GEORGIA HIGHWAY SAFETY PLAN

PREPARED BY THE

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

Revision 7 – September 27, 2021

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GEORGIA'S ANNUAL HIGHWAY SAFETY PLAN

Under the Authority and approval of Governor Brian P. Kemp, the Governor's Office of Highway Safety (GOHS) produces the annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA).

Georgia's Highway Safety Plan is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan and includes a wide variety of proven strategies and new and innovative countermeasures. The Highway Safety Plan is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state, and county level crash data along with other information, such as safety belt use rates, are used to ensure that the planned projects are data driven with focus on areas of greatest need. All targets and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.

MISSION STATEMENT

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

Our number one goal is to reduce the number of crashes, injuries and fatalities on Georgia's roads and to provide highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on our streets and highways.

The history of GOHS follows that of highway safety in the USA as a whole. In 1966, 50,894 people were killed in motor vehicle crashes in the U.S. and the rate of fatalities per 100 million miles of travel was 5.5. It was projected that, over a 9-year period, the number of fatalities would increase to 100,000 a year if Congress did not do anything to address the problem. Taking heed of these dire predictions, Congress enacted the Highway Safety Act of 1966. This legislation created a unique partnership among federal, state and local governments to improve and expand the nation's highway safety activities.

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally-funded highway program.

We design all of our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority and we must persuade all Georgians to adopt a similar goal.

LEGISLATIVE UPDATES

The 2020 Georgia General Assembly was delayed by three months due to the COVID-19 pandemic. When the legislature returned to finish their session on June 15th, their top priority was passing a budget

by the start of the 2021 state of Georgia fiscal year on July 1. The session ended on June 26 and the Governor now has 40 days to review all legislation to determine if he will sign or veto.

The Georgia General Assembly did pass legislation that permanently revokes the Class A Commercial Motor Vehicle license for any person convicted of a sexual trafficking crime. This legislation goes to the Governor.

The House and Senate also passed a bill that allows for persons who have their licenses suspended for a DUI drug conviction to apply for early reinstatement of their license using the same guidelines as those who have had their license suspended for a DUI-alcohol conviction. The bill now goes to the Governor.

Legislation that would have restored the teen driving ban, allow cellphone mounts on windshield, required seat belt use in the front and back seat of passenger vehicles, requiring ignition interlocks for DUI offender, increasing the surcharge on traffic fines that fund driver's education scholarships, and legislation that allows local governments to regulate e-scooters all failed to advance during the session.

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS

Georgia is applying for the following incentive grants:

1. 405 (b) – Occupant Protection
2. 405 (c) – State Traffic Safety Information System Improvements
3. 405 (d) – Impaired Driving Countermeasures
4. 405 (f) – Motorcyclist Safety Grants
5. 405 (h) – Non-motorized Safety

EPIDEMOLOGIST PARTNERSHIP

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over twelve (12) years of experience dealing with Georgia crash data and records.

CONTINUOUS FOLLOW-UP AND ADJUSTMENT

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) will also be included. Injury 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.

COVID-19 (Coronavirus Pandemic)

Georgia, as with all other states, has been effected with the COVID-19 Coronavirus Pandemic. The GOHS will make every effort to meet the Performance Measures and Targets within this Highway Safety Plan. This situation is very fluid at this time and the guidelines provided by the Georgia Department of Public Health and the Centers for Disease Center are rapidly changing. These changing guidelines could have a severe effect on police monitoring, government responses, and educational events scheduled throughout the grant year.

Section 2:

HIGHWAY SAFETY PLANNING PROCESS

- Data Sources and Processes
- Process Participants
- Description and Analysis of Georgia's Highway Safety Problem
- Methods for Project Selection
- List of Information and Data Sources
- Description of the outcomes from the coordination of the HSP, data collection, and information systems with the State SHSP

DATA SOURCES AND PROCESSES

The implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS mission and the fourteen established "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025).

The data-driven problem identification and prioritization process includes:

1. Using the most recent crash and traffic data available to determine Georgia's progress across all Traffic Safety Performance Measures (including those that were historically identified and prioritized as a problem area in the past years);
2. Consideration of evidence-based and effective countermeasures that are supported and recognized by NHTSA; and,
3. Evaluating previously GOHS-funded grant recipients in their ability to address highway safety problems and concerns at the local and state levels.

The primary data sources used in the HSP process, planning, and prioritization of problem areas are:

- Fatality Analysis Reporting System (FARS);
- Georgia Crash Reports (i.e., Georgia Crash Reporting System - GEARS);
- Occupant Protection Seatbelt Observation Report; and,
- Georgia Crash Outcomes Data Evaluation System (CODES).

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, GOHS's injury epidemiologist uses the most recent data points to assess the progress within each performance measure by comparing the new data points to the measure baseline values, projected trajectory, and target values established in previous years. Using the five-year moving average, GOHS determines the "best fit" line and projections to assess whether Georgia has met or is on track to meet previously established targets for each performance measure. These performance measures are used as a guide to further investigate the depth of the problem and answering the who, what, when, where, and the cause ('why') of each prioritized measure. This deeper investigation is used to strategically focus the resources and efforts in specific locations and areas across the state of Georgia. Other data sources that are used to identify and further investigate priority areas are described in the sections below.

GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reduce serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in the efforts and programs that are being implemented. Additionally, each year GOHS funds the University of Georgia to conduct an outcome and process evaluation of the funded grantees. The aim of the evaluation study is to determine how grantees were able to address highway safety problems and concerns at the local/state levels and their ability to fulfill the requirements of the awarded application. Grantees that have demonstrated success in implementing their programs specific to the prioritized

performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other existing and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

PROCESS PARTICIPANTS

In developing the Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) collaborates and receives input from the following agencies, entities, and groups:

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety
3. Georgia State Patrol
4. Georgia Department of Public Health
5. Georgia Department of Transportation
6. Georgia Public Safety Training Center
7. Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS)
8. Prosecuting Attorneys Council of Georgia
9. Georgia Traffic Records Coordinating Committee
10. Injury Prevention Planning Council
11. University of Georgia (third-party evaluator)
12. Previously funded GOHS grantees from state agencies, community-based agencies and local groups
13. Strategic Highway Safety Plan Task Teams:
    - Impaired Driving (Alcohol, Drugs, and Drowsy)
    - Occupant Protection
    - Distracted Driving
    - Intersection Safety
    - Roadway Departure
    - Young Adult Drivers
    - Older Drivers
    - Pedestrian Safety
    - Bicycle Safety
    - Motorcycles
    - Heavy Trucks
    - Emergency Medical Services (EMS) and Trauma
    - Traffic Records
    - Crash Outcome Data Evaluation System (CODES)

DESCRIPTION AND ANAYLSIS OF GEORGIA'S HIGHWAY SAFETY PROBLEM

In 2018, Georgia experienced 1,504 traffic fatalities[1], 6,401 serious injuries[2], and 402,288 motor vehicle crashes[3] on Georgia roadways. The top five counties with the highest roadway fatalities are: Fulton (130 fatalities, +13% increase from the previous year), DeKalb (108, +14%), Gwinnett (62, -6%), Cobb (57, +8%), and Clayton (45, +41%). While the total number of roadway fatalities decreased by 2% (36 fewer fatalities) in comparison to the previous year, GOHS recognizes the need to address specific causes of motor vehicle fatalities across the NHTSA traffic safety performance measures.

- **Unrestrained Fatalities:** In 2018, the observed seat belt usage rate was 96.3% — a 1% net decrease compared to the observed usage rate in 2017. Despite this slight drop in observed usage in 2018, the number of unrestrained fatalities decreased by 7% (31 fewer fatalities) since 2016. The number of unrestrained fatalities decreased from 472 in 2016 to 441 in 2018.

- **Alcohol-Related Fatalities:** In 2018 there were 375 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 5% increase (19 more fatalities) compared to 2017. These alcohol- impaired driving fatalities accounted for 25% of all motor vehicle traffic fatalities in Georgia.

- **Speed-Related Fatalities:** Between 2015 and 2017, the number of speed-related fatalities decreased by 7%. However, this changed in 2018 where the number of speed-related fatalities increased by 8% —from the 248 fatalities in 2017 to 267 fatalities in 2018. Speed-related fatalities accounted for 17% of all motor vehicle traffic fatalities in Georgia in 2018.

- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2018, there were 261 pedestrian fatalities in the state of Georgia — a 60% increase from 163 pedestrian fatalities in 2014. Seventeen percent of all traffic fatalities were pedestrians in 2018. Preliminary data[4] suggest that pedestrian fatalities slightly declined, with **249** pedestrian fatalities in 2019.

- **Motorcyclist Fatalities:** In 2018, there were 154 motorcyclist fatalities in Georgia motor vehicle traffic crashes – an increase of 11% from the 139 motorcyclists killed in 2017. Ten percent of all traffic fatalities were motorcyclists. The number of unhelmeted motorcyclist fatalities decreased from 18 in 2017 to 16 in 2018. Preliminary data suggest that motorcyclist fatalities remain an issue, with **163** motorcyclist fatalities in 2019.

[1]2018 FARS Final

[2] In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Considerations" in Section 4: Performance Plan for more details about the change and adjustments in the datasetC-2 Serious Injury Traffic Safety Performance Measure.

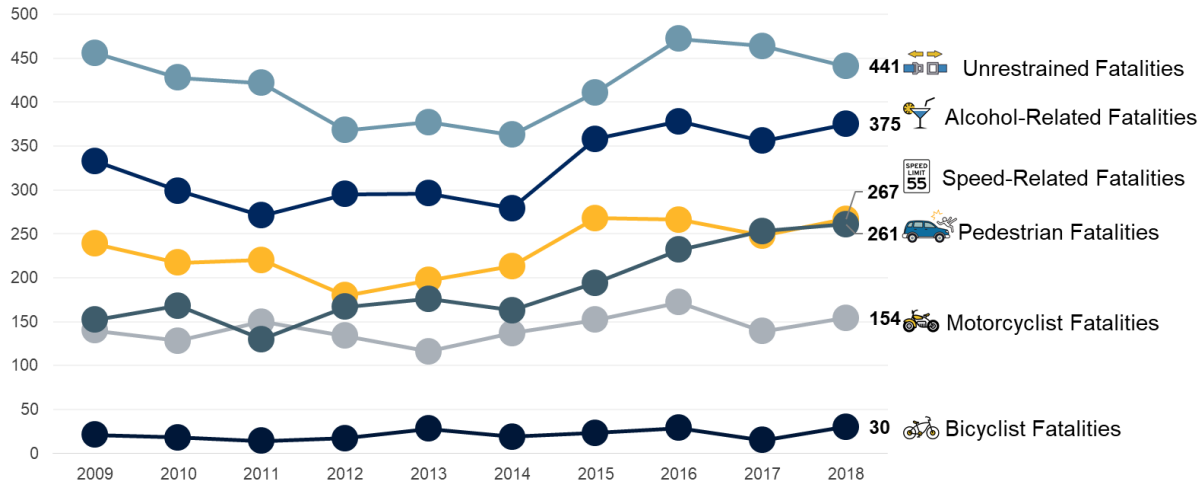
[3] Numetric, Georgia electronic crash reporting system. Web. June 2020.

[4] Preliminary data from the Georgia Department of Transportation: Georgia Traffic Deaths – Yearly Total and Comparison, Office of Traffic Operations. 30 April 2020.

- **Bicyclist Fatalities:** In 2018, the number of bicyclist fatalities doubled to 30 fatalities in the state of Georgia. Two percent of all traffic fatalities were bicyclists in 2018. Preliminary data suggest that this problem area remains an issue, with **21** bicyclist fatalities in 2019.

The figure below shows the trend of each measure from 2009 to 2018.

Georgia Traffic Fatalities by Traffic Safety Performance Measure (2009-2018)



Source: FARS Final Datasets

GOHS, along with partnering state agencies and local organizations, use the statewide five-year moving average (2014-2018 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year. Specifically, GOHS contracted injury epidemiologist use the most recent data point to assess the progress within each performance measure by comparing the new data points to the measure baseline value, projected trajectory, and target value established in previous years. The projected path of trajectory (forecast) is determined using various regression models (linear, polynomial, power, exponential or logarithmic) that "best fit" the existing crash and fatal crash data. Performance measures where the new data point creates a projected path that is above the previous established target values are prioritized as highway safety problem areas. Performance areas that demonstrated a significant increase and therefore are moving away from the previously established annual targets are prioritized for the upcoming funding year.

The table on page 14 shows the five-year moving average (2014-2018) and the forecasted values (2019-2021) by each traffic safety performance measure.

Georgia 5-Year Moving Average Traffic Fatalities (2014-2018) and Forecasted 5-Year Moving Average Traffic Fatalities (2019-2021) by Traffic Safety Performance Measure

TRAFFIC SAFETY PERFORMANCE MEASURES		ACTUAL 5-Year Moving Average					FORECASTED[5] 5-Year Moving Average		
		2014	2015	2016	2017	2018	2019	2020	2021
C-1	Number of traffic fatalities	1,202	1,239	1,305	1,374	1,439	1,527	1,617	1,715
C-2	Number of serious injuries[6] in traffic crashes	4,643	4,743	4,825	4,922	5,264	5,555	5,945	6,407
C-3	Fatalities per 100 Million Vehicle Miles Driven	1.10	1.11	1.14	1.16	1.18	1.20	1.21	1.23
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	392	388	398	417	430	458	489	527
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	288	300	321	333	349	365	380	394
C-6	Number of speeding-related fatalities	205	216	225	238	252	268	286	305
C-7	Number of motorcyclist fatalities	133	138	142	143	151	155	160	166
C-8	Number of unhelmeted motorcyclist fatalities	10	9	8	10	12	16	21	28
C-9	Number of drivers age 20 or younger involved in fatal crashes	161	159	164	171	178	190	205	222
C-10	Number of pedestrian fatalities	161	166	186	204	221	245	271	300
C-11	Number of bicyclist fatalities	19	20	23	23	23	25	26	27
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	93.5%	95.0%	95.9%	96.9%	97.0%	96.8%[7]	97.6%	97.8%

INCREASING TRENDS

While some performance measures experienced a decrease in fatalities in 2018 compared to 2017, the 2019-2021 forecasts show an increasing trend for the 5-year moving average across all performance measures. GOHS has the immediate goal to slow the growth of fatalities and eventually decrease the number of fatalities across all performance measures.

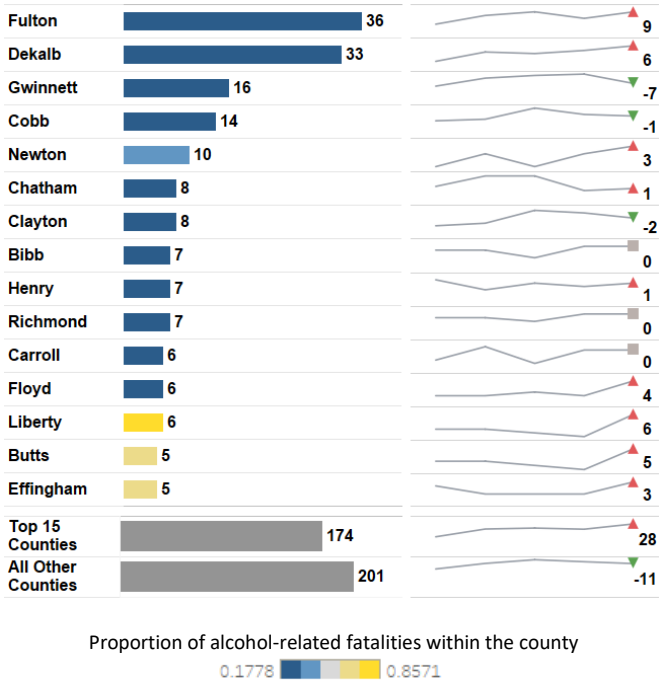
[5] Forecasted values are determined using various regression models (linear, polynomial, power, exponential or logarithmic) that "best fit" the existing crash and fatal crash data.

[6] In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Data Considerations" in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.

[7] Bason, James. J. 2019. "Statewide Use of Occupants Restraints: An Observational Study of Safety Restraint Use in Georgia, 2019". Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia: Athens, Georgia

Within each traffic safety performance area, GOHS then identifies geographical hotspots (areas with the highest increase in roadway fatalities), community partners (including law enforcement), and demographics (rural/urban areas and population composition) to determine where specific efforts and resources should be directed to address the identified traffic safety problems. Crash data (i.e., pedestrian crashes, bicyclist crashes, and motorcyclist crashes) and driver license data (i.e., percentage of youth with license or permit to drive) are also used to identify geographical hotspots and population characteristics for some traffic safety performance measures.

Top 15 Georgia Counties with the Highest Number of Alcohol-Related Traffic Fatalities (C-5), 2018

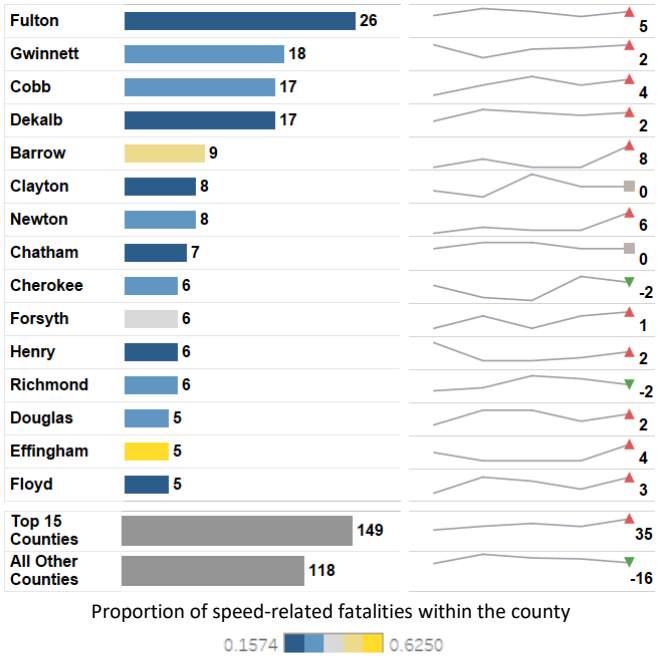


In 2018, 115 counties experienced at least one alcohol-related traffic fatality. Nearly half (46%) of all alcohol-related fatalities occurred in these top 15 counties.

The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are:

- Fulton County (36 fatalities, +9 fatalities compared to the previous year, 28% of all county fatalities were alcohol-related)
- DeKalb (33, +6, 30%)
- Gwinnett (16, -7, 26%)
- Cobb (14, -1, 25%)
- Newton (10, +3, 42%)

Top 15 Georgia Counties with the Highest Number of Speeding-Related Traffic Fatalities (C-6), 2018

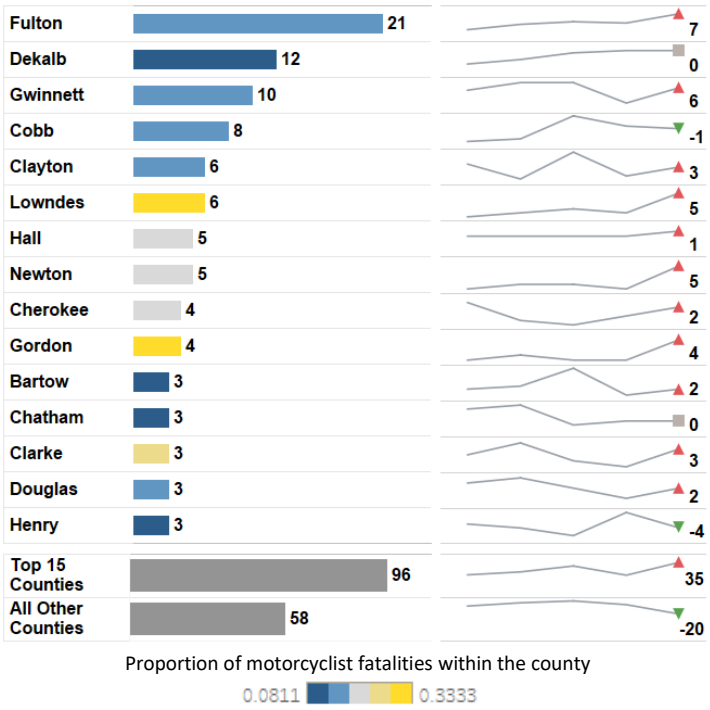


In 2018, 82 counties experienced at least one speed-related traffic fatality. Over half (56%) of all speeding-related fatalities occurred in these top 15 counties.

The top five (5) counties with the highest number of fatalities in crashes involving speeding are:

- Fulton County (26 fatalities, +5 fatalities compared to the previous year, 20% of all county fatalities were speed-related)
- Gwinnett (18, +2, 29%)
- Cobb (17, +4, 30%)
- DeKalb (17, +2, 16%)
- Barrow (9, +8, 47%)

Top 15 Georgia Counties with the Highest Number of Motorcyclist Traffic Fatalities (C-7), 2018

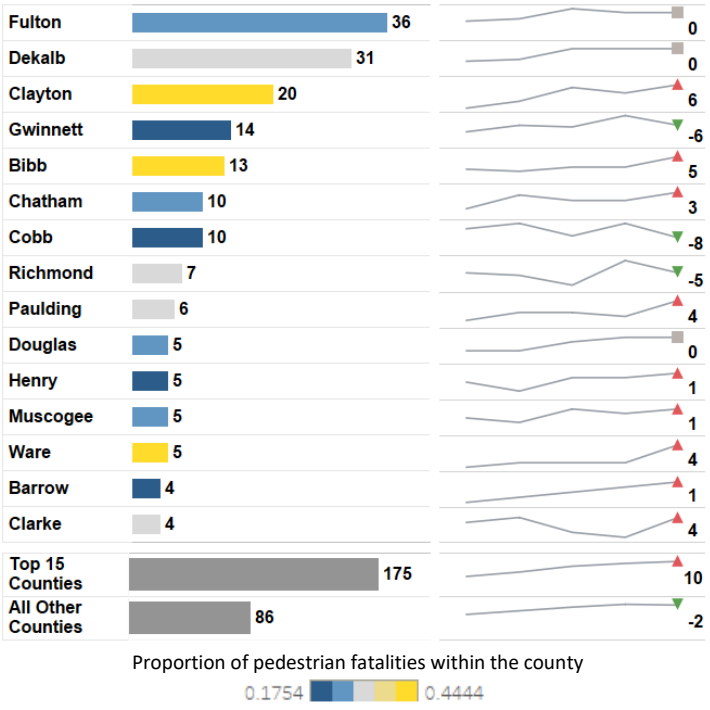


In 2018, 56 counties experienced at least one motorcyclist fatality. More than half (62%) of all motorcyclist fatalities occurred in these top 15 counties.

The top counties with the highest number of motorcyclist fatalities are:

- Fulton County (21 fatalities, +7 fatalities compared to the previous year, 16% of all county fatalities were motorcyclists)
- DeKalb (12, 0, 11%)
- Gwinnett (10, +6, 16%)
- Cobb (8, -1, 14%)
- Clayton (6, +6, 13%)
- Lowndes (6, +5, 33%)

Top 15 Georgia Counties with the Highest Number of Pedestrian Traffic Fatalities (C-10), 2018



In 2018, 65 counties experienced at least one pedestrian fatality. Nearly two out of three (67%) of all pedestrian fatalities occurred in these top 15 counties.

The top five (5) counties with the highest number of pedestrian fatalities are:

- Fulton County (36 fatalities, no increase in fatalities compared to the previous year, 28% of all county fatalities were pedestrians)
- DeKalb (31, 0, 29%)
- Clayton (20, +6, 44%)
- Gwinnett (14, -6, 23%)
- Bibb (13, +5, 39%)

Using this analytical approach, in addition to the consideration of resources available and knowledge of countermeasures that proven to work, GOHS prioritized the following traffic safety problems for FY2021:

- **C-5**: Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ in Fulton, DeKalb, Gwinnett, Cobb, and Newton counties.
- **C-6**: Speeding-related fatalities in Fulton, Gwinnett, Cobb, DeKalb, and Barrow counties.
- **C-7/C-8:** Motorcyclist and unhelmeted motorcyclist fatalities in Fulton, DeKalb, Gwinnett, Cobb, Clayton, and Lowndes counties.
- **C-10**: Pedestrian fatalities in Fulton, DeKalb, Clayton, Gwinnett, Bibb, Chatham, and Cobb counties.
- **C-11**: Bicyclist fatalities in Charlton, Columbia, Fulton, Liberty, and DeKalb counties.

METHODS FOR PROJECT SELECTION

To address the identified highway safety problem areas, GOHS solicits data-focused applications that are in alignment with the mission to reduce crashes, injuries, and fatalities on Georgia roadways. Grant proposals are received through responses to Request for Proposals (RFPs) and through unsolicited submissions where documented highway safety problems exist.

The following is the FFY 2021 Planning Calendar that outlines the highway safety program planning and the grant application processes.

FFY 2021 PLANNING CALENDAR

October 2019 – November 2019	Produce an annual ranking report and develop program's Request for Proposals (RFPs).
December 2019	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation. Prepare and submit the Annual Report to NHTSA for the previous FFY.
November 2019 – January 2020	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
December 2019 – May 2020	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2020 – February 2020	Receive FFY 2021 grant applications. Complete and submit internal grant applications.
January 2020 – June 2020	Identify and involve partners in the HSP planning process. Coordinate HSP and data collection for the state with SHSP.
February 2020 – June 2020	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft HSP to NHTSA
August 1, 2020	Submit Highway Safety Plan for NHTSA review and approval.
August 2020 – September 2020	Respond to NHTSA comments/recommendations. Award FFY 2021 grants.
October 2020	Beginning of the FFY 2021 grant year.
December 2020	Evaluate outcomes and results for use in next planning cycle and Annual Report to NHTSA.

Strategies for Project Selection

The Governor's Office of Highway Safety provides funding opportunities to law enforcement agencies, government entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grant Proposals are received through responses to request for proposals (RFP) and through unsolicited submissions where documented highway safety problems exist.

Request for Proposals (RFPs)

For the FFY 2021 grant year, GOHS developed specific and tailored RFPs that were distributed to communities with high traffic fatalities and serious injuries. The RFPs were advertised through many outlets including, but not limited to, the GOHS website, Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, Georgia Regional Commissions, Association County Commissioners of Georgia (ACCG), Georgia Association of Metropolitan Planning Organizations (GAMPO), Georgia Public Safety Training Center (GPSTC), and the Georgia Strategic Highway Safety Plan (SHSP) Partners.

Ranking System

Georgia GOHS staff met with the contract epidemiologist early in the planning process and requested a county ranking profile. This county ranking was requested in overall fatalities, alcohol impaired, speed-related, motorcycle, pedestrian, and bicycle fatalities based on the most current data. From this data, Georgia GOHS had the ability to work with staff within those counties to help formulate data driven projects.

Discretionary Grants

Funds are also used to support governmental entities furthering The Georgia Governor's Office of Highway Safety's (GOHS) mission. In these instances, the purpose, scope, and funding requirements are subjected to GOHS staff review and scoring prior to GOHS Director approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow GOHS procedures in applying for highway safety funds.

Renewal Process

Projects that have been deemed vital to the Governor's Office of Highway Safety mission by the Director may receive funding for miltiple years based on the availability of funds. All renewal applications are reviewed along with other potential funding requests.

Grant Application Process

Applications are generally accepted six to nine months before the beginning of each federal fiscal year, which begins October 1st. However, applications that address emerging, high-priority traffic safety concerns can be submitted anytime during the fiscal year. GOHS hosts a required application training for potential agencies that: 1) have never received GOHS grant funding; 2) do not have a grant with GOHS for the previous fiscal year; or 3) do have a current grant with GOHS but are seeking funds for a new

project. All prospective grantees must submit their application using Electronic Grants of Highway Safety (eGOHS) Plus and are required to include the following in their applications:

I. **Programmatic Description** – A clear definition of the highway safety problem(s) planned to be addressed using recent data and information; identification of existing resources that the community/jurisdictions are currently using to address the problem(s) identified; list of measurable and realistic objectives/activities/milestones that aligns to the target problem(s) identified; summary of the projected activities to be accomplished monthly; list of resources needed to accomplish the objectives; media plan for announcing the award of the grant to the local community; and a self-sufficiency statement that explains how the activities of the project will be continued after federal funds are no longer available to implement the project.
II. **Budget Justification** – A detailed justification of each budget item that is allowable, reflective of a reasonable cost, and necessary to carry out the objectives and activities of the project.
III. **Grant Terms and Conditions/Certifications** – The legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply.

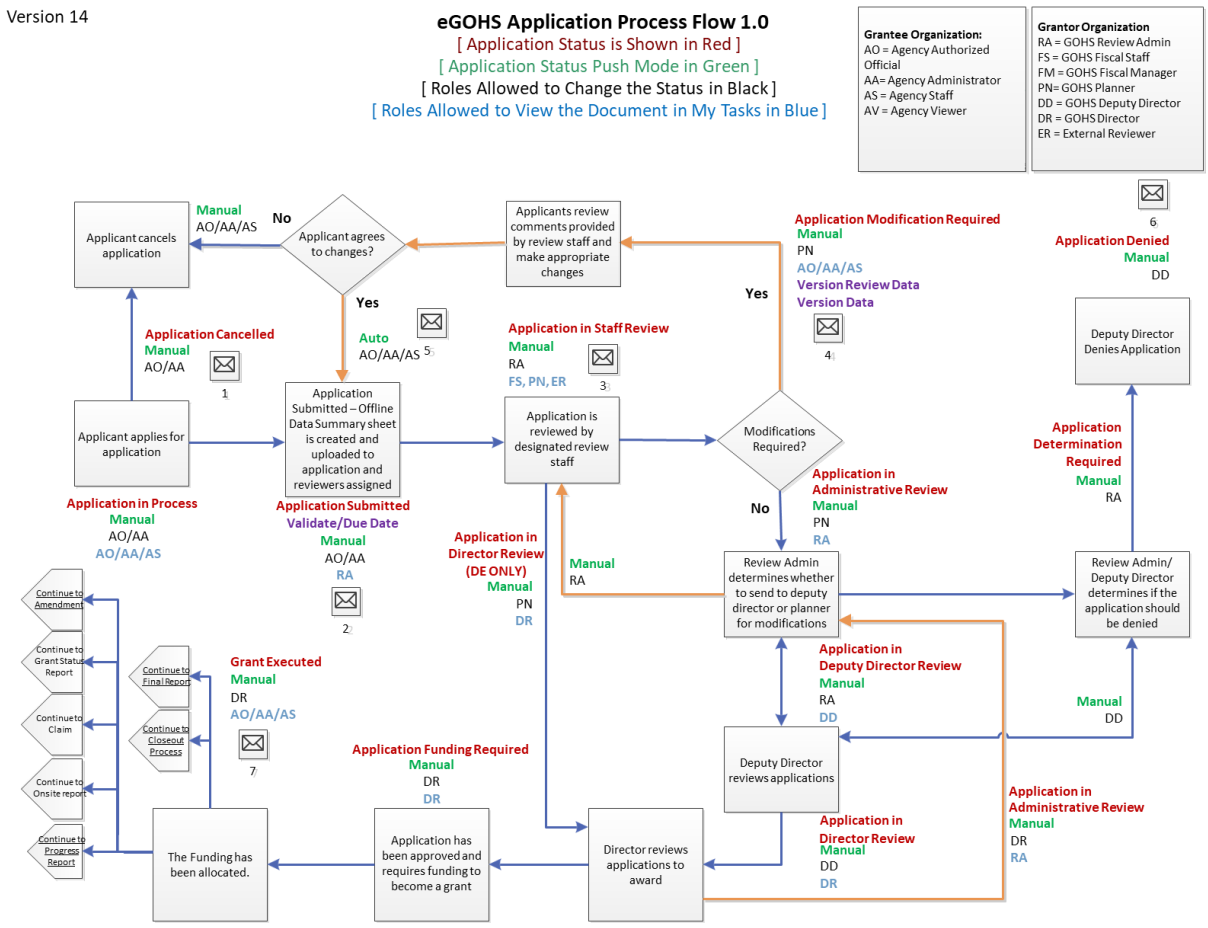
Application Scoring and Ranking

Once applications are submitted through the eGOHS-Plus system, they are reviewed using a staggered-review process. All external applications are assigned to a review panel which includes a GOHS Grant Manager, a staff member from the finance division, the contracted injury epidemiologist, and for new applications, an external reviewer.

The applications are rated against several criteria that include, but not limited to, the strength of the proposed program to address traffic safety problems, potential traffic safety impact, crash injury and fatality rankings with the region of focus, pre-award risk assessment, and performance on previous grants. The final review includes the GOHS Division Director of Planning and Programs, Deputy Director, and the Director. The applications selected are those that address the prioritized highway safety problems and have the greatest likelihood of success. Projects that have been deemed vital to the GOHS mission may receive funding for multiple years based on the availability of funds.

The figure below illustrates the application review process in the eGOHS-Plus system.

Electronic Grants of Highway Safety (eGOHS) Plus Application Review Process Flow



Grant Selection Notification

The Authorized Official and the Agency Administrator of the awarded grants receive written notification of the grant award which includes the Governor's Office of Highway Safety Grant Terms and Conditions, and certifications. The applicant is notified electronically via eGOHS Plus and a hard copy is sent via U.S. Mail of the approval or denial of the highway safety grant application. Upon receiving notification of the grant award, the grantee is authorized to implement the grant activities October 1 through September 30 of the designated federal fiscal year.

Grantee Training

Following grant award notification, grantees are invited to attend training to learn about GOHS procedures. This training is intended to inform grantees, especially new grantees of GOHS' expectations for the grant year. This training may be conducted via webinar, in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the proper reporting

procedures and the use of eGOHS Plus for the submission of claims, progress reports, travel requests, amendments, and final reports. GOHS' Grant Terms and Conditions are also highlighted. Depending on the Risk Assessment the grantee receives from GOHS, grant training may be a requirement.

Project Funding Period

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

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS Director. The diminished levels of funding are designated to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. Upon the recommendation of the GOHS Review Team and approval from the GOHS Director, a project may be funded beyond 3 years and at different levels of funding. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquistion cost of $5,000 or more must be pre-approved from both The Governor's Office of Highway Safety and The National Highway Traffic Safety Administration (NHTSA). Grantees must ensure the equipment items follow Buy America Act and are purchased using their agency procurement policy.

Grant Monitoring

Throughout the grant year, GOHS Grant Managers and other GOHS staff, monitor all grants through monthly desktop reviews, Grant Status Reports, and onsite visits (if applicable). Grantees submit monthly progress reports which are reviewed by the GOHS Grant Manager. Monthly claims for reimbursement are also submitted monthly and reviewed by the GOHS Grant Manager and assigned GOHS Fiscal Staff to ensure compliance with the GOHS Grant Terms and Conditions. Grant Status Reports are completed on all grants each year. Depending on funding level, risk assessment, and the numbers of years as a grantee will determine if an onsite visit is completed. Grantees will receive an onsite visit at least once every other year.

Grant Evaluation

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety utilizes an evaluation team to review application objectives and activities to ensure they are reasonable and attainable. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from the grantee.

LIST OF INFORMATION AND DATA SOURCES

The identification of highway safety problems, scoring of grant applications, and description of highway safety program areas were created using the most recent data and information available from the following sources:

- **Fatality Analysis Reporting System (FARS)**

  FARS is a nationwide database developed by the National Highway Traffic Safety Administration (NHTSA), to provide the public with yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor's Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where fatal crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol-impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).

- **Georgia Electronic Accident Reporting System (GEARS) or Numetric**

  The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. GOHS uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where all motor vehicle crashes occur. In 2020, GEARS may be replaced with a new online query system, called Numetric, which will allow authorized users to conduct more detailed and specific analyses.

- **Occupant Protection Observational Survey**

  Dr. James Bason conducted an observational survey of safety belt use and child safety seat use between March and September 2019. This research was conducted on behalf of GOHS and the University of Georgia Department of Health Promotion and Behavior. GOHS uses the survey findings to identify usage rates (including the use of motorcycle helmets) across the state and by geographic region, gender, race/ethnicity, and age group (e.g., children under 5 years of age).

  Source: Bason, James. J. "Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia" 2019. Survey Research Center, University of Georgia: Athens, Georgia

- **Georgia Crash Outcomes Data Evaluation System (CODES)**

  CODES is funded by GOHS and brings together multiple agencies and highway safety data owners to identify opportunities to prevent injury and fatal crashes. CODES use probabilistic linking to determine the health outcomes and cost of individuals involved in motor vehicle crashes. By linking data from various sources, CODES creates comprehensive datasets used to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs. The data used for linking includes information from: Georgia Department of Transportation (GDOT), Georgia Department of Driver Services (DDS), and Georgia Emergency Medical Services Information

System (GEMSIS). Each year, CODES improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.

- **Georgia Emergency Medical Services Information System (GEMSIS)**

  GEMSIS is an electronic system that provides timely, accurate, and efficient data from the Emergency Medical Services (EMS) patient care reports. A purpose of GEMSIS is to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.

- **Georgia Department of Drivers Services and the Georgia Electronic Conviction Processing System (GECEPS)**

  GOHS obtains licensing information from the Department and Driver Services and GECPS. GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical; as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten days of the date of the conviction.

- **Georgia Department of Public Health - Online Analytical Statistical Information System (OASIS)**

  Hospitalization and emergency room records (discharge data) are constructed from the information and files supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals across the state through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient and emergency room data includes everyone seen and discharged from the emergency room. A hospital or emergency room record is classified as motor vehicle crash related based on the ICD10-CM system of disease classification – if the first (principal) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. Classified records are analyzed in OASIS by age, race, place, time, and gender. Measures such as discharge counts, population-based rates (crude and age-adjusted), and percentages of total discharges are also calculated in OASIS.

- **Attitudinal Surveys**

  GOHS uses the most recent attitude surveys like the Georgia Behavioral Risk Factor Surveillance System (BRFSS), Georgia Youth Risk Behavior Surveillance System (YRBSS), and Georgia Pedestrian Safety Attitudes and Behaviors Survey to obtain greater insight into the behaviors of road users, vehicle passengers, and driver behaviors.

DESCRIPTION OF THE OUTCOMES FROM THE COORDINATION OF THE HSP, DATA COLLECTION, AND INFORMATION SYSTEMS WITH THE STATE SHSP

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan and provides strategic direction for the Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP). The SHSP task teams (comprised of experts across the 4 Safety E's: Engineering, Enforcement, Education, and Emergency Medical Services) prioritized the following highway safety areas for the 2019-2021:

- Impaired Driving (Alcohol, Drugs, and Drowsy)
- Occupant Protection
- Distracted Driving
- Intersection Safety
- Roadway Departure
- Young Adult Drivers
- Older Drivers
- Pedestrian Safety
- Bicycle Safety
- Motorcycles
- Heavy Trucks / Commercial Motor Vehicles
- EMS and Trauma
- Traffic Records
- Crash Outcome Data Evaluation System

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and the SHSP task teams. The annual Governor's Strategic Highway Safety Plan (SHSP) Summit was scheduled to be held June 9th of 2020. Due to COVID-19, the annual summit has been rescheduled to December 9th. This summit brings over 100 highway safety advocates and partners to one location to work together to improve traffic safety. Georgia's SHSP vision remains "Toward Zero Deaths", and the ultimate goal is to reduce crashes, injuries, and fatalities on Georgia roadways. Collaboration and coordination galvanized by the SHSP ensures uniformity among the prioritized traffic safety goals in Georgia, encourages a team effort in implementing safety programs, and promotes diversity in field disciplines and representation of stakeholder groups.

As such, the SHSP, HSP, and HSIP core performance measure target values are in alignment. ***The HSP and HSIP common performance measures (traffic fatalities, serious traffic injuries, and traffic fatalities per 100M VMT) are updated annually using the most recent FARS and crash data available and have the same annual target values.*** Annual progress within all traffic safety performance measure are compared to the SHSP established goals and targets for year 2021. The table below shows the HSP and HSIP target values from FY2018 to FY2021.

Alignment of 5-Year Moving Average Targets in the Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP), Georgia

Common Core Performance Measures	Highway Safety Plan (HSP)				Highway Safety Improvement Program (HSIP)			
	2018	2019	2020	2021	2018	2019	2020	2021
C-1: **Traffic fatalities** *(5-year moving average)*	1,593	1,652	1,698	1,715	1,593	1,652	1,698	1,715
C-2: **Serious traffic injuries** *(5-year moving average)*	19,643	24,324	24,094	6,407	19,643	24,324	24,094	6,407
C-3: **Traffic fatalities per** 100M VMT *(5-year moving average)*	1.32	1.31	1.28	1.23	1.32	1.31	1.28	1.23

Section 3:

PERFORMANCE REPORT

- Traffic Safety Core Performance Measure Outcomes Compared to Baseline and Target
  - **C-1:** Number of traffic fatalities
  - **C-2:** Number of serious injuries in traffic crashes
  - **C-3:** Fatalities per 100 Million Vehicle Miles Driven
  - **C-4:** Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - **C-5:** Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - **C-6:** Number of speeding-related fatalities
  - **C-7:** Number of motorcyclist fatalities
  - **C-8:** Number of unhelmeted motorcyclist fatalities
  - **C-9:** Number of drivers age 20 or younger involved in fatal crashes
  - **C-10:** Number of pedestrian fatalities
  - **C-11:** Number of bicyclist fatalities
  - **B-1:** Observed seat belt use for passenger vehicles, front seat outboard occupants

Performance Report

Georgia used the most recent data available (2018 FARS data, 2018 crash reports, and 2019 seat belt observation survey) to determine if Georgia is 'ON TRACK' or 'NOT ON TRACK' to meet the FY2020 traffic safety targets established in the previous highway safety plan.

