child passenger safety.

Enter intended subrecipients.

Health Department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.7 Planned Activity: Conduct 8 courses to EMS providers titled “Transporting children safely in Ambulances.”

Planned activity name	Conduct 8 courses to EMS providers titled “Transporting children safely in Ambulances.”
Planned activity number	OP-08
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State’s problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State’s problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Provide training to EMS personnel on how to transport children safely in ambulances

Enter intended subrecipients.

Health Department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$131,874.92	$32,968.73	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.11.2.8 Planned Activity: Distribute 4,120 child safety seats

Planned activity name	Distribute 4,120 child safety seats
Planned activity number	OP-12
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Through partnerships with Atlanta Fire and Department of Public Heath will distribute seats to families most at risk.

Enter intended subrecipients.

Health Deptment and Fire Department

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$355,291.96	$88,822.99	$125,621.96

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.11.2.9 Planned Activity: Conduct 80 outreach events in occupant protection

Planned activity name	Conduct 80 outreach events in occupant protection
Planned activity number	OP-14
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

GOHS will conduct 80 outreach events using the rollover simulator, mobile occupant protection trailer, and seatbelt convincer

Enter intended subrecipients.

local law enforcement and internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$108,633.33	$27,158.33	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.12 Program Area: Aggressive Driving

Program area type	Aggressive Driving

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

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 (Highway Enforcement of Aggressive Traffic)" from Memorial Day through Labor Day. Nationally, FARS data shows a 5.67% increase in overall fatalities from 2015 to 2016, however the percentage of speed related crashes remained the same at 27% of the overall fatalities. The economic cost to society of speed-related crashes in the U.S. was estimated at $52 billion.

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

Region		2011	2012	2013	2014	2015	2016
Georgia	Speed-Related Fatalities	220	180	197	213	268	266
	% Speed-Related	18%	15%	17%	18%	19%	17%
	Annual % Change in	1%	-18%	9.7%	8.1%	25.8%	-.7%
National	Speed-Related Fatalities	10,001	10,219	9,613	9,283	9,723	10,111
	% Speed-Related	31%	30%	29%	28%	27%	27%
	Annual % Change in	-5%	2%	-6%	-4%	3%	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 2016, 22 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, 27 percent of all young (ages 15-24 years) motorcycle operators involved in fatal crashes were speeding, as compared to 18 percent for light truck drivers; which includes pickup truck, SUV, and Van.

Seventeen percent (17%) of all Georgia fatalities were related to speed in 2016. This is among the lowest percent in the country however there were still 266 lives lost at the hands of speeding vehicles. This is a slight decrease from 2015 but still higher than 2012 when there were 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.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	306.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

5.12.1 Countermeasure Strategy: High Visibility Enforcement

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	High Visibility Enforcement

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education,

communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

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 2018, the Governor’s Office of Highway Safety (GOHS) funded eighteen (18) 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 2019. 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 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.

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 (Drive Sober or Get Pulled Over), 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.

FFY 2019 Traffic Enforcement Mobilizations	Dates
Click it or Ticket	November 16, 2018 – November 25, 2018
Drive Sober or Get Pulled Over	December 18 , 2018 – January 3, 2019
Click it or Ticket	May 14, 2019 – June 2, 2019
Drive Sober or Get Pulled Over	June 21, 2019 –July 7, 2019
Drive Sober or Get Pulled Over	August 15, 2019 – September 2, 2019

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

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.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with an Thunder Task Force mobilization. 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 GOHS, and GEARS. The Thunder Task Force is coordinated by the Governor's Office of Highway Safety Services Division and includes the Georgia State Patrol, GOHS HEAT Units (Highway Enforcement of Aggressive Traffic), DPS Motor Carrier Compliance Division and Local Law Enforcement to conduct the high visibility enforcement during the three month effort.

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 high visibility enforcement and earned media. The continuous earned media and the overwhelming high visibility enforcement during the enforcement periods gives the perception that the task force is mobilized during the entire summer.

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

The Thunder Task Force concept was piloted in Savannah-Chatham County during April, May and June of 2007.

The three month program (12 operational days) had the following results:

- 96 Drunk Drivers were arrested.
- 175 Suspended or Revoked License arrests.
- 1617 Other traffic Violations.
- 75 Drug offenders and fugitives arrested
- 4732 Total Arrests or citations

During the three month period, the Thunder Task Force reduced fatal crashes in Savannah-Chatham County by more than **58%**.

The GOHS Thunder Task Force has found a winning recipe; data focused, cost efficient, high visibility enforcement, combined with an extensive earned media message. The result is lives saved on Georgia roadways. In every location the Task Force has been deployed we have seen a reduction in Crashes and Fatalities.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SC-01	Train 1,400 law enforcement officers in speed detection	
SC-02	Law enforcement will conduct 47,140 speed contacts.	
AL-01	Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-02	Law enforcement will conduct 7,704 impaired driver contacts	Alcohol Impairment: Detection, Enforcement and Sanctions
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

5.12.1.1 Planned Activity: Train 1,400 law enforcement officers in speed detection

Planned activity name	Train 1,400 law enforcement officers in speed detection
Planned activity number	SC-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Training to law enforcement focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

Enter intended subrecipients.

Georgia Public Safety Training Center

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name

2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Speed Management (FAST)	$45,475.31	$11,368.83	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.1.2 Planned Activity: Law enforcement will conduct 47,140 speed contacts.

Planned activity name	Law enforcement will conduct 47,140 speed contacts.
Planned activity number	SC-02
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement will conduct 47,140 contacts related to speed enforcement

Enter intended subrecipients.

Local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Speed Management (FAST)	$105,301.00	$26,325.25	$105,301.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Decatur Electronics OnSite 300MX Speed Trailer	1	$8,000.00	$8,000.00	$8,000.00	$8,000.00
speed trailer	1	$7,285.67	$7,285.67	$7,285.67	$7,285.67
Stalker SAM Trailer	1	$9,424.00	$9,424.00	$9,424.00	$9,424.00
Speed Alert 24 Radar Message Sign Trailer Package	2	$16,485.00	$32,970.00	$16,485.00	$32,970.00

5.12.1.3 Planned Activity: Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects

Planned activity name	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects

Planned activity number	PT-06
Primary countermeasure strategy	High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement projects, funded based upon crash data, will concentrate on Aggressive Driving (DUI and Speed) and Occupant Protection

Enter intended subrecipients.

local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$2,718,485.33	$679,621.33	$2,718,485.33
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$2,327,067.51	$581,766.88	
2015	MAP 21 405b Occupant Protection High Belt Use	405b High Occupant Protection (MAP-21)	$126,694.03	$31,673.51	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Interceptor Utility	2	$48,000.00	$96,000.00	$48,000.00	$96,000.00
Dodge Charger	3	$24,892.75	$74,678.25	$24,892.75	$74,678.25

5.12.2 Countermeasure Strategy: Alcohol Impairment: Detection, Enforcement and Sanctions

Program area	Motorcycle Safety
Countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The National Highway Traffic Safety Administration (NHTSA) reports that in 2016, 37,461 people were killed in motor vehicle traffic crashes in the United States, of which 10,497 (28%) were alcohol-related. Every fifty minutes in America, someone is killed in an alcohol-related crash. Nationally, these crashes result in more than $44 billion in economic costs on an annual basis.

