

15	Assess effectiveness of Super Speeder law and consider expansion so it applies to people speeding on roads posted with speed limits below 55 mph.	Education
16	Engage a law enforcement officer with the bicycle task team to assist with a broader enforcement campaign. Offer a small number of competitive grants to police agencies to implement a pilot 3 feet passing law awareness and enforcement program.	Education
17	Provide annual bicyclist summits or trainings targeting transportation and public health professionals, elected officials, advocates and others.	Enforcement
18	Develop short videos (in the style of public service announcements) explaining bicycle related laws for law enforcement offices to be shown in between officer shifts.	Education / Enforcement
OBJECTIVE 4: Establish and allocate funding streams needed to achieve all strategies.		
19	Document current allocation of HSIP, STP Urban, and 402 funds that are going to bicycle safety education and infrastructure improvements.	Engineering
20	Use 'Share the Road' tag revenues and a percentage of the state's HSIP allocation that meets or exceeds the percentage of bicyclist highway fatalities from the previous calendar year to annually fund bicycle safety outreach and education provided by established nonprofit organizations, including Georgia Bikes, BikeAthens, Savannah Bicycle Campaign, the Atlanta Bicycle Coalition, and governmental agencies.	Education

VEHICLE TYPE

The vehicle type crash factor includes the heavy truck task team and the motorcycle task team.

i. Heavy Trucks

The Department of Public Safety (DPS) is the lead agency for the Motor Carrier Safety Assistance Program (MCSAP) in Georgia. The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for the implementation of, and compliance with, the MCSAP guidelines in the state of Georgia.



It is the mission of this agency to reduce the number of fatal and injury related crashes on Georgia's highways by the effective and fair regulations of the commercial motor carrier industry and to raise awareness of the general public about sharing the roads safely with commercial motor vehicles.

Georgia is currently ranked 5th in the nation for federally reportable crashes. A federally reportable crash is identified as one where a fatality, injury or tow-away is involved. By implementing the plans set forth in the 2015 Commercial Vehicle Safety Plan, the Motor Carrier Compliance Division's goal is to reduce the fatal crash rate by the end of FY 2015 by .02. We will continue our goal of improving the quality of our data so that proper identification can be made of high risk carriers, drivers, vehicles and highways within the State.

The State is divided into nine geographic regions and one administrative region. The administrative region is comprised of the Safety Compliance Unit. The Safety Compliance unit consists of the Compliance Review division and the School Bus Safety division. Compliance reviews are conducted to investigate potential safety violations and complaints on motor carriers. The results of the review may result in enforcement action. Georgia law requires that each school bus that is owned or operated by a state, county or municipal government, or under contract by any independent school system be inspected annually to ensure safe operating conditions. Approximately 20,000 school buses are inspected per year and if no defects are found, the school bus is put in service to transport children. In addition, The Motor Carrier Compliance Division patrols the HOV and "HOT" lanes in metro Atlanta.

As identified in the 2015 CVSP, the M CCD will increase speed enforcement utilizing speed detectors (LIDARS) especially in identified high crash corridor and rural routes areas. In addition, perform screening for impaired driving and occupant protection and will continue our public information and outreach programs designed to educate the general public and motor carriers regarding driving safety on Georgia's highways.

The Motor Carrier Compliance Division of the Georgia Department of Public Safety, currently employs 242 officers, 228 of those officers are certified to conduct driver vehicle inspections on motor carriers and drivers of commercial motor vehicles. We have 50 civilian weigh masters who perform size and weight functions at nineteen permanent inspections across the State. The inspection stations are located on major interstates or highways. The inspection stations operate under the dual purpose of enforcing laws and regulations pertaining to size and weight of commercial motor vehicles as well as performing driver vehicle inspections. Currently we have 102 mobile units that patrol the interstates, highways and rural route areas of the State. Such patrolling activities are performed with the specific intent of targeting for inspections those commercial motor vehicles with obvious driver, vehicle or hazardous material violations or those observed committing serious traffic violations such as speeding, following too close, reckless driving or other driving behaviors which may endanger the motor public. Many of these officers also carry portable scales in their vehicles and can perform size and weight enforcement in conjunction with their MCSAP inspections.

MCCD officers conduct at a minimum 70,000 driver vehicle inspections per year. With all the available weigh measures available, the MCCD conducts over 14,000,000 weigh activities per year.

Legislation was passed this year in HB 753 Code Section 32-6-5 requiring a commercial motor vehicle operator during inclement weather conditions to affix tire chains to at least two of the drive wheel axles. A fine of up to \$1,000.00 may be received for a vehicle causing an accident or blocking the flow of traffic if the driver does not comply with the access restrictions or equipment requirements. In addition, amendment of Code Section 40-6-51 prohibits motor vehicles with more than six wheels and commercial motor vehicles from driving on any portion of Interstates 20, 75, 85 and Georgia Highway 400 located inside the arc of I-285, unless picking up or delivering a shipment, traveling to or from the motor carrier's terminal facility, traveling to a repair facility or traveling to or from the operator's residence.

ii. Motorcycles

Program Goals: To reduce the count of un-helmeted motorcyclists fatalities from 8 in calendar year 2012 to 7 in calendar year 2015.