Based on the projection calculations, Georgia is 'on track' to meet nine out of twelve FY2020 targets and 'not on track' to meet three FY2020 targets (C-8, C-11, and B-1). The table below shows the FY2020 target assessment and the status of each measure based on the projections.

Georgia FY2020 Target Achievement Assessment: Status of 2016-2020 Projected Outcomes

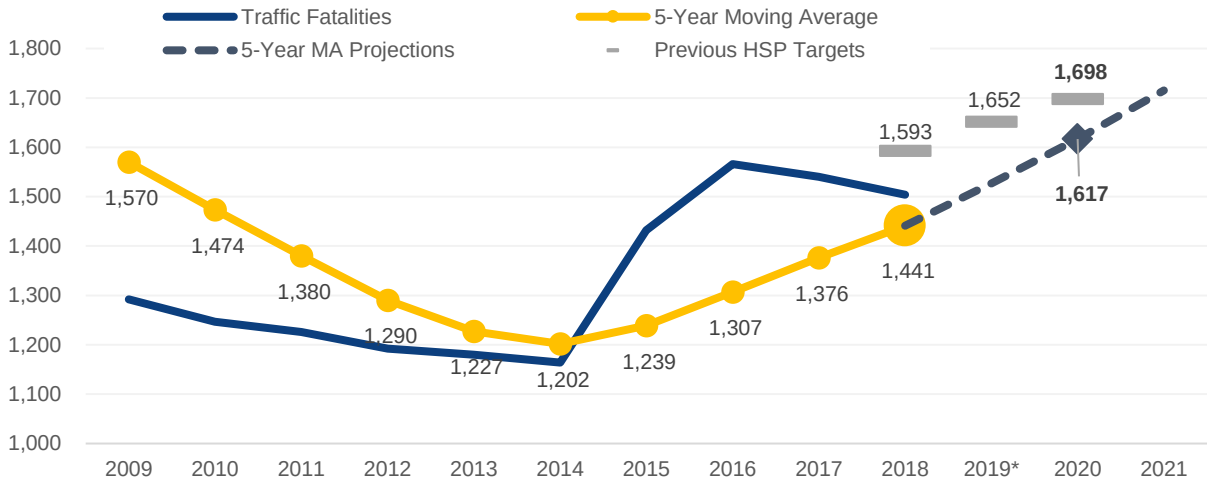
TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT[8] 5-Year Moving Average FY2020 (2016-2020)
C-1	Number of traffic fatalities	On Track
C-2	Number of serious injuries[9] in traffic crashes	On Track
C-3	Fatalities per 100 Million Vehicle Miles Driven	On Track
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	On Track
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	On Track
C-6	Number of speeding-related fatalities	On Track
C-7	Number of motorcyclist fatalities	On Track
C-8	Number of unhelmeted motorcyclist fatalities	Not On Track
C-9	Number of drivers age 20 or younger involved in fatal crashes	On Track
C-10	Number of pedestrian fatalities	On Track
C-11	Number of bicyclist fatalities	Not On Track
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	Not On Track

[8] Projections (forecasts) were calculated using the most recent data available. See Section 2 "Process for Identifying Highway Safety Problems" for more details about the analytical methods used to calculate projections and set annual targets.
[9] In April 2020, TRCC/CODES revised the 'serious injury' the definition and data source. See "Data Sources and Processes" section for more details about the change and adjustments in the dataset.

C-1: Number of traffic fatalities (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-1 Number of traffic fatalities	On Track



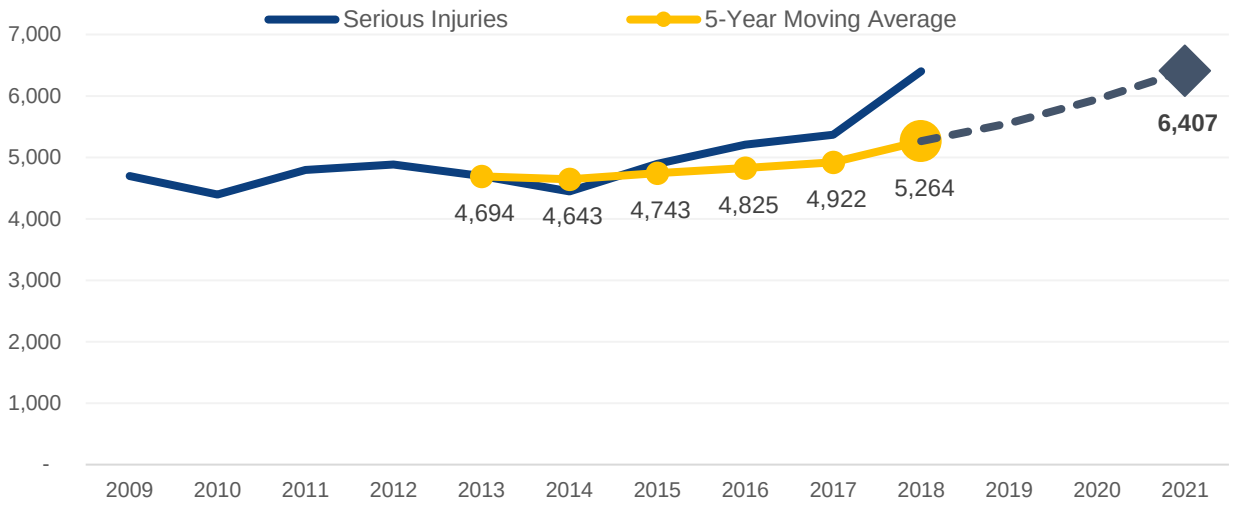
Program-Area-Level Report

While the 5-year moving average number of traffic fatalities has steadily increased since 2014, Georgia experienced two consecutive years of decreases in the annual number of traffic fatalities in 2017 and 2018. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 1,698 traffic fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of traffic fatalities outcome was 1,617. **Georgia is 'on track' to meet the FY2020 HSP target.**

C-2: Number of serious injuries in traffic crashes (State crash data files)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-2	Number of serious injuries[10] in traffic crashes	On Track



Program-Area-Level Report

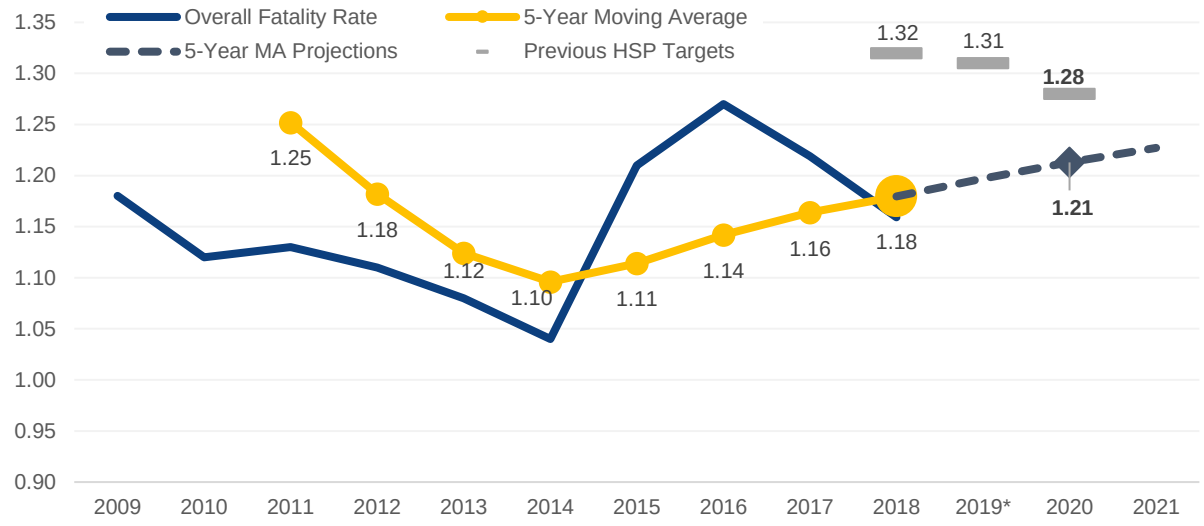
The 5-year moving average number of serious traffic injuries has steadily increased since 2014. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 24,094 serious traffic injuries. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. The projected 2016-2020, 5-year moving average number of serious injuries is 6,407. **Georgia is 'on track' to meet the FY2020 HSP target.**

[10] In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Data Considerations" in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.

C-3: Fatalities/VMT (FARS, FHWA)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-3 Fatalities per 100 Million Vehicle Miles Driven	On Track



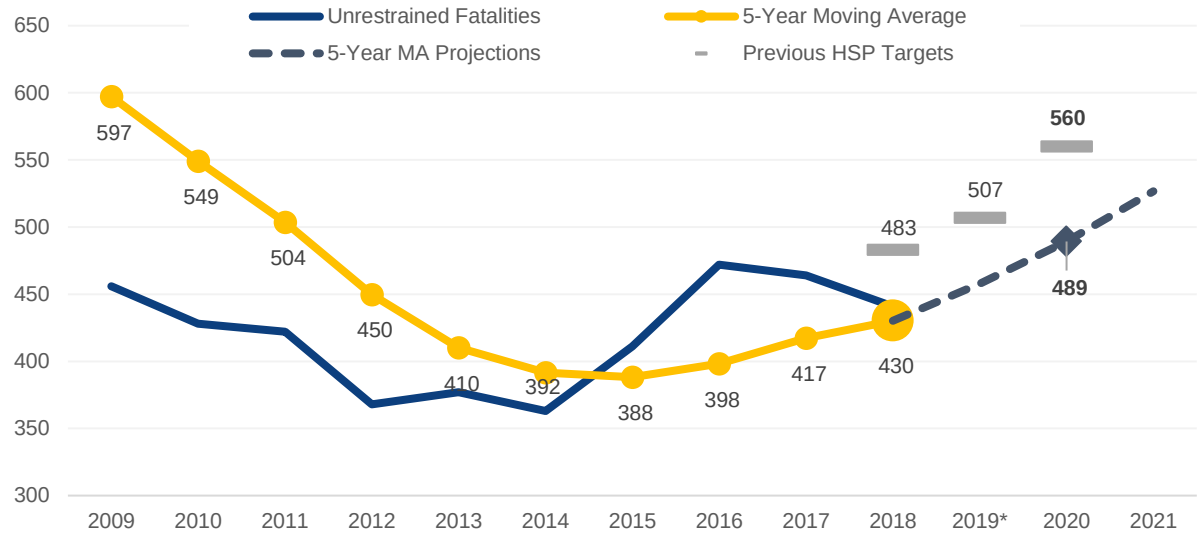
Program-Area-Level Report

Similar to the overall traffic fatalities performance measure (C-1), the 5-year moving average traffic fatality rate per 100M VMT has steadily increased since 2014. However, Georgia experienced two consecutive years of decreases in the actual fatality rates in 2017 and 2018. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 1.28 traffic fatalities per 100M VMT driven. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average traffic fatality rate is 1.21. **Georgia is 'on track' to meet the FY2020 HSP target.**

C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	On Track



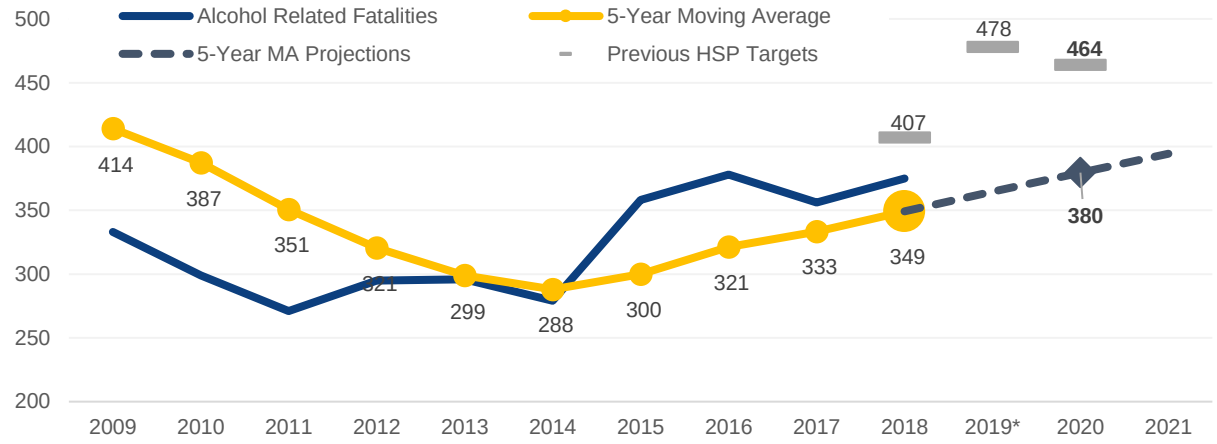
Program-Area-Level Report

While the 5-year moving average number of unrestrained passenger vehicle occupant fatalities has steadily increased since 2015, Georgia experienced two consecutive years of decreases in the actual number of unrestrained passenger fatalities in 2017 and 2018. Between 2016 and 2018, Georgia experienced 31 less unrestrained fatalities (7% decrease). In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 560 unrestrained fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of unrestrained fatalities is 489. ***Georgia is 'on track' to meet the FY2020 HSP target.***

C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with BAC of .08+	On Track



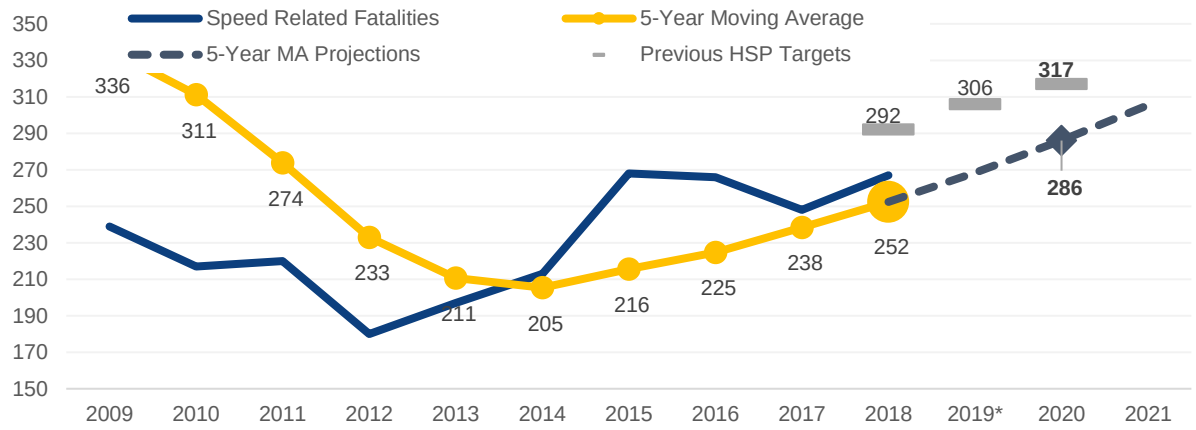
Program-Area-Level Report

The 5-year moving average number of alcohol-related fatalities has steadily increased since 2014. In 2018, Georgia experienced a 5% increase in the number of alcohol-related traffic fatalities compared to the previous year (from 356 in 2017 to 375 in 2018). In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 464 alcohol-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of alcohol-related fatalities is 380. ***Georgia is 'on track' to meet the FY2020 HSP target.***

C-6: Number of speeding-related fatalities (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-6 Number of speeding-related fatalities	On Track



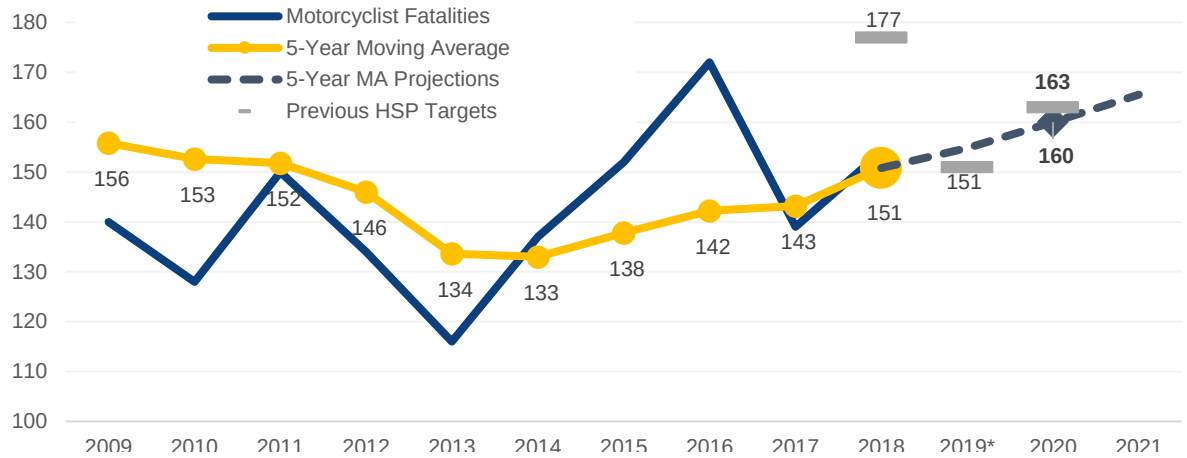
Program-Area-Level Report

The 5-year moving average number of speed-related fatalities has steadily increased since 2014. However, the actual number of speed-related fatalities has fluctuated between 2014 and 2018. In 2018, Georgia experienced an 8% increase in the number of speed-related traffic fatalities compared to the previous year (from 248 in 2017 to 267 in 2018). In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 317 speed-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of speed-related fatalities is 286. **Georgia is 'on track' to meet the FY2020 HSP target.**

C-7: Number of motorcyclist fatalities (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-7 Number of motorcyclist fatalities	On Track



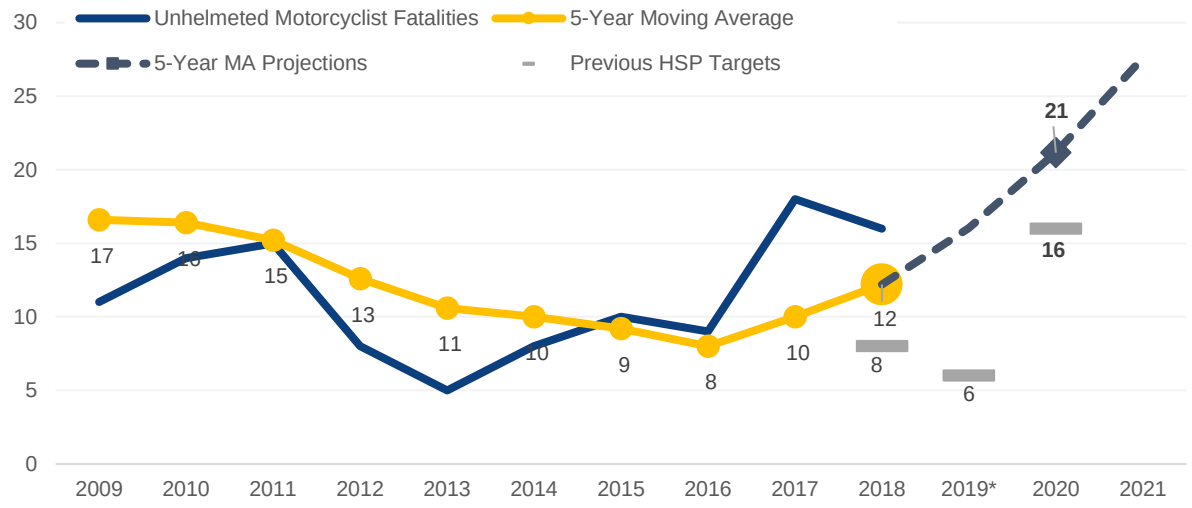
Program-Area-Level Report

The 5-year moving average number of motorcyclist fatalities has steadily increased since 2014. The number of motorcyclist fatalities increased by 48% from 116 fatalities in 2013 to 172 fatalities in 2016. In 2018, Georgia experienced an 11% increase in the number of motorcyclist fatalities compared to the previous year. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 163 motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of motorcyclist fatalities is 160. **Georgia is 'on track' to meet the FY2020 HSP target.**

C-8: Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **Not On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-8 Number of unhelmeted motorcyclist fatalities	Not On Track



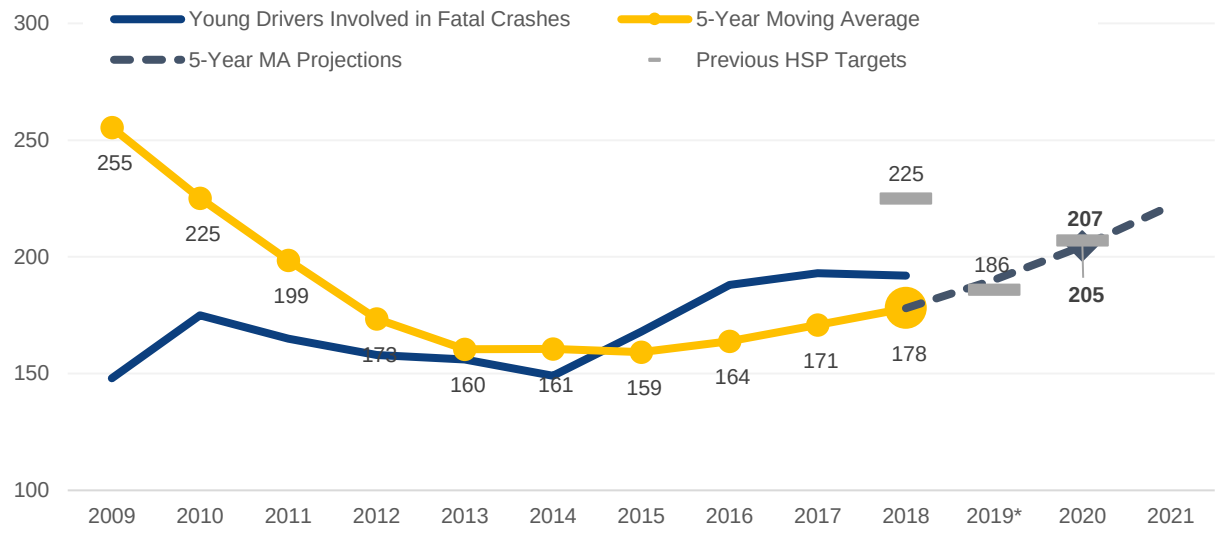
Program-Area-Level Report

Similar to motorcyclist fatality measure (C-7), the 5-year moving average number of unhelmeted motorcyclist fatalities has steadily increased over recent years. The number of unhelmeted motorcyclist fatalities doubled from 9 in 2016 to 18 to 2017. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 16 unhelmeted motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of unhelmeted motorcyclist fatalities is 21. **Georgia is 'not on track' to meet the FY2020 HSP target.**

C-9: Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-9	Number of drivers age 20 or younger involved in fatal crashes	On Track



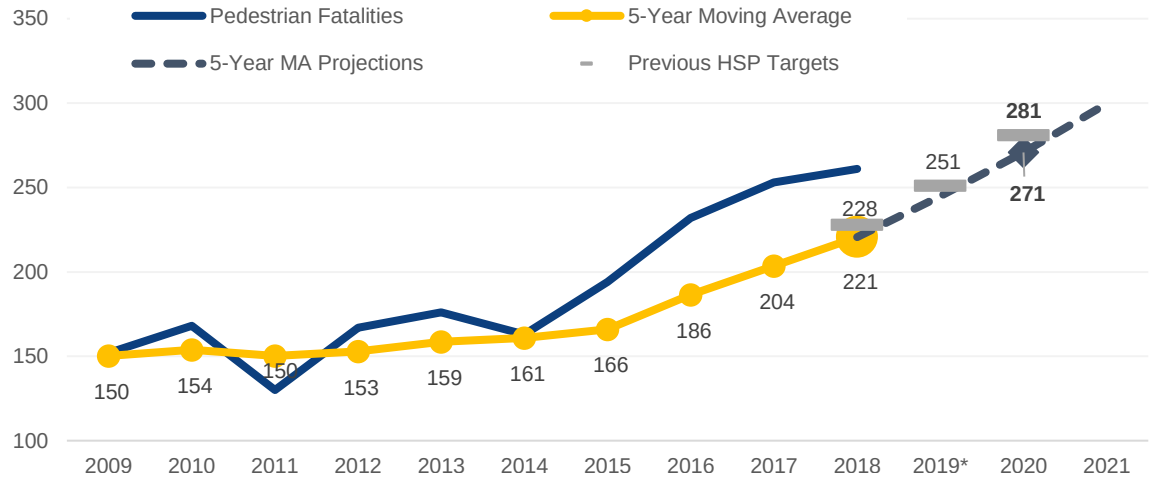
Program-Area-Level Report

The 5-year moving average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2014. The number of young drivers (age 20 years or younger) involved in fatal crashes increased from 149 young drivers in 2014 to 192 young drivers in 2018. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 207 young drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of young drivers involved in fatal crashes was 205. **Georgia is 'on track' to meet the FY2020 HSP target.**

C-10: Number of pedestrian fatalities (FARS)

Progress: **On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-10 Number of pedestrian fatalities	On Track



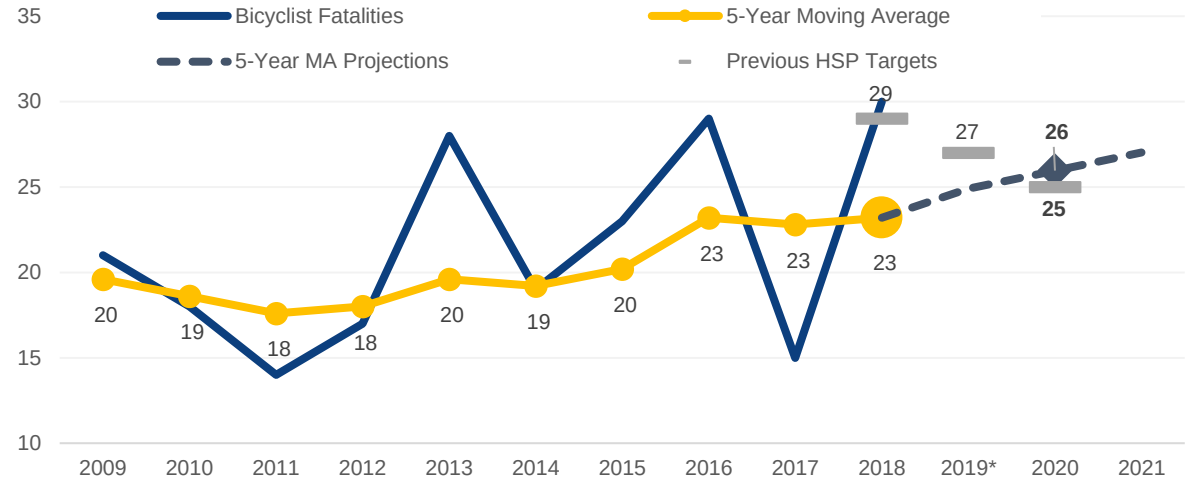
Program-Area-Level Report

The 5-year moving average number of pedestrian fatalities has steadily increased since 2012. The number of pedestrian fatalities increased by 60% from 163 in 2014 to 261 in 2018. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 281 pedestrian fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of pedestrian fatalities was 271. **Georgia is 'on track' to meet the FY2020 HSP target**.

C-11: Number of bicyclists fatalities (FARS)

Progress: **Not On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
C-11 Number of bicyclist fatalities	Not On Track



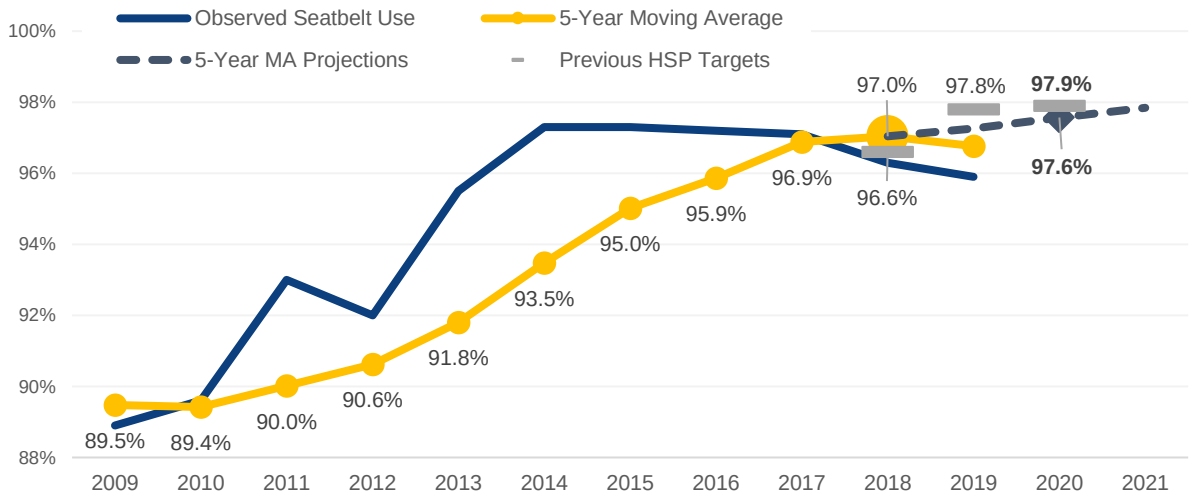
Program-Area-Level Report

The 5-year moving average number of bicyclist fatalities has steadily increased since 2012. The number of bicyclist fatalities doubled from 15 in 2017 to 30 in 2018. In FY2020, GOHS established a target to stay below the 2016-2020, 5-year moving average of 25 bicyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average number of bicyclist fatalities was 26. **Georgia is 'not on track' to meet the FY2020 HSP target.**

B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **Not On Track** to meet FY2020 target

TRAFFIC SAFETY PERFORMANCE MEASURES		TARGET ASSESSMENT 5-YEAR MOVING AVERAGE FY2020 (2016-2020)
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	Not On Track



Program-Area-Level Report

Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. Despite this high seat belt usage rate and the decline in the number of unrestrained fatalities, the 2018 and 2019 observed rate decreased by net 0.8% and 0.4%, respectively.

In FY2020, GOHS established a target to increase the 2016-2020, 5-year moving average seat belt usage rate from 95.9% (2012-2016 average) to 97.9%. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2016-2020, 5-year moving average usage rate is 97.6%. **Georgia is 'not on track' to meet the FY2020 HSP target.**

GOHS is working collaboratively with the contracted researchers at the University of Georgia Traffic Safety Research Evaluation Group to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Section 4:

PERFORMANCE PLAN

- Traffic Safety Performance Measures, Targets And Justification
  - C-1: Number of traffic fatalities
  - C-2: Number of serious injuries in traffic crashes
  - C-3: Fatalities per 100 Million Vehicle Miles Driven
  - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - C-6: Number of speeding-related fatalities
  - C-7: Number of motorcyclist fatalities
  - C-8: Number of un-helmeted motorcyclist fatalities
  - C-9: Number of drivers age 20 or younger involved in fatal crashes
  - C-10: Number of pedestrian fatalities
  - C-11: Number of bicyclist fatalities
  - B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants
- Grant Program Activity Reporting

Performance Plan

FY2021 Traffic Safety Performance Measures and Targets

Georgia FY2021 Performance Measure Targets (5-Year Moving Average)

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	1.18*[11]	1.23
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	221	300
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	23	27

Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

[11] 2018 fatality rate was calculated using the 2018 preliminary vehicle miles traveled obtained Georgia Department of Transportation (GDOT). 2018 fatality rates from FARS was not available when this FY2021 HSP was compiled.

Target Setting Methodology

GOHS, our state agency partners and local organizations use the statewide five-year moving average (2014-2018 FARS data) to determine the annual targets for each traffic safety performance measure. Specifically, GOHS plots the five most recent data points to determine the projected path using various regression models (linear, polynomial, power, exponential or logarithmic) that "best fit" the existing crash and fatal crash data. The best fit line shows the relationship between fatalities and time. The line with the highest R^2 value (reflective of a correlation between the time and fatalities) is used calculate the target values for FY2021.

Other Considerations

The FY2021 targets did not include the assessment of external or unforeseen circumstances that can impact traffic safety outcome measures, such as the Coronavirus (COVID-19) events and changes in police monitoring, government responses, hospitalization rates, etc.

C-1: Number of traffic fatalities (FARS)

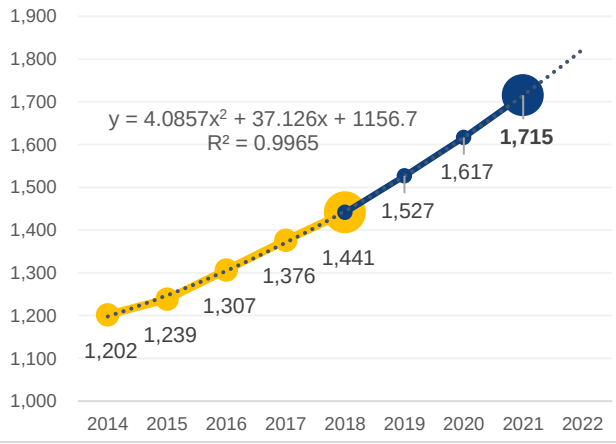
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	1,441	1,715

Performance Target Justification

During the period of 2014-2018, there was an increase in the unweighted 5-year moving average number of traffic fatalities. Despite this increase in the averages, the actual number of traffic fatalities decreased for two consecutive years in 2017 and 2018. Using 5-year moving average and polynomial modeling (R^2 of 0.99), GOHS set the 2021 target to maintain the 5-year moving average traffic fatalities under the project 1,715 (2017-2021) 5-year average by December 2021.

Year	Traffic Fatalities	5-Year Moving Average	Target (Projected 5MA)
2008	1,495	1,638	
2009	1,292	1,570	
2010	1,247	1,474	
2011	1,226	1,380	
2012	1,192	1,290	
2013	1,180	1,227	
2014	1,164	1,202	
2015	1,432	1,239	
2016	1,566	1,307	
2017	1,540	1,376	
2018	1,504	1,441	
2019			1,527
2020			1,617
2021			1,715

Graphic of Projection Analysis



C-2: Number of serious injuries in traffic crashes (State crash data files)

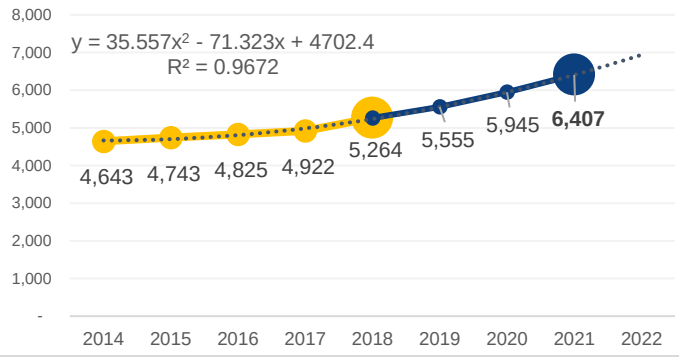
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	5,264	6,407

Performance Target Justification

During the period of 2014-2018, there was an increase in the number of recorded traffic serious injuries. The number of serious injuries increased by 19% (+1,031 injuries) from 5,370 in 2017 to 6,401 in 2018. Using 5-year moving average and polynomial modeling (R^2 of 0.97), GOHS set the 2021 target to maintain the 5-year moving average serious injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.

Year	Serious Injuries	5-Year Moving Average	Target (Projected 5MA)
2009	4,698		
2010	4,395		
2011	4,797		
2012	4,884		
2013	4,694	4,694	
2014	4,446	4,643	
2015	4,896	4,743	
2016	5,206	4,825	
2017	5,370	4,922	
2018	6,401	5,264	5,264
2019			5,555
2020			5,945
2021			6,407

Graphic of Projection Analysis



Serious Injury Data Considerations:

The Traffic Records Coordinating Committee (TRCC), Georgia Department of Transportation (GDOT), and Crash Outcomes Data Evaluation System (CODES) are making great strides in improving the quality of traffic serious injuries reporting in Georgia. After expanding the serious injury definitions (more detailed and specific for law enforcement) to meet the requirements of the Model Minimum Uniform Crash Criteria (MMUCC) KABCO[12] scale in 2013, GDOT modified the Georgia Uniform Vehicle Accident Report and conducted a series of training for law enforcement. Part of the training emphasized how to properly report critical accident fields (such as the new 'suspected' serious injury definitions) and how to submit crash reports (electronic and/or paper) to GDOT. In addition to the police training, the data subcommittee is developing a process for checking police-reported serious injuries in the crash database by cross-referencing the queried values with Emergency Medical Services data and Hospital Records. Additionally, CODES is performing data linkages across all three data sources to assess the quality of recent crash reports and to recalibrate the values from serious injury values in previous years. In June 2020, the data subcommittee took the first step towards redefining and recalibrating the 'suspected serious injuries' from 2009 to 2019.

[12] KABCO scale is a functional measure of the injury severity for any person involved in the crash. K-Fatal Injury, A-Suspected Serious Injury, B-Suspected Minor Injury, C-Possible Injury, and O-No Apparent Injury.

C-3: Fatalities/VMT (FARS, FHWA)

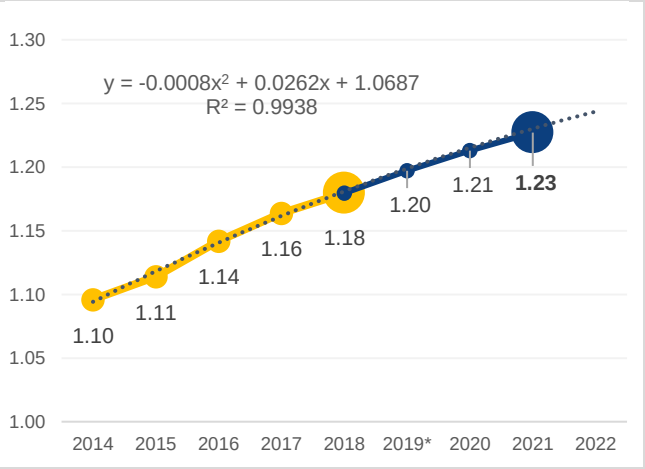
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	1.18*[13]	1.23

Performance Target Justification

According to preliminary data from GDOT, there were 1.16 traffic fatalities in Georgia for every 100 million vehicle miles traveled in 2018. The fatality rate decreased by 6% from 1.22 in 2017 to 1.16 in 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS set the 2021 target to maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.

Year	Overall Fatality Rate	5-Year Moving Average	Target (Projected 5MA)
2008	1.37		
2009	1.18		
2010	1.12		
2011	1.13	1.25	
2012	1.11	1.18	
2013	1.08	1.12	
2014	1.04	1.10	
2015	1.21	1.11	
2016	1.27	1.14	
2017	1.22	1.16	
2018	1.16	1.18	
2019			1.20
2020			1.21
2021			1.23

Graphic of Projection Analysis



[13] 2018 fatality rate was calculated using the 2018 preliminary vehicle miles traveled obtained Georgia Department of Transportation (GDOT). 2018 fatality rates from FARS was not available when this FY2021 HSP was compiled.

C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

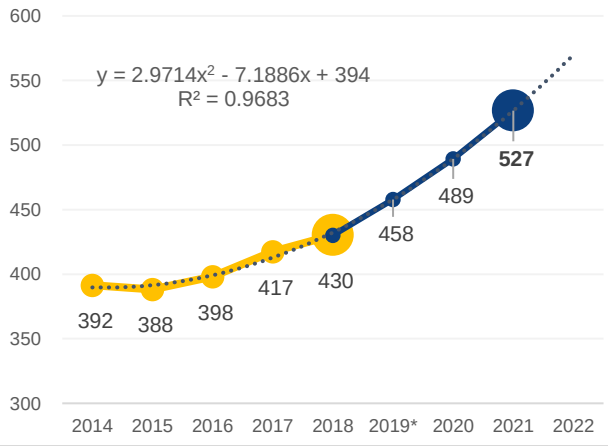
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	430	527

Performance Target Justification

Since 2014, the 5-year moving average number of unrestrained traffic fatalities has steadily increased. In 2017, there were 441 unrestrained fatalities. The number of unrestrained fatalities decreased by 7% (31 less fatalities) in 2018 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.97), GOHS set the 2021 target to maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.