In Georgia during the 2016 calendar year, over 60 percent of all motorcyclist crashes occurred in metropolitan areas including Atlanta, Gainesville, Augusta, Savannah, and Columbus. According to FARS data, Fulton, Dekalb, Cobb, and Gwinnett counties had the highest number of motorcycle crashes in 2016. The attached charts show FARS data from the 2016 calendar year.

Alcohol is a significant risk factor among Georgia motorcycle rider fatalities. Every year since 2008, alcohol related motorcycle fatalities showed a steady increase in Georgia. According to the Fatality Analysis Reporting System in 2016, 21 percent (35) of the motorcycle riders killed in fatal crashes (167) contained a BAC at or above a .08. This is less than the national level of 1,259 (25%) of 4,950 motorcycle riders who were alcohol impaired (BAC of .08 g/dL or higher).

In 2016, Georgia has an alcohol reporting rate of 42% -- 42% of all drivers involved in fatal crashes were tested for alcohol consumption with recorded BAC. This is the highest reporting percentage in Georgia in the previous 5 years. In Georgia, 2,150 drivers were involved in fatal crashes, and 900 drivers were tested. The highest alcohol testing occurred among the fatally injured (62%), followed by Non-Incapacitating Evident Injured drivers (23%).

Alcohol Impaired Driving Motor Vehicle Fatalities in Georgia	Year					
	2011	2012	2013	2014	2015	2016
Alcohol-Impaired Driving Fatalities (BAC=.08+)**	271	295	296	279	358	368
Annual Percent Change	-9%	9%	0%	-6%	28%	3%

As indicated above, alcohol was associated with 368 highway fatalities in Georgia during 2016. This equates to twenty-four percent (24%) of Georgia's overall fatalities. Even with stricter laws, high visibility law enforcement, and increased public information and education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable. The chance of a crash being fatal is six times higher if exposed to impaired driving when compared to those not related to alcohol or drugs.

As presented below, The U.S. and Georgia had an increase in overall fatalities as well as increase in alcohol related fatalities. Data shows from 2011-2016, Georgia experienced increase in overall crash fatalities of 328 (27%) and an increase of 97 (36%) in alcohol-related traffic deaths. These numbers indicate that Georgia should emphasize preventative measures for countering the problems of driving under the influence of alcohol.

MEASURE	REGION	2011	2012	2013	2014	2015	2016
Total Fatalities	Georgia	1,226	1,192	1,179	1,164	1,430	1,554
	US	32,479	33, 782	32, 894	32,675	35,092	37,461
Alcohol Related-Fatalities	Georgia	271	295	296	279	358	368
	US	9,865	10, 336	10, 110	9,967	10,265	10,497
% of Alcohol Related Fatalities	Georgia	22%	25%	25%	24%	25%	24%
	US	30%	31%	31%	31%	29%	28%

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Impaired Driving Enforcement – H.E.A.T.

Aggressive traffic 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. The Governor's Office of Highway Safety's (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the highest within the State of Georgia.

Since 2002, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. Originally, three officers from six counties, the City of College Park, and the City of Atlanta came together to form a team of twenty-

four officers to form H.E.A.T. (Highway Enforcement of Aggressive Traffic). Since this formation, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has continued to grow with agencies being added across the state. In FFY 2018, GOHS funded eighteen (18) agencies across the state where speed and impaired driving crashes and fatalities are consistently high. The Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2019.

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

Alcohol and Other Drug Countermeasures

Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs (funding 405 (f)). This includes but is not limited to: overseeing in-house grants and contracts, seeking and managing grants that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to providing training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public which will be available.

The State of Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2018 and FY 2019. The plan includes the following:

1. Strategic impaired driving enforcement which is designed to reach motorcyclist and motorist in geographic subdivisions that account for a majority of the state's population and half of the state's alcohol-related fatalities. Please see list of counties in the state ranked from highest to lowest in impaired driving related crashes for all vehicle types.
2. Three statewide impaired driving mobilizations that occur during the holidays of July 4th, Labor Day (September), and December holidays.
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies will participate in four impaired driving mobilizations by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2019.

The four (4) impaired driving mobilizations are as follows:

1. December 2018/New Year 2019
2. Thunder Task Force (Three Dates TBD)
3. July Fourth 2019
4. Labor Day 2019

Statewide Impaired Driving Mobilization

Georgia participates in three annual statewide mobilizations to combat impaired driving. These campaigns occur during the Fourth of July, Labor Day, and December holidays. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators and others. The 16 regional networks are instrumental in carrying out this statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia State Patrol.

Strategic Thunder Mobilizations

The Governor's Office of Highway Safety has established a taskforce consisting of state wide officers (H.E.A.T.), troopers and sheriff's deputies. The Governor's Office of Highway Safety (GOHS) "Thunder" taskforce is a specialized traffic enforcement unit designed to help Georgia communities combat unusually high amount of traffic crashes, injuries and fatalities. Their mission is to reduce highway deaths and serious injuries by changing the illegal driving behaviors of motorcyclist and motorists in the region through an increased law enforcement presence in those high crash corridors. The task force was established in 2007 and continues to be very effective in reducing highway crashes, injuries and deaths.

As you can see alcohol is also a significant risk factor for Georgia motorcycle riders. Every year since 1998, alcohol related motorcycle fatalities have been increasing in Georgia. According to the National Highway Traffic Safety Administration (NHTSA), in 2016, twenty-five percent (25%) of all fatally injured motorcycle riders had BAC levels of .08 g/dL or higher. Across the U.S., the percentage with BAC .08 g/dL or above was highest for fatally injured motorcycle riders among two age groups, 35-39 (38%), followed by 45–49 (37%). Nighttime single vehicle crashes are the most dangerous for impaired motorcycle riders. Fifty-five percent (55%) of those type crashes result in the death of a motorcyclist.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

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 2018, the Governor's Office of Highway Safety (GOHS) funded eighteen (18) 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 2019. 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.