Problem Identification and Program Justification

Motorcycles are an increasingly popular means of transportation. Motorcycle registrations increased 7% during 2012 over the number of registrations in 2011. We partially attribute this increase to the current economic situation and the fact that people were trying to find less expensive ways to commute.



In 2012, there were 3,052 crashes involving motorcycles. Of these, 134 riders were killed on the roadways of Georgia. We feel many contributing factors are involved however the main ones include alcohol, speed, distraction, and rider inexperience.

Nationally, motorcycle fatalities have decreased 15% from 2008 when there were 5,312 rider deaths. The problem is that in 2006, motorcycle deaths accounted for 7.9% of the overall traffic deaths. In 2012, motorcyclists accounted for 11 percent of all traffic fatalities and 6 percent of all occupants injured.

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

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

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

Motorcyclists may not be aware that they lack the specialized skills to operate a motorcycle safely. Unlicensed riders may continue to ride under either a 'perennial permit' or with no endorsement at all and lack the basic skills needed to operate a motorcycle safely.

In Georgia during the 2012 calendar year, over 50 percent of all motorcyclist fatalities occurred in metropolitan areas including Atlanta, Gainesville, Augusta, Savannah, and Columbus. According to Fatality Analysis Reporting System (FARS) data, Fulton County had the highest number of motorcycle fatalities with 12 in 2012. As of June 30, 2012 Georgia had experienced over 65 motorcycle fatalities. Unfortunately at the end of 2011, Georgia did have an increase in motorcycle fatalities over 2010. Unhelmeted 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.

The 2012 data shows there were 201,207 registered motorcycles in Georgia. There were 59,196 more registrations in 2012 than in 2005; however fatality rate was lower than it was in 2005. The motorcycle fatality rate (as shown in the table below) varies between 64.99 fatalities per 100,000 registered motorcycles (minimum) in 2010 to the high 94.64 fatalities per 100,000 registered motorcycles in 2008 (maximum).

Motorcycle Fatalities per 100,000 Registered Motorcycles 2005-2011

Year	Motorcyclist Fatalities	Registrations	Motorcyclist Fatalities per 100,000 Motorcycle Registrations
2008	178	188,072	94.64
2009	140	197,171	71
2010	128	196,958	64.99
2011	150	199,620	75.14
2012	134	201,207	66.6

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

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year through 2008, alcohol related motorcycle fatalities showed a steady increase in Georgia. According to Fatality Analysis Reporting System in 2012, 29 of the 134 (22%) fatal motorcycle crashes in Georgia involved alcohol either from the rider or the other vehicle's driver.

Georgia has an alcohol reporting rate of 43% -- 43% of all drivers involved in fatal crashes were tested for alcohol consumption with recorded BAC. In Georgia, 1676 drivers were involved in fatal crashes, and 713 drivers were tested. The highest alcohol testing occurred among the fatally injured (64%), followed by Non-incapacitating Evident Injured drivers (31%).

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

Year		Surviving Drivers/Motorcycle Rider		Killed Drivers/Motorcycle Rider		Total Drivers/Motorcycle Rider	
		Total	With BAC Results Reported to FARS	Total	With BAC Results Reported to FARS	Total	With BAC Results Reported to FARS
2008	Georgia	1,037	204	1,022	574	2,059	778
	US	26,162	7,656	24,254	18,415	50,416	26,071
2009	Georgia	890	184	865	513	1,755	697
	US	23,502	7,188	21,835	16,753	45,337	23,941
2010	Georgia	880	190	806	501	1,686	691
	US	23,527	7,927	21,072	16,405	44,599	24,332
2011	Georgia	847	226	842	507	1,689	733
	US	23,025	7,484	20,815	15,846	43,840	23,330
2012	Georgia	883	184	793	470	1,676	654
	US	23,943	6,653	21,394	14,792	45,337	21,445

Source: FARS 2008-2012

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

Target Population

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

FFY 2015 Performance Objectives

- Objective 1: To decrease the total number of motorcycle crashes
- Objective 2: To reduce motorcyclists fatalities by 1.8% from 137 (2010-2012 average) to 135 (2013-2015 average) in 2015.

FFY 2015 Key Performance Measures

- To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.
- To decrease the number of traffic injuries below the 2012 calendar base year average of 115,619 to 112,256 by 2015.
- To reduce alcohol impaired driving fatalities by 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015.
- To reduce motorcyclists fatalities by 1.8% from 137 (2010-2012 average) to 135 (2013-2015 average) in 2015.
- To reduce the count of un-helmeted motorcyclists fatalities from 8 in calendar year 2012 to 7 in calendar year 2015.

Strategies

To help achieve these goals, the communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia. These metropolitan areas include: Atlanta, Gainesville, Augusta, Savannah, and Columbus, where a majority of the fatalities occurred in 2012.