Year	Unrestrained Fatalities	5-Year Moving Average	Target (Projected 5MA)
2008	575	630	
2009	456	597	
2010	428	549	
2011	422	504	
2012	368	450	
2013	377	410	
2014	363	392	
2015	411	388	
2016	472	398	
2017	464	417	
2018	441	430	
2019			458
2020			489
2021			527

Graphic of Projection Analysis



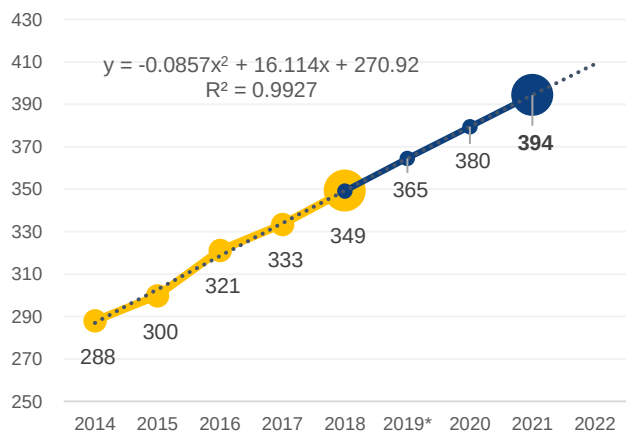
C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	349	394

Performance Target Justification

In 2018, there were 375 alcohol related fatalities. The number of alcohol related fatalities increased by 5% (19 more fatalities) in 2018 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.99), GOHS set the 2021 target to maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.

Year	Alcohol Related Fatalities	5-Year Moving Average	Target (Projected 5MA)	Graphic of Projection Analysis
2008	405	428		
2009	333	414		
2010	299	387		
2011	271	351		
2012	295	321		
2013	296	299		
2014	279	288		
2015	358	300		
2016	378	321		
2017	356	333		
2018	375	349		
2019			365	
2020			380	
2021			394	



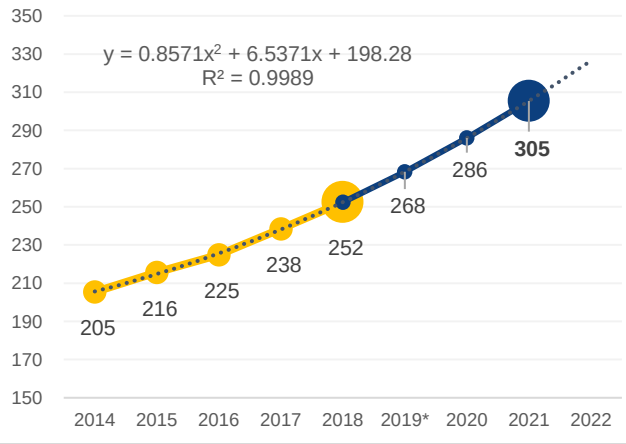
C-6: Number of speeding-related fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	252	305

Performance Target Justification

In 2018, there were 267 speed related fatalities on Georgia roadways. The number of speed related fatalities increased by 8% (19 more fatalities) in 2018 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.998), GOHS set the 2021 target to maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.

Year	Speed Related Fatalities	5-Year Moving Average	Target (Projected 5MA)	Graphic of Projection Analysis
2008	309	355		
2009	239	336		
2010	217	311		
2011	220	274		
2012	180	233		
2013	197	211		
2014	213	205		
2015	268	216		
2016	266	225		
2017	248	238		
2018	267	252		
2019			268	
2020			286	
2021			305	



C-7: Number of motorcyclist fatalities (FARS)

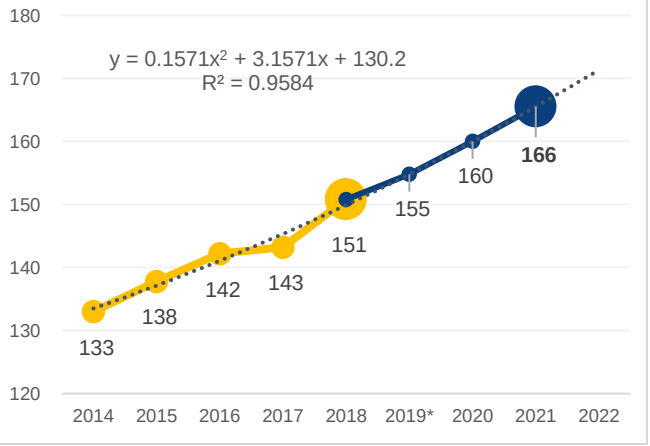
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	151	166

Performance Target Justification

Since 2007, more than 10% of all traffic fatalities were motorcyclists. In 2018, there were 154 motorcyclist fatalities. The number of motorcyclist fatalities increased by 11% (15 more fatalities) in 2018 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.95), GOHS set the 2021 target to maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.

Year	Motorcyclist Fatalities	5-Year Moving Average	Target (Projected 5MA)
2008	178	150	
2009	140	156	
2010	128	153	
2011	150	152	
2012	134	146	
2013	116	134	
2014	137	133	
2015	152	138	
2016	172	142	
2017	139	143	
2018	154	151	
2019			155
2020			160
2021			166

Graphic of Projection Analysis



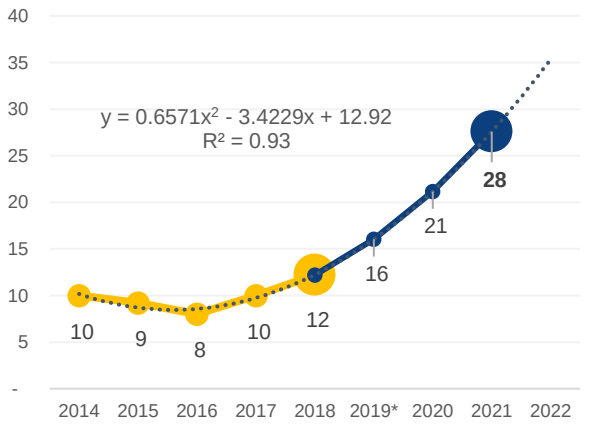
C-8: Number of unhelmeted motorcyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	12	28

Performance Target Justification

In 2018, there were 16 un-helmeted motorcyclist fatalities. The number of motorcyclist fatalities decreased by two fatalities in 2018 in comparison to 2017, despite the number of overall motorcyclist fatalities increasing. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.93), GOHS set the 2021 target to maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.

Year	Unhelmeted Motorcyclist Fatalities	5-Year Moving Average	Target (Projected 5MA)	Graphic of Projection Analysis
2008	15	16		
2009	11	17		
2010	14	16		
2011	15	15		
2012	8	13		
2013	5	11		
2014	8	10		
2015	10	9		
2016	9	8		
2017	18	10		
2018	16	12		
2019			16	
2020			21	
2021			28	



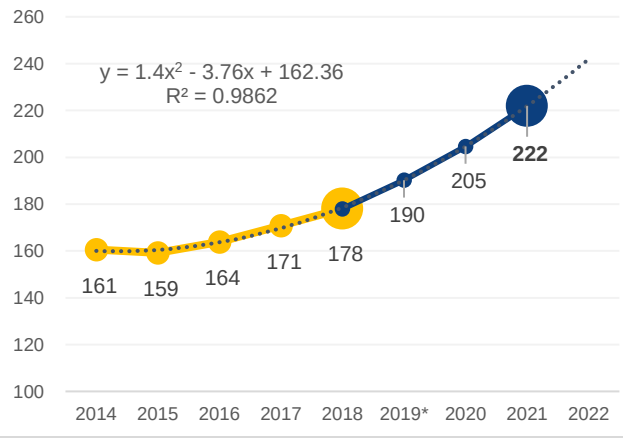
C-9: Number of drivers age 20 or younger involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	178	222

Performance Target Justification

The 5-year moving average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2014. The number of young drivers (age 20 years or younger) involved in fatal crashes increased from 149 young drivers in 2014 to 192 young drivers in 2018. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS set the 2021 target to maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.

Year	Young Drivers Involved in Fatal Crashes	5-Year Moving Average	Target (Projected 5MA)	Graphic of Projection Analysis
2008	221	288		
2009	148	255		
2010	175	225		
2011	165	199		
2012	158	173		
2013	156	160		
2014	149	161		
2015	168	159		
2016	188	164		
2017	193	171		
2018	192	178		
2019			190	
2020			205	
2021			222	



C-10: Number of pedestrian fatalities (FARS)

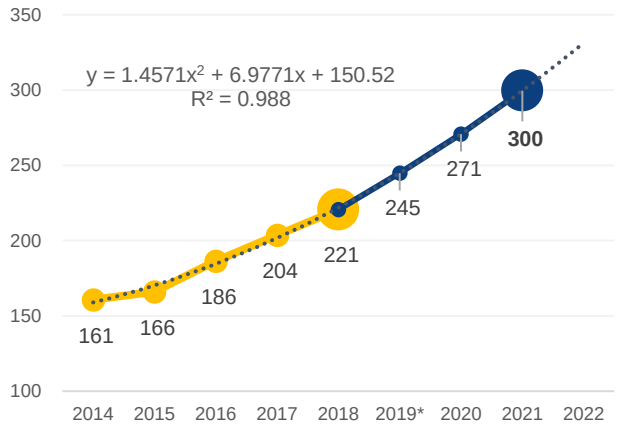
Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	221	300

Performance Target Justification

Since 2014, the number of pedestrian fatalities has steadily increased over time. In 2018, there were 261 pedestrian fatalities in Georgia. The number of pedestrian fatalities increased by 3% (8 more fatalities) in 2018 in comparison to 2017. Using 5-year moving averaging method and using polynomial modeling (R^2 of 0.98), GOHS set the 2021 target to maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.

Year	Pedestrian Fatalities	5-Year Moving Average	Target (Projected 5MA)
2008	147	150	
2009	152	150	
2010	168	154	
2011	130	150	
2012	167	153	
2013	176	159	
2014	163	161	
2015	194	166	
2016	232	186	
2017	253	204	
2018	261	221	
2019			245
2020			271
2021			300

Graphic of Projection Analysis



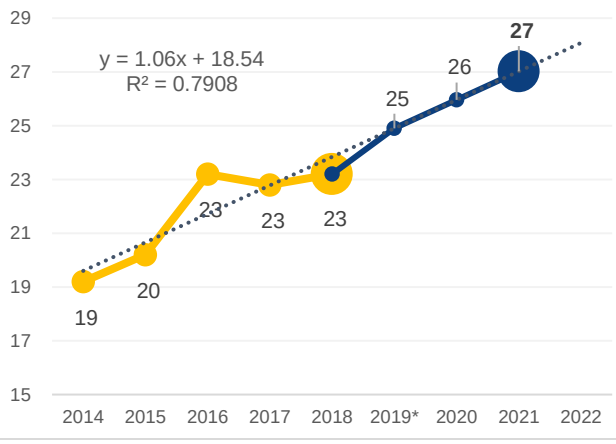
C-11: Number of bicyclists fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2014-2018	Target 2017-2021
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	Numeric, 5-Year Moving Average	23	27

Performance Target Justification

In 2018, there were 30 bicyclist fatalities in Georgia – doubles in comparison to 2017. Using 5-year moving averaging method conservative polynomial modeling (R^2 of 0.79), GOHS set the 2021 target to maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.

Year	Bicyclist Fatalities	5-Year Moving Average	Target (Projected 5MA)	Graphic of Projection Analysis
2008	20	19		
2009	21	20		
2010	18	19		
2011	14	18		
2012	17	18		
2013	28	20		
2014	19	19		
2015	23	20		
2016	29	23		
2017	15	23		
2018	30	23		
2019			25	
2020			26	
2021			27	



B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

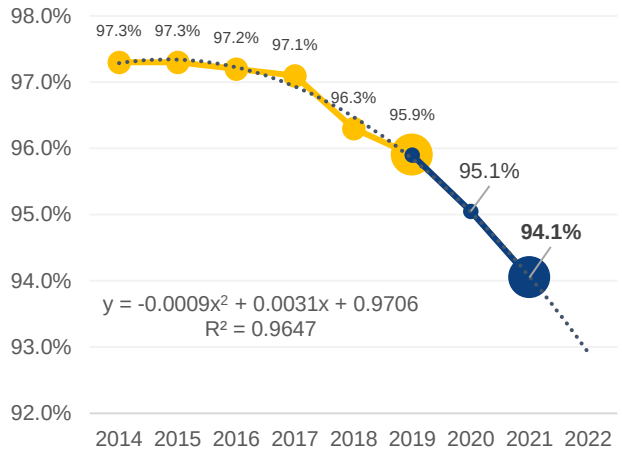
Traffic Safety Performance Measures		Metric Type	Baseline 2018	Target 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	Numeric, **Annual Value**	96.3%	94.1%

Performance Target Justification

Statewide safety belt usage in 2018 for drivers and passengers of passenger cars, trucks, and vans was 96.3% -- a 0.8% net decrease from 2017. Using polynomial modeling (R^2 of 0.96), GOHS set the 2021 target to maintain the annual average seatbelt usage rate above the projected 94.1% rate by December 2021.

Year	Observed Seatbelt Use	Target (Projected 5MA)
2008	89.6%	
2009	88.9%	
2010	89.6%	
2011	93.0%	
2012	92.0%	
2013	95.5%	
2014	97.3%	
2015	97.3%	
2016	97.2%	
2017	97.1%	
2018	96.3%	
2019	95.9%	
2020		95.1%
2021		94.1%

Graphic of Projection Analysis



GRANT PROGRAM ACTIVITY REPORTING

A-1: Number of seat belt citations issued during grant-funded enforcement activities
Seat belt citations: 58,622
Fiscal Year A-1: FY 2019

A-2: Number of impaired driving arrests made during grant-funded enforcement activities
Impaired Driving arrests: 22,616
Fiscal Year A-2: FY 2019

A-3: Number of speeding citations issued during grant-funded enforcement activities
Speeding citations: 293,143
Fiscal Year A-3: FY 2019

Section 5:

PROGRAM AREAS

- Planning & Administration
- Communications (Media)
- Community Traffic Safety Program
- Distracted Driving
- Impaired Driving (Drug & Alcohol)
- Motorcycle Safety
- Non-Motorized
- Occupant Protection (Adult & Child Passenger Safety)
- Police Traffic Services
- Railroad Safety
- Speed Management
- Traffic Records
- Young Driver (Teen Traffic Safety Programs)
- Evidence-Based Traffic Safety Enforcement Program (TSEP)
- High Visibility Enforcement

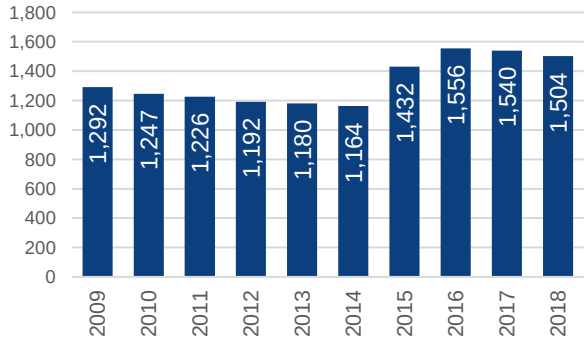
PLANNING & ADMINISTRATION

Description of Highway Safety Problems

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 that has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Brian P. Kemp 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 2018, Georgia experienced 1,504 traffic fatalities, 6,401 serious injuries, and 402,288 motor vehicle crashes on Georgia roadways. The figure to the right shows the 10-year trend of overall traffic fatalities from 2009 to 2018. In 2018, the total number of roadway fatalities decreased by 2% (36 fewer fatalities) in comparison to the previous year. The top five counties with the highest roadway fatalities are: Fulton (130 fatalities, +13% increase from the previous year), DeKalb (108, +14%), Gwinnett (62, -6%), Cobb (57, +8%), and Clayton (45, +41%).

Overall Traffic Fatalities, 2009-2018, Georgia



Source: FARS 2009-2018 Annual Report File (ARF)

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 all of Georgia's citizens and visitors.

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	1.18*[14]	1.23
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	221	300
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	23	27

Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

[14] 2018 fatality rate was calculated using the 2018 preliminary vehicle miles traveled obtained Georgia Department of Transportation (GDOT). 2018 fatality rates from FARS was not available when this FY2021 HSP was compiled.

Planned Activities

Planning & Administration	
Planned Activity Description:	To maintain an effective staff to deliver public information and education programs that help reduce crashes, injuries, and fatalities in Georgia. To administer operating funds to targeted communities to support the implementation of programs contained in the Governor's Office of Highway Safety's (GOHS) FFY 2021 Highway Safety Plan. See Appendix C for GOHS Organizational Chart.
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PA-2021-GA-00-32	GAGOHS - Grantee	402PA: Planning and Administration	FAST Act 402PA	$528,444.00
			TOTAL	**$528,444.00**

COMMUNICATIONS (MEDIA)

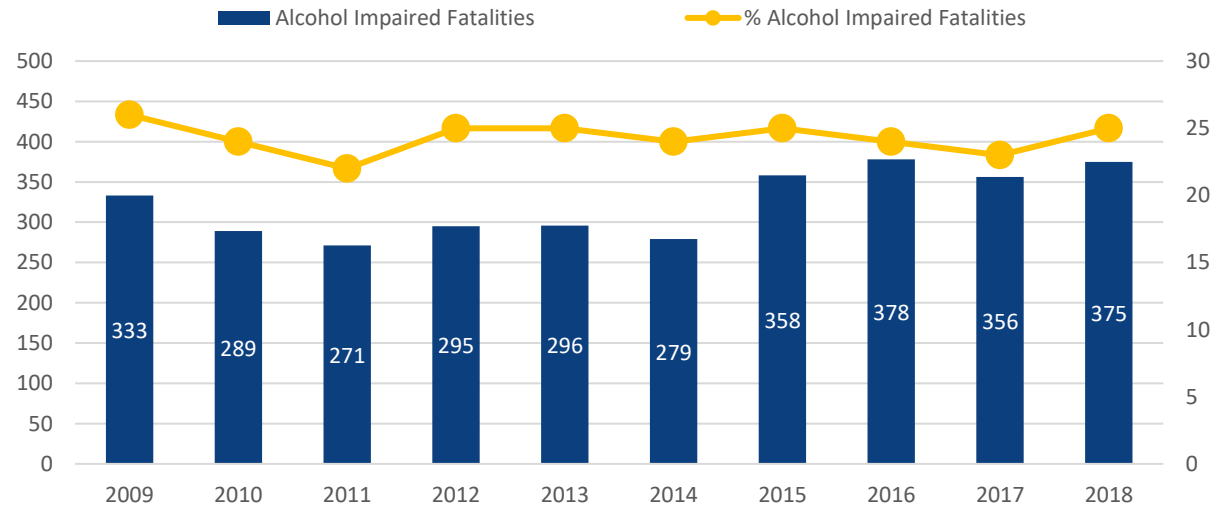
Description of Highway Safety Problems

IMPAIRED DRIVING: Drive Sober or Get Pulled Over

In 2018, Georgia suffered 1,504 fatalities in motor vehicle crashes. Alcohol-impaired driving accounted for 375 of those deaths, which means fatal alcohol-related crashes accounted for almost 25% of all crash deaths in Georgia in 2018. The overall cost of crashes, injuries, and deaths related to traffic 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 and 2020 crash data.

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 coordination with 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 television public service announcements (PSAs) use one or a combination of these messages.

Georgia Alcohol-Impaired Driving Fatalities, 2009-2018



Source: Fatality Analysis Reporting System (FARS) 2009–2018 Final File, 2018 Annual Report File (ARF)

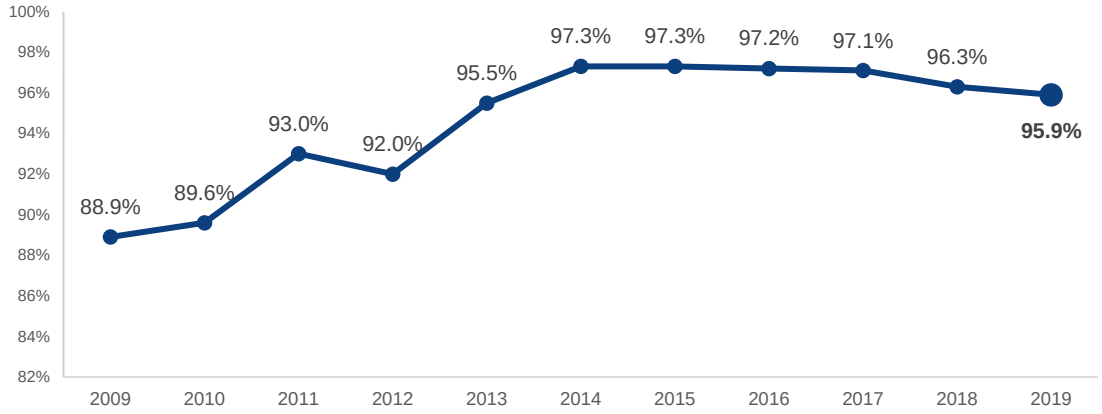
OCCUPANT PROTECTION: Click It or Ticket

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 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%.

NHTSA data also shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although in 2019 Georgia had one of the highest recorded seat belt usage rates in the southeast at 95.9%, 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.

Observed Safety Belt Use (2009-2019)



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

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

In 2018, the number of crash deaths in Georgia involving unsafe or illegal speed rose by 8% from 2017, and 18% of crash deaths in the state in 2018 were speed-related. For every 10 mph increase in speed, there is a doubling of energy released during a crash. 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. Most 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**. (*Highway Enforcement of Aggressive Traffic*) 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 driving period from Memorial Day through Labor Day. GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional, paid media PSA's run-in rotation with occupant safety and alcohol countermeasure campaign ads.

OPERATION SOUTHERN SHIELD

GOHS will plan and execute a media plan for Southern Shield using earned and owned/paid media. The earned media will include news releases sent out to weekly newspapers to publish the week prior to the campaign and to daily newspapers and television and radio stations the week before the campaign. GOHS will also schedule in-depth interviews for radio and television stations before the campaign. During the week of Southern Shield, GOHS will conduct joint news conferences with other Region 4 states along the respective state lines and will have 2-3 daily messages posting on social media channels.

MOTORCYCLE SAFETY: Share the Road

Based on FARS data from 2014 to 2018, the number of motorcyclist fatalities in Georgia increased by 12% over a five-year period with 154 motorcycle crash deaths in 2018. As part of a speed and impaired driving countermeasure message strategy, GOHS uses paid media funds when available to target

motorists in Georgia's secondary audience with both motorcyclist awareness messages such as "Share the Road," as well as a 'ride sober' messaging to encourage motorcyclists to not drink and ride. When available, funds will also be allocated to out-of-home advertising such as billboards, which was done in 2018.

DISTRACTED DRIVING: Hands Free Georgia/Hands Free for Safety/HeadsUP Georgia

Distracted driving, mainly caused by electronic devices, remains a major cause for fatal and serious injury traffic crashes across the nation and in Georgia. NHTSA data shows there were 2,628 nationwide distracted driving traffic deaths in 2018. However, it is believed that the actual number of crashes, injuries and deaths caused by distracted driving is underreported.

On July 1, 2018, Georgia enacted a 'hands-free' law that banned drivers from holding or supporting a phone while driving. Since the implementation of the hands-free law, the number of overall traffic deaths in the state, according to FARS data, dropped by 2% from 2017 to 2018. While the downward trend in crash deaths is encouraging, more lives can be saved by increasing compliance with the hands-free law. GOHS' countermeasure message strategy is to target young adult drivers, including those between the ages 16-24, where cell phone use is the highest. This public information and education campaign will continue statewide in 2021 with paid, earned, and owned media.

Target Population - Georgia's Primary Audience

The occupant protection/impaired driving paid media message is directed at a statewide audience. NHTSA relies on 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 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, Latinos also represent a portion of the secondary paid media target market. Hispanic radio and TV will continue to represent a portion of 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.

Attitudinal Awareness Surveys

One of the major components in the grant process is to measure the effectiveness of all campaigns and projects. In 2020, GOHS and its partners at the Traffic Safety and Research Group at the University of Georgia's School of Public Health conducted a study to determine the effectiveness of the messaging to influence behavior in GOHS' "Drive Sober or Get Pulled Over" and "Click It or Ticket" holiday media campaigns. In 2021, GOHS and the Traffic Safety Research Group will focus on the state's hands-free law and what types of messages drivers say will change their behavior to drive alert and comply with the law.

Paid/Earned Media

Paid and earned media programs represent a major component 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 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 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.

Paid Media campaigns and dates include:
Click it or Ticket: Thanksgiving 2020
Drive Sober: Christmas/New Year's 2020-2021
Click It or Ticket: Memorial Day 2021
Drive Sober: Independence Day 2021
Drive Sober: Labor Day 2021

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.

Associated Performance Measures and Targets

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Primary Countermeasure Strategy

Countermeasure Strategy	• Communication Campaign • Communication Paid Media

Communication Campaign

Impaired Driving

Project Safety Impacts

GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices of the four Region IV states. GOHS will conduct earned media events prior to holidays and occasions that are normally associated with the consumption of alcohol such as the Super Bowl, St. Patrick's Day, July 4th, and the Christmas/New Year's holidays. GOHS will also support enforcement efforts during the July 4th, Labor Day and Christmas/New Year's holidays with paid radio and television message campaigns. GOHS will also use social media to promote sober driving and discourage those who are impaired from getting behind the wheel using graphics, videos and other material created by GOHS and provided by NHTSA.

Linkage Between Program Area

With alcohol-related traffic deaths increasing in Georgia by five percent from 2017 to 2018 and 35 percent from 2014-2018, enforcement efforts with "Drive Sober or Get Pulled Over" and "Operation Zero Tolerance" will continue. The only way to prevent alcohol-impaired crashes is to keep impaired drivers from getting behind the wheel. The earned media, paid media and social media projects will be aimed at influencing behavior and promoting sober driving with concentrated messaging on the enhanced enforcement, risks to public health and the consequences of being arrested for a DUI. 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 television PSA's use one or a combination of these messages.

Rationale for Selection

The countermeasure supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Occupant Protection

Project Safety Impacts

GOHS will use paid, earned and social media to promote seat belt and child passenger seat use for all drivers and passengers. We will work with partners in state agencies and other groups to hold earned

media events prior to major travel holidays such as Memorial Day and Thanksgiving. Paid media and social media messages will support Click It or Ticket seat belt enforcement efforts prior to these holidays. GOHS will also continue existing campaigns to promote seat belt use in teen and younger drivers with Buckle Up Georgia and child passenger safety seats with outdoor messaging at popular family attractions. GOHS will also have earned media events and interviews to promote the use and assistance available with the inspection and installation of child passenger safety seats.

Linkage Between Program Area

Even though Georgia had one of the highest seat belt use rates in the nation at 96.3% in 2018, more than half the people (52%) killed in vehicle crashes in Georgia were not wearing or it could not be determined if they were wearing seat belts. In 2018, there were 5 children under the age of 4 who were killed in crashes and were not restrained. GOHS will continue efforts to influence behavior with messaging and data that shows the benefits of seat belt use and proper safety restraints for younger passengers on every trip. The Buckle Up Georgia campaign will continue its message of seat belt use on every trip for teen and young adult drivers. Traffic crashes are one of the leading causes of death for this age group and a significant number of persons in this age group were not restrained at the time of their crash.

Rationale for Selection

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high-visibility seat belt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

Motorcycle Safety

Project Safety Impacts

GOHS will used earned and social media during Motorcycle Safety Awareness Month in May to promote sober operation of motorcyclists by all riders. The earned media event will take place in the metro Atlanta area where approximately 60 percent of motorcycle fatalities occurred in 2018 according to FARS data. GOHS will also use social media to promote sober motorcycle operation and “Share the Road” and “Be Seen” messages to reduce all types of motorcycle-related crashes, deaths and injuries. The “Be Seen” paid media campaign in May will promote the increase of motorcycles on the roads as the weather gets warmer.

Linkage Between Program Area

The number of motorcycle fatalities in Georgia (154) in 2018 is an 11 percent increase from the previous year and is a 12 percent increase over a five-year period (2014-18). The total number of motorcycle fatalities for the year was just above the five-year moving average of 151 for 2018. However, the estimated motorcycle fatalities in Georgia was 154, which is higher than the 5-year moving average for the year at 151.

Rationale for Selection

The Motorcycle Communications Outreach countermeasure goal is to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May, which NHTSA has designated as Motorcycle Safety Awareness Month. With the five-year moving average set even higher at 163 motorcycle fatalities for 2020, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

Communication Paid Media

Distracted Driving

Project Safety Impacts

With the data showing a two percent drop in traffic deaths in the first full year of Georgia's hands-free law, GOHS distracted driving paid media campaign is focusing on increasing compliance from all drivers with the new law. GOHS will have two paid media campaigns to air on television and radio during the Distracted Driving Enforcement campaigns in October of 2020 and in April 2021. GOHS will also air distracted driving messages on Georgia Association of Broadcasters (GAB) radio and television member stations in April 2021. GOHS will target teen and young adult drivers on the dangers of distracted driving and phone use while driving with its HeadsUPGeorgia campaign on Georgia Public Broadcasting (GPB) during the beginning of the 2021-2022 school year.

Linkage Between Program Area

With traffic deaths rising by more than 35% in a two-year period from 2014-16 in Georgia, the state enacted a law in July of 2018 that banned drivers from having a phone in their hand or supported by their body when they were on the road. In the first full year of FARS data since the hands-free law was enacted, traffic deaths in Georgia have dropped by two percent.

Rationale for Selection

While surveys show virtually all drivers know about the state's hands-free law, they also show that many are still not complying with it. The goal of paid media campaigns to support enforcement mobilizations, is to increase compliance which could lead to a further decrease in crashes, injuries and deaths.

Impaired Driving

Project Safety Impacts

With alcohol remaining a factor in roughly one out of four traffic deaths in Georgia according to the latest FARS data, the paid media campaigns for the three NHTSA holiday enforcement mobilizations, GAB campaign, All South Highway Safety Team, and Georgia and Georgia Tech athletics will continue to point out the risky behavior for impaired driving in terms of the risk to health and the consequences of being arrested/convicted for DUI. These messages remind drivers to 1) not get behind the wheel when impaired, 2) plan for alternate transportation when they know they will be consuming alcohol, and 3)

encourage others who are impaired to not get behind the wheel and drive. With the University of Georgia and Georgia Institute of Technology recently approving the in-game sales of alcoholic beverages during athletic contests, GOHS will partner with the marketing partner for both institutions IMG College for a new radio and stadium messaging campaign to promote impaired driving prevention during the 2020 college football season. The campaign will feature impaired driving prevention messages for all home games on the video scoreboards on both stadiums and messaging before, during and after the game on the radio broadcasts for both schools. With an overwhelming majority of fans consuming alcoholic beverages during tailgate parties and the games, it is important for everyone to be reminded not to get behind the wheel when they are too impaired to operate a motor vehicle.

Linkage Between Program Area

The 2018 FARS data continues to show that alcohol is factor in one out of every four traffic deaths in Georgia and that alcohol-related traffic deaths have increased by 35 percent in the last five years. Drive Sober or Get Pulled Over and Operation Zero Tolerance enforcement mobilizations are needed to lower these numbers. Paid media television and radio campaigns will support the enforcement efforts by dissuading impaired persons from getting behind the wheel to avoid the risk of being arrested for DUI. The other media campaigns will continue to remind drivers the importance of making smart decisions by planning for a sober ride and keeping others from getting behind the wheel if they are legally too impaired to drive.

Rationale for Selection

The countermeasure for 405(d) supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

Motorcycles

Project Safety Impacts

A statewide paid media campaign using radio and television during National Motorcycle Awareness Month in May will continue the “Born to be Seen” Campaign (Share the Road type messaging). With the number of motorcycles on the road increasing as the weather warms in spring, the goal of radio/tv campaign is to remind vehicle operators, who may have grown accustomed to not seeing motorcycles on the road during the cold weather months, to watch for motorcycles on the road and yield to them when motorcycles have the legal right of way. The radio/tv spots will have the same “Born to be Seen” (Share the Road type messaging) messages outdoor billboards that are still posted as public service by the Outdoor Advertising Association of Georgia. GOHS will partner with the Georgia Department of Driver Services which administers training, testing and licensing to motorcycle operators in the state.

Linkage Between Program Area

Motorcycle fatalities (154) accounted for 10 percent of the traffic deaths (1,504) in Georgia in 2018 and have risen by 12 percent over the last five years. Many crashes involving vehicles vs motorcycles

unfortunately result in either death or permanent injury for the motorcyclist. The trend for motorcycle fatalities is expected to increase in 2020 and 2021 according to the GOHS Strategic Highway Safety Plan.

Rationale for Selection

With many vehicle operators stating they did not see a motorcyclist prior to a crash, the countermeasure Motorcycle Communications Outreach countermeasure to encourage the motoring public to watch for motorcycles (Share the Road) is appropriate in the effort to reduce vehicle vs motorcycle crashes. The time to bring this message to all motorists is during the warmer months of the year when motorcyclist use is highest. One of those times is in the month of May which NHTSA has designated as Motorcycle Safety Awareness Month.

Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. In an effort to promote occupant protection for passengers of all ages, GOHS will begin a new campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90 percent for eight consecutive years, more than 50 percent of the people killed in passenger vehicles fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the

road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

FY 2021 Paid Media Campaigns

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Click It or Ticket	402 PM OP	November 9-29	TV/Radio	$490,000.00	Existing
Drive Sober or Get Pulled Over	405 d	December 16, 2020 -January 1, 2021	TV/Radio	$245,000.00	Existing
Click It or Ticket	402 PM OP	May 23-31, 2021	TV/Radio	$245,000.00	Existing
Drive Sober or Get Pulled Over	405 d	June 23-July 5, 2021	TV/Radio	$245,000.00	Existing
Drive Sober or Get Pulled Over	405 d	August 29 – September 6, 2021	TV/Radio	$245,000.00	Existing
Georgia Association of Broadcasters OP	405 b M1*CP	November 2020; January, July, September 2021	TV/Radio	$64,000.00	Existing
Georgia Association of Broadcasters DD	405 b M1*DD	April 2021	TV/Radio	$16,000.00	Existing
Georgia Association of Broadcasters Drive Sober	405 d	October, December 2020; February, March, June, August 2021	TV/Radio	$96,000.00	Existing
Hunt Billboard	402 PM OP	October 2020-September 2021	Outdoor Billboards	$7,200.00	Existing
Insite Billboards	402 PM OP	October 2020-September 2021	Outdoor Billboards	$30,000.00	Existing
Ga/Florida Driver Sober	405 b	October 2021	TV	$25,000.00	Existing
Huddle	405 b	October 2020-December 2020; January-May 2021; August-September 2021	Print	$175,000.00	Existing
Marquee Broadcasting	405 b	October-November 2020; August-September 2021	TV	$12,500.00	Existing
GACA Radio	405 b	October-November 2020; August-September 2021	Radio	$6,000.00	Existing
Herschend Parks	405 b	October 2020-September 2021	Print	$328,000.00	New
ASHT OP	405 b	April, May, July, September 2021	TV	$233,450.00	Existing
ASHT Drive Sober	405 d	June, August 2021	TV	$116,550.00	Existing
GPB Buckle Up Georgia	405 b	October-December 2020; January-May 2021	TV	$335,000	Existing
GPB Heads Up Georgia	405 b M1*CP	August-September 2021	TV	$85,000	Existing
Distracted Driving Awareness Month	405 b M1*DD	October 2020 & April 2021	TV/Radio	$404,000.00	New
Georgia Football	405 d	October-December 2020; January, August-September 2021	Radio/ Billboards/ Video Message	$140,000.00	New
Georgia Tech Football	405 d	October-December 2020; January, August-September 2021	Radio/ Billboards/ Video Message	$105,000.00	New

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Be Seen Motorcycle Safety	405 f	May 2021, September 2021	TV/Radio	$90,000	New
Pedestrian/Bicycle Safety	405 h	April-May 2021	Billboards	$25,000	New

Planned Activities

GOHS Communications – Distracted Driving Paid Media	
Planned Activity Description:	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving on Georgia roads. GOHS will spend $404,000 to run hands free compliance messaging to coincide with NHTSA's Distracted Driving Awareness Month campaigns in October of 2020 and April 2021.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications – Distracted Driving Paid Media	
Planned Activity Description:	$16,000 for distracted driving messages as part of the Georgia Association of Broadcasters paid media campaign in April 2021.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving	
Planned Activity Description:	To fund staff and activities for one Impaired Driving Coordinator. To use paid media to support ongoing OZT/Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality, and injury rate. This paid media campaign will cost $735,000 for NHTSA-designated national campaigns for Christmas/New Year's, July 4th, and Labor Day.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications- Huddle Tickets Occupant Protection Awareness	
Planned Activity Description:	Partner with Huddle Inc. Ticket Program to continue to promote seat belt use on ticket backs for high school sporting and extracurricular via CIOT and Buckle Up programs at a cost of $175,000.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Impaired Driving Media	
Planned Activity Description:	GOHS will spend $116,500 to run impaired driving prevention messages during Atlanta Braves baseball telecasts on Fox Sports South regional cable network. This project is a combined effort with highway safety offices in Tennessee, South Carolina and North Carolina. GOHS will spend $96,000 to air radio and television impaired driving messages on Georgia Association of Broadcaster member stations for six months of the 2021 year. The months these messages will air coincide with holiday or celebratory occasions that are associated with the consumption of alcoholic beverages and increased number of impaired drivers on the road. GOHS will spend $245,000 to run impaired driving prevention messages on radio broadcasts and in the stadiums for University of Georgia football and Georgia Tech athletic events. Both institutions are now selling alcoholic beverages at events and these messages will seek to prevent attendees from getting behind the wheel they are legally too impaired to drive.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications – Paid Media Click It or Ticket	
Planned Activity Description:	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving and unbelted drivers on Georgia's highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving. Georgia GOHS will spend $490,000 for CIOT paid media messaging in November 2019 and $245,000 for messaging in May 2021. The November 2020 campaign has been extended after Georgia GOHS decided to join NHTSA in postponing the May 2020 CIOT enforcement and paid media campaign due to COVID-19.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness	
Planned Activity Description:	To continue the HeadsUPGeorgia marketing partnership and public service with Georgia Public Broadcasting for high school football, basketball, cheerleading championships, GPB kids, and weekly rotation spots for a cost of $350,000. Campaign will include other segments, testimonials and student videos to promote seat belt use. GOHS will use $85,000 with Georgia Public Broadcasting for occupant protection messaging during high school football coverage for the first two months of 2021 regular season.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

G**OHS Communications- Occupant Protection Awareness**	
Planned Activity Description:	GOHS will spend $235,500 to promote occupant protection with highway safety offices in Tennessee, South Carolina, and North Carolina to promote seat belt use and restraining small children in appropriate safety seats during Fox Sports coverage of Atlanta Braves baseball games. GOHS will spend $12,500 to run CIOT television messages during 25 high school football games aired by Marquee Broadcasting's WSST-TV in middle and south Georgia. GOHS will spend $6,000 to air CIOT messaging on high school football games aired by Georgia Carolina Broadcasting stations in Lavonia, Toccoa and Clayton. GOHS will spend $7,200 to run OP seat billboard messages on Interstate 75 in Turner County and $30,000 for outdoor billboard messages along Interstate 75 in Houston County. GOHS will also spend $328,000 to run seat belt and CPSS messaging at Herschend Entertainment managed family attractions in Atlanta, Valdosta and Pine Mountain.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

GOHS Communications-Motorcycle Safety	
Planned Activity Description:	GOHS will spend $9,000 to produce radio and television messages to promote motorcycle safety awareness (Share the Road) and DUI prevention. GOHS will spend $11,000 with GAB to run these radio and television spots during National Motorcycle Awareness month in May 2021. GOHS will spend $70,000 for a paid media campaign in the metro Atlanta area September 2021.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Governor's Office of Highway Safety 405h – Non-Motorized Safety Grant Program	
Planned Activity Description:	GOHS will develop a "Share the Road" pedestrian/bicycle safety message campaign that will run in select areas around the state where data shows an increase fatality crashes involving pedalcyclists. This increase of $500,000 (Amendment #4) will used to place digital billboard messages in the metro Atlanta and Macon/Bibb County areas. One portion of the funds will be used for a campaign that will place the "Pedestrian Safety Is A Two-Way Street" and "Everyone Is A Pedestrian" messages in Fulton, DeKalb, Clayton, Cobb, Gwinnett, and Bibb Counties. Among the roads where these digital outdoor ads will be placed include Memorial Drive in Fulton/DeKalb counties, Tara Boulevard in Clayton County, South Cobb Drive in Cobb County, and Pio Nono Boulevard in Macon/Bibb County. The other portion of the funds will be for messaging to include Pedestrian Safety is a Two-Way Street and Everyone is a Pedestrian will be placed statewide with emphasis on outdoor boards in Atlanta, Augusta, Columbus, Macon, and Savannah. The campaign will run during the spring, summer, and early fall months when more people are walking.
Countermeasure strategies:	• Communication Campaign • Communication Paid Media
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Projects

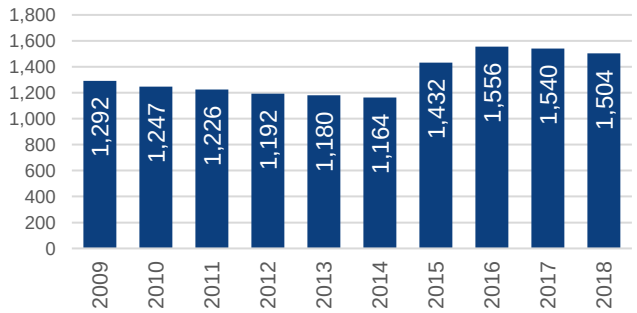
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2021-GA-00-27	GAGOHS - Grantee	405h: Pedestrian and Bicycle: Paid Media	FAST Act 405h	$525,000.00
M9X-2021-GA-00-28	GAGOHS - Grantee	405f: Motorcycle Safety: Paid Media	FAST Act 405f	$90,000.00
PM-2021-GA-00-30	GAGOHS - Grantee	402PM: Paid Media	FAST Act 402 PM	$655,416.70
M6X-2021-GA-00-31	GAGOHS - Grantee	405d M6X	FAST Act 405d M6X	$1,327,568.30
M1*CP-2021-GA-00-86	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	FAST Act 405b M1*CP	$1,303,950.00
M1*DD-2021-GA-01-93	GAGOHS - Grantee	405b M1*DD: Distracted Driving	FAST Act 405b M1*DD	$550,000.00
			TOTAL	**$4,451,935.00**

COMMUNITY TRAFFIC SAFETY

Description of Highway Safety Problems

In 2018, Georgia experienced 1,504 traffic fatalities, 6,401 serious injuries[16], and 402,288 motor vehicle crashes[17] on Georgia roadways. The figure shows the 10-year trend of overall traffic fatalities from 2009 to 2018. In 2018, the total number of roadway fatalities decreased by 2% (36 fewer fatalities) in comparison to the previous year.