Georgia will continue to fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired motorcycle crashes occurred in 2016. The chart below describes the FFY2018 grantees, grant amounts, counties represented, and the total fatalities, impaired driving fatalities, and motorcycle fatalities. Georgia plans to fund projects like HEAT again in 2019.

County	Grantee	Grant Amount	Total				Alcohol .08+				Motorcycle			
			2013	2014	2015	2016	2013	2014	2015	2016	2013	2014	2015	2016
Bartow	Bartow Co SO	101,348.18	17	21	29	26	4	8	6	4	2	3	4	10
Bibb	Bibb Co SO	25,096.39	31	23	21	28	6	6	6	3	2	3	4	1
Bulloch	DPS-Nighthawks		15	16	15	18	5	6	4	3	2	1	0	0
Burke	Burke Co SO	122,236.61	12	7	3	8	4	3	0	3	1	0	0	0
Chatham	Savannah PD	123,727.37	44	26	54	43	13	9	13	14	6	6	7	2
Cherokee	Cherokee Co SO	272,012.14	16	12	12	7	3	2	4	0	3	5	1	0
Clarke	Athens-Clarke Co PD	89,371.38	7	9	15	13	2	1	6	0	1	2	4	1
Coffee	Douglas PD	52,634.28	3	6	7	7	0	2	2	2	0	0	1	0
DeKalb	DeKalb Co PD	32,674.03	70	55	83	80	21	13	24	20	9	6	8	11
Dougherty	DPS- Nighwhawks		10	12	13	20	1	2	3	4	2	0	0	2
Douglas	Douglas Co SO	32,240.59	19	12	22	21	5	3	4	5	2	4	5	3
Forsyth	Forsyth Co SO	248,130.41	17	11	13	11	2	2	4	2	4	4	1	1
Fulton	DPS- Nighthawks		85	77	104	129	21	19	34	32	9	9	13	15
Glynn	Glynn Co PD	29,379.04	13	16	9	7	1	3	1	2	3	0	0	2
Gwinnett	DPS- Nighthawks		45	55	67	61	11	14	18	22	8	9	12	12
Habersham	Habersham Co. SO	61,994.07	7	5	9	12	1	3	4	4	1	1	1	1
Hall	Hall Co SO	127,830.12	17	21	33	31	8	4	9	8	0	4	4	4
Henry	Henry Co PD	32,475.84	26	26	29	26	6	8	5	8	2	4	3	1
Houston	Houston Co SO	132,166.90	9	8	11	17	2	1	2	5	0	2	2	3
Lowndes	Lowndes Co SO	106,894.53	7	13	18	17	0	2	4	4	1	0	1	2
Muscogee	DPS- Nighwhawks		14	17	14	27	5	4	5	6	1	5	1	6
Newton	Newton Co SO	126,920.76	18	7	18	21	4	2	8	2	1	0	1	1

Note- DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Dougherty
Fulton/Gwinnett- North Team, Chatham/Bulloch- South Team- Combined Funding $2,235,959.69
Muscogee/Bibb- Middle GA Team- Funding $907,446.45

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
AL-01	Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-02	Law enforcement will conduct 7,704 impaired driver contacts	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-04	Provide 32 training courses for prosecutors and police officers	
AL-05	Provide 18 educational events to the military.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-06	Conduct 3 Law Enforcement Recognition events	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-07	Hold 18 community events.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-08	Conduct 18 educational events.	
AL-09	Monitor 4 local county courts.	Alcohol Impairment: Detection, Enforcement and Sanctions
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

5.12.2.1 Planned Activity: Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.

Planned activity name	Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.
Planned activity number	AL-01
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State’s problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State’s problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under §

1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.

Enter intended subrecipients.

local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Paid Advertising (FAST)	$100,000.00	$25,000.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.2 Planned Activity: Law enforcement will conduct 7,704 impaired driver contacts

Planned activity name	Law enforcement will conduct 7,704 impaired driver contacts
Planned activity number	AL-02
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Law enforcement will conduct 7,704 impaired driver contacts with funds provided by GOHS

Enter intended subrecipients.

local and state law enforcement

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$102,488.97	$25,622.24	
2018	FAST Act NHTSA 402	Alcohol (FAST)	$75,000.00	$18,750.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.3 Planned Activity: Provide 32 training courses for prosecutors and police officers

Planned activity name	Provide 32 training courses for prosecutors and police officers
Planned activity number	AL-04
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Training will aid in the detection, apprehension and prosecution of impaired drivers.

Enter intended subrecipients.

Prosecuting Attorney's Office

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$340,391.00	$85,097.75	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.4 Planned Activity: Provide 18 educational events to the military.

Planned activity name	Provide 18 educational events to the military.
Planned activity number	AL-05
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct educational events on military bases across Georgia focused on impaired driving

Enter intended subrecipients.

Mother's Against Drunk Driving

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$45,547.82	$11,386.96	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.5 Planned Activity: Conduct 3 Law Enforcement Recognition events

Planned activity name	Conduct 3 Law Enforcement Recognition events
Planned activity number	AL-06
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Events will recognize law enforcement efforts to combat impaired driving. One event will be statewide and two events will be held locally.

Enter intended subrecipients.

Mother's Against Drunk Driving

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$45,547.82	$11,386.96	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.6 Planned Activity: Hold 18 community events.

Planned activity name	Hold 18 community events.
Planned activity number	AL-07
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

18 community events will be held to educate the citizens on the dangers of impaired driving.

Enter intended subrecipients.

Mother's Against Drunk Driving

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$45,547.82	$11,386.96	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.7 Planned Activity: Conduct 18 educational events.

Planned activity name	Conduct 18 educational events.
Planned activity number	AL-08
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Conduct 18 educational events to high schools students and their parents- Power of Parents and Power of Youth.

Enter intended subrecipients.

Mother's Against Drunk Driving

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$45,547.82	$11,386.96	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.12.2.8 Planned Activity: Monitor 4 local county courts.

Planned activity name	Monitor 4 local county courts.
Planned activity number	AL-09
Primary countermeasure strategy	Alcohol Impairment: Detection, Enforcement and Sanctions

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Monitoring the local courts and provide feedback when necessary and related to DUI cases.

Enter intended subrecipients.

Mother's Against Drunk Driving

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$45,547.82	$11,386.96	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.13 Program Area: Planning & Administration

Program area type	Planning & Administration

Will countermeasure strategies and planned activities be described in this plan to address the program area?