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

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

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

- Develop Motorcycle Safety Task Team vision, mission, logo.
- Create and disseminate effective communication and outreach campaigns to increase motorist's awareness.
- Provide more instructors and training facilities to meet demand and geographical accessibility.
- Encourage proper licensed Riders. (RST)
- Develop and promulgate a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
- Create and disseminate effective educational and awareness communications to riders on how alcohol and other drugs affect motorcycle operator skills.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Georgia Motor Safety Program (GMSP) throughout the state. The Department of Driver Services (DDS) and Governor's Office of Highway Safety (GOHS) web site will also be used to promote the program.
- Promote the Share the Road campaign.
- Utilize strategies identified within the Department of Public Safety Motorcycle Fatalities Reduction Plan.
- Organize and conduct a timely Georgia Motorcycle Safety Program Assessment.
- Develop and implement motorcycle safety "FAST."
- Recruit private industry partnerships; insurance, medical, safety, and others.

Adopted by the Safety Program Leadership Executive Board, June 26, 2014:

Project Title:

"Intersection" Motorcycle Training Program for High School Students

Lead Agency: Blue Knights Law Enforcement Motorcycle Club

Partners: SHSP Task Team organizations, Troup County School System, Motorcycle Safety Foundation (materials)

Project Director/Contact: Lt. Bob Awtrey, Blue Knights, Pine Mountain, GA

Project Description: In Troup County, Georgia in the Fall of 2012, a member of the Troup County School System, Dr. Sue Duggan and Troup County Sheriff James Woodruff, approached Blue Knights GA XVIII Chapter regarding the distribution and instruction, on a volunteer basis, of a newly developed program by the MSF, "Intersection", into the Troup County School System, particularly the three high schools in the county. Beginning Spring, 2013 and continuing through Spring of 2014, 312 high school students have received the program, during the school day as a substitute curriculum item for Standard H I. The program consists of a 50 minute session, with an introduction, presentation of a 15 minute video program and a question and answer session. This program of instruction was developed by the Motorcycle Safety Foundation (MSF) and has been approved by the Troup County and Georgia Departments of Education for inclusion in the 2014-2015 school years.

Project Purpose: To introduce a program of instruction on safe and effective motorcycling and the recognition of motorcycles on the roadways to High School Students and other members of the school community (teachers, PTO, etc.). Through proper instruction, from a recognized motorcycle safety organization, this is intended to provide better recognition, awareness and appreciation for motorcycles and the motorcycling public on the highways of Georgia and assist with other programs to reduce the annual injuries and fatalities in the State.

Milestones: This program will be taught in the spring and fall of each school year, to all students in the 10 and 11 grades.

Performance Measures and Goals:

Performance Measure	Benchmark	2014	2015	2016
Number of Students and and Adult contacts	225	225	250	300
Estimated Costs/Year	\$	450.	500.	600.

▶ Total Three Year Program Costs: \$1,550.00

Project Budget by Funding Source: \$2/student. Funding sources are possibly a number of private (Insurance Company, i.e.) and GOHS and DOT June 26, 2014

Project Title:

“Intersection” Motorcycle Training Program for High School Students Expanded

Lead Agency: Blue Knights Law Enforcement Motorcycle Club

Partners: SHSP Task Team organizations, Troup County School System, Motorcycle Safety Foundation (materials)

Project Director/Contact: Lt. Bob Awtrey, Blue Knights, Pine Mountain, GA

Project Description: This proposal would expand a pre-existing program of instruction, “Intersection” Motorcycle Training Program for High School Students, to a number of high incident population counties in Georgia. The program consists of a 50 minute session, with an introduction, presentation of a 15 minute video program and a question and answer session. The program consists of distribution and instruction, on a volunteer basis, of a newly developed program by the MSF, “Intersection.” This program of instruction was developed by the Motorcycle Safety Foundation (MSF) and has been approved by the Troup County and Georgia Departments of Education for inclusion in the future. Specifically, the suggested counties are Cobb, Gwinnett, Fulton and Chatham, which are among the highest number of motorcycle injuries and fatalities in the State.

Project Purpose: To Introduce a program of instruction on safe and effective motorcycling and the recognition of motorcycles on the roadways to High School Students and other members of the school community (teachers, PTO, etc.). Through proper instruction, from a recognized motorcycle safety organization, this is intended to provide better recognition, awareness and appreciation for motorcycles and the motorcycling public on the highways of Georgia and assist with other programs to reduce the annual injuries and fatalities in the State

Milestones: This program will be taught in the spring and fall of each school year, to all students in the 10 and 11 grades.

Performance Measures and Goals:

Performance Measure	Benchmark	2014	2015	2016
Number of Students and and Adult contacts (estimated)	1500	1500	1750	2000
Estimated Costs/Year	\$	3,000	3,000	4,000

▶ Total Three Year Program Costs: \$10,000.

Project Budget by Funding Source: \$2/student. Funding sources are possibly a number of private (Insurance Company, i.e.) and GOHS and DOT.