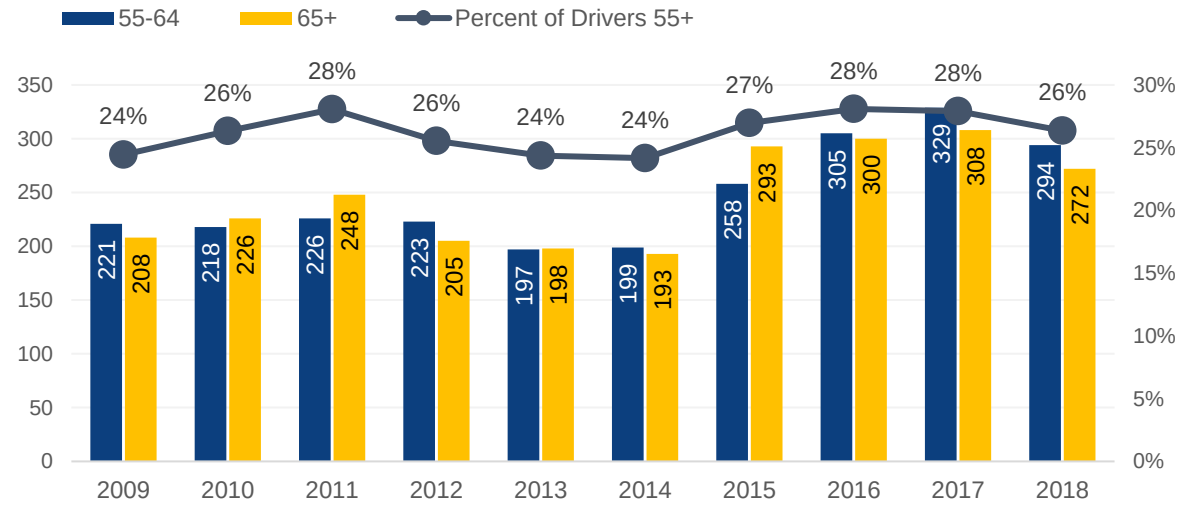
Overall Traffic Fatalities, 2009-2018, Georgia



Source: FARS 2009-2018 Annual Report File (ARF)

In 2018 there were 294 drivers ages 55-to-64 years and 272 drivers ages 65 and older that were involved in fatal crashes. Older drivers made up 26 percent of all drivers involved in fatal crashes in 2018. Compared to the previous year (2017), there was a net 2-percent decrease in the proportion of drivers involved in fatal crashes that were in the older age group. The figure below shows the 10-year trend of number older drivers involved in fatal crashes by age group and the proportion of all drivers involved in fatal crashes that were age 55+ years.

Older Drivers Involved in Fatal Crashes by Age (55-64 Years and 65+ Years), 2014-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2014–2018 Final File, 2018 Annual Report File (ARF)

[16] In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Data Considerations" in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.
[17] Numetric, Georgia electronic crash reporting system. Web. 2020.

The table below shows the rate drivers involved in fatal crashes by age group. The rates of drivers involved in fatal crashes (per 10,000 licenses and per 10,000 population) decreases after 21 years of age. In 2018, 2.29 drivers for every 10,000 licenses or population aged 55-to-64 were involved in a fatal crash. The rate per 10,000 license and rate per population for seniors age 65 and older was 1.95 and 1.86, respectively.

Rates of Drivers Involved in Fatal Crashes, by Age Group, 2018, Georgia

Age Group (Years)	# Drivers Involved Fatal Crashes	Licensed Drivers	2018 Est. Population	Rate	
				Per 10,000 Licenses	Per 10,000 Population
15-20	192	631,790	881,126	3.04	2.18
21-24	210	550,507	563,896	3.81	3.72
25-34	462	1,462,360	1,473,246	3.16	3.14
35-44	339	1,340,428	1,372,602	2.53	2.47
45-54	330	1,365,924	1,411,438	2.42	2.34
55-64	294	1,281,902	1,285,682	2.29	2.29
SENIORS (65+)	272	1,395,016	1,460,409	1.95	1.86
UNKNOWN	48	--	--	--	--
TOTAL	**2,147**	**8,027,927**	**8,448,399**	**2.61**	**2.48**

Source: Fatality Analysis Reporting System (FARS) 2018; Drivers licenses information obtained from the Department of Driver Service (Dec 2019); Estimated 2018 population obtained from Georgia's Online Analytical Statistical Information System (OASIS)

The table below shows the percentage of drivers involved in fatal crashes, licensed drivers, and population by age group. In 2018 older drivers ages 65 years and older accounted for 14 percent of all drivers involved in single-vehicle fatal crashes, compared to 15 percent in multiple-vehicle fatal crashes. Drivers aged 65 years and older accounted for 17 percent of the Georgia population and 17 percent of all 2019 licensed drivers.

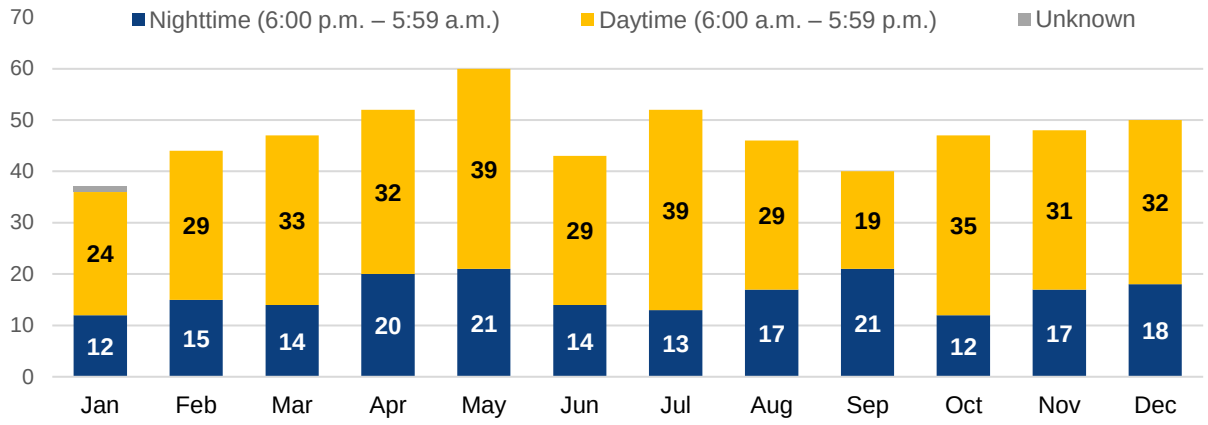
Rates of Drivers Involved in Fatal Crashes, by Age Group, 2018, Georgia

Age Group (Years)	Drivers Involved In Fatal Crashes			2019 Licensed Drivers	2018 Est. Population
	Single-Vehicle	Multi-Vehicle	Total		
15-20	9%	9%	9%	8%	10%
21-24	12%	8%	10%	7%	7%
25-34	22%	21%	21%	18%	17%
35-44	15%	16%	16%	17%	16%
45-54	16%	15%	15%	17%	17%
55-64	12%	15%	13%	15%	15%
SENIORS (65+)	14%	15%	15%	17%	17%
TOTAL	**792**	**1,355**	**2,147**	**8,027,927**	**8,448,399**

Source: Fatality Analysis Reporting System (FARS) 2018; Drivers licenses information obtained from the Department of Driver Service (Dec 2019); Estimated 2018 population obtained from Georgia's Online Analytical Statistical Information System (OASIS)

The figure below shows the time of day of all fatal crashes involving older drivers (age 55 years and older) by month. Majority of fatal crashes involving older drivers in 2018 occurred in the daytime hours during 12:00-5:59pm – 65 percent of all fatal crashes. The most common month of older drivers involved in crashes was May (60 older drivers) followed by April and July (52 older drivers).

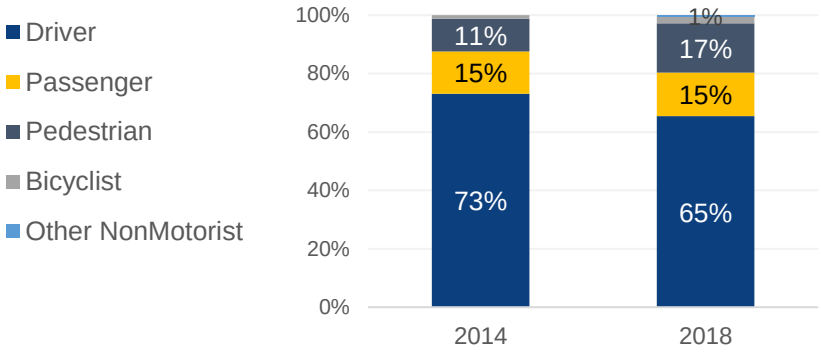
Fatal Crashes Involving Older Drivers, by Month and Time of Day, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2018

The figure below shows the percentage of fatalities in crashes involving older persons by person type and year. In 2018, 65 percent of all older person fatalities were the driver themselves, 15 percent were motor vehicle passengers, and 17 percent were pedestrians. The proportion of older person fatalities that were pedestrians increased from 11 percent in 2014 to 17 percent in 2018. Out of the 291 non-motorist fatalities that occurred in 2018, 94 (32 percent) were over the age of 55 years.

Involvement of the Older Population in Traffic Fatalities, 2014 and 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2014 & 2018

CarFit Program

Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed; however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. As people age, they're more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them. The CarFIt Program partners with Carfit technicians, event coordinators, and Occupational Therapists to check how well an individual's vehicle "fits" them. The Carfit technician reviews vehicle safety features with the participant, including how to correctly adjust their mirrors. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers and increase their mobility in the community.

Yellow Dot Program

First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders' ability to obtain information on medical conditions, medications, or medical allergies. It also makes it difficult to retrieve other medical and contact information in which the medical professionals can use in making the best decision regarding emergency medical treatment. Individuals complete the Yellow Dot Packet and record their medical conditions and medications. The individual then places the decal on their vehicle. The decal then alerts first responders that vital medical information is stored in the glove compartment of their vehicle.

Resource Information Center and Clearing House

The general public is often uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way to determine the needs and/or what types of resources would be most useful. The Governor's Office of Highway Safety (GOHS) reviews and updates its website frequently (www.gahighwaysafety.org), to increase the general public and stakeholder's ability to have access to highway safety data and resources. The GOHS website also provides access to an online store, which is a clearinghouse for brochures and resource materials related to traffic safety.

2021 Georgia Highway Safety Conference

GOHS will host the 2021 Georgia Highway Safety Conference in late summer or early fall. Typically, this is a 2 ½ day conference where the focus is on highway safety issues including impaired driving, speed, occupant protection, pedestrian, bicycle, etc. In 2019, Georgia had between 350-400 attendees.

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	1.18*[18]	1.23
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527

Primary Countermeasure Strategy

Countermeasure Strategy	• Older Driver: General Communications and Education • Public Education and Outreach

Older Driver: General Communications and Education

Project Safety Impacts

The Road Safety for Drivers 55+ Project (RSD55+) will educate drivers, first responders (law enforcement, EMS/Fire) & medical professionals about the challenges that maturing road users face. It will continue to identify and evaluate methods to reduce crashes, injuries and fatalities, and maintain mobility for Georgia drivers 55+. This project has amended the name and scope of the grant because of feedback received during previous grant cycles. The target audience does not identify with the term "older driver". Assessments also indicate that to reach the frailest population and to address physical risks of crashes (e.g., reduced reaction time), we need to start education efforts sooner.

Since 2006, the RSD55+ program has engaged in leading and building sustainability for the Older Driver Task Force (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 (2020), the project will convene ODTF meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (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

[18] 2018 fatality rate was calculated using the 2018 preliminary vehicle miles traveled obtained Georgia Department of Transportation (GDOT). 2018 fatality rates from FARS was not available when this FY2021 HSP was compiled.

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. This audience is reached by collaborating with Georgia's aging network and other organizations. 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.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that education plays an extremely important role in highway safety in the State of Georgia. In order to combat crashes, fatalities, and injuries on the roadways, the Governor's Office of Highway Safety plans to develop activities to help educate Georgia's public, and help fund these educational experiences for communities around the state. This will allow communities to focus on providing the public with educational materials and events for those on Georgia roadways.

The RSD55+ 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). DPH 55+ will review data and other programs across the state that focus on legislative and policy recommendations. The goal is to institute system-wide changes that focus on the mobility of older adults through safety initiatives. The older driver 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 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 is currently active in 20 Yellow Dot sites and eight other groups are working toward launching the program. Participants in the program have positive remarks about Yellow Dot and other communities around the state have expressed interest in implementing the program.

EDUCATION: The 12 Area Agencies on Aging (AAAs) serve adults and their families in Northwest Georgia, Georgia Mountains, Atlanta Region, Northeast Georgia, Southern Crescent, Middle Georgia, Central Savannah River Area, River Valley, Heart of Georgia, Coastal Georgia, SOWEGA, and Southern Georgia. RSD55+ will reach out to them to increase their representation on the ODTF, provide educational presentations, provide technical support, and collaborate on 55+ driver safety events. The Program Consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support 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 RDS55+ program will work to stabilize and expand the reach of the CarFit program with the assistance of a full-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. The 55+ program hosted four events this grant year and served 50 people.

The RSD55+ program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues. This will be done through 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 healthcare related industries. Partnerships with organizations such as the National Aging in Place Council (NAIPC) have afforded the program the opportunity to share resources and learn about innovations in transportation.

Rationale for Selection

Funding for the RDS55+ program will go to the Department of Public Health and they will handle communication and outreach across Georgia.

Public Education and Outreach

Project Safety Impacts

According to FARS data in 2018, Georgia suffered 1,504 fatalities from motor vehicle crashes. This is a slight decrease from calendar year 2017. The data for 2018 shows impaired driving was responsible for the deaths of 375 persons and speed was responsible for 267. Although Georgia has one of the highest seatbelt usage rates at 95.9%, known unrestrained fatalities equaled 50%, or 441 deaths out of 994 vehicle occupant fatalities. In 2005 Georgia experienced 1,729 traffic fatalities, the highest recorded number of roadway deaths in the state.

Linkage Between Program Area

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the State of Georgia. In order to educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge.

Rationale for Selection

By funding staff, activities, and brochures, the Governor's Office of Highway Safety can provide the most current safety information to the citizens and visitors in Georgia. GOHS has established a Resource Information Center and Clearinghouse for community partners, advocates, professionals, and other

agencies to obtain educational outreach materials related to highway safety. In addition to the Resource Center, GOHS will host the 2021 Georgia Highway Safety Conference. Typically, this is a 2 ½ day conference where the focus is on highway safety issues including impaired driving, speed, occupant protection, pedestrian, bicycle, etc. In 2019, Georgia had between 350-400 attendees.

Planned Activities

Georgia Governor's Office of Highway Safety - 402CP	
Planned Activity Description:	Fund GOHS personnel and outreach, including the GOHS resource center, focused on public information, education and outreach, statewide to reduce the number of crashes, injuries and fatalities attributed to unsafe driving. GOHS will host one highway safety conference and begin upgrades to the GOHS website.
Countermeasure strategies:	• Public Education and Outreach
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Department of Public Health-Road Safety for Drivers 55+ Project-1	
Planned Activity Description:	The Road Safety for Drivers 55+ Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.
Countermeasure strategies:	• Older Driver- General Communication and Education
Intended Subrecipients:	Georgia Department of Public Health

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
CP-2021-GA-00-09	Public Health, Georgia Department of	Road Safety for Drivers 55+ (GA's older driver safety project)	FAST Act 402 CP	$181,269.56
CP-2021-GA-00-84	GA Governor’s Office of Highway Safety	402CP: Community Traffic Safety Project	FAST Act 402 CP	$1,226,364.63
			TOTAL	**$1,407,634.19**

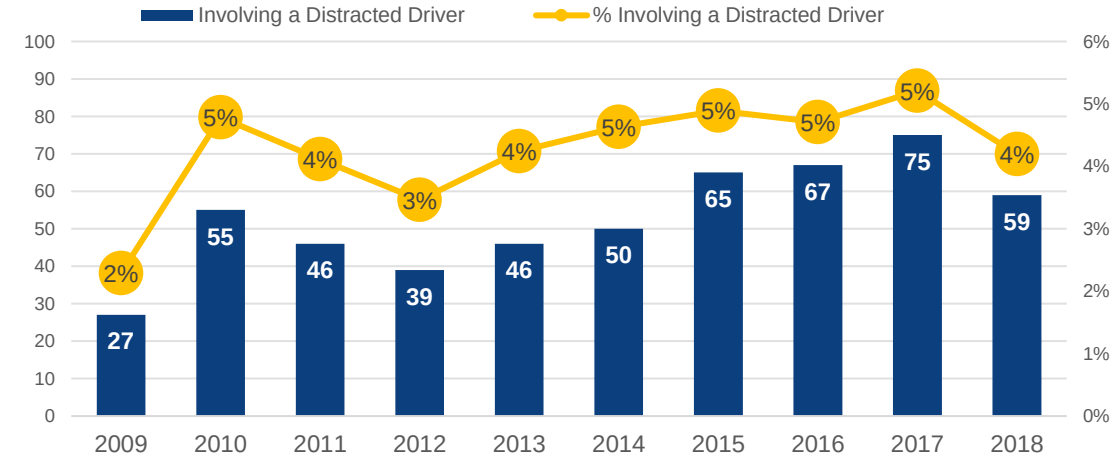
DISTRACTED DRIVING

Description of Highway Safety Problems

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.

In 2018, there were a total of 1,407 fatal crashes in Georgia involving 2,147 drivers. According to FARS, 59 out of the 1,407 fatal crashes (4%) involved a distracted driver, and 60 out of the 2,147 drivers (3%) were distracted at the time of the crash. The figure below shows the number and percent of fatal motor vehicle crashes that involved a distracted driver from 2009 to 2018 in Georgia.

Fatal Motor Vehicle Crashes Involving a Distracted Driver (2009-2018) Georgia



Source: FARS 2009-2018 Annual Report File (ARF)

In 2018, 17 out of 186 (9.1%) young drivers ages 16-to-20 years were distracted at the time of the fatal crash. Young drivers had the greatest proportion of distracted drivers involved in fatal crashes compared to other age groups in 2018. The table to the right shows the percent of distracted drivers (15+ years) involved in fatal crashes by known age.

Distracted Drivers Involved in Fatal Crashes by Known Age over 15+ Years, 2014 and 2018, Georgia

Age Group	2014			2018		
	Distracted Driver	Not Distracted	% Drivers Distracted	Distracted Driver	Not Distracted	% Drivers Distracted
16-20	8	139	5.8%	17	186	9.1%
21-24	10	139	7.2%	10	210	4.8%
25-34	19	350	5.4%	16	462	3.5%
35-44	13	284	4.6%	19	339	5.6%
45-54	9	283	3.2%	15	330	4.5%
55-64	11	199	5.5%	15	294	5.1%
65-74	9	117	7.7%	6	173	3.5%
>74	2	76	2.6%	0	99	0.0%
Total	81	1,587	5.1%	98	2,093	4.7%

Source: Fatality Analysis Reporting System (FARS); 2014 and 2018, Georgia

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222

Primary Countermeasure Strategy

Countermeasure Strategy	• Distracted Driving: Communications and Outreach

Project Safety Impacts

The countermeasure for this performance measure will be "Distracted: Communications and Outreach on Distracted Driving." The main aspect of this performance measure will be the NHTSA designated "Distracted Driving Awareness" month for October 2020 and April 2021. The Federal FY 2020 Distracted Driving Awareness Month Enforcement/Outreach campaign was moved by NHTSA from April to October due to COVID-19. The Communications and Outreach effort will include a statewide paid media radio and television during both enforcement campaigns in the fall and spring, and earned media events to coincide with NHTSA's national enforcement week for both months. The media events will take place throughout Georgia and will include neighboring states in the region. With Georgia's new "hands-free" law now in place, we will also continue outreach efforts to change a patterned behavior of talking, texting and interacting with phones while driving. The new "hands-free" law has allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations.

Linkage Between Program Area

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 "Hands Free for Safety", "Know When to Hit Send", 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 on the state's new Hands-Free law that went into effect on July 1, 2018. The Hands-free law prohibits all drivers from holding a phone or supporting one with their body when they are behind the wheel. This PI&E campaign will continue statewide in 2021 with both paid and earned media.

Rationale for Selection

The countermeasure supports distracted driving mobilizations throughout the year including the NHTSA designated "Distracted Driving Awareness" month. While the paid media strategies only have a 1-star effectiveness rating in Countermeasures That Work, GOHS is using the rationale that combining simultaneous paid, earned and owned media messaging will prove to be an effective strategy in bringing the number of traffic deaths under projected 5-year measures.

GOHS chose this countermeasure strategy because of: Distracted and Drowsy Driving: Communication and outreach on Distracted Driving (CTW, Chapter 4: Page 18). This campaign will be directed at a specific behavior of cell phone use and will target teen and young adult drivers. This countermeasure strategy will also be tied in with the "High Visibility Cellphone and Text Messaging Enforcement" countermeasure strategy (CTW, Chapter 4: Page 14) that has a four-star effectiveness rating by supporting distracted driving checkpoints for cellphone use and text messaging with paid media and earned media messaging.

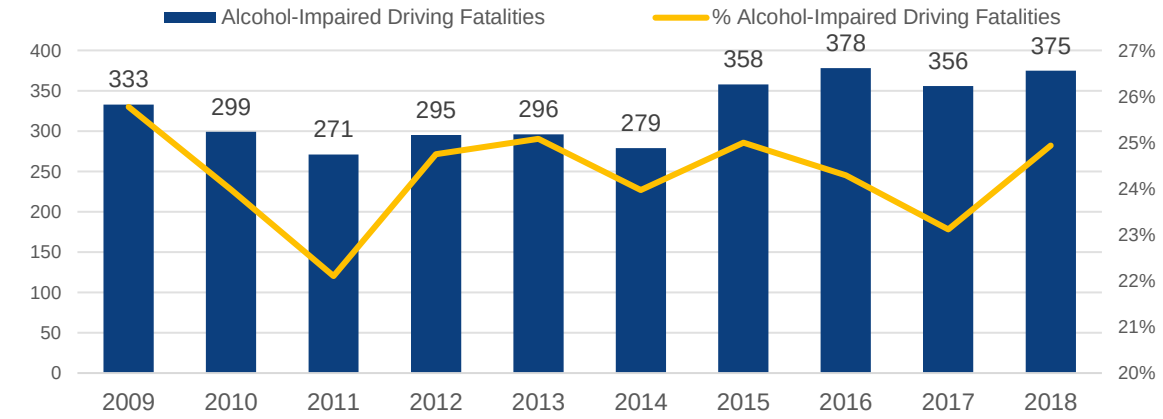
IMPAIRED DRIVING (ALCOHOL AND DRUG)

Description of Highway Safety Problems

Drivers and motorcycle operators are considered to be alcohol-impaired when their blood alcohol concentration (BAC) is 0.08 grams per deciliter (g/dL) or higher. In 2018 there were 375 people fatally injured in alcohol-impaired driving crashes in Georgia. These alcohol-impaired driving fatalities accounted for 25 percent of all motor vehicle traffic fatalities.

The figure below shows the total number of traffic fatalities, and the number and percentage of fatalities by alcohol-impaired driving fatalities, for a 10-year period. The number of alcohol-impaired driving fatalities increased by 5 percent (+19 fatalities) from 356 fatalities in 2017 to 375 fatalities in 2018. From 2009 to 2018, the proportion of alcohol-impaired driving fatalities ranged from 22 percent in 2011 to 26 percent in 2009.

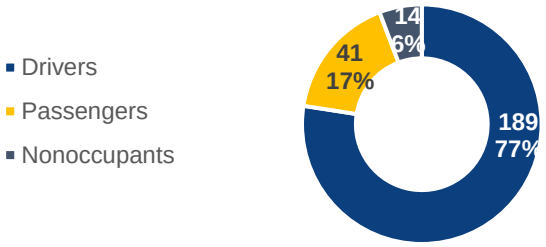
Number and Proportion of Alcohol-Impaired Driving Fatalities, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2017 Final File, 2018 Annual Report File (ARF)

Of the 244 fatalities identified to have at least one driver with a positive BAC test result[19] in the FARS 2018 Annual Report File (June 2020), 189 (77%) were drivers, 41 (17%) were motor vehicle passengers, and 14 (6%) were nonoccupants (pedestrians, bicyclists, or other persons). The figure on the right show the distribution of 2018 traffic fatalities by role in crashes that involved at least one alcohol-impaired driver.

Georgia Fatalities, by Role, in Crashes Involving at Least One Alcohol-Impaired Driver, 2018

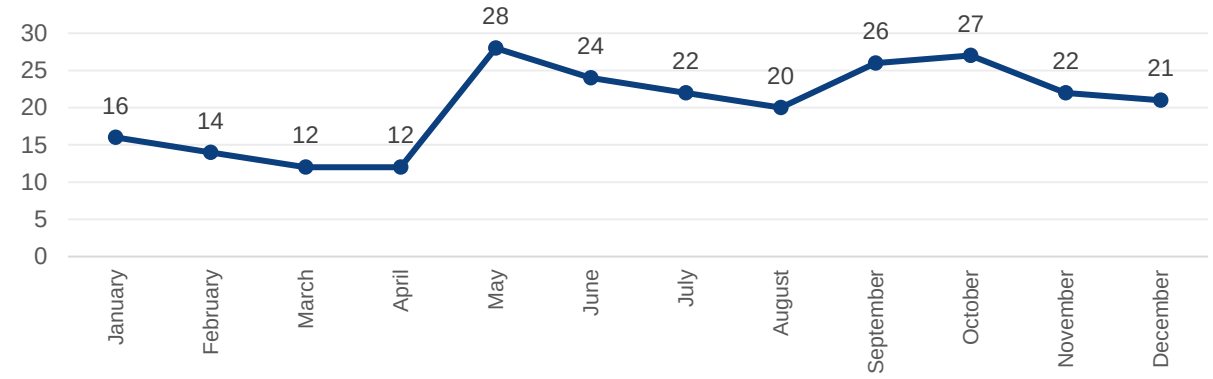


Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

[19] Estimates of alcohol-impaired driving are generated using BAC values reported to the Fatality Analysis Reporting System (FARS) and BAC values imputed when they are not reported. The variable used to determine alcohol-impaired driving fatalities is "A_POSBAC" Involving a Driver with a Positive BAC Test Result in the Auxiliary Data Files.

The figure below displays the monthly variation of traffic fatalities involving at least one driver with a positive BAC by month in 2018. In 2018 based on known values of alcohol-impaired drivers involved in fatal crashes, more fatalities occurred in May (28 fatalities), September (26), and October (27) compared to the other months.

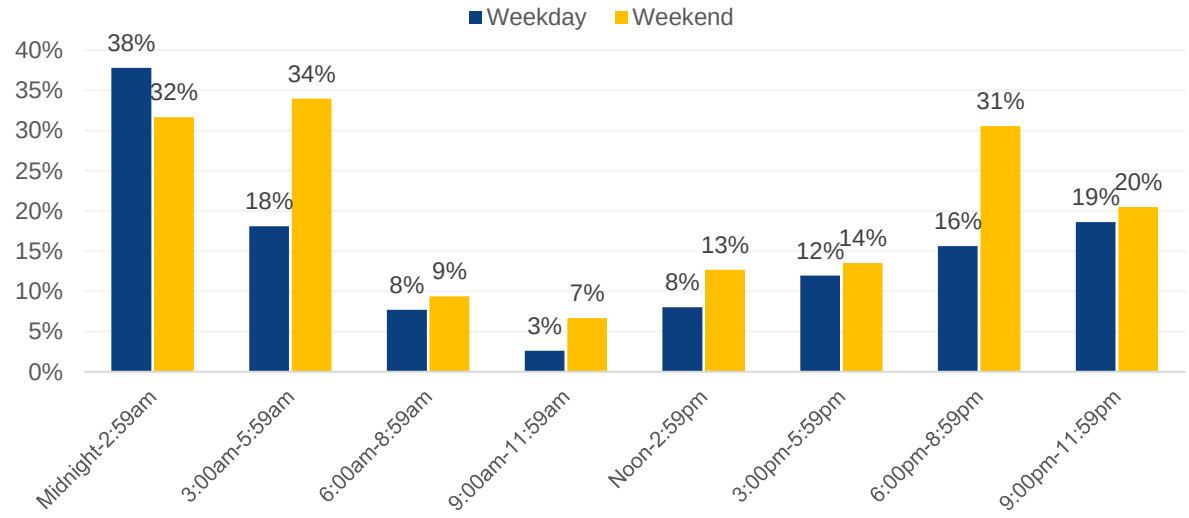
Georgia Fatalities Involving at Least One Driver with a Positive BAC result by Month, 2018



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

The percentage of traffic fatalities that involved at least one driver with a positive BAC result in 2018 is presented in the figure below by time of day and day of week. Fewer drivers are involved in fatal crashes during daytime hours, regardless of day of week. For most time periods (except from midnight to 2:59am), the proportion of alcohol-related fatal crashes was more on weekends than weekdays. Weekdays, midnight to 2:59 a.m., drivers involved in fatal crashes were most likely to be alcohol-impaired. On weekends, drivers involved in fatal crashes were more likely to be alcohol-impaired between the hours of 3:00am and 5:59am.

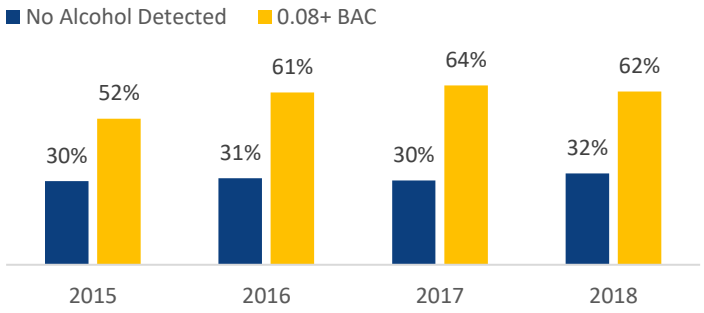
Georgia - Percent of Fatalities that Involved at Least One Driver with a Known Positive BAC Result by Weekdays/Weekends and Time of Day, 2018



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

The figure on the right shows the percent of unrestrained drivers by their known BAC at the time of the fatal crash from 2015 to 2018. In 2018, 62 percent of all alcohol-impaired drivers were unrestrained, compared to 32 percent of other non-impaired drivers who were unrestrained. The percent of unrestrained, alcohol-impaired drivers involved in fatal crashes increased by net 10 percent compared from 52 percent in 2015.

Percent of Unrestrained Drivers involved in Fatal Crashes by Known BAC of Driver, 2015-2018, Georgia

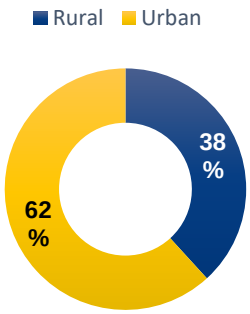


Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF)

The number and percent of fatalities involving alcohol-impaired drivers by roadway function class and by rural/urban regions are shown in the table below. Eight percent of the 344 drivers involved in fatal crashes on the interstate had a known BAC of 0.08 g/dL or higher. In 2018, 62 percent of the alcohol-impaired traffic fatalities occurred in urban regions and 38 percent occurred in rural regions.

Speeding-Related Traffic Fatalities, by Roadway Function Class and Rural/Urban Regions, 2018, Georgia

Roadway Function Class	Alcohol Impaired Driver Involved		Other Crash		Total
	Number	Percent	Number	Percent	
Interstate, principal arterial	28	8%	316	92%	344
Freeway and expressway, principal arterial	6	25%	18	75%	24
Principal arterial, other	40	7%	530	93%	570
Minor arterial	59	10%	557	90%	616
Collector	31	12%	236	88%	267
Local	15	15%	84	85%	99



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

In 2018, 115 counties experienced at least one alcohol-related traffic fatality. Nearly half (46%) of all alcohol-related fatalities occurred in these top five counties. The top five counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are: Fulton (36 fatalities), DeKalb (33 fatalities), Gwinnett (16 fatalities), Cobb (14 fatalities), and Newton (10 fatalities).

The table on the next page provides information on alcohol-impaired drivers involved (fatally injured or surviving) in fatal crashes by the age and gender of driver. In 2018, the highest percentage of alcohol-impaired drivers was for 21- to 24-year-old drivers (19%), followed by 25- to 34-year-old drivers (14%). The 4-year comparison of alcohol-impaired drivers involved increased for older drivers (ages 55+ years) when compared to younger drivers. The percentages of alcohol-impaired drivers involved in fatal crashes in 2018 were 12 percent among males and 7 percent among females.

Known Alcohol-Impaired Drivers Involved in Fatal Crashes, by Age Group, Gender 2015 and 2018, Georgia

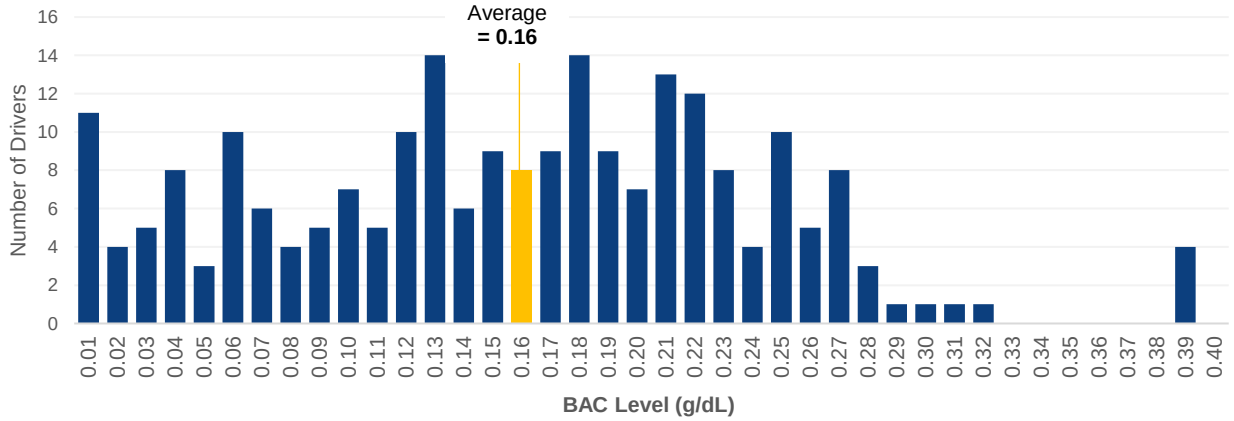
Age Group and Gender	2015			2018			Change in Percentage with BAC=.08+ g/dL 2015 and 2018
	Total Drivers	BAC=.08+ g/dL		Total Drivers	BAC=.08+ g/dL		
		Number	Percent		Number	Percent	
15-20	165	9	5%	192	6	3%	-2%
21-24	209	37	18%	210	39	19%	1%
25-34	403	79	20%	462	66	14%	-5%
35-44	321	53	17%	339	38	11%	-5%
45-54	354	40	11%	330	34	10%	-1%
55-64	258	22	9%	294	30	10%	2%
65-74	183	4	2%	173	8	5%	2%
75+	110	2	2%	99	4	4%	2%
Male	1,463	191	13%	1,461	182	12%	-1%
Female	544	55	10%	640	43	7%	-3%

Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

A BAC of 0.08 g/dL is considered to be impaired in the state of Georgia. Majority of drivers in fatal crashes with any measurable alcohol had BAC higher that 0.08 g/dL. All 225 drivers involved in fatal crashes with measurable BACs in 2018 were also impaired (BAC = .08+ g/dL). Fifty-six percent (127) also had BAC levels at or above 0.15 g/dL.

The figure below presents the distribution of BACs for those drivers with any alcohol in their systems. The average BAC across all drivers with alcohol in their system was 0.16 g/dL. The most frequently recorded BACs among drinking drivers in fatal crashes was at 0.13 g/dL and 0.18 g/dL.

Distribution of BACs for Drivers With BACs of .01 g/dL or Higher Involved in Fatal Crashes, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222

Primary Countermeasure Strategy

Countermeasure Strategy	• Impaired Driving: Enforcement • Impaired Driving: Education and Outreach

Impaired Driving Enforcement

Project Safety Impacts

In 2018, there were 1,504 fatalities in Georgia. Of those fatalities, 375 (25%) were caused by alcohol/drugs. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes and fatalities. In Georgia, alcohol-impaired driving rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. NHTSA's findings show that 21 – 24 year-olds had the highest percentage (19%) of drivers with BACs of .08 or higher in fatal crashes followed by 25-34 year-old drivers (14%).

Linkage Between Program Area

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.

Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. 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.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2020 and FY 2021. 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.
2. Three statewide impaired driving mobilizations that occur during the December holidays, July 4th, and Labor Day (September).
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies, including The Georgia State Patrol Nighthawks, will participate in four impaired driving mobilizations, including Thunder Task Force, 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 2021.

The four (4) impaired driving mobilizations are as follows:

1. December 2020/January 2021
2. Thunder Task Force (Three Dates TBD)
3. July Fourth, 2021
4. Labor Day 2021

Statewide Impaired Driving Mobilization

Georgia participates in four annual statewide mobilizations, including the Thunder Task Force, to combat impaired driving. These campaigns occur during the December holiday, Fourth of July, Labor Day, and at least three (3) local deployments of the Thunder Task Force. 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.

FFY2021 Georgia Mobilizations*

Click it or Ticket Mobilization
November 16 – November 29, 2020
(National Mobilization)

Driver Sober or Get Pulled Over
December 14, 2020 – January 3, 2021
(National Mobilization)

Click it or Ticket Mobilization
May 17 – May 31, 2021
(National Mobilization)

One Hundred Days of Summer HEAT
May 17 - September 7, 2021

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

Drive Sober or Get Pulled Over
August 16 - September 7, 2021
(National Mobilization)

Strategic Thunder Mobilizations

The Governor's Office of Highway Safety has established a task force consisting of Highway Enforcement of Aggressive Driving (H.E.A.T.) officers, troopers and local law enforcement. The "Thunder" Task Force 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.

Rationale for Selection

Impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2020, the Governor's Office of Highway Safety (GOHS) funded nineteen (19) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state in communities, including the Georgia State Patrol Nighthawks where 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 2021. The Highway Enforcement of

Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. The Georgia State Patrol Nighthawks will continue to focus on impaired driving in the Fulton Co, Gwinnett Co, and Chatham Co areas. This will be accomplished through enforcement and education.

Georgia will continue to fund the H.E.A.T. projects in 2021.

Impaired Driving: Education and Outreach

Project Safety Impacts

Education and Outreach will be used throughout FFY 2021 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engage in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

Linkage Between Program Area

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways regarding impaired driving. Georgia is considered a “low-range” state however, it is incumbent upon GOHS’s law enforcement partners to remain innovative in education efforts and to communicate both successes and failures.

Education and outreach contribute to heightened public awareness, which when combined with enforcement, have been beneficial in addressing impaired-driving issues faced by the state, as determined through its problem identification process.

Mothers Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff will engage volunteers at colleges, universities, and community organizations in drunk driving prevention advocacy. MADD attends local health fairs, community events and school rallies advocating for seat belt usage, the only protection against a drunk driver.