No

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

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 2016, there were 1,554 motor vehicle fatalities in the State of Georgia. This is a 8.5% increase in roadway fatalities in comparison to the previous year and a 10% decline from 2005 roadway fatalities. Four (4) counties in Georgia had no roadway fatalities in 2016. This same year (2016), there were 19,405 serious injures and 385,221 motor vehicle crashes in Georgia. The total number of motor vehicle crashes has increased by thirty-three percent (33%) since 2011. The number of roadway fatalities varied from 1994 to 2016, peaking in 2005 with 1,729 fatalities, and a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2016 Georgia experienced a fatality rate comparable to the 2008 rate, with 1.21fatalities per every 100 million vehicle miles traveled (VMT). The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities.

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 Public Health (DPH), 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.

Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PA-01	Planning and Administration	

5.13.1 Planned Activity: Planning and Administration

Planned activity name	Planning and Administration
Planned activity number	PA-01
Primary countermeasure strategy	

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Enter intended subrecipients.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
No records found.	

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Planning and Administration (FAST)	$611,726.00	$611,726.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
SC-02	Law enforcement will conduct 47,140 speed contacts.	
OP-01	Conduct four (4) statewide campaigns to promote occupant safety.	Short-term, High Visibility Seat Belt Law Enforcement
AL-01	Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-02	Law enforcement will conduct 7,704 impaired driver contacts	Alcohol Impairment: Detection, Enforcement and Sanctions
TSP-01	Provide funds to Georgia colleges to educate students on the dangers of impaired driving	
TSP-02	Provide funds to Georgia high schools to operate SADD (Students Against Destructive Decisions) programs	
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

Analysis

Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

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), Thunder Task Force, Traffic Enforcement Networks, and High Visibility Enforcement surrounding NHTSA campaigns including Click it or Ticket and Drive Sober or Get Pulled Over.

Problem Identification and Program Description

In 2016, the State of Georgia suffered 1,554 fatalities in motor vehicle crashes. Impaired driving killed 368 persons in those crashes, and unrestrained fatalities numbered 476. Two hundred and sixty-six (266) of the total 1,554 fatalities were related to speeding – a slight decrease from 2015. While this data is showing a slight decrease from 2015, the total number of traffic fatalities has steadily increased over the past two years. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state. Since then Georgia has continued to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities.

The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in “Countermeasures That Work: Eighth Edition, 2015” (CTW). Data throughout this Georgia’s Highway Safety Plan is in response to these countermeasures. Georgia will continue to participate in these programs which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T., (CTW, Chapter 1: pages 21-28)

Georgia has 42,955 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.

Enter explanation of the deployment of resources based on the analysis performed.

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 2017, the Governor's Office of Highway Safety (GOHS) funded eighteen (18) 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 2018. 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 fatalities, 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 often returns to the jurisdiction for a follow up visit and evaluation.

Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through 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 GOHS receives 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: GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. 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 showing that proper use of lap/shoulder seat belts 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 97.1%, 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. (Highway Enforcement of Aggressive Traffic) campaign: Over the previous five (5) years, on average 17% 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. 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.

Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).

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.

7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
Short-term, High Visibility Seat Belt Law Enforcement
Highway Safety Office Program Management
High Visibility Enforcement
High Visibility Cellphone/Text Messaging Enforcement
Communication Campaign
Child Restraint System Inspection Station(s)
Alcohol Impairment: Detection, Enforcement and Sanctions

HVE activities

Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.

HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

8 405(b) Occupant Protection Grant

Occupant protection information

405(b) qualification status:	High seat belt use rate State

Occupant protection plan

Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.

Program Area
Teen Traffic Safety Program
Police Traffic Services
Communications (Media)
Occupant Protection (Adult and Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).

Agencies planning to participate in CIOT

Agency
Fort Stewart Military Police
Adel Police Department
Alamo Police Department
Albany Police Department
Alma Police Department
Alpharetta Police Department
Alto Police Department
Americus Police Department
Aragon Police Department
Arcade Police Department
Ashburn Police Department
Athens-Clarke County Police Department
Attapulgus Police Department
Auburn Police Department
Avondale Estates Police Department
Bainbridge Public Safety Police Department
Baldwin Police Department
Barnesville Police Department
Baxley Police Department

Blackshear Police Department
Bloomingdale Police Department
Blue Ridge Police Department
Blythe Police Department
Boston Police Department
Braswell Police Department
Bremen Police Department
Brookhaven Police Department
Brooklet Police Department
Brunswick Police Department
Buchanan Police Department
Byron Police Department
Cairo Police Department
Calhoun Police Department
Camilla Police Department
Canton Police Department
Carrollton Police Department
Cartersville Police Department
Cave Spring Police Department
Cedartown Police Department
Centerville Police Department
Chamblee Police Department
Chatsworth Police Department
Chickamauga Police Department
Clarkesville Police Department
Clarkston Police Department
Claxton Police Department
Clayton Police Department
Cohutta Police Department
College Park Police Department
Columbus Police Department
Comer Police Department
Commerce Police Department
Conyers Police Department
Coolidge Police Department
Cordele Police Department
Cornelia Police Department
Covington Police Department

Dallas Police Department
Dalton Police Department
Danielsville Police Department
Darien Police Department
Davisboro Police Department
Dekalb County Police Department
Demorest Police Department
Dillard Police Department
Doerun Police Department
Doraville Police Department
Douglas Police Department
Douglasville Police Department
Dublin Police Department
Dunwoody Police Department
Eastman Police Department
Eatonton Police Department
Elberton Police Department
Emerson Police Department
Eton Police Department
Fayetteville Police Department
Fitzgerald Police Department
Flowery Branch Police Department
Floyd County Police Department
Forest Park Police Department
Forsyth Police Department
Fort Oglethorpe Police Department
Fort Valley Police Department
Franklin Police Department
Franklin Springs Police Department
Gainesville Police Department
Garfield Police Department
Glennville Police Department
Glenwood Police Department
Gordon Police Department
Greensboro Police Department
Greenville Police Department
Griffin Police Department
Grovetown Police Department

Guyton Police Department
Hampton Police Department
Harlem Police Department
Hartwell Police Department
Hazlehurst Police Department
Hepzibah Police Department
Hinesville Police Department
Hiram Police Department
Hoboken Police Department
Hogansville Police Department
Holly Springs Police Department
Homeland Police Department
Homerville Police Department
Irwinton Police Department
Ivey Police Department
Jefferson Police Department
Jesup Police Department
Jonesboro Police Department
Kennesaw Police Department
Kingston Police Department
LaFayette Police Department
LaGrange Police Department
Lake City Police Department
Lamar County Police Department
Lavonia Police Department
Leesburg Police Department
Lenox Police Department
Lincolnton Police Department
Louisville Police Department
Lumber City Police Department
Lumpkin Police Department
Lyons Police Department
Manchester Police Department
Marietta Police Department
Maysville Police Department
McCaysville Police Department
McDonough Police Department
McRae Police Department