GOHS and The Prosecuting Attorney’s Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and community awareness. To meet these needs, Georgia’s Senior Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

GOHS coordinates with The GA Department of Driver Services to run the Alcohol and Drug Awareness Program (ADAP). It is an educational component that focuses on educating young drivers on the dangers of combining driving with the use of alcohol or drugs. This is an important part of the prevention equation. The ADAP is an effective tool in the multi-pronged approach to protecting Georgia’s drivers and passengers. Obtaining an ADAP certificate is mandatory before GA teens can

receive their driver's license. There is still much to be done to increase awareness among Georgia's teen drivers and their parents of the dangers of alcohol and drugs, particularly behind the wheel.

The Georgia Public Safety Training Center provides law enforcement training such as Standardized Field Sobriety (SFST), Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and other impaired driving courses that officers can receive. These trainings build on each other and give officers the necessary information to increase their enforcement of the impaired driving laws.

Rationale for Selection

Impaired driving is one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FFY 2020, the Governor's Office of Highway Safety (GOHS) funded education and outreach projects across the state with a focus on deterring impaired driving. Including the Planned Activities listed in this Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2021. Each of these projects contain an educational component to educate local drivers on the dangers of impaired driving.

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, Georgia will continue to offer education and outreach.

Planned Activities

Alcohol and Drug Awareness Program	
Planned Activity Description:	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Georgia Department of Driver Services

402 Alcohol and other Drugs	
Planned Activity Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	GAGOHS-Grantee

Mothers Against Drunk Driving - Georgia	
Planned Activity Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes and prevent underage drinking. MADD does this through community activations, delivering MADD's signature Power of You(th) and Power of Parents programs, supporting law enforcement agencies; participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over, and serving as a member of the state's Impaired Driving Task Force.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Mothers Against Drunk Driving-Georgia

HEAT/Nighthawk DUI Task Force-North/South	
Planned Activity Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.
Countermeasure strategies:	• Impaired Driving: Enforcement
Intended Subrecipients:	Georgia Department of Public Safety

Traffic Safety Adjudication Program	
Planned Activity Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Prosecuting Attorney's Council

Impaired Driving Training Programs/SFST & DRE	
Planned Activity Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
Countermeasure strategies:	• Impaired Driving: Education and Outreach
Intended Subrecipients:	Georgia Public Safety Training Center

Projects

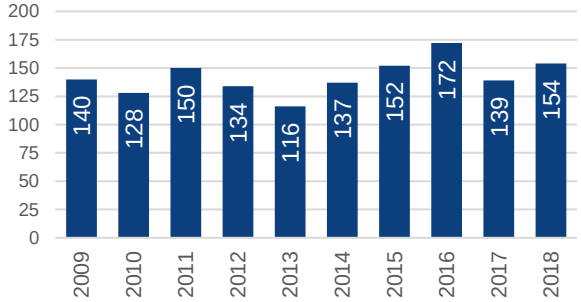
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M6X-2021-GA-00-17	Georgia Department of Driver Services	Alcohol and Drug Awareness Program	FAST ACT 405d	$51,782.88
AL-2021-GA-00-35	GAGOHS- Grantee	402AL: Alcohol and other Drugs	FAST ACT 402 AL	$50,499.96
M6X-2021-GA-00-42	Mothers Against Drunk Driving-Georgia	Mothers Against Drunk Driving Georgia	FAST ACT 405d	$156,624.51
M6X-2021-GA-01-18	Prosecuting Attorney's Council	Traffic Safety Adjudication Program	FAST ACT 405d	$475,000.00
M6X-2021-GA-00-37	Georgia Public Safety Training Center	Impaired Driving Training Programs/SFST & DRE	FAST ACT 405d	$551,158.42
M6X-2021-GA-00-13	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force- North/South	FAST ACT 405d	$2,453,177.72
			TOTAL	**$3,738,243.49**

MOTORCYCLE SAFETY

Description of Highway Safety Problems

In 2018, there were 154 motorcyclists fatally injured in motor vehicle traffic crashes – an increase of 11 percent (+15 fatalities) from the 139 motorcyclists fatally injured in 2017. Motorcyclists accounted for 10 percent of all traffic fatalities. Of the 154 motorcyclists killed in traffic crashes, 96 percent (148) were riders and 4 percent (6) were passengers. The figure to the right presents information about motorcyclists fatally injured from 2009 to 2018. From 2013 to 2016, motorcyclist fatalities increased by 48 percent and peaked in 2016 during the 10-year period.

Motorcyclists Fatally Injured, 2009–2018, Georgia

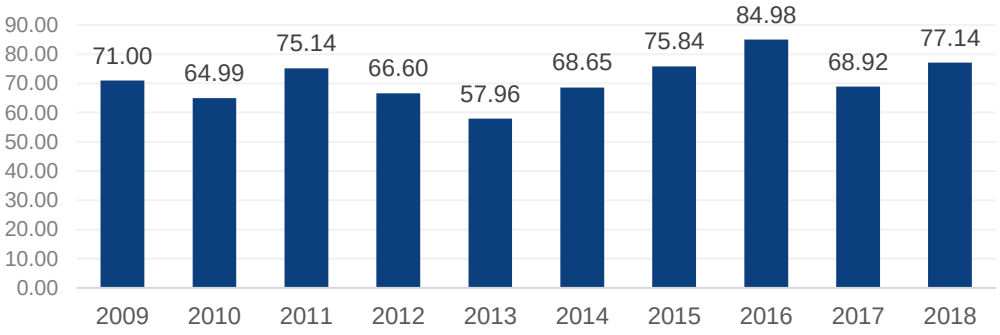


Source: FARS 2009-2018 Annual Report File (ARF), Georgia

According to FARS data, the number of un-helmeted motorcyclist fatalities in Georgia doubled from 9 un-helmeted motorcyclist fatalities in 2016 to 18 un-helmeted motorcyclist fatalities in 2017. In 2018, 16 out of the 154 motorcyclists killed in crashes were un-helmeted.

While motorcycles are an increasingly popular means of transportation, there was a slight decrease in the number of registered motorcycles in the state of Georgia. In 2018, there were an estimated 199,635 motorcycle registrations in Georgia – a 1 percent decline from 2017. In 2018, there were 77 motorcyclist fatalities out of every 100,000 registered motorcycle in Georgia. The figure below shows rate of motorcyclist fatalities per 100,000 registrations during the 10-year period.

Motorcyclist Fatalities per 100,000 Motorcycle Registrations, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2018 Final File, Georgia Department of Revenue (DOR)

The 35-and-older age group made up 68 percent of motorcyclists killed in 2009 as compared to 57 percent of the motorcyclists killed in 2018. Over the 10-year period from 2009 to 2018, fatalities among the 35-and-older age group decreased by 7 percent (from 95 to 88). The number of motorcyclists

among the age group 25-to-34 years increased by 48 percent from 25 fatalities in 2009 to 37 fatalities in 2018.

Weekday is defined as 6 a.m. Monday to 5:59 p.m. Friday, and weekend is defined as 6 p.m. Friday to 5:59 a.m. Monday. The table below shows that in 2009 and 2018 roughly half the motorcyclists were killed in traffic crashes during the weekend versus weekday. Based on the difference in the number of hours between weekday and weekend, there were more than 1.4 times as many motorcyclist fatalities in traffic crashes occurring on the weekend compared to the weekday in 2018.

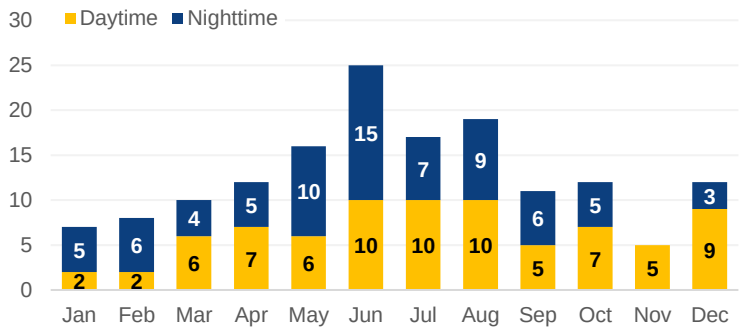
Motorcyclist Fatalities, by Age Group, Year, and Day of Week, 2009 and 2018, Georgia

Age Group	2009			2018		
	Weekend (6 p.m. Friday to 5:59 a.m. Monday)	**Weekday** (6 a.m. Monday to 5:59 p.m. Friday)	**Total***	**Weekend** (6 p.m. Friday to 5:59 a.m. Monday)	**Weekday** (6 a.m. Monday to 5:59 p.m. Friday)	**Total**
15-20	1	3	4	9	2	11
21-24	8	8	16	8	10	18
25-34	13	12	25	23	14	37
35-44	19	17	36	15	11	26
45-54	14	14	28	13	14	27
55-64	13	12	26*	14	10	24
65+	2	3	5	8	3	11
TOTAL	**70**	**69**	**140**	**90**	**64**	**154**

Source: Fatality Analysis Reporting System (FARS) 2009 and 2018 Final File, Georgia
*Note: The 2009 total includes one motorcyclist fatality with unknown time of crash that occurred on a Friday

The figure to the right shows the number of motorcyclist fatalities by month and time of day for 2018. In 2018, more motorcyclist fatalities occurred during summer months (June, July, and August). In 2018, 16 percent of motorcyclist fatalities injured occurred in the month of June alone (25 out of 154). Nearly half of the motorcyclist fatalities occurred at nighttime (49%) across all months in 2018.

Motorcyclist Fatalities by Month and Time of Day, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2018 Final File, Georgia

The number of motorcyclist fatalities by roadway function class is shown in the table on the right. Of the 154 motorcyclist fatalities that occurred in 2018, 48 (31%) occurred on minor arterial roads. In 2018, 81 percent of motorcyclist fatalities occurred in urban regions and 19 percent occurred in rural regions.

Motorcyclist Fatalities, by Roadway Function Class and Rural/Urban Regions, 2017-2018, Georgia

Roadway Function Class	2017	2018
Minor arterial	31	48
Local	25	31
Principal arterial, other	41	30
Collector	23	26
Interstate, principal arterial	16	18
Freeway and expressway, principal arterial	3	1

Source: Fatality Analysis Reporting System (FARS); 2017-2018 Annual Report File (ARF), Georgia

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. In 2018 14% of Georgia's motorcycle riders killed in fatal crashes reported 0.08+ Blood Alcohol Concentration (BAC). In 2017 and 2018, 35% of all (surviving and fatally injured) drivers and motorcycle riders involved in fatal crashes were tested for alcohol consumption with a recorded BAC (759 vehicle operators were tested for alcohol out of the 2,147 vehicle operators that were involved in fatal crashes). In 2018, 54 percent of drivers fatally injured, and 21 percent of surviving drivers involved in fatal crashes had BAC results reported.

The combined table below shows the number of motorcycle crashes with another vehicle, motorcycle registrations, crash rate, motorcycle crashes involving alcohol, and motorcyclist fatalities by county.

Motorcycle Crashes with another Vehicle, Registrations, Crash Rate, Crashes Involving Alcohol, and Fatalities by county, Georgia

Source: GDOT, DOR, FARS

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Dekalb	196	6,689	29.3	2	12
Clinch	2	73	27.4	-	-
Fulton	276	10,234	27.0	7	21
Bibb	43	1,884	22.8	1	1
Richmond	64	2,940	21.8	6	1
Clayton	65	3,081	21.1	2	6
Chatham	97	4,673	20.8	9	3
Montgomery	3	166	18.1	2	-
Clarke	22	1,233	17.8	2	3
Rockdale	30	1,695	17.7	-	-
Newton	43	2,645	16.3	4	5
Randolph	1	63	15.9	-	-
Cobb	188	12,362	15.2	2	8
Wheeler	1	67	14.9	-	-
Peach	9	628	14.3	2	1
Mitchell	4	287	13.9	-	-
Telfair	2	144	13.9	-	1
Douglas	40	3,011	13.3	-	3

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Liberty	21	1,607	13.1	5	-
Floyd	31	2,392	13.0	5	-
Muscogee	35	2,786	12.6	2	3
Dougherty	12	971	12.4	-	-
Butts	10	824	12.1	-	1
Gwinnett	154	12,694	12.1	13	10
Bulloch	15	1,254	12.0	1	1
Gordon	20	1,725	11.6	3	4
Carroll	37	3,249	11.4	1	2
Coffee	7	620	11.3	1	1
Jeff Davis	2	178	11.2	1	-
Catoosa	19	1,714	11.1	1	-
Henry	55	5,205	10.6	4	3
Crisp	3	296	10.1	-	1
Polk	12	1,194	10.1	2	-
Johnson	1	101	9.9	-	-
Walton	27	2,739	9.9	2	3
Hall	47	4,785	9.8	3	5
Whitfield	22	2,243	9.8	3	
Stephens	8	820	9.8	1	1
Lumpkin	13	1,342	9.7	1	3
White	11	1,147	9.6	2	1
Ware	5	528	9.5	-	-
Spalding	15	1,586	9.5	-	
Dade	4	437	9.2	-	1
Morgan	6	659	9.1	-	-
Lowndes	21	2,384	8.8	2	6
Tift	6	696	8.6	-	1
Toombs	4	479	8.4	-	2
Long	4	480	8.3	2	1
Bartow	28	3,381	8.3	4	3
Walker	16	1,955	8.2	2	-
Rabun	5	614	8.1	-	-
Columbia	28	3,441	8.1	2	2
Franklin	6	738	8.1	-	-
McDuffie	4	500	8.0	2	2
Glynn	14	1,754	8.0	-	-
Troup	11	1,395	7.9	1	2
Houston	29	3,743	7.7	1	-
Brooks	2	262	7.6	-	-
Ben Hill	2	264	7.6	-	-
Effingham	16	2,192	7.3	3	1
Cook	2	276	7.2	-	-
Crawford	3	428	7.0	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Laurens	6	859	7.0	-	-
Dawson	8	1,155	6.9	-	-
Baldwin	5	724	6.9	-	1
Coweta	29	4,259	6.8	-	2
Thomas	5	751	6.7	1	
Madison	5	780	6.4	-	2
Oconee	5	797	6.3	-	-
Union	9	1,454	6.2	-	-
Forsyth	31	5,064	6.1	3	1
Haralson	6	991	6.1	-	-
Dodge	2	331	6.0	-	-
Cherokee	42	7,004	6.0	3	4
Charlton	1	167	6.0	2	1
Monroe	5	844	5.9	-	-
Fannin	7	1,250	5.6	1	-
Towns	3	545	5.5	1	1
Lincoln	1	185	5.4	-	-
Paulding	24	4,444	5.4	-	2
Wilkes	1	188	5.3	-	-
Habersham	7	1,360	5.1	2	-
Wayne	3	588	5.1	-	2
Decatur	2	392	5.1	-	1
Bryan	7	1,373	5.1	-	-
Lamar	3	594	5.1	-	-
Pulaski	1	202	5.0	1	-
Pickens	7	1,418	4.9	-	1
Twiggs	1	211	4.7	-	-
Gilmer	6	1,305	4.6	-	-
Jefferson	1	224	4.5	-	-
Lanier	1	229	4.4	-	-
Colquitt	3	695	4.3	1	1
Berrien	2	467	4.3	1	1
Hart	3	710	4.2	-	-
Lee	3	735	4.1	-	-
Jackson	9	2,220	4.1	-	3
Screven	1	247	4.0	-	-
Fayette	12	3,006	4.0	1	1
Elbert	2	501	4.0	-	1
Barrow	10	2,538	3.9	1	1
Putnam	2	515	3.9	1	-
Burke	2	522	3.8	-	-
Jasper	2	530	3.8	-	1
Appling	1	274	3.6	-	-
Washington	1	290	3.4	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Chattooga	2	583	3.4	-	1
McIntosh	1	313	3.2	1	-
Brantley	1	336	3.0	-	-
Pierce	1	338	3.0	-	-
Greene	1	350	2.9	1	1
Camden	5	1,762	2.8	-	-
Tattnall	1	357	2.8	-	-
Banks	2	733	2.7	-	-
Pike	2	757	2.6	2	-
Murray	3	1,169	2.6	-	-
Sumter	1	411	2.4	-	-
Emanuel	1	422	2.4	-	-
Worth	1	483	2.1	-	-
Harris	2	1,174	1.7	-	-
Meriwether	1	638	1.6	-	-
Jones	1	765	1.3	-	-
Upson	-	662	-	-	-
Grady	-	492	-	-	-
Oglethorpe	-	386	-	-	-
Heard	-	370	-	-	-
Bleckley	-	318	-	-	-
Candler	-	235	-	-	-
Chattahoochee	-	209	-	-	-
Dooly	-	193	-	-	-
Evans	-	190	-	-	-
Wilkinson	-	184	-	-	-
Bacon	-	182	-	-	-
Marion	-	181	-	1	-
Terrell	-	178	-	-	-
Seminole	-	174	-	-	-
Irwin	-	172	-	-	-
Macon	-	165	-	-	-
Treutlen	-	161	-	-	-
Early	-	150	-	-	-
Talbot	-	147	-	-	-
Turner	-	139	-	-	-
Hancock	-	126	-	-	-
Taylor	-	126	-	-	-
Wilcox	-	123	-	-	-
Atkinson	-	117	-	1	-
Schley	-	100	-	-	-
Jenkins	-	92	-	-	-
Miller	-	85	-	-	-
Echols	-	82	-	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Calhoun	-	68	-	-	-
Warren	-	62	-	-	-
Stewart	-	58	-	-	-
Glascock	-	48	-	-	-
Webster	-	45	-	-	-
Baker	-	39	-	-	-
Quitman	-	35	-	-	-
Taliaferro	-	31	-	-	-
Clay	-	28	-	-	-
Total	**2,192**	**199,635**	**10.98**	**134**	**154**

Motorcyclist Awareness Program

The name and organization of the head of the designated State authority over motorcyclist safety issues is **Mr. Spencer Moore, Commissioner of the Georgia Department of Driver Services.** Georgia's motorcyclist awareness program was developed in coordination with the Georgia Department of Driver Services and the Georgia Governor's Office of Highway Safety (see Appendix B for certification).

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28

The chart below is based on the most recent finalized state data and represents the total number of motorcycle crashes with another vehicle (2,192) for calendar year 2018.

Motorcycle Crashes Involving another Vehicle by County, Georgia
Source: GDOT

County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle
Fulton	276	Tift	6	Lanier	1
DeKalb	196	Franklin	6	Screven	1
Cobb	188	Laurens	6	Appling	1
Gwinnett	154	Haralson	6	Washington	1
Chatham	97	Gilmer	6	McIntosh	1
Clayton	65	Ware	5	Brantley	1
Richmond	64	Rabun	5	Pierce	1
Henry	55	Baldwin	5	Greene	1
Hall	47	Thomas	5	Tattnall	1
Bibb	43	Madison	5	Sumter	1
Newton	43	Oconee	5	Emanuel	1
Cherokee	42	Monroe	5	Worth	1
Douglas	40	Camden	5	Meriwether	1
Carroll	37	Mitchell	4	Jones	1
Muscogee	35	Dade	4	Atkinson	-
Floyd	31	Toombs	4	Bacon	-
Forsyth	31	Long	4	Baker	-

County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle
Rockdale	30	McDuffie	4	Bleckley	-
Houston	29	Montgomery	3	Calhoun	-
Coweta	29	Crisp	3	Candler	-
Bartow	28	Crawford	3	Chattahoochee	-
Columbia	28	Towns	3	Clay	-
Walton	27	Wayne	3	Dooly	-
Paulding	24	Lamar	3	Early	-
Clarke	22	Colquitt	3	Echols	-
Whitfield	22	Hart	3	Evans	-
Liberty	21	Lee	3	Glascock	-
Lowndes	21	Murray	3	Grady	-
Gordon	20	Clinch	2	Hancock	-
Catoosa	19	Telfair	2	Heard	-
Walker	16	Jeff Davis	2	Irwin	-
Effingham	16	Brooks	2	Jenkins	-
Bulloch	15	Ben Hill	2	Macon	-
Spalding	15	Cook	2	Marion	-
Glynn	14	Dodge	2	Miller	-
Lumpkin	13	Decatur	2	Oglethorpe	-
Dougherty	12	Berrien	2	Quitman	-
Polk	12	Elbert	2	Schley	-
Fayette	12	Putnam	2	Seminole	-
White	11	Burke	2	Stewart	-
Troup	11	Jasper	2	Talbot	-
Butts	10	Chattooga	2	Taliaferro	-
Barrow	10	Banks	2	Taylor	-
Peach	9	Pike	2	Terrell	-
Union	9	Harris	2	Treutlen	-
Jackson	9	Randolph	1	Turner	-
Stephens	8	Wheeler	1	Upson	-
Dawson	8	Johnson	1	Warren	-
Coffee	7	Charlton	1	Webster	-
Fannin	7	Lincoln	1	Wilcox	-
Habersham	7	Wilkes	1	Wilkinson	-
Bryan	7	Pulaski	1	**TOTAL**	**2,192**
Pickens	7	Twiggs	1		
Morgan	6	Jefferson	1		

GOHS' planned awareness activities related to other driver awareness of motorcycles will target the top 18 counties identified above by yellow highlight. This represents 67% of counties with the highest number of motorcycle crashes with another vehicle.

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Other Driver Awareness of Motorcyclists

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards that promote motorcyclists awareness for operators of motor vehicles on the road in the "Born to Be Seen" campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month. These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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 Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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).

Linkage Between Program Area

While the 154 motorcycle fatalities in Georgia in 2018 were ten percent (10%) of all traffic fatalities in the state for the year and an 11% increase in overall motorcycle fatalities, the number of un-helmeted motorcycle fatalities reduced slightly from 18 in 2017 to 16 in 2018. 41 percent of the motorcycle fatalities took place in six counties (Fulton, DeKalb, Gwinnett, Cobb, Clayton, and Lowndes) with five of those six counties being in the metro Atlanta area. With the five-year moving average set at 166 motorcycle fatalities in 2021, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecast average

Rationale for Selection

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. While Georgia's motorcycle fatality rate increased as predicted from 2017 to 2018, it is unfortunately expected to continue to climb in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned Activities

2021 Motorcycle Programs	
Planned Activity Description:	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the "Share the Road with Motorcycles," rider coach professional development and training.
Countermeasure strategies:	• Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
Intended Subrecipients:	Georgia Department of Driver Services

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M9X-2021-GA-00-19	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	$114,902.52
			TOTAL	**$114,902.52**

Impaired Driving Program

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Alcohol-Impaired Motorcyclists

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign "Drive Sober or Get Pulled Over."

Georgia will 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 driving crashes occurred in 2018. The chart below describes the proposed FFY 2021 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

FFY 2021 Proposed Highway Enforcement of Aggressive Traffic (H.E.A.T.) Grantees

County	Grantee	Total Fatalities				Alcohol-Related Fatalities				Motorcyclist Fatalities			
		2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018
Bibb	DPS-Nighthawks Bibb County SO	21	28	34	33	6	4	7	7	4	1	1	1
Bulloch	DPS-Nighthawks	15	18	14	8	4	2	6	1	0	0	3	1
Burke	Burke Co SO	3	8	12	10	0	4	5	3	0	0	1	0
Carroll	Carroll Co SO	27	20	28	22	7	2	6	6	4	4	2	2
Chatham	DPS-Nighthawks Savannah PD	54	44	29	37	14	14	7	8	7	2	3	3
Cherokee	Cherokee Co SO	12	7	32	18	3	0	3	3	1	0	2	4
Cobb	Cobb Co PD	49	59	53	57	12	19	15	14	4	13	9	8
Dawson	Dawson Co SO	12	5	7	7	2	1	2	1	2	1	1	0
DeKalb	DeKalb Co PD	83	80	95	108	25	23	27	33	8	11	12	12
Douglas	Douglas Co SO	22	21	17	18	4	4	3	4	5	3	1	3
Forsyth	Forsyth Co SO	13	11	15	16	4	1	2	4	1	1	3	1
Fulton	DPS-Nighthawks Atlanta PD	104	130	115	130	31	36	27	36	13	15	14	21
Glynn	Glynn Co PD	9	7	16	11	1	1	5	2	0	2	0	0
Gwinnett	DPS-Nighthawks Snellville PD	67	61	66	62	20	22	23	16	12	12	4	10
Habersham	Habersham Co SO	9	12	7	3	4	4	1	0	1	1	0	0
Hall	Hall County SO	33	31	31	24	9	8	8	3	4	4	4	5
Henry	Henry Co PD	29	26	27	24	5	7	6	7	3	1	7	3
Laurens	Dublin PD	11	9	13	10	3	3	2	0	1	0	1	0
Muscogee	DPS-Nighthawks	14	27	26	21	5	8	11	4	1	6	3	3
Newton	Newton Co SO	18	21	17	24	7	2	7	10	1	1	0	5
Rockdale	Rockdale Co SO	7	13	14	8	2	1	7	3	1	4	1	0

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.
Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team
Muscogee/Bibb – Middle GA Team

Linkage Between Program Area

While Georgia was able to reduce the number of motorcycle crashes involving an impaired operator from 159 in 2017 to 134 in 2018, there is still need for increased communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2018 which involved an impaired operator (134).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia

Source: GDOT

County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol
Total	**134**				
Gwinnett	13	Marion	1	Lamar	-
Chatham	9	Atkinson	1	Lanier	-
Fulton	7	Appling	-	Laurens	-
Richmond	6	Bacon	-	Lee	-

County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol
Liberty	5	Baker	-	Lincoln	-
Floyd	5	Baldwin	-	Macon	-
Newton	4	Banks	-	Madison	-
Henry	4	Ben Hill	-	Meriwether	-
Bartow	4	Bleckley	-	Miller	-
Gordon	3	Brantley	-	Mitchell	-
Hall	3	Brooks	-	Monroe	-
Whitfield	3	Bryan	-	Morgan	-
Effingham	3	Burke	-	Murray	-
Forsyth	3	Butts	-	Oconee	-
Cherokee	3	Calhoun	-	Oglethorpe	-
Dekalb	2	Camden	-	Paulding	-
Clayton	2	Candler	-	Pickens	-
Montgomery	2	Chattahoochee	-	Pierce	-
Clarke	2	Chattooga	-	Quitman	-
Cobb	2	Clay	-	Rabun	-
Peach	2	Clinch	-	Randolph	-
Muscogee	2	Cook	-	Rockdale	-
Polk	2	Coweta	-	Schley	-
Walton	2	Crawford	-	Screven	-
White	2	Crisp	-	Seminole	-
Lowndes	2	Dade	-	Spalding	-
Long	2	Dawson	-	Stewart	-
Walker	2	Decatur	-	Sumter	-
Columbia	2	Dodge	-	Talbot	-
McDuffie	2	Dooly	-	Taliaferro	-
Charlton	2	Dougherty	-	Tattnall	-
Habersham	2	Douglas	-	Taylor	-
Pike	2	Early	-	Telfair	-
Bibb	1	Echols	-	Terrell	-
Bulloch	1	Elbert	-	Tift	-
Carroll	1	Emanuel	-	Toombs	-
Coffee	1	Evans	-	Treutlen	-
Jeff Davis	1	Franklin	-	Turner	-
Catoosa	1	Gilmer	-	Twiggs	-
Stephens	1	Glascock	-	Union	-
Lumpkin	1	Glynn	-	Upson	-
Troup	1	Grady	-	Ware	-
Houston	1	Hancock	-	Warren	-
Thomas	1	Haralson	-	Washington	-
Fannin	1	Harris	-	Wayne	-
Towns	1	Hart	-	Webster	-
Pulaski	1	Heard	-	Wheeler	-
Colquitt	1	Irwin	-	Wilcox	-
Berrien	1	Jackson	-	Wilkes	-
Fayette	1	Jasper	-	Wilkinson	-
Barrow	1	Jefferson	-	Worth	-
Putnam	1	Jenkins	-		
McIntosh	1	Johnson	-		
Greene	1	Jones	-		

GOHS' planned awareness activities will target the 15 counties above highlighted in yellow, which represent 56% of counties with the highest number of impaired operator motorcycle crashes. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

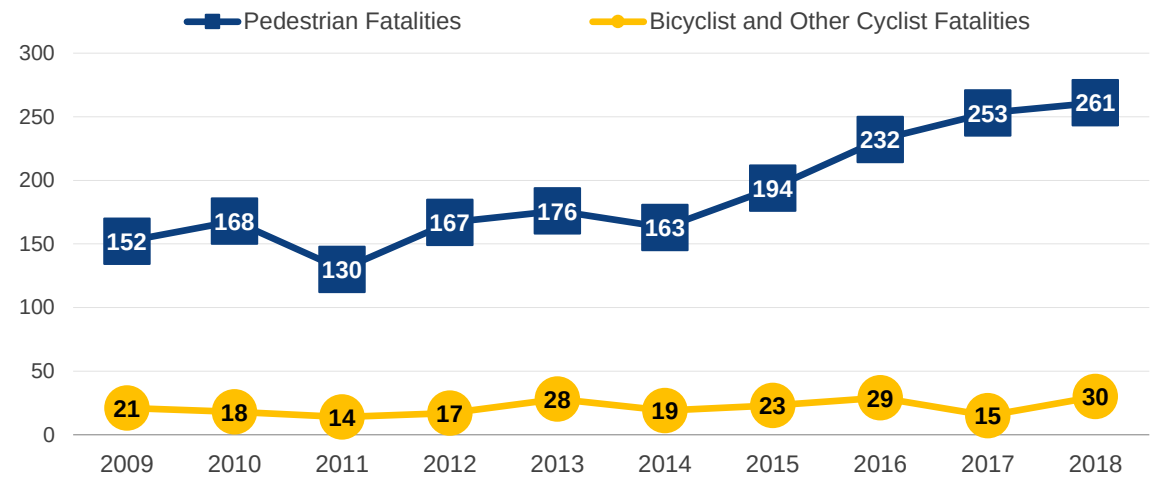
The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

NON-MOTORIZED SAFETY PROGRAMS
(PEDESTRIANS AND BICYCLISTS)

Description of Highway Safety Problems

In 2018 there were 261 pedestrians and 30 bicyclists fatally injured in traffic crashes in the state of Georgia (figured below). The 261 pedestrian fatalities in 2018 were a 60 percent increase from 163 pedestrian fatalities in 2014.

Pedestrian and Bicyclist Fatalities in Traffic Crashes, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009-2018

The table (right) presents the distribution of pedestrian and bicyclist fatalities as a percentage of total motor vehicle fatalities in the 10-year period from 2009 to 2018. In 2018, 19 percent of all traffic fatalities were pedestrians or bicyclists. In 2014, 16 percent of all traffic fatalities were pedestrians or bicyclists.

Total Fatalities and Pedestrian/Bicyclist Fatalities in Traffic Crashes, 2009–2018, Georgia

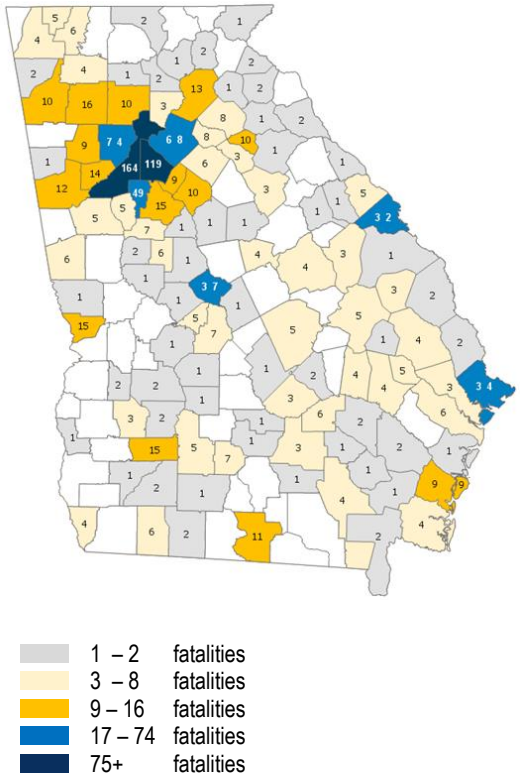
Year	Total Fatalities	Pedestrian and Bicyclist Fatalities	Percentage of Total Fatalities
2009	1,292	173	13%
2010	1,247	186	15%
2011	1,226	144	12%
2012	1,192	184	15%
2013	1,180	204	17%
2014	1,164	182	16%
2015	1,432	217	15%
2016	1,556	261	17%
2017	1,540	268	17%
2018	1,504	291	19%

Source: Fatality Analysis Reporting System (FARS) 2009-2018

The map below presents the 5-year total number of pedestrians killed by county (2014-2018) and the trend of the top ten counties with the highest pedestrian traffic fatalities.

- During the 5-year period between 2014 and 2018, 120 out of 159 Georgia counties experienced at least one pedestrian traffic fatality. The number of pedestrian fatalities within the 5-year period was highest in Fulton County (166), followed by DeKalb County (129) and Cobb County (72).
- In 2018, the number of pedestrians killed in Fulton County remained at 36 for the second straight year. The number of pedestrians killed in DeKalb County remained at 31 deaths in 2016, 2017, and 2018. The number of pedestrians killed in Cobb County decreased to 10 deaths from 18 deaths in 2017.

5-Year Total Pedestrian Fatalities by County and 5-Year Trend of Top Ten Counties with the Highest Pedestrian Traffic Fatalities, 2014-2018, Georgia



5-Year Total Rank	County	5-Year Trend (2014-2018)
1	Fulton	36
2	Dekalb	31
3	Cobb	10
4	Gwinnett	14
5	Clayton	20
6	Bibb	13
7	Chatham	10
8	Richmond	7
9	Muscogee	5
10	Douglas	5

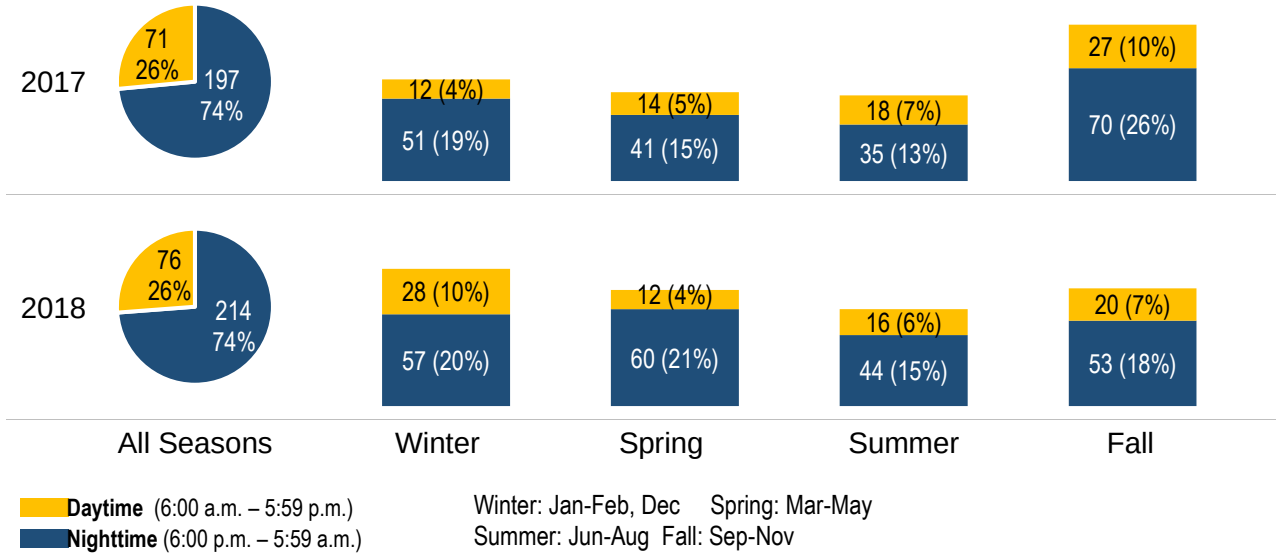
Source: Fatality Analysis Reporting System (FARS)

Season and Time of Day

The figure below displays information on environmental characteristics (season and time of day) describing where and when pedestrian and bicyclists fatalities occurred in 2017 and 2018.

- Across all seasons, more pedestrian and bicyclists fatalities occurred during the nighttime hours (6:00 p.m. – 5:59 a.m.) than in the daytime hours. In 2017 and 2018, 74 percent of pedestrian and bicyclists (214 out of 290[20] in 2018) were fatally injured during the nighttime.
- In 2017, more pedestrian and bicyclists fatalities occurred during fall months (September to November) followed by the winter months (January, February, and December). In 2017, 36 percent of pedestrian and bicyclists (97 out of 268) were killed during the fall months and 23 percent (63 out of 268) were killed during the winter months. In 2018, more pedestrian and bicyclists fatalities occurred during the winter months (85 out of 290[20]).
- Less pedestrian and bicyclists fatalities occurred during the summer months (June to August). In 2017, 20 percent of pedestrian and bicyclists (53 out of 268) were fatally injured during the summer months. In 2018, 21 percent of pedestrian and bicyclists (60 out of 290[20]) were fatally injured during the summer months.

Pedestrian and Bicyclists Fatalities (Count* and Percent) in Relation to Season and Time of Day, 2017 and 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2017–2018

[20] In 2018, there were a total of 291 non-motorist fatalities. One (1) non-motorist fatality was recorded with an unknown time of when the crash occurred. This fatality is not included in the total or figures where time of data information is shown.

Time of Day and Day of Week

In the table below, time of day is divided into eight 3-hour time intervals starting at midnight, and by day of week during the 2018 calendar year.

- 72 percent of all pedestrian and bicyclist fatalities (211 out of 290[20]) occurred during the weekend. The highest weekend percentage (25%) occurred from 9:00 p.m to 11:59 p.m., followed by 23% from 6:00 p.m. to 8:59 p.m. The lowest weekend percentage (5%) occurred from 9 a.m. to 11:59 a.m. and 12:00 p.m.to 2:59 p.m.
- 27 percent of all pedestrian and bicyclist fatalities (79 out of 290[20]) occurred during the weekday. The highest weekday percentage (33%) occurred from 9:00 p.m. to 11:59 p.m., followed by 18% from 3:00 a.m. to 5:59 a.m. The lowest weekday percentage (2%) occurred from 12:00 p.m. to 2:59 p.m.

Pedestrian and Bicyclist Fatalities by Day of Week and Time of Day, 2018, Georgia

	Weekend	Weekday	Total
Midnight – 2:59 a.m.	26 (13%)	13 (17%)	39 (14%)
3 a.m. – 5:59 a.m.	23 (11%)	14 (18%)	37 (13%)
6 a.m. – 8:59 a.m.	27 (13%)	8 (11%)	35 (13%)
9 a.m. – 11:59 a.m.	10 (5%)	3 (4%)	13 (5%)
Noon – 2:59 p.m.	10 (5%)	1 (2%)	11 (4%)
3 p.m. – 5:59 p.m.	15 (8%)	2 (3%)	17 (6%)
6 p.m. – 8:59 p.m.	48 (23%)	12 (16%)	60 (21%)
9 p.m. – 11:59 p.m.	52 (25%)	26 (33%)	78 (27%)

0 – 5 %
6 – 15 %
16– 25 %
25 % +

Weekday: 6 a.m. Monday to 5:59 p.m. Friday
Weekend: 6 p.m. Friday to 5:59 a.m. Monday

Source: Fatality Analysis Reporting System (FARS) 2018

Age and Gender

The table on the right contains the number of pedestrians fatally injured in 2018 by age group. Within each age group, the percentage fatally injured is calculated as the total number of pedestrians and bicyclists killed divided by the total number of people fatally injured in motor vehicle crashes. In 2018:

- The age groups with the largest number of pedestrian and bicyclist fatalities were seniors 65 years and older (46). Eighteen percent of all seniors 65 years and older who were fatally injured were also pedestrians or bicyclists fatalities (46 out of the 257).
- Seventeen percent of children 14 and younger fatally injured in traffic crashes were pedestrians.
- The age groups with the highest percentage of pedestrian traffic fatalities were the 35-to-39 age group (33%) and 30-to-34 age group (26%).

Total and Pedestrians/Bicyclists Fatally Injured in Traffic Crashes, by Age Group, 2018, Georgia

Age Group (Years)	Total Fatally Injured	Total Pedestrians & Bicyclists Fatally Injured	Percentage Fatally Injured who were Pedestrians or Bicyclists
Children (≤ 14)	42	7	17%
15-19	92	12	13%
20-24	166	14	8%
25-29	161	25	16%
30-34	124	32	26%
35-39	95	31	33%
40-44	119	25	21%
45-49	110	26	24%
50-54	100	24	24%
55-59	129	27	21%
60-64	108	21	19%
Seniors (65+)	257	46	18%
*TOTAL**	*1,504*	*291*	*19%*

Fatality totals include fatalities of unknown age.

Source: Fatality Analysis Reporting System (FARS) 2018

The table on the right shows the number of pedestrians fatally injured in 2018 by gender and age group. In 2018:

- Seventy-seven percent (200 of 260) of the pedestrians and 93 percent (28 of 30) of bicyclists killed in traffic crashes were male.
- The single highest count of male pedestrian fatalities was for seniors (65+), with 32 male pedestrian traffic fatalities.
- The single highest count of female pedestrian fatalities was for females 65 years or older and 30-to-34 age group, with 10 female pedestrian traffic fatalities.

Pedestrians and Bicyclists Fatally Injured in Traffic Crashes, by Age and Gender, 2018, Georgia

Age Group (Years)	Pedestrians		Bicyclists	
	Male	*Female*	*Male*	*Female*
Children (≤ 14)	5	2	-	-
15-19	9	1	1	1
20-24	12	1	1	-
25-29	20	4	1	-
30-34	19	10	3	-
35-39	22	8	1	-
40-44	14	7	4	-
45-49	16	7	2	1
50-54	16	3	4	-
55-59	19	4	4	-
60-64	15	3	3	-
Seniors (65+)	32	10	4	-
*TOTAL**	*200*	*60*	*28*	*2*

Fatality totals include fatalities of unknown age. Unknown gender is not included.

Source: Fatality Analysis Reporting System (FARS) 2018

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	221	300
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	23	27

Primary Countermeasure Strategy

Countermeasure Strategy	• Bicycle Safety – Education and Awareness • Pedestrian Safety – Education and Enforcement • Scooter Safety – Education and Awareness

Bicycle Safety – Education and Awareness

Project Safety Impacts

Georgia plans to provide funds to agencies for the purpose of increasing bicycle education and enforcement in regard to training the driver in how to correctly share the road with bicyclists. Grantees will increase bicycle education and enforcement to encourage the ability for vehicles to safely “share the road”. This will increase the sensitivity of drivers to the presence of bicycles and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users. The active approach to driver training will allow projects to correctly inform the drivers in impacted areas to spot the bicyclists, and how to successfully navigate the road with these groups.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of 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.

Linkage Between Program Area

Georgia will use non-motorized funds across the state, in areas where data shows higher fatalities occur. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Bicycling is encouraged as an alternate mode of transportation to motor vehicle travel. Education will allow bicyclists a safer environment because there is a heighten sense of awareness from the drivers. It is within Georgia's bicycle education programs that allow the driver to become a more knowledgeable driver, as well as a bicyclist.

The number of non-motorized fatalities and serious injuries have steadily increased. More and more people are riding bicycles as their main form of transportation. GOHS will aid in the education of adults and children who are choosing bicycles as forms of transportation and recreation, and safety aspects regarding bicycles.

Rationale for Selection

Georgia wants to help combat the issue of growing data, by working within the bicycling fields. By educating the drivers, walkers, and bicyclists on Georgia's roadways through our innovative programs, there is a better chance that the bicyclists will in fact have the right of way and continue on in their travels. This education would allow and increased sensitivity of drivers to the presence of bicyclists, and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

The purpose of education programs is to increase obedience with the bicycle and motorist traffic. With this compliance, it will enhance the safety of bicyclists in areas where crashes are happening or most likely to happen due to increased bicycle and motorist exposure. With the implantation of education and awareness, Georgia's bicycle, and motorist population will see a behavior change, and an increased awareness for all those on Georgia's roadways.

Pedestrian Safety – Education and Enforcement

Project Safety Impacts

Georgia plans to provide funds to agencies for the purpose of educating and enforcing the Georgia pedestrian laws. Grantees will increase enforcement and education to encourage the ability for vehicles and pedestrians to safely "share the road". GOHS will coordinate with the SHSP Pedestrian Task Force to implement projects, provide education, and enforce the pedestrian laws in the areas where data indicates a problem. It will also partner with enforcement projects to improve the roadways for pedestrians by enforcing the laws for drivers and non-motorized participants. The impact of these projects will increase education to the motoring public as well as the non-motorized public. This will allow drivers, and riders the ability to learn from mistakes made, and change behavior due to increased enforcement.

Linkage Between Program Area

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.

Rationale for Selection

The purpose of these education projects is to increase compliance and awareness with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure. With the increased information regarding behavior change, enforcement and education is often necessary to encourage compliance. With the implementation of enforcement and education strategies, Georgia's pedestrian and motorist population will see a behavior change and an increased awareness for all on Georgia's roadways.

Scooter Safety – Education and Awareness

Project Safety Impacts

Georgia plans to provide funds to the Shepherd Center to educate individuals about the importance of scooter safety. Georgia intends to release a thoughtfully designed and evidence-based media campaign to lead to behavior changes. The Shepherd Center will lead a targeted mass multi-media campaign to serve minors, ages 20-40, and ages 40+. This media campaign will also include three Public Service Announcements. These will address specific behaviors for scooter safety including helmet use, speeding, and sober scootering.

The use of e-scooters is a new traffic safety phenomenon. The Shepherd Center plans to host two Scooter Safety Summits to educate stakeholders on different topics including helmet innovation and enforcement, novice rider education, reducing speed-related injuries and fatalities, and scootering under the influence. The data shows that the Atlanta Beltline is a popular location for individuals to use e-scooters. The Shepherd Center plans to implement an educational blitz on the Beltline to address these traffic safety issues.

Linkage Between Program Area

Georgia will use non-motorized funds across the state for the e-scooter pilot program, in areas where data shows higher crashes, injuries, and fatalities occur. Scootering is an alternative to many forms of

traditional transportation. It is an easy and affordable way to travel distances that may be longer than walking distance, but not convenient to drive. Many individuals may choose to use scooters who do not have access to a bicycle.

The Shepherd Center will effectively measure the impact of their pilot program regarding its non-motorized population. To measure the impact of the media campaigns, Georgia will actively track where the scooter crashes are occurring and where the media messages are being released. Georgia will analyze if there is a correlation between media campaigns and the number of injuries. The Shepherd Center will also measure the helmet rates for scooter use on the Beltline with a pre/posttest. This will allow the Shepherd Center to measure if the educational blitzes are creating significant behavior changes in the target population. The Shepherd Center has developed a strong evaluation process. The results of these evaluations can be applied and potentially replicated to other bicycle and pedestrian grants and programs.

Rationale for Selection

The number of scooter fatalities and serious injuries has steadily increased. Since the beginning of 2018, the Associated Press reported 11 scooter deaths and four of those deaths occurred in Metro Atlanta. Georgia's scooter fatality rate is drastically higher than the national average. At Shepherd Center, scooter injuries have also increased. In 2017, the Shepherd Center saw no patients with scooter injuries and in 2018 and 2019, saw four patients annually with scooter injuries.

Georgia wants to help combat the issue of the growing data, by partnering with the Shepherd Center. By educating all ages of scooter users, there is a better chance that scooter users will have the proper training and take the needed safety precautions. This is a developing traffic safety issue. Georgia wants to develop a pilot program with the Shepherd Center to measure the effectiveness of scooter education to keep the citizens of our state safe as they move around cities, parks, and college campuses.

Planned Activities

2021 Bicycle Safety Programs	
Planned Activity Description:	Bicycle safety outreach programs to communities and schools; classes to public on bicycle and helmet safety in the overall state, and within 6 different communities. GOHS will fund Bicycle projects focused on community programs and outreach on Bicycle Safety. These projects will focus on training of the public in regard to bicycle safety information and will include social media campaigns, as well as advertising safety messages to the public.
Countermeasure strategies:	• Bicycle Safety – Education and Awareness
Intended Subrecipients:	Savannah Bike, Georgia Bikes, Fulton County Sheriff, Bike Athens, Atlanta Bicycle Coalition

2021 Pedestrian Safety Programs	
Planned Activity Description:	To fund pedestrian projects focused on community programs and outreach on Pedestrian Safety. These projects will focus on training of the public in regards to pedestrian safety information and will include social media campaigns, as well as advertising safety messages to the public. Enforcement of crosswalk violations will be included.
Countermeasure strategies:	• Pedestrian Safety – Education and Enforcement
Intended Subrecipients:	Macon-Bibb County Commissioners, Brookhaven PD

2021 Scooter Safety Program	
Planned Activity Description:	To fund a multifactorial scooter safety campaign to include mass media, 3 Public Service Announcements, 2 Scooter Safety Summits, and a pre and post survey on the Atlanta Beltline utilizing best practice primary prevention measures.
Countermeasure strategies:	• Scooter Safety – Education and Awareness
Intended Subrecipients:	Shepherd Center

Georgia Governor's Office of Highway Safety – 402 Pedestrian Safety	
Planned Activity Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
Countermeasure strategies:	• Pedestrian Safety
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Projects

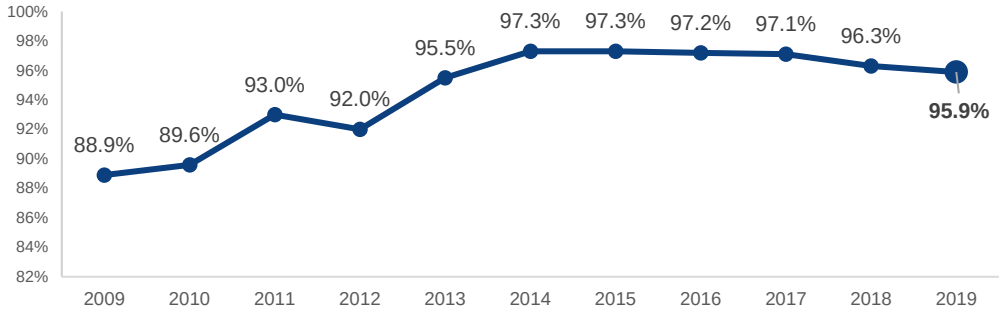
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2021-GA-00-56	Atlanta Bicycle Coalition	Atlanta Bicycle Safety	405h	$68,576.59
FHX-2021-GA-01-20	BikeAthens	Athens Area Bicycle Education Program	405h	$49,636.65
FHX-2021-GA-01-12	Brookhaven Police Department	Brookhaven Police Pedestrian Safety Project: Encouraging Pedestrian Safety Through Education and Enforcement.	405h	$49,032.99
FHX-2021-GA-00-41	Fulton County Sheriff's Office	Be Visible Pedestrian Safety	405h	$7,423.00
FHX-2021-GA-00-93	Georgia Bikes	Promoting Safe Bicycling in GA	405h	$69,655.63
FHX-2021-GA-00-44	Macon-Bibb County Commissioners (Macon-Bibb County Pedestrian Safety Review Board)	Pedestrian "On The Move"	405h	$23,400.00
FHX-2021-GA-00-89	Savannah Bicycle Campaign	Reducing Bicycle and Pedestrian Injuries and Fatalities In Chatham County	405h	$37,694.40
PS-2021-GA-02-05	GA GOHS	402PS	402 PS	$68,578.38
PS-2021-GA-00-82	Shepherd Center	Scooter Safety	402 PS	$174,000.00
			TOTAL	**$547,997.64**

OCCUPANT PROTECTION

Description of Highway Safety Problems

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated belt use decreased from 96.3 percent in 2018 to 95.9 percent in 2019. Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt.

Observed Safety Belt Use (2009-2019), Georgia



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2019 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (96.8%), followed by non-Atlanta MSAs (95.0%), and rural areas (95.0%).
- Safety belt usage for white occupants was higher (96.1%) than for non-white occupants (95.0%).
- Safety belt usage was higher for women (98.1%) than for men (94.2%).
- Safety belts usage was 97.3% in passenger cars, 97.2% in vans, and 92.6% in trucks.

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2010-2019), Georgia

		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Overall Safety Belt Use:		**89.6**	**93.0**	**91.5**	**95.5**	**97.3**	**97.3**	**97.2**	**97.1**	**96.3**	**95.9**
Location:	Atlanta MSA	88.4	94.8	88.3	98.7	97.5	97.7	97.3	97.4	96.0	96.8
	Non-Atlanta MSA	86.5	89.7	92.6	91.2	95.6	95.7	96.6	96.4	96.0	95.0
	Rural	79.9	88.2	93.1	91.8	95.2	96.5	96.0	94.8	96.8	95.0
Driver Ethnicity:	White	89.7	92.7	90.8	96.3	97.6	97.3	97.0	96.1	94.0	96.1
	Non-White	89.4	93.3	83.2	97.0	96.7	97.4	97.3	96.3	96.6	95.0
Driver Gender:	Male	86.5	89.8	89.5	94.9	96.1	95.9	95.2	94.4	94.3	94.2
	Female	96.3	96.7	95.7	98.5	98.9	99.4	99.4	99.2	99.0	98.1
Vehicle Type:	Car	91.0	94.8	95.0	97.9	98.7	98.6	98.5	98.3	97.3	97.3
	Truck	85.0	84.1	85.8	90.7	95.3	95.1	94.5	95.5	94.7	92.6
	Van	90.3	95.0	94.7	98.1	96.6	96.6	96.3	97.3	97.0	97.2

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The number of Georgia passenger vehicle occupants who were restrained and unrestrained, and those whose restraint use was not known, for 2009 to 2018 is shown in the table below. In 2018 there were 1,504 traffic fatalities in the Georgia, of which 944 (63%) were occupants of passenger vehicles. Of the 994 passenger vehicle occupants were fatally injured in 2018, some 448 (45%) were restrained and 441 (44%) were unrestrained at the time of the crash. Restraint use was not known for the remaining 105 (11%) of the occupants. Looking only at those passenger vehicle occupants who were fatally injured, and their restraint use known, 50 percent were restrained, and 50 percent were unrestrained.

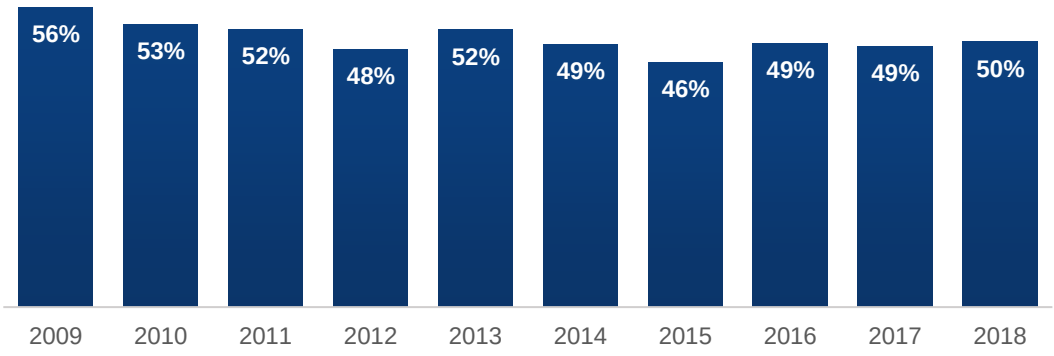
Restraint Use of Passenger Vehicle Occupants Killed, 2009–2018, Georgia

Year	Restrained		Unrestrained		Unknown		Total	Percent Known Restrained	Percent Known Unrestrained
	Number	Percent	Number	Percent	Number	Percent			
2009	358	39%	456	49%	111	12%	925	44%	56%
2010	381	43%	428	48%	78	9%	887	47%	53%
2011	389	44%	422	48%	67	8%	878	48%	52%
2012	394	48%	368	44%	67	8%	829	52%	48%
2013	350	43%	377	46%	85	10%	812	48%	52%
2014	376	47%	363	46%	56	7%	795	51%	49%
2015	488	48%	411	41%	109	11%	1,008	54%	46%
2016	484	46%	472	45%	91	9%	1,047	51%	49%
2017	488	46%	464	44%	104	10%	1,056	51%	49%
2018	448	45%	441	44%	105	11%	994	50%	50%

Source: Fatality Analysis Reporting System (FARS) 2009–2018

The percentage of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes is graphed below. This unrestrained percentage has decreased from 2009 to 2018. Among passenger vehicle occupants killed, when restraint use was known, the percentage of unrestrained deaths decreased by 6 percentage points, from 56 percent in 2009 to 50 percent in 2018.

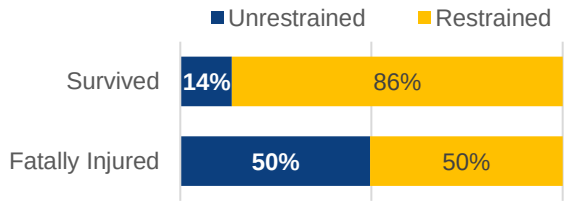
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2009–2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2018

For passenger vehicle occupants involved in fatal crashes in 2018, half (50%) of those fatally injured were unrestrained in the crash, compared to only 14 percent of those who survived (figured right).

Passenger Vehicle Occupants, by Survival Status and Restraint Use, 2018, Georgia

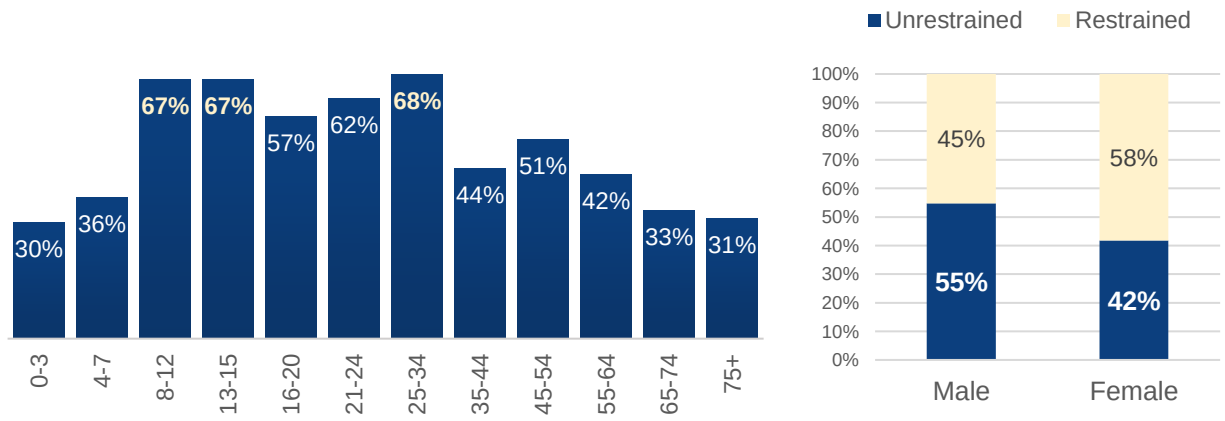


Source: Fatality Analysis Reporting System (FARS)–2018

Information on restraint use by age group for passenger vehicle occupants who were fatally injured in 2018 is shown below. Among passenger vehicle occupant fatalities where restraint use was known, the 25-to-34 age group had the highest percentage of unrestrained occupants (68%), followed by the 8-to-12 and 13-15 age groups at 67 percent unrestrained. In 2018 there were 10 passenger vehicle occupant fatalities among children younger than four years of age; 30 percent were unrestrained (based on known restraint use). In the 4-to-7 age group, there were 12 fatalities; 36 percent were unrestrained (based on known restraint use).

More male occupants (613) as female occupants (381) were fatally injured in 2018. When restraint use was known, 55 percent of male fatalities and 42 percent of female fatalities were unrestrained (see figure below). Restraint use was unknown for 12 percent of male occupant fatalities and 8 percent of the female fatalities.

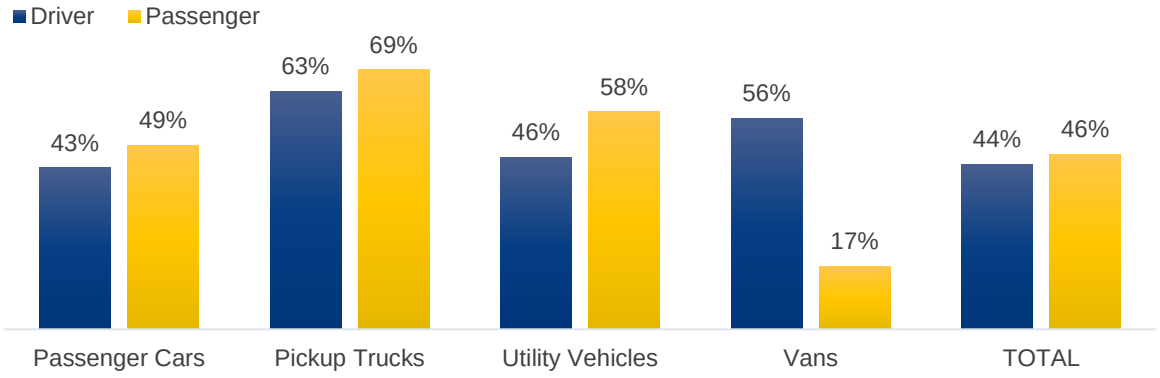
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained, by Age Group and Gender, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) – 2018

Among the 889 fatalities for which restraint use was known, 50 percent (441) were unrestrained, but use varied by vehicle type: 64 percent (189) of the passengers fatally injured in pickup trucks were unrestrained, compared to 49 percent (86) in SUVs, 48 percent (15) in vans, and 44 percent (218) in passenger cars. The figure compares the percent known unrestrained use of drivers fatally injured versus passengers fatally injured for each passenger vehicle type.

Driver and Passenger Fatalities, Percent Known Unrestrained, by Passenger Vehicle Type, 2018, Georgia

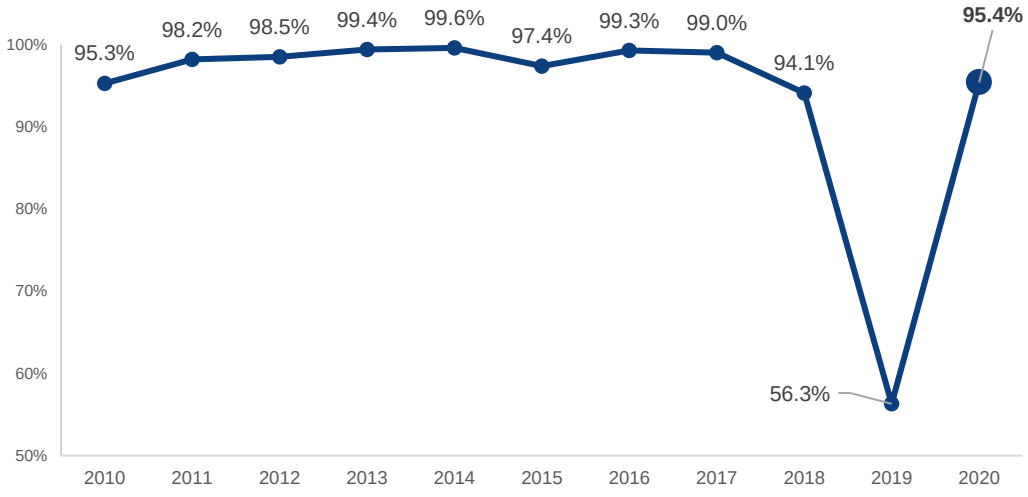


Source: Fatality Analysis Reporting System (FARS)–2018

Of the 994 passenger vehicle occupants killed in fatal crashes, 33 (3.3%) were children (14 years old and younger). Among the 33 child passenger vehicle occupants killed in fatal crashes, restraint use was known for 31, of whom 14 (45%) were unrestrained. Among children under five years of age within the state of Georgia, an estimated 16 lives were saved in 2017 by restraint use.

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated child safety seat use increased from 94.1 percent in 2018 to 95.4 percent in 2020. The observed child safety seat usage rate in 2019 was 56.3 percent – an outlier due to a small sample size in comparison to other years. GOHS is working collaboratively with the researchers at the University of Georgia Traffic Safety Research Evaluation Group to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Child Safety Seat Usage in Georgia, 2010 – 2020



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2020)

The table below shows the top counties in Georgia with the highest number of passenger vehicle occupants fatally injured in crashes in 2018.

Passenger Vehicle Occupants Fatally Injured and Restraint Use of Occupants by County, 2018, Georgia

County	Total Occupants Fatally Injured	Restrained		Unrestrained		Unknown		Percent Known Restrained	Percent Known Unrestrained
		#	%	#	%	#	%		
Fulton	69	34	49%	22	32%	13	19%	61%	39%
Dekalb	62	25	40%	22	35%	15	24%	53%	47%
Cobb	37	21	57%	13	35%	3	8%	62%	38%
Gwinnett	37	24	65%	7	19%	6	16%	77%	23%
Chatham	23	11	48%	9	39%	3	13%	55%	45%
Bartow	20	9	45%	5	25%	6	30%	64%	36%
Clayton	18	8	44%	6	33%	4	22%	57%	43%
Floyd	18	7	39%	11	61%	-	0%	39%	61%
Bibb	17	9	53%	4	24%	4	24%	69%	31%
Carroll	15	8	53%	6	40%	1	7%	57%	43%
Forsyth	15	10	67%	4	27%	1	7%	71%	29%
Henry	15	7	47%	7	47%	1	7%	50%	50%
Barrow	13	8	62%	5	38%	-	0%	62%	38%
Hall	13	6	46%	7	54%	-	0%	46%	54%
Muscogee	13	5	38%	6	46%	2	15%	45%	55%
Newton	13	6	46%	7	54%	-	0%	46%	54%
Richmond	13	3	23%	9	69%	1	8%	25%	75%

Source: Fatality Analysis Reporting System (FARS)–2018

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527

Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Planned Participation in Click-it-or-Ticket

The Governor's Office of Highway Safety 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 42,520 sworn law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. 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 FFY 2021, GOHS will also participate in the Click-It or Ticket Border 2 Border event with our bordering states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 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 overrepresented 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, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2021, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

1. November 2020, which covers the Thanksgiving holiday period
2. May 2021, 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.

FFY2021 Georgia Mobilizations*

Click it or Ticket Mobilization
November 16 – November 29, 2020
(National Mobilization)

Driver Sober or Get Pulled Over
December 14, 2020 – January 3, 2021
(National Mobilization)

Click it or Ticket Mobilization
May 17 – May 31, 2021
(National Mobilization)

One Hundred Days of Summer HEAT
May 17 - September 7, 2021

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

Drive Sober or Get Pulled Over
August 16 - September 7, 2021
(National Mobilization)

The chart below contains a list of **196** law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2021 Click It or Ticket Participating Agencies			
Abbeville	Dawson County	Jonesboro	Rome
Adrian	Demorest	Kingsland	Royston
Albany	Donalsonville	Kingston	Sandersville
Alpharetta	Douglas County	Lafayette	Sardis
Alto	Dublin	Lanier County	Screven
Americus	Dunwoody	Lavonia	Screven County
Appling County	East Georgia State	Leesburg Pd	Sky Valley
Aragon	Eatonton	Lenox	Snellville
Ashburn	Effingham County	Long County	Soperton
Atkinson County	Emerson	Lumber City	Sparks
Attapulgus	Eton	Lyons	Stephens County
Avondale Estates	Euharlee	Macon County	Stone Mountain
Bainbridge Public Safety	Fairmount	Marion County	Sycamore
Baldwin	Fayette County	Marshallville	Talbot County
Ball Ground	Fayetteville	McCaysville	Taliaferro County
Barnesville	Flowery Branch	McRae	Tallapoosa
Barrow County	Forest Park	Meriwether County	Tattnall County
Bartow County	Forsyth	Middle Ga College	Temple
Blakely	Fort Oglethorpe	Milan	Tennille
Bleckley County	Fort Stewart	Milledgeville	Thomasville
Blue Ridge	Fort Valley	Milner	Thunderbolt
Brookhaven	Franklin	Monroe	Tifton
Byron	Franklin County	Monroe County	Toombs County
Calhoun	Franklin Springs	Montezuma	Toomsboro
Camilla	Gainesville	Montgomery County	Trenton
Cartersville	Garfield	Moultrie	Treutlen County
Cedartown	Georgia College St Univ	Mt. Airy	Turner County
Centerville	Georgia Motor Carrier Compliance Division	Muscogee County	Twiggs County
Chatsworth	Georgia State Capitol Police	Nashville	Tyrone
Cherokee County	Georgia State Patrol	Newnan	Union County
Chickamauga	Glenwood	Norman Park	Union Point
Clarkesville	Glynn County	Ocilla	Uvalda
Claxton	Gwinnett County	Oconee County	Valdosta
Clay County	Habersham County	Oglethorpe	Varnell
Clayton	Hall County	Oglethorpe County	Vienna
Cobb County	Hazlehurst	Omega	Walker County
Cochran	Heard County	Peach County	Walton County
Commerce	Henry County	Pelham	Warner Robins
Conyers	Henry County So	Pembroke	Warrenton
Cordele	Hinesville	Perry	Washington County
Cornelia	Holly Springs	Polk County	Wheeler County
Covington	Houston County	Polk County Sheriff	White
Coweta County	Ideal	Pooler	Wilcox County
Crisp County	Irwin County	Pulaski County	Wilkinson County
Dallas	Irwinton	Putnam County	Winder
Dalton	Ivey	Remerton	Winterville
Dalton State College	Jefferson	Ringgold	Worth County
Davisboro	Johnson County	Rochelle	Young Harris College
Dawson	Jones County	Rockmart	Zebulon

Click It or Ticket - Communications Plan

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

While Georgia has enjoyed a seat belt use rate of more than 90 percent for eight consecutive years, more than 50 percent of the people killed in passenger vehicles fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide Occupant Protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

Primary Countermeasure Strategy

Countermeasure Strategy	• Child Restraint Inspection stations • Child Passenger Safety Technicians • Project Evaluation and Annual Seatbelt Survey • Communications: Occupant Protection

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2020, Georgia has a total of 95 registered inspection stations readily available to provide parents and other caregivers with" hands-on" assistance with the installation and use of child restraints to combat misuse. Thirty-eight (38) of the fitting stations are in rural communities, fifty-seven (57) of the fitting stations are in urban communities, and 70 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. 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. This list identifies the location and contact person at each station. The locations served include urban and rural as well as high-risk areas such as Cobb County, Chatham County, Douglas County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire department, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Bacon	Alma Police Department	Beth Fowler	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Rural	Yes
Baldwin	Tire Depot Services	Nicole De La Concha Nazario	478-295-2403	1890 North Columbia Street, Milledgeville, GA 31061	Appointment	Rural	Yes
Barrow	Barrow County Sheriff's Office	Deputy Stephanie Ellen	770-307-3080	233 East Broad Street, Winder, GA 30680	Appointment	Urban	Yes
Barrow	Winder Police Department	Alicia Schotter	770-867-2156	25 East Midland Avenue, Winder, GA 30680	Regular hours, Mon. to Fri. 8am-5pm	Urban	Yes
Burke	UGA Extension-Burke County	Terri Black	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Rural	Yes
Carroll	Carrollton Police Department	Matt Jones	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Urban	
Carroll	Temple Police Department	Lt. Jim Hollowood	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment	Urban	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Chatham	Chatham County Police Department	Neighborhood Liaison Officer Esquina White	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment	Urban	Yes
Chatham	Safe Kids Savannah/ Memorial University Medical Center	Sam Wilson	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Urban	Yes
Clarke	Athens-Clarke County Fire & Emergency Services	Kathy Wood	706-613-3365	Station 2, 265 Cleveland Road, Athens, GA 30606	Appointment	Urban	
Clarke	Clarke County Sheriff's Office	Corporal Erika Murphy	706-613-3256	325 East Washington Street, Athens, GA 30601	Appointment	Urban	
Cherokee	Canton Health Department	Amy Jusak	770-345-7371	1219 Univeter Road, Canton, GA 30115	Appointment	Urban	Yes
Cherokee	Safe Kids Cherokee County	Lisa Grisham	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Urban	Yes
Cobb	Cobb County Safety Village	Melissa Chan-Leiba and Bre Metoxen	770-852-3285	1220 Al Bishop Drive, Marietta, GA 30008	Appointment Only safekidscobbcounty .org or call Melissa/Bre • Tues 9AM-1PM • Wed 9AM-4PM • 2nd & 4th Thursday of each month 4PM-8PM • 3rd Sat each month 10AM-2PM	Urban	Yes
Clay	Clay County Health Department	Lindsey Hixon	229-768-2355	147 Wilson Street, Ft Gaines, GA 39851	Appointment	Rural	Yes
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment	Urban	Yes
Columbia	Columbia County Sheriff's Office Sub Station	Lt. Patricia Champion	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	By Appointment- 2nd Wednesday of every month	Urban	
Decatur	Bainbridge Public Safety	Julie Harris	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours	Rural	Yes
DeKalb	Brookhaven Police Department	Sgt. David Snively	404-637-0600	2665 Buford Hwy. NE, Brookhaven, GA 30324	Appointment	Urban	
DeKalb	City of Chamblee Police Department	Lt. Collar / Sgt. Yarbrough	770-986-5000	3518 Broad Street, Chamblee, GA 30341	Appointment	Urban	
DeKalb	Decatur Fire Station 1	Ninetta Violante	404-373-5092	230 East Trinity Place, Decatur, GA 30030	Regular operating hours	Urban	
DeKalb	Decatur Fire Station 2	Ninetta Violante	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours	Urban	
DeKalb	DeKalb Fire Rescue	Kelly Sizemore	678-249-5722	1950 West Exchange Place, Tucker, GA 30084	Appointment	Urban	Yes
DeKalb	Dunwoody Police	Katharine Tate	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Urban	
Douglas	Safe Kids Douglas County and non-permanent mobile locations	Lin Snowe	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Urban	Yes
Echols	Echols County Health Department	Sara Hamlett	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Rural	Yes

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Fayette	Peachtree City Fire Station 81	Debbie Straight	770-305-5148	110 Paschall Road, Peachtree City, GA 30269	Appointment	Urban	Yes
Fulton	Alpharetta Fire Station 81	John Kepler	678-297-6272	2970 Webb Bridge Road, Alpharetta, GA 30009	Tuesday 8am-12pmfrom 8AM to 12PM	Urban	
Fulton	Atlanta Fire Station 2	William Hutchinson	404-546-4444	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 5	William Hutchinson	404-546-4444	2825 Campbellton Road SW, Atlanta, GA 30311	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 9	William Hutchinson	404-546-4444	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 10	William Hutchinson	404-546-4444	447 Boulevard SE, Atlanta, GA 30312	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 12	William Hutchinson	404-546-4444	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 13	William Hutchinson	404-546-4444	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 15	William Hutchinson	404-546-4444	170 10th St NE, Atlanta, GA 30309	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 18	William Hutchinson	404-546-4444	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 25	William Hutchinson	404-546-4444	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 26	William Hutchinson	404-546-4444	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 29	William Hutchinson	404-546-4444	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 30	William Hutchinson	404-546-4444	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 38	William Hutchinson	404-546-4444	2911 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Urban	Yes
Fulton	City of College Park Fire Rescue	Arrion Rackley	404-766-8248	3737 College Street, College Park, GA 30337	Appointment	Urban	Yes
Fulton	Fairburn Fire Station 21	Karlton Ghant	770-964-2244 Ext 499	19 East Broad Street, Fairburn, GA 30213	Appointment	Urban	Yes
Fulton	Fairburn Fire Station 22	Karlton Ghant	770-964-2244 Ext 500	149 West Broad Street, Fairburn, GA 30213	Appointment	Urban	Yes
Fulton	Johns Creek Station 61	Aaron Roberts	678-474-1641	10265 Medlock Bridge Parkway, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Johns Creek Station 62	Aaron Roberts	678-474-1641	10925 Rogers Circle, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Johns Creek Station 63	Aaron Roberts	678-474-1641	3165 Old Alabama Road, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Roswell Fire Station 7	Lt. Ed Botts	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Urban	Yes
Fulton	Sandy Springs Fire Station 51	Reginald McClendon	770-206-2047	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment	Urban	
Fulton	Union City Fire Station 41	Battalion Chief Larry Knowles	770-286-2816	8595 Highpoint Road, Union City, GA 30291	Appointment only-10am-12pm on Wednesdays	Urban	Yes
Gwinnett	Gwinnett Fire and Emergency Services	Jennifer Brooks & Loren Johnson	678-518-4845	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Urban	Yes
Gwinnett	Gwinnett Police Department	Cpl. W. Eric Rooks	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment	Urban	
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment	Urban	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Gordon	Fairmount Police Department	Scott Roper	706-337-5306	2661 Highway 411, Fairmount, GA 30139	Appointment	Rural	Yes
Glynn	Glynn County Police Department	Sgt. Jamie Lightsey	912-554-7820	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8am-5pm, excluding holidays	Urban	
Habersham	Alto Police Department	Josh Ivey	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Regular operating hours, Mon to Fri 8:30am- 3:30pm	Rural	
Hall	Gainesville Police Department	Elaina Lee	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment	Urban	
Hall	Safe Kids Northeast Georgia	MPO Larry Sanford	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Urban	Yes
Houston	Centerville Fire Department	Jason Jones	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon to Fri. 9am-4pm and by Appointment	Urban	
Houston	Centerville Police Department	Lt. Michael Welch	478-953-4222	308 East Church Street, Centerville, GA 31028	Appointment	Urban	
Houston	Houston County Health Department	Christian Jordan	478-218-2000	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Urban	Yes
Jasper	Jasper County Health Department	Christa McMillian	706-468-6850	825 Eatonton Street, Monticello GA 31064	Regular operating hours	Rural	Yes
Lamar	Lamar County Health Department	Caitlin Fuqua	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Rural	Yes
Lanier	Lanier County Health Department	Sara Hamlett	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Rural	Yes
Lee	Lee County Health Department	Taneka Bell	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Rural	Yes
Liberty	Hinesville Fire Department	Jan Leverett	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours	Rural	
Lowndes	Lowndes County Health Department	Valeka Carter	229-333-5257	206 South Patterson Street, Valdosta, GA 31601	Regular hours, Mon to Thurs 8 AM to 4 PM Fri 8am- 1pm	Urban	Yes
Macon	Literacy Council of Macon County	Spring Rosati	478-472-2777	130 North Sumter Street, Oglethorpe, GA 31068	Appointment	Rural	Yes
Madison	Madison County Health Department	Olivia Hilburn	706-795-2131	1424 Highway 98 West, Danielsville, GA 30633	Appointment Only, Mon 8am- 7pm, Tues-Thurs 8am-5pm Friday 8am -2pm	Rural	Yes
McIntosh	McIntosh County Health Department	Brooke Deverger	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Rural	Yes
Muscogee	Safe Kids Columbus, Piedmont Columbus Regional	Pam Fair	706-321-6720	615 19th Street, Columbus, GA 31901	Appointment	Urban	Yes
Newton	Piedmont Newton Hospital	Missy Braden	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Rural	Yes
Oconee	Oconee County Sheriff's Office	Sonyia Wallace-Burchett	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment	Rural	Yes
Paulding	Hiram Police Department	Jennifer Darr	770-943-3087	217 Main Street, Hiram, GA 30141	Appointment	Rural	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Rural	Yes
Quitman	Quitman County Health Department	Martika Peterson	229-334-3697	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Rural	Yes
Randolph	Randolph County Health Department	Lindsey Hixon	229-732-2414	207 North Webster Street, Cuthbert, GA 39840	Appointment	Rural	Yes
Richmond	Safe Kids Greater Augusta Headquarters	Renee McCabe	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment	Urban	Yes
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	770-918-3664	1430 Starcrest Drive, Conyers, GA 30012	Appointment	Rural	Yes
Spalding	Spalding County Fire Department - Administration	Rocky White	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Rural	Yes
Sumter	Russell Thomas Public Safety Building	Wendy Winters	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Rural	Yes
Sumter	Sumter County LEC	Det. Sgt. Eric English	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Rural	Yes
Tattnall	Tattnall County Extension	Rachel Stewart	912-557-6724 Ext 1	114 North Main Street, Building F, Reidsville, GA 30453	Appointment	Rural	Yes
Taylor	Reynolds Police Department	Chief Lonnie Holder	334-847-3435	3 E. William Wainwright St., Reynolds, GA 31076	Appointment	Rural	Yes
Terrell	Terrell County Health Department	Gwendolyn Hosley	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Rural	Yes
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Rural	Yes
Twiggs	Twiggs County Health Department	Rhonda Howell	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment or Regular Hours	Rural	Yes
Union	Union County Health Department	Glenda McGill	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Rural	Yes
Walton	Walton County Sheriff's Office	Kathy Culpepper	770-267-1422	1425 South Madison Avenue, Monroe, GA 30655	Appointment	Rural	Yes
Washington	Sandersville Police Department	Renee Jordan	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Rural	Yes
Wayne	Safe Kids Wayne County	Carol Irvin	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Rural	Yes
Webster	Webster County Health Department	Michelle L. Stone	229-828-3225	6814 Washington Street, Preston, GA 31824	Appointment	Rural	Yes
Whitfield	Dalton Police Department	David Saylors	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Urban	
Wilkinson	Wilkinson County Health Department	Janice Horne	478-946-2226	123 High Hill Street, Irwinton, GA 31042	Appointment	Rural	Yes
Worth	Worth County Health Department	Kari Brown	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Rural	Yes

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup, a statewide Medicaid provider, to plan an additional nine events in the 2021 grant year.