Midville Police Department
Milan Police Department
Milledgeville Police Department
Monroe Police Department
Montezuma Police Department
Moultrie Police Department
Mountain City Police Department
Mt. Airy Police Department
Nahunta Police Department
Nashville Police Department
Nelson Police Department
Norman Park Police Department
Ocilla Police Department
Omega Police Department
Oxford Police Department
Peachtree City Police Department
Pelham Police Department
Pendergrass Police Department
Perry Police Department
Pine Lake Police Department
Polk County Police Department
Pooler Police Department
Port Wentworth Police Department
Poulan Police Department
Powder Springs Police Department
Ray City Police Department
Reidsville Police Department
Remerton Police Department
Richmond Hill Police Department
Rincon Police Department
Ringgold Police Department
Roberta Police Department
Rochelle Police Department
Rockmart Police Department
Rome Police Department
Rossville Police Department
Roswell Police Department
Royston Police Department

Sandersville Police Department
Sandy Springs Police Department
Sardis Police Department
Savannah Police Department
Screven Police Department
Senoia Police Department
Sky Valley Police Department
Smyrna Police Department
Snellville Police Department
Social Circle Police Department
Sparks Police Department
Sparta Police Department
Stillmore Police Department
Stone Mountain Police Department
Suwanee Police Department
Swainsboro Police Department
Tallapoosa Police Department
Tallulah Falls Police Department
Temple Police Department
Tennille Police Department
Thomasville Police Department
Thunderbolt Police Department
Tifton Police Department
Toccoa Police Department
Toomsboro Police Department
Tunnel Hill Police Department
Tybee Island Police Department
Tyrone Police Department
Union Point Police Department
Uvalda Police Department
Valdosta Police Department
Varnell Police Department
Villa Rica Police Department
Wadley Police Department
Warner Robins Police Department
Warrenton Police Department
Warwick Police Department
Watkinsville Police Department

Waverly Hall Police Department
Waynesboro Police Department
West Point Police Department
White Police Department
Whitesburg Police Department
Willacoochee Police Department
Winder Police Department
Winterville Police Department
Woodstock Police Department
Zebulon Police Department
Appling County Sheriff's Office
Atkinson County Sheriff's Office
Baldwin County Sheriff's Office
Banks County Sheriff's Office
Barrow County Sheriff's Office
Bartow County Sheriff's Office
Ben Hill County Sheriff's Office
Berrien County Sheriff's Office
Bleckley County Sheriff's Office
Burke County Sheriff's Office
Camden County Sheriff's Office
Catoosa County Sheriff's Office
Chattahoochee County Sheriff's Office
Chattooga County Sheriff's Office
Cherokee County Sheriff's Office
Clinch County Sheriff's Office
Cobb County Sheriff's Office
Cook County Sheriff's Office
Coweta County Sheriff's Office
Crawford County Sheriff's Office
Crisp County Sheriff's Office
Decatur County Sheriff's Office
Dekalb County Sheriff's Office
Dodge County Sheriff's Office
Douglas County Sheriff's Office
Echols County Sheriff's Office
Elbert County Sheriff's Office
Fannin County Sheriff's Office

Fayette County Sheriff's Office
Franklin County Sheriff's Office
Glascock County Sheriff's Office
Greene County Sheriff's Office
Gwinnett County Sheriff's Office
Habersham County Sheriff's Office
Hall County Sheriff's Office
Haralson County Sheriff's Office
Harris County Sheriff's Office
Heard County Sheriff's Office
Henry County Sheriff's Office
Houston County Sheriff's Office
Irwin County Sheriff's Office
Jackson County Sheriff's Office
Jefferson County Sheriff's Office
Lanier County Sheriff's Office
Liberty County Sheriff's Office
Lincoln County Sheriff's Office
Long County Sheriff's Office
Madison County Sheriff's Office
Marion County Sheriff's Office
McDuffie County Sheriff's Office
Meriwether County Sheriff's Office
Mitchell County Sheriff's Office
Morgan County Sheriff's Office
Murray County Sheriff's Office
Muscogee County Sheriff's Office
Newton County Sheriff's Office
Oconee County Sheriff's Office
Oglethorpe County Sheriff's Office
Pierce County Sheriff's Office
Polk County Sheriff Sheriff's Office
Pulaski County Sheriff's Office
Rabun County Sheriff's Office
Richmond County Sheriff's Office
Rockdale County Sheriff's Office
Screven County Sheriff's Office
Spalding County Sheriff's Office

Stephens County Sheriff's Office
Stewart County Sheriff's Office
Sumter County Sheriff's Office
Taliaferro County Sheriff's Office
Tattnall County Sheriff's Office
Terrell County Sheriff's Office
Thomas County Sheriff's Office
Tift County Sheriff's Office
Toombs County Sheriff's Office
Treutlen County Sheriff's Office
Trion Sheriff's Office
Turner County Sheriff's Office
Twiggs County Sheriff's Office
Union County Sheriff's Office
Walker County Sheriff's Office
Walton County Sheriff's Office
Ware County Sheriff's Office
Warren County Sheriff's Office
Washington County Sheriff's Office
Wayne County Sheriff's Office
Whitfield County Sheriff's Office
Wilcox County Sheriff's Office
Wilkes County Sheriff's Office
Wilkinson County Sheriff's Office
Motor Carrier Compliance Division
Georgia State Capitol Police
Georgia State Patrol Troop A
Georgia State Patrol Troop B
Georgia State Patrol Troop C
Georgia State Patrol Troop D
Georgia State Patrol Troop E
Georgia State Patrol Troop F
Georgia State Patrol Troop G
Georgia State Patrol Troop H
Georgia State Patrol Troop I
Albany State University Police Department
Columbus State University Police Department
Dalton State College Police Department

Georgia College St University Police Department
Georgia Southern University Police Department
Middle GA College Police Department
South GA College Police Department
University of West Georgia Police Department
Valdosta St. University Police Department

Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

The Governor's Office of Highway (GOHS) recognizes that law enforcement plays an important role in overall highway safety in the State. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 46,328 sworn law enforcement officers employed by a total of 909 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. The Governor's Office of Highway Safety (GOHS) continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket Mobilizations each fiscal year. During FFY2018, GOHS also coordinated the Click-It or Ticket Border 2 Border event. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during Regional Traffic Enforcement Network meetings and also communicated on the Georgia Traffic Enforcement Network (GATEN) list-serve to over 800 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click it or Ticket enforcement initiatives across the entire state. Jurisdictions that are over represented with unbelted fatalities are targeted with extra efforts and stepped up night time seat belt enforcement checkpoints. In addition to enforcement efforts during the two week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have been reduced every year for the past nine years and Georgia law enforcement recognizes that continued high visibility enforcement of seat belt and child safety seat violations are vital to this continued trend of traffic fatality reductions.