The chart below lists the following community events for AFRD:

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	March 2021	March 2021	March 2021	April 2021
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2021	April 2021	April 2021	May 2021
Location	DeKalb/Decatur	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Host Agency	Exchange Park	Atlanta Sheltering Arms	Coretta Scott King Academy	Rainbow Park Baptist Church
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2021			
Location	DeKalb/Decatur			
Host Agency	Rainbow Park Baptist Church			
Population	Urban			
At Risk	Low Income/MO			

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

187

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

100

Populations Served – Rural

87

Populations Served – At-Risk

162

Linkage Between Program Area

Currently the Child Restraint Inspection Station portal is being updated with new technology. There are approximately 95 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state population. In the City of

Atlanta, the fire department consistently operates 13 inspection stations located in high-risk areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional Coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council 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. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH 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 list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 2,476 certified Child Passenger Safety Technicians (CPST) and 78 certified Child Passenger Safety (CPS) Instructors. According to the 2019 SafeKids Annual Report, Georgia held 63 Child Passenger Safety Technician courses in calendar year 2019. Of these, there were 45 certification courses and 18 renewal courses. In 2019, Georgia certified a total of 677 new technicians (more than any other state in NHTSA Region 4), 56 more than in calendar year 2018. Georgia's recertification rate was 51.8% for calendar year 2019 which is just below the national recertification rate of 54.9%. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPSTs reminding them to renew their CPST certification.

Linkage Between Program Area

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up Regional Coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the 2020 Child Safety Restraint Survey showed child safety restraint use at 95.4%. According to the 2019 SafeKids Annual Report, Georgia increased the number of CPS courses by 43% from 44 in 2017 to 63 in 2019, leading the country in the number of CPST classes offered. Georgia also certified a total of 677 new technicians, more than any other state in NHTSA Region 4. Georgia was second only to North Carolina with 734 new technicians. With the recertification rate at 51.8% for 2019, DPH Regional Coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will 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 childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health

	Dalton	**Athens**	**Atlanta**	**Macon**
Date	October 2020	January 2021	February 2021	October 2020
Location	Fannin	Oconee	Lamar	Monroe (GPSTC)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	February 2021	November 2020	May 2021	February 2021
Location	Floyd	Rabun	Douglas	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	May 2021	April 2021	December 2020	June 2021
Location	Paulding	Lumpkin	Henry	Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	March 2021	April 2021	October 2020	January 2021
Location	Columbia	Muscogee	Colquitt	Charlton
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income/MO	Low Income	Low Income

Date	November 2020	July 2021	March 2021	November 2020
Location	Jenkins	Crisp	Mitchell	Chatham
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	June 2021	January 2021	August 2021	March 2021
Location	Screven	Chattahoochee	Berrien	Camden
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department				
Date	January 2021	January 2021	May 2021	May 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	September 2021			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban			
At Risk	Low Income/MO			

CPST CEU and/or Renewal Courses- Georgia Department of Public Health				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Hall	Fulton	Monroe (GPSTC)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Forsyth	DeKalb	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Polk	Oconee	Fayette	Dodge
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	TBD	TBD	TBD	TBD
Location	Burke	Muscogee	Lowndes	Chatham
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income / MO	Low Income	Low Income / MO
Date	TBD	TBD	TBD	TBD
Location	Bulloch	Talbot	Grady	Wayne
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Columbia	Quitman	Tift	Toombs
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2021	November 2021	December 2021	January 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2021	March 2021	April 2021	May 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	June 2021	July 2021	August 2021	September 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals who provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	TBD	TBD	TBD
Location	Floyd Medical	NG Med(Hall)	Northside-ATL	Navicent - Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	
Location	Gordon Hospital	Northside - Piedmont	Piedmont-ATL	
Lead	Thomas Smith	Allison Craig	Alex McKeithan	
Population	Rural	Rural	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD	TBD	TBD	
Location	Hamilton Medical	Norhtside-Forsyth	Northside-ATL	
Lead	Thomas Smith	Allison Craig	Alex McKeithan	
Population	Rural	Urban	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD		TBD	
Location	Cartersville Medical		Northside-ATL	
Lead	Thomas Smith		Alex McKeithan	
Population	Rural		Urban	
At Risk	Low Income		Low Income / MO	

	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	TBD	TBD
Location	Augusta University	Phoebe Sumter	South GA Medical	Memorial - Savannah
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Urban
At Risk	Low Income	Low Income / MO	Low Income / MO	Low Income

Transporting Children with Special Healthcare Needs			
***All locations are tentative, pending training staff and room confirmation**			
Location	**Date**	**Population**	**At Risk**
Metro Atlanta	November 2020	Urban	Low Income / Minority
Metro Atlanta	April 2020	Urban	Low Income / Minority

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 supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes

65

Estimated total number of technicians

650

Minority outreach is another specialty area handled by a full-time staff member (Outreach Coordinator) of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH Outreach Coordinator will continue to work directly with the Regional Coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organization, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. Data also indicates that fatalities for children under the age of 10 decreased in 2018. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented), but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive Highway Safety Program Evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA Evaluation Team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

TSREG is also responsible for producing the federally-required occupant protection survey. Georgia has been able to increase the seatbelt usage to over 95%.

Linkage Between Program Area

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, reduced gas prices, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data driven, and impact driven. For new and existing grantees, the process of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004

in response to state audit findings, and continuing through FFY 2020, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS' performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

As Georgia's population and vehicle miles traveled both continue to increase, and as patterns of income, demographics and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. In an effort to promote occupant protection for passengers of all ages, GOHS will begin a new campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90 percent for eight consecutive years, more than 50 percent of the people killed in passenger vehicles fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and minivans, properly worn seat belts reduce fatal injury by 60%.

NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

Planned Activities

Department of Public Health-Occupant Protection	
Planned Activity Description:	Department of Public Health operates 8 Regional Coordinators across the state. The Coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Click It or Ticket mobilizations as well as the statewide Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Department of Public Health

City of Atlanta Fire Rescue Department	
Planned Activity Description:	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. Project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority population. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	City of Atlanta Fire Rescue Department

Law Enforcement Occupant Protection Education	
Planned Activity Description:	Agency will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host a fitting station and have officers trained to properly educate caregivers.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Americus Police Department

Georgia Governor's Office of Highway Safety – 402 Occupant Protection	
Planned Activity Description:	Fund GOHS personnel and media focused on public information, education and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Georgia, University of	
Planned Activity Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia and conduct the Annual Seatbelt Survey.
Countermeasure strategies:	• Project Evaluation and Annual Seatbelt Survey
Intended Subrecipients:	University of Georgia

Projects

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2021-GA-01-03	Americus Police Department	Child Restraint Usage	FAST ACT 402 OP	$10,276.00
OP-2021-GA-00-78	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	FAST ACT 402 OP	$191,000.00
OP-2021-GA-00-85	GAGOHS- Grantee	402OP: Occupant Protection	FAST ACT 402 OP	$126,863.89
OP-2021-GA-00-08	Georgia Department of Public Health	Child Occupant Safety Project	FAST ACT 402 OP	$1,262,395.97
M1*OP-2021-GA-00-06	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	$223,477.14
			TOTAL	**$1,814,013.00**

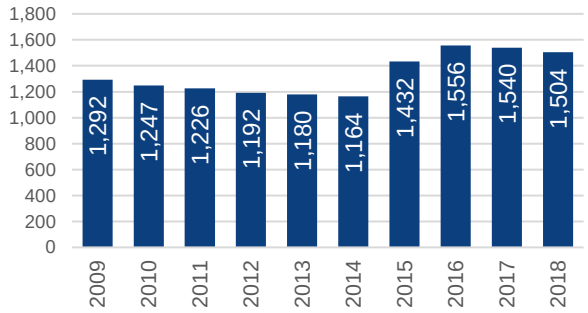
POLICE TRAFFIC SERVICES

Description of Highway Safety Problems

In 2018, Georgia experienced 1,504 traffic fatalities, 6,401 serious injuries[21], and 402,288 motor vehicle crashes. The figure to the right shows the 10-year trend of overall traffic fatalities from 2009 to 2018. In 2018, the total number of roadway fatalities decreased by 2% (36 fewer fatalities) in comparison to the previous year.

The top five counties with the highest roadway fatalities are: Fulton (130 fatalities, +13% increase from the previous year), DeKalb (108, +14%), Gwinnett (62, -6%), Cobb (57, +8%), and Clayton (45, +41%).

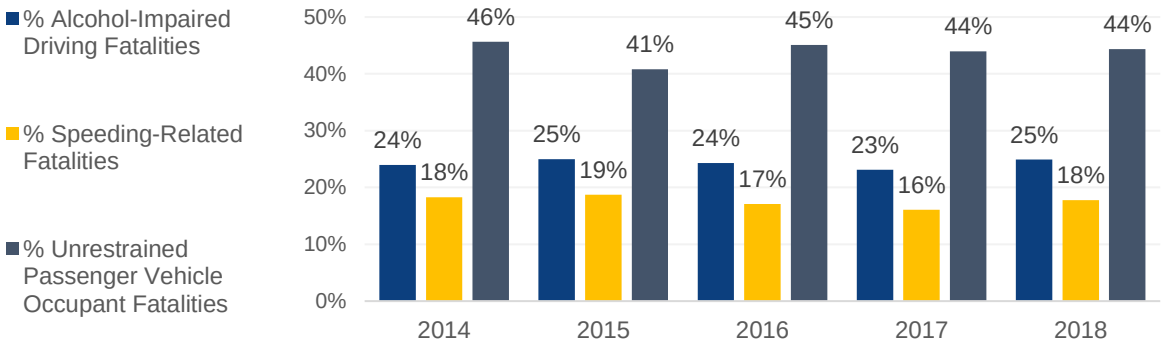
Overall Traffic Fatalities, 2009-2018, Georgia



Source: FARS 2009-2018 Annual Report File (ARF)

In 2018, 25 percent of all traffic fatalities were related to alcohol-impaired drivers, 18 percent were related to speeding drivers, and 44 percent were unrestrained in passenger vehicles. The figure below shows the 5-year trend of alcohol-related, speeding-related, and unrestrained passenger vehicle fatalities. During the 5-year period alcohol-related fatalities consistently represented 24 to 25 percent of all fatalities. Speeding-related fatalities fluctuated between 19 percent in 2015 to 16 percent in 2017.

Proportion of Alcohol-Impaired, Speeding-Related, and Unrestrained Passenger Vehicle Occupant Fatalities, 2014-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2014–2018 Final File, 2018 Annual Report File (ARF)

[21] In April 2020, TRCC/CODES revised the 'serious injury' the definition and recalibrated the values from serious injury values in previous years. See "Serious Injury Data Considerations" in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.

The table below shows drivers involved in fatal crashes by age group and their known BACs. Drivers who were driving impaired at the time of the fatal crashes (BAC of 0.08+ g/dL) in 2018 were more likely to have been speeding (28 percent vs. 15 percent). For drivers involved in fatal crashes who were under 21 and were speeding, 16 percent had BACs of .01 g/dL or higher (alcohol-involved but prohibited for this age group). In contrast, 11 percent of the drivers of the same age group who were not speeding had BACs of .01 g/dL or higher. For every age group from the 25-to-34 group to those in the 55- to-64 group, speeding drivers involved in fatal crashes in 2018 were alcohol-impaired more than or nearly twice as often as those who were not.

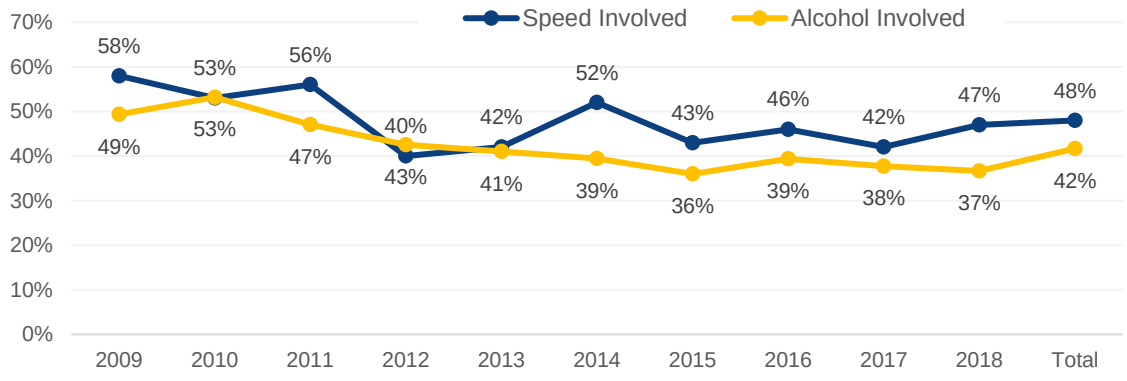
Drivers Involved in Fatal Traffic Crashes, by Age Group, Speeding Involvement, and their BACs, 2018, Georgia

Age Group	Speeding Involved Crash								Other Crashes							
	BAC .00 G/DL		BAC .01-.07 G/DL		BAC .08+ G/DL		TOTAL		BAC .00 G/DL		BAC .01-.07 G/DL		BAC .08+ G/DL		TOTAL	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
15-20	32	84	1	4	5	12	38	100	137	89	4	3	13	8	154	100
21-24	31	59	4	8	17	33	52	100	111	70	7	4	40	25	158	100
25-34	63	61	5	5	34	34	102	100	288	80	10	3	62	17	360	100
35-44	40	63	4	6	20	31	64	100	233	85	10	3	33	12	275	100
45-54	35	69	3	5	13	26	51	100	231	83	9	3	38	14	279	100
55-64	21	61	2	7	11	32	34	100	221	85	6	2	33	13	260	100
65-74	17	90	0	2	2	8	19	100	134	87	4	3	16	10	154	100
75+	10	89	0	1	1	10	11	100	80	91	1	1	7	8	88	100
Unknown	2	80	0	0	1	20	3	100	22	50	4	9	19	41	45	100
Total	**251**	**67**	**20**	**5**	**103**	**28**	**374**	**100**	**1,458**	**82**	**56**	**3**	**259**	**15**	**1,773**	**100**

Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

The figure below shows the percent of unrestrained drivers (of known restraint) involved in speed-related and alcohol-related fatal crashes from 2009 to 2018. In 2018, 48 percent of all drivers involved in speed-related fatal crashes were unrestrained and 42 percent of drinking drivers involved in fatal crashes were unrestrained.

Percent of Unrestrained Drivers involved in Fatal Crashes by Type of Fatal Crash, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF)

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166

Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Primary Countermeasure Strategy

Countermeasure Strategy	• Integrated Enforcement

Integrated Enforcement

Project Safety Impacts

Mobilization Enforcement: Includes increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically. Mobilization enforcements efforts coordinate with specialized NHTSA campaigns such as Drive Sober or Get Pulled Over, Click-It or Ticket, Operation Southern Shield, 100 Days of Summer HEAT.

Agencies are encouraged to conduct multi-jurisdictional efforts. The multi-jurisdictional approach is a critical countermeasure in traffic safety. By having more participating agencies, a greater police presence is created, which in turn creates general deterrence because it increases the risk (or perceived risk) that the motoring public will be caught. The enforcement must be highly visible and include an equal balance of enforcement and publicity.

Agencies are encouraged to utilize crash and speed data to identify high-risk areas for concentrated enforcement. LELs and Network Coordinators regularly emphasize the importance of enforcement countermeasures during the network meetings as a way of encouraging them to be a part of the agency's culture. Strategies discussed include stationary patrols, mobile patrols, high visibility enforcement, corridor safety programs, and neighborhood speed watch.

In order to strengthen state safety initiatives on the local level and to achieve community support for them, the Law Enforcement Liaisons (LELs) in Georgia established 16 traffic enforcement networks across the state. These networks are made up of law enforcement officers from agencies in groups of adjacent counties who hold regular meetings to discuss safety initiatives in their areas.

The state will seek to increase the safety belt usage rate through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law. GOHS will continue conducting a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with the national enforcement mobilizations.

Aggressively enforcing the primary safety belt law and continuing a Memorial Day safety belt and child passenger safety seat high-visibility enforcement mobilization which conforms to the national Click it or Ticket model help increase the safety belt usage rate as well as the correct usage of child passenger safety seats. Occupant protection programs that are funded by the highway safety program will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety seat check events, certify child passenger safety fitting stations, conduct educational presentations, and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

It is anticipated that performance of the chosen countermeasure strategy will provide a beneficial traffic safety impact in the area of occupant protection in FFY 2021.

Police traffic services program grants are highly effective in reducing traffic-related injuries and fatalities through prevention efforts, public information and education, selective enforcement countermeasures, and use of the community's public or private resources to identify and address all of its significant traffic safety problems. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury crashes. To maximize program effectiveness, law enforcement agencies must organize an effective community-based program by involving public agencies, private sector organizations, and private citizens.

Major police traffic services include the following:

1. Enforcement of traffic laws;
2. Training in traffic enforcement skills;
3. Crash and injury prevention activities such as leadership and outreach in communities to encourage seat belt and child safety seat use, use of helmets, and use of protective gear; and
4. Support for community-based efforts to address impaired driving, occupant protection, speed violations, distracted driving, aggressive drivers, and other unsafe driving behaviors.

Linkage Between Program Area

Based on the analysis of the problem identification data, by allocating funds to high-visibility enforcement of the state's primary seatbelt law will facilitate the state's achievement of the outlined Occupant Protection performance targets. Achievement of these performance targets will serve to reduce crashes, injuries, and fatalities in the state.

The local area TEN coordinators and assistant coordinators are called upon to make a major investment of time and effort. Contacting and following up with network members, recruiting support and new members in the communities, planning meetings, recruiting speakers for pertinent programs, and coordinating GOHS initiatives all require an extensive time commitment on the part of the network coordinator. Network coordinators and assistants have several responsibilities:

1. Provide assistance to the regional LEL as required;
2. Participate in the national/state campaigns as directed by the GOHS;
3. Solicit network agencies to participate in national campaigns;
4. Conduct monthly network meetings;
5. Participate in GOHS-sponsored press events;
6. Personally contact each chief of police and sheriff or representative in the local area network in order to explain the GOHS campaigns and solicit agency participation;
7. Promote the use of www.gareporting.com as the data collection tool for law enforcement statistics for each GOHS campaign;
8. Attend GOHS meetings as directed;
9. Attend at least one regional LEL meeting during the grant period; and
10. Other duties as may be assigned by the GOHS/LEL.

The police traffic services program focuses on support for community-based efforts to address impaired driving, occupant protection, work zone safety, speed violations, distracted driving, aggressive driving, and other unsafe driving behaviors. The grants are highly effective in reducing traffic collisions through selective enforcement and education. The High-Visibility Enforcement (HVE) concept is a departure from traditional law enforcement traffic enforcement tactics. HVE incorporates enforcement strategies, such as enhanced patrols using visibility elements (e.g. electronic message boards, road signs, command posts, mobile sobriety checkpoint operations, etc.) designed to make enforcement efforts obvious to the public. It is supported by a coordinated communication strategy and publicity. HVE may also be enhanced through multi-jurisdictional efforts and partnerships between people and organizations dedicated to the traffic safety of their community.

Rationale for Selection

The state currently complies with countermeasures deemed highly effective by the Countermeasures that Work 9th edition, such as Integrated Enforcement. According to NHTSA, impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired-driving checkpoints and saturation patrols. Integration of impaired driving enforcement with other special enforcement activities, such as speed or seatbelt enforcement can be effective, including when used at nighttime.

The strategies and implementation of the proposed projects will increase driver awareness regarding certain behaviors, leading to a reduction in the number of fatalities, injuries, and crashes on Georgia roadways.

By bolstering, strengthening, and encouraging growth of the law enforcement networks currently in place, the network program significantly encourages and strengthens response to the GOHS's highway safety programs. Network meetings serve as an important tool in training area law enforcement officials to implement the safety program.

Targeted traffic law enforcement has been shown to be effective. According to NHTSA's Countermeasures that Work, Ninth Edition, deterrence through law enforcement is the basic behavioral strategy that has been used to control speeding and aggressive driving actions. Consequently, specialized enforcement projects such as speed enforcement waves, aggressive driving patrols, impaired driving saturations may contribute to the public's awareness of specific types of unsafe driver behaviors at the same time that the presence of traffic patrols serves as a general deterrent to the wide variety of undesirable behaviors that are not being targeted. For instance, detecting a law enforcement presence is oftentimes enough for a driver to slow down.

Planned Activities

Fund 20 Highway Enforcement of Aggressive Traffic (H.E.A.T.) Projects	
Planned Activity Description:	H.E.A.T. enforcement/activity hours will be dedicated to enforcing the laws that govern speed, impaired driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	City of Atlanta Police Department, Bibb County Government, Burke County Sheriff's Office, Carroll County Sheriff's Office, Cherokee County Sheriff's Office, Cobb County Board of Commissioners – Police Department, Dawson County Sheriff's Office, Dekalb County Police Department, Douglas County Sheriff's Office, Dublin Police Department, Forsyth County Sheriff's Office, Glynn County Police Department, Habersham County Sheriff's Office, Hall County Sheriff's Office, Henry County PD/ Henry Co BOC, Newton County Sheriff's Office, GA Department of Public Safety – Nighthawks (MID), Rockdale County Sheriff's Office, Savannah Police Department, Snellville Police Department

Fund 16 Traffic Enforcement Network Projects	
Planned Activity Description:	Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Barrow County Sheriff's Office, Burke County Sheriff's Office, Byron Police Department, Calhoun Police Department, Charlton County Sheriff's Office, Clay County Sheriff's Office, Dekalb County Police Department, Demorest Police Department, Douglas County Sheriff's Office, Effingham County Sheriff's Office, Grady County Sheriff's Office, Holly Springs Police Department, Lyons Police Department, Social Circle Police Department, City of Valdosta Police Department, Zebulon Police Department

Fund 16 High Visibility Enforcement Projects	
Planned Activity Description:	Projects will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturation patrols in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Appling County Sheriff's Office, Ben Hill Sheriff's Office, Brookhaven Police Department, Camden County Sheriff's Office, Crisp County Sheriff's Office, Decatur County Sheriff's Office, Fairburn Police Department, Fayetteville Police Department, Irwin County Sheriff's Office, Jeff Davis Sheriff's Office, Montgomery County Sheriff's Office, Pooler Police Department, Treutlen County Sheriff's Office, Union City Police Department, Warner Robins Police Department, Worth County Sheriff's Office

Fund GA Governor's Office of Highway Safety	
Planned Activity Description:	Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related crashes, injuries, and fatalities. This includes one Law Enforcement Challenge event and participation in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Shield, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
Countermeasure strategies:	• Integrated Enforcement
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2021-GA-01-81	Appling County Sheriff's Office	Appling County High Visibility Enforcement Project	FAST ACT 402 PT	$48,112.00
PT-2021-GA-00-47	Atlanta Police Department, City of	H.E.A.T (Highway Enforcement of Aggressive Traffic)	FAST ACT 402 PT	$196,881.60
PT-2021-GA-00-87	Ben Hill County Sheriff's Office	Ben Hill County High Visibility Enforcement	FAST ACT 402 PT	$4,085.00
PT-2021-GA-01-05	Bibb County Government	HEAT Bibb County Sheriff's Office	FAST ACT 402 PT	$142,868.00
PT-2021-GA-01-72	Brookhaven Police Department	Brookhaven High Visibility Enforcement (HVE)	FAST ACT 402 PT	$59,361.30
PT-2021-GA-00-81	Burke County Sheriff's Office	HEAT - Burke County Sheriff's Office	FAST ACT 402 PT	$97,158.42
PT-2021-GA-00-95	Camden County Sheriff's Office	Speed Limit and Impairment Awareness	FAST ACT 402 PT	$71,040.00
PT-2021-GA-01-21	Carroll County Sheriff's Office	Carroll County Sheriff's Office HEAT Unit	FAST ACT 402 PT	$299,999.98
PT-2021-GA-00-99	Cherokee County Sheriff's Office	HEAT Cherokee Sheriff's Office	FAST ACT 402 PT	$108,444.60
PT-2021-GA-00-34	Cobb County Board of Commissioners – Police Department	H.E.A.T. Cobb County Police Department	FAST ACT 402 PT	$129,048.80
PT-2021-GA-01-61	Crisp County Sheriff's Office	High Visibility Traffic Enforcement	FAST ACT 402 PT	$54,178.00
PT-2021-GA-00-90	Dawson County Sheriff's Office	Dawson County Sheriff's Office HEAT	FAST ACT 402 PT	$213,636.68
PT-2021-GA-01-48	Decatur County Sheriff's Office	Decatur High Visibility Enforcement Project	FAST ACT 402 PT	$28,486.00
PT-2021-GA-00-61	Dekalb County Police Department	HEAT DeKalb County Police Department	FAST ACT 402 PT	$39,625.60
PT-2021-GA-00-07	Douglas County Sheriff's Office	HEAT Douglas County Sheriff's Office	FAST ACT 402 PT	$300,000.00
PT-2021-GA-00-22	Dublin Police Department	H.E.A.T. Dublin Police Department	FAST ACT 402 PT	$101,637.47
PT-2021-GA-01-50	Fairburn Police Department	Fairburn High Visibility Enforcement (HVE)	FAST ACT 402 PT	$51,073.20
PT-2021-GA-00-88	Fayetteville Police Department	The Fayetteville Police Department High Visibility Enforcement Project	FAST ACT 402 PT	$52,593.60

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2021-GA-00-23	Forsyth County Sheriff's Office	HEAT Forsyth County Sheriff's Office	FAST ACT 402 PT	$120,013.49
PT-2021-GA-00-11	GAGOHS – Grantee (in-house grant)	402PT: Police Traffic Services	FAST ACT 402 PT	$925,250.00
PT-2021-GA-00-45	Glynn County Police Department	"Eyes on the Road" Glynn County HEAT Program	FAST ACT 402 PT	$148,012.80
PT-2021-GA-01-28	Habersham County Sheriff's Office	HEAT Habersham County Sheriff's Office	FAST ACT 402 PT	$20,158.31
PT-2021-GA-00-40	Hall County Sheriff's Office	HEAT Hall County	FAST ACT 402 PT	$66,471.89
PT-2021-GA-00-38	Henry County PD/ Henry Co BOC	HEAT Henry County Police Department	FAST ACT 402 PT	$174,557.20
PT-2021-GA-01-00	Irwin County Sheriff's Office	Irwin County - High Visibility Enforcement Project	FAST ACT 402 PT	$6,880.00
PT-2021-GA-01-88	Jeff Davis County Sheriff's Office	Jeff Davis County High Visibility Enforcement Project	FAST ACT 402 PT	$25,031.00
PT-2021-GA-01-56	Montgomery County Sheriff's Office	Montgomery County High Visibility Enforcement Project	FAST ACT 402 PT	$26,827.00
PT-2021-GA-01-27	Newton County Sheriff's Office	HEAT Newton County SO	FAST ACT 402 PT	$60,509.12
PT-2021-GA-00-57	Pooler Police Department	Speed Related Crashes from Following too closely	FAST ACT 402 PT	$46,166.24
PT-2021-GA-00-12	Public Safety, Georgia Department of	HEAT/Nighthawks - Middle- GA	FAST ACT 402 PT	$858,713.70
PT-2021-GA-00-01	Rockdale County Sheriff's Office	HEAT Rockdale County Sheriff's Office	FAST ACT 402 PT	$166,316.99
PT-2021-GA-00-02	Savannah Police Department	HEAT Savannah Police Department	FAST ACT 402 PT	$70,931.33
PT-2021-GA-00-70	Snellville Police Department	HEAT Snellville Police Department	FAST ACT 402 PT	$209,816.76
PT-2021-GA-01-84	Treutlen County Sheriff's Office	Treutlen County High Visibility Enforcement Project	FAST ACT 402 PT	$36,504.00
PT-2021-GA-01-55	Union City Police Department	Union City Police Department High Visibility Enforcement	FAST ACT 402 PT	$48,106.40
PT-2021-GA-00-43	Warner Robins Police Department	FY 2021 WRPD Operation Safe Streets	FAST ACT 402 PT	$22,790.00

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2021-GA-00-92	Worth County Sheriff's Office	Worth County Sheriff's High Visibility Enforcement	FAST ACT 402 PT	$18,105.00
PT-2021-TE-00-08	Barrow County Sheriff's Office	TEN Piedmont Area (PATEN)	FAST ACT 402 PT	$19,761.92
PT-2021-TE-00-07	Burke County Sheriff's Office	TEN- East Central	FAST ACT 402 PT	$20,114.72
PT-2021-TE-00-05	Byron Police Department	TEN Middle Georgia(MGTEN)	FAST ACT 402 PT	$18,396.80
PT-2021-TE-00-02	Calhoun Police Department	TEN Mountain Area (MNTEN)	FAST ACT 402 PT	$19,874.24
PT-2021-TE-00-16	Charlton County Sheriff's Office	TEN - Coastal Area (CATEN)	FAST ACT 402 PT	$23,454.56
PT-2021-TE-00-26	Clay County Sheriff's Office	TEN - West Central (WCTEN)	FAST ACT 402 PT	$17,396.00
PT-2021-TE-00-15	Dekalb County Police Department	TEN Metro Atlanta (MATEN)	FAST ACT 402 PT	$21,606.88
PT-2021-TE-00-10	Demorest Police Department	TEN- Northeast Georgia	FAST ACT 402 PT	$20,127.68
PT-2021-TE-00-01	Douglas County Sheriff's Office	TEN- Western Region	FAST ACT 402 PT	$20,123.36
PT-2021-TE-00-13	Effingham County Sheriff's Office	TEN - South East Area	FAST ACT 402 PT	$22,919.92
PT-2021-TE-00-17	Grady County Sheriff's Office	TEN - Southwest (SWTEN)	FAST ACT 402 PT	$17,315.36
PT-2021-TE-00-09	Holly Springs Police Department	TEN - Appalachian Trail	FAST ACT 402 PT	$19,125.44
PT-2021-TE-00-12	Lyons Police Department	TEN South Central (SCTEN)	FAST ACT 402 PT	$17,983.52
PT-2021-TE-00-27	Social Circle Police Department	TEN - Central Region (CRTEN)	FAST ACT 402 PT	$18,726.56
PT-2021-TE-00-04	Valdosta Police Department, City of	TEN- Southern Region	FAST ACT 402 PT	$18,226.88
PT-2021-TE-00-03	Zebulon Police Department	TEN- Central Georgia	FAST ACT 402 PT	$17,938.88
			TOTAL	**$5,362,484.20**

Equipment Request over $5000

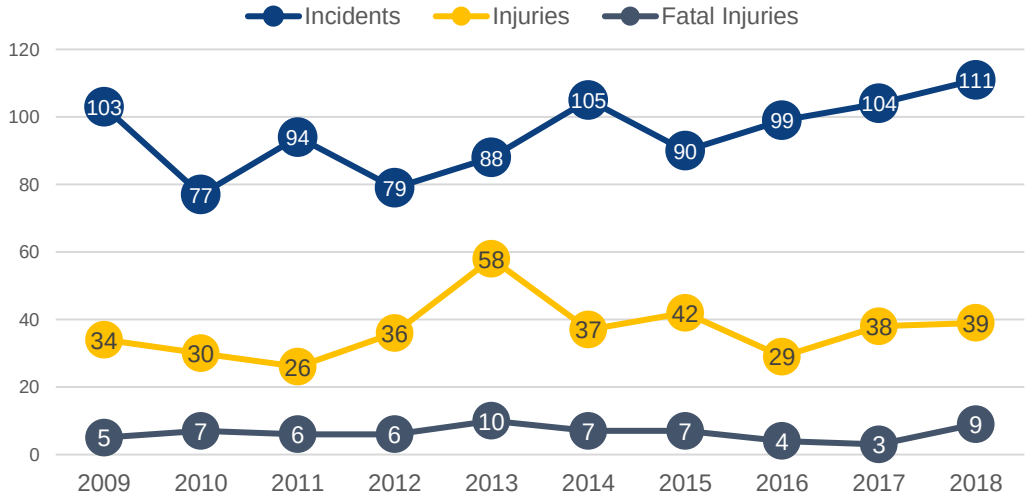
Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
PT-2021-GA-01-21	Carroll County Sheriff's Office	Chevrolet Tahoe	Texas	3	$43,380.38	$130,141.14
PT-2021-GA-01-21	Carroll County Sheriff's Office	WatchGuard 4RE In-Car Camera	Texas	3	$5,600.00	$16,800.00
PT-2021-GA-00-90	Dawson County Sheriff's Office	Chevrolet Tahoe	Texas	2	$41,406.00	$82,812.00
PT-2021-GA-00-90	Dawson County Sheriff's Office	WatchGuard 4RE In-Car Camera	Texas	2	$5,730.00	$11,460.00
PT-2021-GA-00-07	Douglas County Sheriff's Office	Equipped Ford Interceptor	Illinois	3	$45,807.00	$137,421.00
PT-2021-GA-00-07	Douglas County Sheriff's Office	L3 Mobile Computer	Missouri	1	$5,500.00	$5,500.00
PT-2021-GA-00-11	GAGOHS - Grantee	Ford F-150 Truck	Missouri	1	$35,000.00	$35,000.00
PT-2021-GA-00-70	Snellville Police Department	Equipped Ford Interceptor	Illinois	2	$38,035.00	$76,070.00
PT-2021-GA-00-70	Snellville Police Department	WatchGuard 4RE In-Car Camera	Texas	2	$6,245.00	$12,490.00
PT-2021-GA-00-43	Warner Robins Police Department	Speed Awareness Monitor Trailers	Texas	2	$9,645.00	$19,290.00
					TOTAL	**$526,984.14**

RAILROAD SAFETY

Description of Highway Safety Problems

According to the Federal Railroad Administration, there were 111 incidents involving Georgia railways and highways in 2018. Those 111 incidents resulted in 39 injuries and 9 fatalities. The number of railway and motor vehicle incidents, injuries, and fatalities have steadily increased since 2016. The figure below shows the trend of highway-rail incidents, injuries, and fatal injuries between 2009 and 2018.

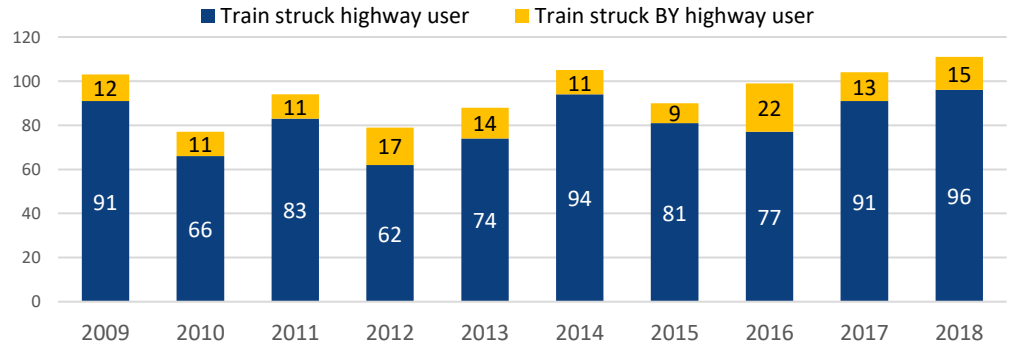
Highway-Rail Incidents, Injuries, and Fatal Injuries (2009-2018) Georgia



2009-2018: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at http://safetydata.fra.dot.gov/OfficeofSafety/Default.aspx as of Jun. 5, 2020.

Across the years, rail incidents most often involved the train striking the highway user. In 2018, 95 out of the 111 incidents (86 percent) involved the train striking the highway user and 15 incidents involved the train being struck by the highway user. The figure below shows the type of highway-railway crash events from 2009-2018.

Type of Highway-Railway Crashes, 2009-2018, Georgia



Source: Federal Railroad Administration

Passenger cars are the most common highway users involved in highway-railway incidents, followed by trucks with trailers. In 2018, there were 19 injuries and 4 fatal injuries involving cars and 10 injuries and 3 fatal injuries involving trucks only.

Highway Users Involved In Highway-Railway Incidents, 2018 Georgia

Highway User	Incidents	Fatal Injuries	Injuries
Car	56	4	19
Trucks	24	3	10
Truck & Trailers	26	1	9
Other Motor Vehicle	4	1	1
Van	1	0	0
Total	*111*	*9*	*39*

Source: Federal Railroad Administration

Most of the highway-railway incidents in 2018 occurred in the following counties: Fulton, Cobb, Gwinnett, Whitfield, and Clayton counties. Majority of these incidents occurred at public crossing. The table below shows the top Georgia counties with the highest number of highway-railway incidents in 2018.

Top Counties with the Highest Highway-Railway Incidents by Public or Private Crossing, 2018 Georgia

County	At Public Crossing			At Private Crossing		
	Incidents	Fatal Injuries	Injuries	Incidents	Fatal Injuries	Injuries
Fulton	10	3	2	5	-	1
Cobb	6	-	1	-	-	-
Gwinnett	5	-	1	-	-	-
Whitfield	5	-	-	-	-	-
Clayton	4	-	1	-	-	-
Lowndes	3	1	-	1	-	-
Gordon	3	-	-	-	-	-
Hall	3	-	3	-	-	-
Bartow	2	-	1	1	-	1
Chatham	2	-	-	1	-	-
Coweta	2	1	1	-	-	-
Douglas	2	-	-	1	-	1
Madison	2	-	-	1	1	1

Source: Federal Railroad Administration

Georgia provides a statewide program that is geared towards educating the general public and training First Responders on the importance of railroad safety. The Operation Lifesaver program conducts exhibits with the OL Mobile Exhibit Truck/ desktop presentation and training in partnership with The Georgia Public Safety Training Center for First Responders statewide. The training covers trespassing, state statutes, and corrective reporting for first responders.

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407

Primary Countermeasure Strategy

Countermeasure Strategy	• Railroad Safety: Outreach and Education

Railroad Safety: Outreach and Education

Project Safety Impacts

Operation Lifesaver (OL) is a nationwide nonprofit rail safety education program. Each state has their own program to address the specific needs of that state, headed by a State Coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequaled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL Truck for the larger outdoor events.

Linkage Between Program Area

The OL Mobile Exhibit Truck activities include scheduling the Truck for community events where large audiences can be reached of both adults and children, as well as special audiences including schools, first responders, school bus drivers, etc. Over the years, OL has worked very well and when the Exhibit Truck is unable to attend an event, the requestor is offered use of a tabletop display and handout safety materials. Having the unique OL Truck to augment regular safety presentations is extremely beneficial as it allows OL to visit outlying communities where citizens of all ages and demographic backgrounds are educated accordingly. Requests for exhibiting with the Truck come in from all over Georgia including referrals from a long list of affiliate members, many of whom also are authorized volunteers who then assist. Their participation at no cost to OL provides an enormous in-kind service. Volunteers come from the Georgia Railroads, other businesses, civic groups and government agencies including the Federal Railroad Administration, Georgia DOT, Georgia Department of Public Safety and many others.

Rationale for Selection

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, the program reaches all the major counties where rail traffic is the highest. Additionally, Georgia Operation Lifesaver exhibits are scheduled at many annual conferences where law enforcement and other highway safety professionals attend. Operation Lifesaver program efforts encourage highway safety professionals to include railroad safety training on their websites, newsletters, etc.

Planned Activities

Georgia Operation Lifesavers	
Planned Activity Description:	Georgia Operation Lifesaver will provide training and education to both the "First Responders" and "general public" about safety around trains and railroad tracks.
Countermeasure strategies:	• Railroad Safety
Intended Subrecipients:	Georgia Operation Lifesaver

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
RH-2021-GA-00-52	Georgia Operation Lifesaver, Inc.	First Responders Training and Mobile Truck Exhibit	FAST Act 402RH	$30,484.00
			TOTAL	**$30,484.00**

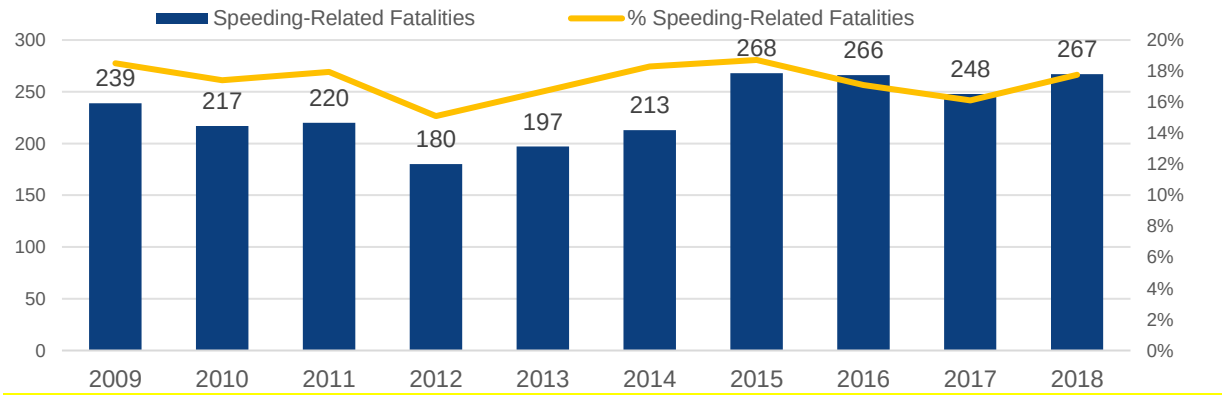
SPEED MANAGEMENT AND SPEED

Description of Highway Safety Problems

In 2018 there were 2,147 drivers involved in 1,407 fatal crashes, in which 1,504 people lost their lives. Twelve percent (12%) of the drivers involved were speeding at the time of the crashes, and 16 percent of all traffic fatalities crashes were speed-related.