In Federal Fiscal Year (FFY) 2019, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) Traffic Enforcement Mobilization Campaigns planned:

- November 2018 which covers the Thanksgiving Holiday Period
- May 2019 which covers the Memorial Day Holiday Period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.

The inspection/fitting station list is maintained on the GOHS website at https://www.gahighwaysafety.org/campaigns/child-safety-seat-fitting-locations/

Child restraint inspection stations

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
Short-term, High Visibility Seat Belt Law Enforcement
Communication Campaign
Child Restraint System Inspection Station(s)

Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-01	Conduct four (4) statewide campaigns to promote occupant safety.	Short-term, High Visibility Seat Belt Law Enforcement
OP-02	Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors	
OP-03	Provide funds to conduct twenty-four (24) Child Passenger Safety Technician (CPST) Certification Courses	Child Restraint System Inspection Station(s)
OP-04	Provide funds to conduct thirty-three (33) Child Passenger Safety Technician (CPST) Recertification Courses	Child Restraint System Inspection Station(s)
OP-05	Conduct twenty-four (24) Continuing Education Unit (CEU) credit workshops	Child Restraint System Inspection Station(s)
OP-06	Provide funds to coordinate and conduct twenty (20) minority outreach presentations in	
OP-07	Provide funds so at least 150 of Georgia's 159 counties are provided mini-grants for child safety seats focused on minority and low-income families.	Child Restraint System Inspection Station(s)
OP-08	Conduct 8 courses to EMS providers titled "Transporting children safely in Ambulances."	
OP-09	Provide funds to law enforcement agencies to conduct 7,800 occupant protection contacts.	Short-term, High Visibility Seat Belt Law Enforcement
OP-10	Host one Child Passenger Safety Caravan during National Child Passenger Safety Week.	Short-term, High Visibility Seat Belt Law Enforcement
OP-11	Provide funds to law enforcement agencies to conduct 37 local seatbelt surveys.	Short-term, High Visibility Seat Belt Law Enforcement
OP-12	Distribute 4,120 child safety seats	Child Restraint System Inspection Station(s)
OP-13	Conduct Georgia's annual seatbelt survey	Short-term, High Visibility Seat Belt Law Enforcement
OP-14	Conduct 80 outreach events in occupant protection	

Enter the total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events:	283

Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.

Populations served - urban	146
Populations served - rural	137
Populations served - at risk	218

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
Short-term, High Visibility Seat Belt Law Enforcement
Communication Campaign
Child Restraint System Inspection Station(s)

Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-01	Conduct four (4) statewide campaigns to promote occupant safety.	Short-term, High Visibility Seat Belt Law Enforcement
OP-02	Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors	
OP-03	Provide funds to conduct twenty-four (24) Child Passenger Safety Technician (CPST) Certification Courses	Child Restraint System Inspection Station(s)
OP-04	Provide funds to conduct thirty-three (33) Child Passenger Safety Technician (CPST) Recertification Courses	Child Restraint System Inspection Station(s)
OP-05	Conduct twenty-four (24) Continuing Education Unit (CEU) credit workshops	Child Restraint System Inspection Station(s)
OP-06	Provide funds to coordinate and conduct twenty (20) minority outreach presentations in	
OP-07	Provide funds so at least 150 of Georgia's 159 counties are provided mini-grants for child safety seats focused on minority and low-income families.	Child Restraint System Inspection Station(s)
OP-08	Conduct 8 courses to EMS providers titled "Transporting children safely in Ambulances."	
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OP-12	Distribute 4,120 child safety seats	Child Restraint System Inspection Station(s)
OP-13	Conduct Georgia's annual seatbelt survey	Short-term, High Visibility Seat Belt Law Enforcement
OP-14	Conduct 80 outreach events in occupant protection	

Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes	61
Estimated total number of technicians	275

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

Meeting Date
10/11/2017
11/29/2017
1/10/2018

Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator:	vacant
Title of State's Traffic Records Coordinator:	vacant

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

Harris Blackwood, Director Governor's Office of Highway Safety Area: TRCC Management	Russell McMurry, Commissioner Department of Transportation Area: Crash, Roadway
Colonel Mark McDonough, Commissioner Department of Public Safety Area: Crash, Citation/Adjudication	Spencer Moore, Commissioner Department of Driver Services Area: Driver
Carmen Hayes, Ex-Officio Regional Administrator National Highway Traffic Safety Administration	Rodney Barry, Division Administrator Federal Highway Administration Area: Vehicle, Roadway
Clinton Seymour, Division Administrator Federal Motor Carrier Safety Administration	Christopher Tomlinson, Executive Director Georgia Regional Transportation Authority

Area: Vehicle	Area: Vehicle, Roadway
Dr. Patrick O'Neal, Commissioner Director of Health Protection Area: EMS/Injury	Lisa Dawson, Director Injury Prevention Section Area: EMS/Injury
Douglas R. Hooker, Executive Director Atlanta Regional Commission Area: Roadway, Vehicle	Lamar Norton, Executive Director Georgia Municipal Association Area: Roadway, Vehicle
Ross King, Executive Director Association of County Commissioners of Georgia Area: Roadway, Vehicle	Lynne Riley, Commissioner Department of Revenue Area: Vehicle
J. Terry Norris, Executive Director Georgia Sheriffs Association Area: Crash, Citation/Adjudication	Frank Rotondo, Executive Director Georgia Association of Chiefs of Police Area: Crash, Citation/Adjudication
Craig Young Brain & Spinal Injury Trust Fund Commission Area: Injury/EMS	Charles Spahos, Executive Director Prosecuting Attorneys Council Area: Citation/Adjudication
Robert Bolden, Vice President Data Services Georgia Hospital Association Area: Crash, Injury/EMS	Cynthia Clanton, Director Administrative Office of the Courts Area: Citation/Adjudication

State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded
No documents uploaded to GMSS

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required

under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

Test Data Linkage Tools Update

DPH/EMS has tested WinPure and Linkage Wiz with simulated and real Georgia data for MITRE. There were pro and cons for each linkage software. MITRE have submitted initial draft of the *Linked Information for Nonfatal Crash Surveillance (LINCS) Guide* and edits by Georgia are due by April 2nd. It will not go out to the whole group and those who want to examine it contact Denise. Also Linksolve was about $3,500 for the initial software.

IPRCE/Emory Update

Emory University gave the update that there was work related to the distract driving law proposal. Bob Dallas has various things going on related to that. These are continuing to work on the impaired driving analysis, looking into the hospital reports, looking into impaired pedestrians, bicycles and motorists. About 28% of pedestrians treated in the ED are .08 whereas drivers are less. How often are we missing other drugs with which are testing. There needs to be a review for drugs administered from pre-hospital EMS. Fatalities are in a separate file. They also working on spatial analysis for pedestrian and bicycle crashes, initially worked with GDOT. Emory/IPRCE is working on our CDC injury center application and will need letters of support

Data Updates

The new crash report and crash updates. Crash reports being held up by SunGuard and Smart Cop has not fully deployed to law enforcement. SmartCop, software update for GSP taking a long time and that is the priority. Hopefully we can get them on board. David will be giving an update at the April 17th SHSP executive meeting. The 2017 fatalities have not be closed out and finalized.

Most EMS consultants have finished rolling out their services. NEMSIS data sat, owned by NHTSA went from 425 elements to over 700 elements, We allow no “nil”. Includes demographic data for services and some registry fields. 2.2 million records in 2016 and a little lower in 2017. 60% of that is emergency medical transport. Includes neonatal transport. Got 405c funding and got funding to host our own data mart. They have a reporting tool that we do not like. Reporting against live data. Second silo that is 40 minutes old. We will be using Click and not Tableau which is similar. Want to figure out how to connect and link, stroke, stemi, and trauma registries.

Trauma sent in their update that the final download of 2017 data is due March 31st. Prepared injury data analysis reports for 2015 and 2016 data sets. If interested, please contact Danlin for a copy of the reports.

Death data will be finalized in March. The Hospital discharge data and ED are waiting for preliminary 2017 data from GHA. Denise brought up that with the coding change from ICD 9 and ICD 10. The STIPDA guidelines was using the ICD 9 codes. This has not been updated and the discussion of place code, which is pulled out for the first valid ecode. This has reduced the numbers up on OASIS. We will be investigating the place code. Ernie said that the new ICD 10 codes were brought up in the NEMSIS data managers group. There is a place of injury code, in GA we will use top level code for place.

In FY 2018, the Georgia Office of EMS and Trauma (SOEMS) has used the funds from the GOHS grant to implement the transition from version 2.2 of the NEMSIS EMS Data Standard to V 3.4. As of the end of June 2018, approximately 45% of the 411 licensed EMS agencies are submitting their EMS run data to GEMSIS which is then sent on to NEMSIS, the National EMS Database (funded by NHTSA). The NEMSIS V 3.4 database currently has over 600,000 EMS responses in it from Georgia. We are also using the funding to establish a Georgia EMS Data Mart, which will be a data repository of all EMS runs from V 3.4 GEMSIS in a standard database format that will allow for connections to other data sets in the future such as the Georgia Trauma Registry, Georgia Cardiac Registry, Coverdell Acute Stroke Registry and even to crash data.

In FFY 18, the GUMVAR, the latest version of the MMUCC Complaint crash report was implemented across a number of software vendors through the grant. At this point, four vendors have not participated, despite offers of payment through the grant. It is apparent that some of them may be leaving the law enforcement software business.

Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
AL-01	Conduct three (3) waves of statewide enforcement with the “Drive Sober or Get Pulled Over.” campaign.	Alcohol Impairment: Detection, Enforcement and Sanctions

AL-02	Law enforcement will conduct 7,704 impaired driver contacts	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-03	Train 1,050 law enforcement officers in impaired driving- both alcohol and drug related	
AL-04	Provide 32 training courses for prosecutors and police officers	
AL-05	Provide 18 educational events to the military.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-06	Conduct 3 Law Enforcement Recognition events	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-07	Hold 18 community events.	Alcohol Impairment: Detection, Enforcement and Sanctions
TRCC-01	Fund agencies working on the submission of records electronically.	
TRCC-02	Fund law enforcement agencies with updated computers.	

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Quantitative improvement

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.

In FY2019, SOEMS will be working towards getting 100% of all EMS agencies in Georgia reporting V3.4 data to GEMSIS. Part of this process will involve analyzing the data for accuracy and validity, and educating the EMS community on the importance of accurate, valid and timely data. To that end, SOEMS is in the process of partnering with Biospatial, which is part of the National Collaborative for Bio-Preparedness. This partnership will provide additional ways to visualize both V 2.2 and V 3.4 Georgia EMS data, including Opioid overdoses, as well as the linkage of traffic and EMS records via an MVC dashboard.

The purpose of GECPS Outreach is to provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; to train and educate courts on the GECPS system for this purpose. This program is based on statics that show the following: numbers from courts error messages, it drivers and commercial drives whether updates have been submitted to the courts. The GECPS system's error rate has decreased from the start of the initiation of the grant. As of May 2018, the error rate has decreased to 3%. The phone calls for assistance has decreased showing that the training has been effective. In conjunction to those highlights, Driver Services' IT has accomplished the following: Real Time interface—held meeting with Administrative Office of the Courts (AOC) to discuss the scope of the real-time changes; Conducted research concerning reasons for the three error codes that will be addressed in the initial research; Court Admin role—held meeting with DDS ISO to get approval for design; worked on modifications to screen designs and workflows following meeting; began working on development. The implementation guide is being updated by GECPS IT personnel. The new guide will include recent system updates and some previously-undocumented processes and procedures for GECPS. Activity: Partner with court technical personnel and court software vendors to facilitate use of the GECPS system. Expand the testing and validation process for new courts and court vendors as they apply for certification to DDS. Continued working on creating testing bank for specific errors; Prepared documentation for GECPS team. The grantee has a total of (7) activities to complete by September 30th, 2018. As this current time the grantee has completed 68% of all activities listed within the grant. Six of the activities has a total goal set at (12) per each activity and those are: technical assistance and trainings (8 out of 12) completed, editing to education materials (8 out of 12) completed, implementation of guides for courts (8 out of 12) completed, AOC interface development (8 out 12) completed, maintenance of GECPS system (8 out of 12) completed, Partnerships and facilitations of GECPS system (8 out of 12) completed. Driver Services has already met the goal for Regional Conferences presentations and Trainings (4 out of 4) completed. Within the application for FFY19, Georgia Department of Driver Services will continue to strive in providing a secure and accurate methods of electronic transmission of conviction data. No adjustments have been made to the goals set for the activities and all activities will remain the same as presented within the current grant executed with FFY2018.

Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the

comparable 12-month baseline period.

Documents Uploaded
No documents uploaded to GMSS

State highway safety data and traffic records system assessment

Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.

Date of Assessment:

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

10 405(d) Impaired Driving Countermeasure Grant

Impaired driving assurances

Impaired driving qualification - Low-Range State

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

11 405(e) Distracted Driving

Sample distracted driving questions

Enter sample distracted driving questions from the State's driver's license examination.

MasterExamNm	Active	Question
CDL General Knowledge	Y	If you react _____ slower because of a distraction, a chance of a crash can double.
Non Commercial Class B	Y	When you notice a distracted driver that is traveling at inconsistent speeds and who appears to be preoccupied with talking on a cell phone you should:
CDL General Knowledge	Y	Which of the following can keep you from being distracted while you drive?
Non Commercial Class A	Y	When you notice a distracted driver that is traveling at inconsistent speeds and who appears to be preoccupied with talking on a cell phone you should:
CDL General Knowledge	Y	How can you identify a distracted driver?:

Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:	Primary Offense
Date Enacted:	7/1/2010
Date Amended:	7/1/2018

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

Prohibition on texting while driving.

- Prohibition on texting while driving.
  - 40-6-241
- Definition of covered wireless communication devices.
  - 40-6-241
- Minimum fine of at least $25 for an offense.

Click Add New to provide legal citations for exemption(s) to the State's texting ban.

Citation	Amended Date
40-6-241	7/1/2018

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:	Primary Offense
Date Enacted:	7/1/2010
Date Amended:	7/1/2018

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

Prohibition on youth cell phone use while driving.

- Prohibition on youth cell phone use while driving.
  - 40-6-241
- Definition of covered wireless communication devices.
  - 40-6-241
- Minimum fine of at least $25 for an offense.

Click Add New to provide legal citations for exemption(s) to the State's youth cell phone use ban.

Citation	Amended Date
40-6-241	7/1/2018

12 405(f) Motorcyclist Safety Grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	No
Motorcyclist awareness program	Yes
Reduction of fatalities and crashes	No
Impaired driving program	Yes
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	No

Motorcyclist awareness program

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency:	Driver Services, Georgia Department of
State authority name/title:	Mr. Spencer R. Moore, Commissioner

CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.

Select one or more performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,652.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	24,324.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	478.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	6.0

Enter the counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle. Such data shall be from the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.

County or Political Subdivision	# of MCC involving another motor vehicle
FULTON	324
COBB	221
DEKALB	220
GWINNETT	201
CHATHAM	114

RICHMOND	77
CLAYTON	72
MUSCOGEE	64
HENRY	57
CHEROKEE	55
HALL	52
HOUSTON	46
DOUGLAS	44
BARTOW	40
CLARKE	40

Enter total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.

Total # of MCC crashes involving another motor vehicle:	2516

Submit countermeasure strategies that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select countermeasure strategies to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
Communication Campaign
Alcohol Impairment: Detection, Enforcement and Sanctions

Submit planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select planned activities to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
AL-01	Conduct three (3) waves of statewide enforcement with the "Drive Sober or Get Pulled Over." campaign.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-02	Law enforcement will conduct 7,704 impaired driver contacts	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-03	Train 1,050 law enforcement officers in impaired driving- both alcohol and drug related	
AL-04	Provide 32 training courses for prosecutors and police officers	
AL-05	Provide 18 educational events to the military.	Alcohol Impairment: Detection, Enforcement and

		Sanctions
AL-06	Conduct 3 Law Enforcement Recognition events	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-07	Hold 18 community events.	Alcohol Impairment: Detection, Enforcement and Sanctions
AL-09	Monitor 4 local county courts.	Alcohol Impairment: Detection, Enforcement and Sanctions
CP-03	Provide highway safety informational publications	
CP-04	Participation in the Strategic Highway Safety Plan Task Teams	
CP-08	Georgia will host the 2019 GOHS Highway Safety Conference.	
Motorcycle-01	Communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan areas of Georgia.	
motorcycle-02	Provide funds to schedule and coordinate 30 motorcycle outreach events	
motorcycle-03	Utilize all Department of Driver Service Centers for disseminating literature to target audiences.	
motorcycle-04	Develop and promulgate a Public Service Announcement (PSA) designed to educate about motorcycle safety	
motorcycle-05	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.	
motorcycle-06	Provide funds to conduct one Annual Update / Professional Development for Department of Driver Services Rider Coaches.	
PT-02	To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.	
PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

Impaired driving program

Select one or more performance measures and corresponding performance targets developed to reduce impaired motorcycle operation. Each performance measure and performance target shall identify the impaired motorcycle operation problem area to be addressed. Problem identification must include an analysis of motorcycle crashes involving an impaired operator by county or political subdivision.

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	478.0

Submit the countermeasure strategies demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name

Communication Campaign
Alcohol Impairment: Detection, Enforcement and Sanctions

Submit the planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

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PT-02	To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.	

PT-06	Fund H.E.A.T. (Highway Enforcement of Aggressive Traffic) Projects	High Visibility Enforcement

Enter counties or political subdivisions with motorcycle crashes (MCC) involving an impaired operator. Such data shall be from the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.

County or Political Subdivision	# of MCC involving an impaired operator
GWINNETT	11
COBB	8
CHATHAM	7
BARTOW	5
CLAYTON	5
LIBERTY	4
CARROLL	3
CHEROKEE	3
CLARKE	3
FANNIN	3
FULTON	3
HENRY	3
MUSCOGEE	3
RICHMOND	3
BANKS	2
BARROW	2
CATOOSA	2
DAWSON	2
FORSYTH	2
HALL	2
HOUSTON	2
LUMPKIN	2
MURRAY	2
SPALDING	2
STEPHENS	2
THOMAS	2
BERRIEN	1
BIBB	1
CAMDEN	1
COLUMBIA	1
COWETA	1
DOUGHERTY	1
DOUGLAS	1

EFFINGHAM	1
GRADY	1
GREENE	1
JACKSON	1
MACON	1
MCINTOSH	1
MORGAN	1
NEWTON	1
OCONEE	1
PAULDING	1
PICKENS	1
PIERCE	1
POLK	1
STEWART	1
SUMTER	1
TIFT	1
TROUP	1
UPSON	1
WAYNE	1
WHITFIELD	1
RABUN	2

Enter total number of motorcycle crashes involving an impaired operator.

Total # of MCC involving an impaired operator	117

13 405(h) Nonmotorized

Nonmotorized information

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

14 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded
Certification & Assurances for FY 2019 Highway Safety Grants.pdf