The figure below shows the total number of traffic fatalities, and the number and percentage of fatalities by speeding involvement, for a 10-year period. From 2009 to 2018, speeding-related fatalities increased by 12 percent, from 239 in 2009 to 267 in 2018. The proportion of speeding-related fatalities out of the total number of fatalities fluctuated between 15 percent and 18 percent during the 10-year period.

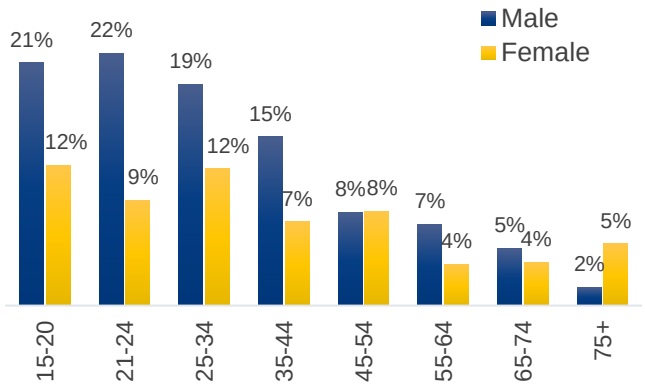
Number and Proportion of Speeding-Related Fatalities, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2017 Final File, 2018 Annual Report File (ARF), Georgia

The figure on the right presents the percentage of drivers who were speeding when involved in fatal crashes, by age group, and gender. The proportion of female drivers who were speeding was smaller than male drivers across all age groups. Young male drivers were more likely to speed in fatal crashes. In 2018, 22 percent of male drivers in the 21- to 24-year-old age group involved in fatal crashes were speeding at the time of the crashes, compared to 9 percent for the female drivers in the same age group. Young drivers (15- to 20 years) also have a high proportion of male and female drivers involved fatal crashes were speeding at the time of the crashes, 21 percent and 12 percent respectively.

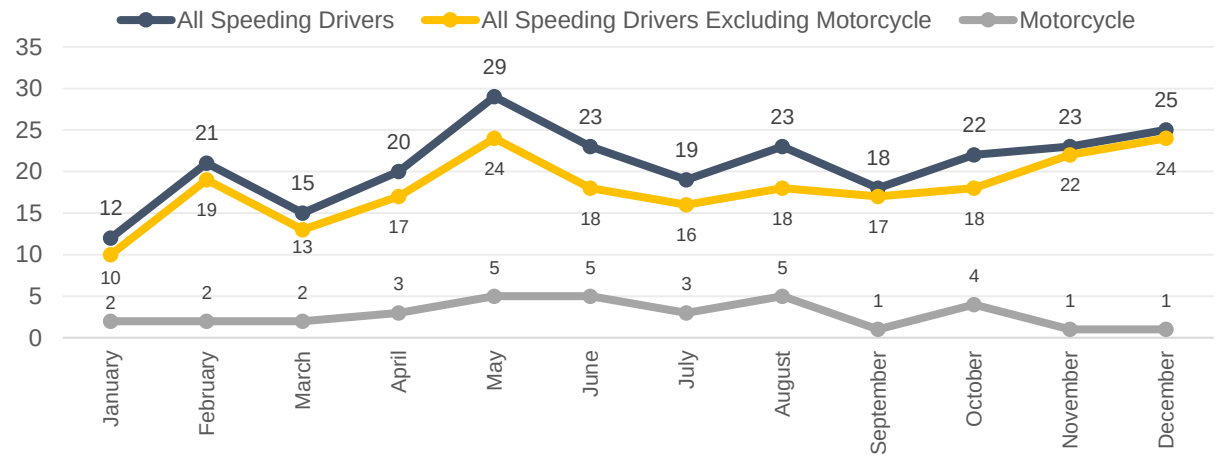
Percentage of Speeding Drivers Involved in Fatal Crashes, by Age Group and Gender, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF), Georgia

The figure below displays the monthly variation of all speeding drivers involved in fatal crashes by vehicle type in 2018. All speeding drivers have monthly variations with a peak involvement in May compared to the colder months (January and February). Motorcycle riders involved in fatal crashes have a strong influence on the monthly variation of all drivers involved because motorcycle riders are more likely to ride during the warmer months (May – August) and fall (October).

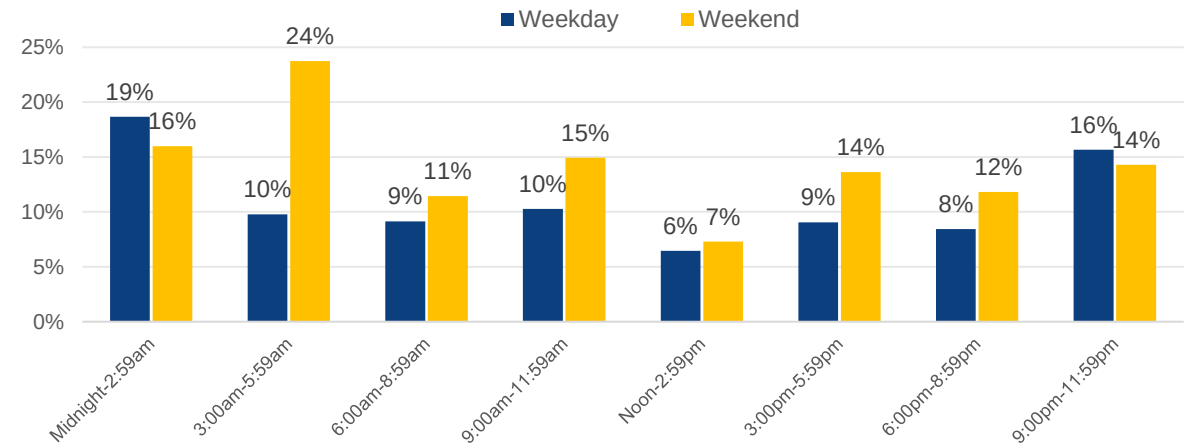
Speeding Drivers Involved in Fatal Crashes, by Vehicle Type and Month, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF), Georgia

The percentage of drivers in fatal crashes who were speeding in 2018 is presented in the figure below by time of day, on weekdays and weekends. Fewer drivers involved in fatal crashes during daytime hours, regardless of day of week. For nearly every time period (except from midnight to 2:59am), the proportion of speed-related fatal crashes was more on weekends than weekdays. Midnight to 2:59 a.m. was the time period that drivers involved in fatal crashes were most likely to be speed on weekdays. The hours between 3:00am and 5:59am on weekends are more drivers involved in fatal crashes were speeding.

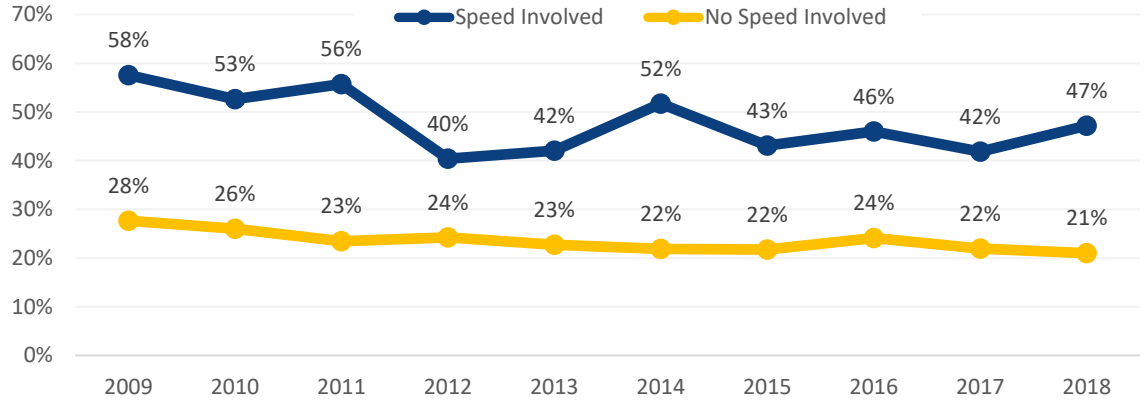
Percent of Drivers in Fatal Crashes that were Speeding by Weekdays/Weekends and Time of Day, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF), Georgia

The figure below shows the percent of unrestrained drivers involved in speed-related and nonspeed-related fatal crashes from 2009 to 2018. In 2018, 47 percent of all drivers involved in speed-related crashes were unrestrained and 21 percent of drivers involved no speeding crashes were unrestrained. The percent of unrestrained drivers involved in fatal crashes increased by net 5 percent compared to the previous year – from 42 percent in 2017.

Percent of Unrestrained Drivers involved in Fatal Crashes by Type of Fatal Crash, 2009-2018, Georgia

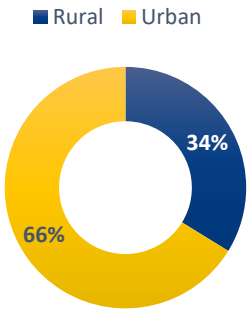


Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF), Georgia

The number and percent of fatalities in speed-related crashes is shown by roadway function class and by rural/urban regions below. Of the 205 speeding-related fatalities that occurred on the interstate roadways in 2018, 16 percent of the fatal crashes (33) involved speed. In 2018, 66 percent of the speed-related traffic fatalities occurred in urban regions and 34 percent occurred in rural regions.

Speeding-Related Traffic Fatalities, by Roadway Function Class and Rural/Urban Regions, 2018, Georgia

Roadway Function Class	Speeding Involved		Other Crash		Total
	Number	*Percent*	*Number*	*Percent*	
Interstate, principal arterial	33	16%	172	84%	205
Freeway and expressway, principal arterial	5	29%	12	71%	17
Principal arterial, other	53	14%	316	86%	369
Minor arterial	69	16%	356	84%	425
Collector	59	20%	236	80%	295
Local	48	25%	145	75%	193
Total	**267**	**18%**	**1,237**	**82%**	**1,504**



Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF), Georgia

In 2018, 82 counties experienced at least one speed-related traffic fatality. Over half (56%) of all speeding-related fatalities occurred in the top 15 counties. The top five (5) counties with the highest number of fatalities in crashes involving speeding are: Fulton (26), Gwinnett (18), Cobb (17), DeKalb (17), and Barrow (9) counties.

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305

Primary Countermeasure Strategy

Countermeasure Strategy	• Speed: High Visibility Enforcement and Education

Speed: High Visibility Enforcement and Education

Project Safety Impacts

Speed, a form of aggressive driving, has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Excessive speed can contribute to both frequency and severity of motor vehicle crashes. For close to 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2020, the Governor's Office of Highway Safety (GOHS) funded nineteen (19) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units and nine (9) High Visibility Enforcement (H.V.E.) projects across the state where speed 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.) and High Visibility Enforcement (H.V.E.) programs in FFY 2021. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. The H.E.A.T. projects will continue to focus on speed, along with impaired driving and occupant protection. The H.V.E projects will be solely focused on speed enforcement and education.

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 the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Shield, with participation from H.E.A.T. and H.V.E., have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways.

Linkage Between Program Area

Speed enforcement is crucial to helping Georgia reduce the number of crashes, injuries, and fatalities. GOHS' HEAT teams and High Visibility Enforcement projects are focused on educating and enforcing the speed laws in Georgia. The Georgia Public Safety Training Center trains law enforcement on proper procedures for operating both a radar unit and a lidar unit. Both items are proven effective in the enforcement of speed laws. The training center offers online and in-person certification and re-certification courses as well as provides training for radar and lidar instructors.

Rationale for Selection

According to NHTSA (Countermeasures That Work- CTW 9th Edition, chapter 3), speed enforcement is the most common traffic enforcement activity conducted by law enforcement across the country. The speed problem is national in scope but requires local decision making and action to be managed effectively. Local communities are in the best position to make judgments in balancing risk against mobility and are encouraged to use all the tools that are available to make determinations regarding speed management.

Planned Activities

GA Public Safety Training Center-Speed	
Planned Activity Description:	Conduct RADAR and LIDAR certification as well as Speed Detection Instructor training to students during the grant year. Offer monthly online RADAR Refresher training through www.gpstc.org to all Georgia law enforcement.
Countermeasure strategies:	• Speed: High Visibility Enforcement and Education
Intended Subrecipients:	Georgia Public Safety Training Center

Fund (6) High Visibility Speed Enforcement Projects	
Planned Activity Description:	Activity hours will be dedicated to enforcing the laws that govern speed on the roadways of county/city through saturated patrols in areas identified by data to be high-risk locations for speed related crashes, injuries, and fatalities occur.
Countermeasure strategies:	• Speed: High Visibility Enforcement and Education
Intended Subrecipients:	Banks Co Sheriff's Office, Bremen Police Department, Calhoun Police Department, Charlton Co Sheriff's Office, Effingham County Sheriff's Office, Washington Co Sheriff's Office

Projects

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
SC-2021-GA-01-10	Banks County Sheriff's Office	Banks County Speed Deterrent and Education Grant Request	FAST Act 402 SC	$45,010.00
SC-2021-GA-00-69	Bremen Police Department	Bremen Safe Streets	FAST Act 402 SC	$22,660.00
SC-2021-GA-01-76	Calhoun Police Department	High Visibility Traffic Grant	FAST Act 402 SC	$37,244.00
SC-2021-GA-02-02	Charlton County Sheriff's Office	Speed Grant	FAST Act 402 SC	$23,956.00
SC-2021-GA-01-82	Effingham County Sheriff's Office	Speed Detection	FAST Act 402 SC	$71,254.80
SC-2021-GA-00-36	Georgia Public Safety Training Center	Speed Enforcement Training Programs	FAST Act 402 SC	$45,902.06
SC-2021-GA-01-85	Washington County Sheriff's Office	Speed Grant	FAST Act 402 SC	$56,414.40
			TOTAL	**$302,441.26**

Equipment Request over $5000

Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
SC-2021-GA-01-10	Banks County Sheriff's Office	Speed Detection Trailer	Texas	1	$7,894.00	$7,894.00
SC-2021-GA-01-82	Effingham County Sheriff's Office	Radar Trailer	Texas	1	$9,650.00	$9,650.00
					TOTAL	**$17,544.00**

TRAFFIC RECORDS

Description of Highway Safety Problems

In 2018, Georgia experienced 1,504 traffic fatalities on public roadways. While the number of roadway fatalities have decreased by 2.3% (net 36 count decrease) in comparison to the previous year, GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities.

Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia's traffic records system consists of data about Georgia's roadway transportation network and the people and vehicles that use it. This data is critical to effective safety programming, operational management, and strategic planning. Georgia's traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core system components— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—as well as the organizations and people responsible for them as indicated below.

Crash Component

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however the methods of input vary. Crashes are inputted either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically.

Roadway Component

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

Driver Component	The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system, which resides on the State's mainframe. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).
Citation & Adjudication Component	The State of Georgia has a non-unified court system where local courts are autonomous; these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts are able to securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.
Vehicle Component	The Georgia Department of Revenue (DOR), Motor-Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system, Driver Record and Integrated Vehicle Enterprise System (DRIVES), is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out- of- state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.
Injury Surveillance Component	The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and (c) a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline **2014-2018**	Target **2017-2021**
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021	5,264	6,407
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	1.18*2	1.23
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	221	300
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	23	27

Traffic Safety Performance Measures		Baseline 2018	Target 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Primary Countermeasure Strategy

Countermeasure Strategy	Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.

Project Safety Impacts

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia’s Traffic Records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure that the data is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's traffic records program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data driven, and evaluated for effectiveness.

Linkage between Program Area

Georgia’s Traffic Records Program is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources. The Georgia Traffic Records Program mission is to maximize the overall quality of safety data and analysis based on State traffic records data across all six core data systems.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of developing and implementing effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State safety data needed to identify priorities for Federal, State, and

local highway and traffic safety programs; evaluate the effectiveness of such efforts; link State data systems, including traffic records and systems that contain medical roadway, and economic data; improve the compatibility and interoperability of State data systems with national data systems and the data systems of other States; and enhance the agency's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

The Georgia TRCC continues to utilize the Traffic Safety Information System funding, received in FFY 2006- FFY 2020 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c) to advance its mission to maximize the overall quality of safety data and analysis based on State traffic records data across all six core systems.

405(c) grant funding will be allocated for planned activities, which is directly related to the problem identification, performance targets, and countermeasure strategies for Georgia traffic records improvements.

Rationale for Selection

Georgia's traffic records system is important in ensuring that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision making, which is central to identifying traffic safety problems, and designing countermeasures to reduce injuries, crashes and fatalities on all Georgia roads. All planned activities will be allocated to 405(c) state traffic safety information system improvement grant funds.

Planned Activities

GECPS Outreach	
Planned Activity Description:	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication utilizing the Georgia Electronic Citation Processing System (GECPS) as well as to train and educate courts on the GECPS system for this purpose.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Driver Services

405(c) Traffic Records Program	
Planned Activity Description:	To fund the GOHS Georgia Traffic Records program staff and traffic records information system projects to improve Georgia's traffic records data in order to identify traffic safety problems and design countermeasures to reduce injuries, crashes and fatalities on all Georgia roads.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

LEA Technology Grant GACP	
Planned Activity Description:	To identify law enforcement agencies and provide the funding needed for mobile hardware units to submit crash reports electronically to the Georgia Electronic Accident Reporting System (GEARS). 3-7 electronic crash reporting units are provided for approximately 25 law enforcement agencies.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Association of Chiefs of Police

Support for CODES Crash Data Linkage	
Planned Activity Description:	This project creates linked crash and injury surveillance data for analysis by Georgia's highway safety partners and provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes. CODES staff develops and maintains relationships with data owners, users, and injury prevention stakeholders by convening the CODES Board and CODES data workgroup meetings monthly; conducting validity checks on the crash data; preparing traffic records data sets for linking; performing probabilistic data linking using the triple match on crash, EMS, and hospital (ED and hospital inpatient discharge) data and standardizing the linked data to improve the completeness and integration of the traffic records data; and providing data support to Strategic Highway Safety Plan (SHSP) task teams either by developing data strategies, products, or data requests.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

DPH - OEMS GEMSIS Elite	
Planned Activity Description:	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0, maintain GEMSIS DataMart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	
Planned Activity Description:	The Online Analytical Statistical Information System (OASIS), DPH's web query and custom data requests, provides the general public, stakeholders, and traffic safety partners with access to Hospital Discharge, ER Visit, Death and MV Crash data (as authorized by GDOT) as well as data visualizations. This project will create new tools/enhance existing tools that help to visualize data; facilitate the creation of new performance measures that reflect critical areas of interest; work on allowing the user to create maps based on their own data in an ad hoc manner; and utilizing tools within OASIS to create cross-system data quality reports.
Countermeasure strategies:	• Improve the accuracy, timeliness, accessibility, integration, completeness and uniformity of the GA Traffic Records Information System.
Intended Subrecipients:	Georgia Department of Public Health

Projects

GTS Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
M3DA-2021-GA-00-18	Georgia Department of Driver Services	GECPS Outreach	FAST Act 405c	$309,087.53
M3DA-2021-GA-00-64	GAGOHS-Grantee	405c: Traffic Records Program	FAST Act 405c	$157,270.00
M3DA-2021-GA-00-77	Georgia Association of Chiefs of Police	LEA Technology Grant GACP	FAST Act 405c	$430,500.00
M3DA-2021-GA-00-05	Georgia Department of Public Health	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	FAST Act 405c	$202,406.07
M3DA-2021-GA-00-46	Georgia Department of Public Health	Support for CODES Crash Data Linkage	FAST Act 405c	$108,088.00
M3DA-2021-GA-00-33	Georgia Department of Public Health (EMS & Trauma)	DPH - OEMS GEMSIS Elite	FAST Act 405c	$214,944.00
			TOTAL	**$1,422,295.60**

YOUNG DRIVERS (TEEN TRAFFIC SAFETY PROGRAM)

Description of Highway Safety Problems

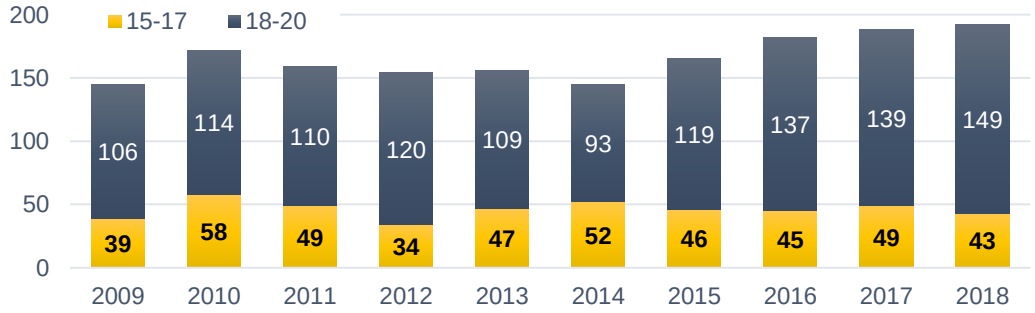
The term young driver refers to a person 15 to 20-years old operating a motor vehicle. People in this age group generally obtain their licenses for the first time and many are under a graduated driver licensing program as they learn driving skills. Teens are a vulnerable population when it comes to driving- as motor vehicle crashes are the leading cause of death for young adults. High-risk behavior, texting while driving, impaired driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia's roadways.

In 2018, the top three contributing factors for fatal crashes involving young drivers were: (1) Failure to yield right of way; (2) Overcorrecting; and, (3) Improper lane usage. The top contributing factors for all motor vehicle crashes involving young drivers are: (1) following to close; (2) operating vehicle in erratic manner (e.g., speeding); and (3) driving while distracted.

Since 2014, there has been a gradual increase in the number of young drivers (ages 15-20 years) involved in fatal crashes. In 2018, there were 192 young drivers involved in fatal crashes – a 32 percent increase (+47 drivers) since 2014. Young drivers represented 8.9 percent of all drivers involved in fatal crashes in 2018. Over the past 5-years (2014-2018), young drivers consistently represented 8.5 percent of all drivers involved in the fatal crashes.

From 2009 to 2018, young drivers between the ages of 18-20 years (and therefore not required to adhere with the Graduate Driver Licensing requirements) made up more than 60 percent of all young drivers involved in fatal crashes (see chart below). In 2018, 78 percent of all young drivers involved in a fatal crash were between the ages of 18 and 20 years.

Young Drivers Involved in Fatal Crashes, by Age Group, 2009–2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2018

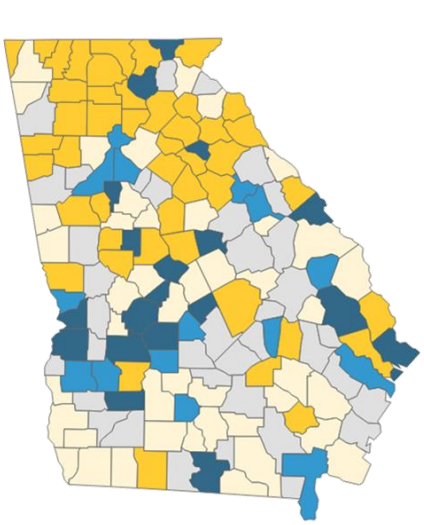
Young drivers (15 to 20 years old) generally obtain their licenses for the first time under a graduated driver licensing program as they learn driving skills.

- There were 8 million licensed drivers in the Georgia in 2019. Young drivers (ages 15-20 years) accounted for 7.9 percent (631,790) of the all licensed drivers in 2019.

- Across the state, 71.1 percent of all youth (15-20 years) holds either an instructional permit or driver's license in 2019.
- The percentage (72 percent) of young adults that held an instructional permit or driver's license in 2019 is the same across all rural and urban counties[22], 89 and 70 counties respectively.

The county map and table below present the percentage of young adults with an instruction permit or driver's license[23] by county.

Percent of Young Adults (Ages 15-20) with an Instructional Permit or License to Drive, by County (2019 Licensed Young Adults & 2018 Young Adult Estimated Population), Georgia



	Rural (89 Counties)	**Urban** (70 Counties)
2019 Young Drivers with an Instructional Permit or License to Drive	741,044	522,536
2018 Est. Young Adult Population	1,035,441	726,811
Percent of Young Adults with an Instructional Permit or License to Drive	72%	72%

Source: Drivers licenses information obtained from the Department of Driver Service (Dec 2019); Estimated young adult population obtained from Georgia's Online Analytical Statistical Information System (OASIS)

Total fatalities in crashes with young drivers increased steadily over the 5-year period from 156 in 2014 to 196 in 2018, resulting in a 30-percent increase (Table below)). In fatal crashes involving young drivers for the 5- year period from 2014 to 2018:

- Young drivers fatally injured increased by 16 percent (from 62 fatalities in 2014 to 72 fatalities in 2018).
- Fatalities among the passengers of young drivers increased by 10 percent (from 31 fatalities to 34 fatalities).
- Occupant fatalities of other vehicles increased by 14 percent (from 49 fatalities to 56 fatalities).
- Nonoccupant fatalities – pedestrians, bicyclist, or other nonoccupants – increased by 143 percent (from 14 fatalities to 34 fatalities).

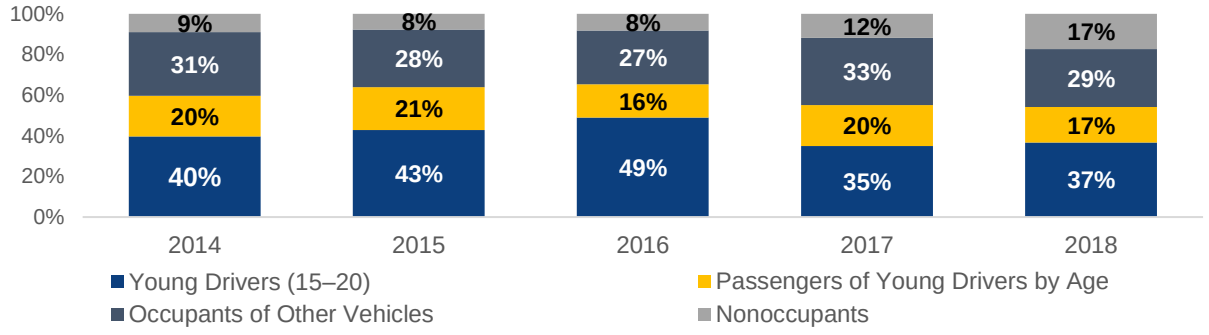
[22] Rural definition based on Office of Management and Budget (OMB) metro counties. A metro area includes one or more counties containing a core urban area of 50,000 or more people, together with any adjacent counties that have a high degree of social and economic integration (as measured by commuting to work) with the urban core.
[23] GA DDS licensing as of December 2019: Class types include instructional permits, Class C, and Class D licenses.

Fatalities in Crashes Involving Young Drivers, by Person Type and Year, 2014-2018, Georgia

Year	Young Drivers (15–20)	Passengers of Young Drivers by Age				Occupants of Other Vehicles	Nonoccupants	Total
		< 15	15 - 20	21 +	Total			
2014	62	3	18	10	31	49	14	156
2015	77	3	27	8	38	51	14	180
2016	96	7	18	7	32	52	16	196
2017	71	3	32	6	41	67	24	203
2018	72	3	16	15	34	56	34	196

Source: Fatality Analysis Reporting System (FARS) 2014-2018

Fatalities in Crashes Involving Young Drivers, by Person Type and Year, 2014-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2014-2018

The figure above displays the percentage of fatalities in crashes involving young drivers by person type and year. In 2018:

- 37 percent of all fatalities in crashes involving a young driver, was the young driver themselves.
- 29 percent of all fatalities in crashes involving a young driver, were occupants of other vehicles.
- 17 percent of all fatalities involving young drivers (34 out of 196) were not in vehicles. Nonoccupant fatalities for fatal crashes involving a young driver was highest in 2018 in comparison to previous years.

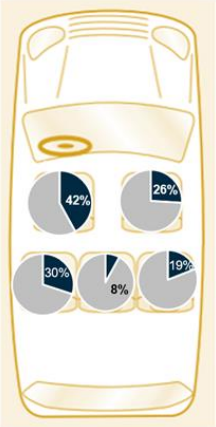
The figure to the right displays the seating positions of young drivers' passenger's ages 15-20 fatally injured in 2016 through 2018. During 2016-2018:

- 70 percent of the occupants riding with a young driver were between 15-20 years of age.
- 42 percent of all young drivers aged 15-20 years were fatality injured.
- 26 percent of front passengers aged 15-20 years were fatality injured.
- 30 percent of back seat passengers (driver's side) aged 15-20 years were fatality injured.

In 2018:

- 54 percent of fatally injured, **female** vehicle occupants 15-20 years of age were unrestrained.
- 52 percent of fatally injured, **male** vehicle occupants 15-20 years of age were unrestrained.

Percent of Young Drivers' Passengers Ages 15-20 Fatally Injured by Seating Position, 2016-2018, Georgia



Source: Georgia Crash Records 2016-2018

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222

Traffic Safety Performance Measures		Baseline 2018	Target 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Primary Countermeasure Strategy

Countermeasure Strategy	Youth Programs

Project Safety Impacts

Recognizing the need to go beyond GDL, Georgia develops and implements teen traffic safety programs that address the behavioral issues typically associated with novice driver crashes – alcohol, drugs, distraction caused by cell phones and other teen passengers, drowsiness, late-night driving, low seat belt use, and speeding. Many of these are peer-to-peer, school-based programs designed to help teens not only identify those behaviors that cause them the greatest risk on the road, but also recognize that they have the ability and power to address them. Motor vehicle crashes are the leading cause of death for children and young adults ages 5 to 24 (CDC, 2015b). GOHS currently provides funding for colleges and high schools. Additionally, efforts to reach the 50 colleges and over 1.3 Million high school students across the state are growing within the agency. The agency works with Georgia Public Broadcasting (GPB) to incorporate messaging directed to teen and young drivers. There are many PSAs surrounding high school sporting events. These also allow~~s~~ the programs to expand media presence, and [allows for the agency to then come back with program information]. The young driver program activities are conducted jointly with the rollover simulator and driving events. These events incorporate information and program details to schools that reach out to the GOHS. The rollover simulator and educational programs are initially requested by individual schools. Recruitment then happens following the program.

Peer to peer educational youth programs, and young adult program details are given as well as any support that is needed in regards to establishing the programs. Activities include contacting and meeting with county offices, Board of Education and the State Superintendent, allows recruitment of Students Against Destructive Decisions (SADD) Chapters to grow within the state. [The notion that teens and young drivers are both willing and able to successfully undertake educating their peers about this problem, and should be encouraged to do so, is supported by the state.]

The efforts to expand youth programs are hampered by the reimbursement based system of operation in regards to funding these programs as well as the lack of innovation when it comes to non- incentive based purchases. Schools across Georgia must initially budget money for the SADD grants money that could be used in other school programs. Through the reimbursement based grants, the youth program numbers across the state are dwindling. These schools cannot provide the initial overhead costs to fund these programs and find that the reports needed for the grant outweigh the program itself. The additional commitment of teachers, volunteers, and any aspect of the program is a big call to action.

The peer to peer education programs are flourishing because of the peer to peer aspect, however school programs still require participation from school and staff. It is because of this issue, recruitment has been focused to tertiary program partners like the school resource officers, board of education, county offices, and the state school superintendent. It is the hope of GOHS to create partnerships across the state that will assist the schools with the initial financial burden and provide adequate support in establishing and maintaining youth traffic safety programs. Additionally, with the change to a non-incentive based grant, the established programs are finding it difficult to create meaningful connections with impacted program participants. A new and innovative program creates ways in which an incentive is not needed to impact societal change. The agency is working with programs to establish new and innovative ways in which these youth programs can create a lasting impact on their surroundings without the need for incentives for education.

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

The Governor's Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (GYAP) is to promote education and awareness among young adults about highway safety issues, such as distracted driving, underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and training to campus students, faculty and staff.

Linkage Between Program Area

Georgia's colleges, universities, and high schools conduct school year activities focused on educating students and faculty about highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. High schools across Georgia are conducting educational programs during peak times, like Prom and Graduation, to remind students to be safe on the roadways. These programs focus primarily on reducing impaired driving, distracted driving, seat belt use, and other highway safety topics, among young adult drivers. Schools coordinate prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Red Ribbon week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and any school specific events. Programs are also presented to these students and young drivers. These programs are achieved by presenting an exciting, interactive 3-D and segmented reality driving simulation, using video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. The use of a pre and post surveys are given to the students to show how the information has impacted their choices.

Rationale for Selection

All Students Against Destructive Decisions (SADD) chapters, and Young Adult college and University programs, have a common target: to empower young people to help their peers live safer, healthier, more positive lives. Students Against Destructive Decisions (SADD) students are valued as contributing members of their communities.

Planned Activities

2021 SADD Grants	
Planned Activity Description:	Teen traffic safety awareness program targeting 15 high schools. Complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns (Rock the belt, 21&Bust), and participate in distracted/impaired driving event around Prom or graduation in each high school.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Chattahoochee High School, Fannin County High School, Grayson High School, Peach County High School, Pepperell High School, Towns County Schools, Union County Schools Police Department, Wayne County High School, Clayton County Public Schools (7 high schools)

2021 Young Adult Programs	
Planned Activity Description:	Fund twelve (12) college programs targeting young adults to provide educational opportunities involving at least 50% of student population on the effects of alcohol and highway safety issues, seat belt checks, train new peer health educators on alcohol and impaired driving issues, participate in GOHS Impaired Driving Campaigns.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Abraham Baldwin Agriculture College (ABAC), Augusta University, Clayton State University, Fort Valley State University, Georgia College and State University, Georgia Southwestern University, Georgia State University, Georgia Tech Research, Kennesaw State University, University of North Georgia, Valdosta State University, University of West Georgia

Governor's Office of Highway Safety 402TSP	
Planned Activity Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

2021 Youth Presentations	
Planned Activity Description:	These programs allow students to attend a 3-D presentation, or augmented reality presentation on highway safety topics effecting youth. These experiences use video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. It will give a real life scenario that will help the student visualize real-life situations. The program will also collect data from a pre and post survey given to students before and after the presentation.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Children and Parent Resource Group, PEERS Foundation

Savannah Technical College	
Planned Activity Description:	The college is proud to create The Coastal Georgia Center for Driver Safety. It will build on its already stellar driver's education program and use these grant funds to create two core additional services: distracted driver education, and alcohol impaired driving prevention. These services will be integrated into both the college's community offerings and strategic community partnerships to provide greater access, sustainability, and improve safety for decades to come.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Savannah Technical College

Projects

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2021-SA-00-12	Chattahoochee High School	SADD	FAST Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-14	Fannin County High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-04	Grayson High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-03	Peach County High School	SADD	Fast Act NHTSA 402TSP	$6,000
TSP-2021-SA-00-02	Pepperell High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-06	Towns County Schools	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-07	Union County Schools Police Department	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-10	Wayne County High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-YA-00-02	ABAC Advancement Foundation, Inc	YA	Fast Act NHTSA 402TSP	$11,095.00
TSP-2021-YA-00-10	Augusta University	YA	Fast Act NHTSA 402TSP	$17,547.60
TSP-2021-YA-00-05	Clayton State University	YA	Fast Act NHTSA 402TSP	$7,774.00
TSP-2021-YA-00-04	Fort Valley State University	YA	Fast Act NHTSA 402TSP	$7,485.50
TSP-2021-YA-00-01	Georgia College & State University	YA	Fast Act NHTSA 402TSP	$10,600.00
TSP-2021-YA-00-07	Georgia Southwestern State University	YA	Fast Act NHTSA 402TSP	$11,185.00

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2021-YA-00-03	Georgia State University	YA	Fast Act NHTSA 402TSP	$14,399.00
TSP-2021-YA-00-12	Georgia Tech Research Corp.	YA	Fast Act NHTSA 402TSP	$10,500.00
TSP-2021-YA-00-09	Kennesaw State University Research and Service Foundation	YA	Fast Act NHTSA 402TSP	$21,571.76
TSP-2021-YA-00-08	North Georgia, University of	YA	Fast Act NHTSA 402TSP	$17,805.28
TSP-2021-YA-00-13	Valdosta State University	YA	Fast Act NHTSA 402TSP	$4,810.00
TSP-2021-YA-00-06	West Georgia, University of	YA	Fast Act NHTSA 402TSP	$18,183.41
TSP-2021-GA-00-25	GAGOHS-Grantee (In-house grant)	402TSP: Teen Traffic Safety Program	Fast Act NHTSA 402TSP	$96,721.56
TSP-2021-GA-00-03	Children and Parent Resource Group, Inc	Life Changing Experience Community Education Project	Fast Act NHTSA 402TSP	$350,000.00
TSP-2021-GA-01-44	Clayton County Public Schools	YA	Fast Act NHTSA 402TSP	$38,850.00
TSP-2021-GA-01-43	Savannah Technical College	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	Fast Act NHTSA 402TSP	$191,267.00
TSP-2021-GA-01-23	Peers Foundation	Teen Distracted Driving Prevention	Fast Act NHTSA 402TSP	$140,000.00
			TOTAL	**$1,021,795.08**

Equipment Request over $5000

Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
TSP-2021-GA-01-43	Savannah Technical College	One Simple Decision VR Trainers	California	5	$9,900.00	$49,500.00
					TOTAL	**$49,500.00**

EVIDENCE BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

Crash Analysis

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.

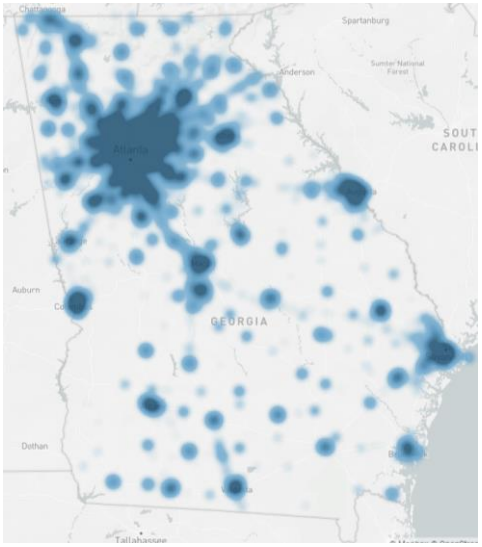
Problem Identification and Program Description

In 2018, Georgia experienced 1,504 traffic fatalities, 6,401 serious injuries, and 402,288 motor vehicle crashes on Georgia roadways. The figure to the right shows the hotspots of the crashes across the state of Georgia.

The most common contributed factors for crashes in 2018 were:

- Following Too Close (101,190, 25 %)
- Failure to Yield (44,646, 11%)
- Changed Lanes Improperly (27,718, 6 %)
- Driver Lost Control (12,022, 2 %)
- Inattentive or Other Distraction (Distracted) (11,156, 2%)
- Misjudged Clearance (10,121, 2 %)
- Too Fast for Conditions (9,935, 2 %)
- Improper Backing (9,919, 2 %)

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2018



Source: Numetric, Georgia Electronic Crash Reporting (June 2020)

The Strategic Highway Safety Plan (SHSP) task teams determined traffic safety emphasis areas to monitor throughout the programmatic year. The table below shows the number and percent of crashes for selected measures that are tracked within each emphasis area for 2017 and 2018. In 2017 and 2018, the most common type of crash are intersection crashes. In 2018, 44% of all crashes (176,548) crashes occurred within intersections.

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2018

Strategic Highway Safety Plan Emphasis Areas	2017		2018		% change	
	Number	Percent	Number	Percent	Number	Percent
Intersection	287,523	71.10%	176,548	43.89%	-110,975	-27.21%
Roadway Departure	60,126	14.87%	63,141	15.70%	3,015	0.83%
Distracted Driver (Suspected)	162,497	40.18%	140,391	34.90%	-22,106	-5.28%
Older Driver (55-64)	79,413	19.64%	79,333	19.72%	-80	0.08%
Older Driver (65+)	57,678	14.26%	58,332	14.50%	654	0.24%
Young Driver	50,475	12.48%	52,461	13.04%	1,986	0.56%
Hit & Run	44,943	11.11%	45,630	11.34%	687	0.23%
CMV Related	19,082	4.72%	18,492	4.60%	-590	-0.12%
Aggressive Driving	11,480	2.84%	15,964	3.97%	4,484	1.13%
Distracted Driver (Confirmed)	18,975	4.69%	15,871	3.95%	-3,104	-0.74%
Impaired (Suspected)	9,668	2.39%	11,994	2.98%	2,326	0.59%
Impaired Driving (Confirmed)	10,241	2.53%	8,411	2.09%	-1,830	-0.44%
Motorcycle	4,160	1.03%	3,831	0.95%	-329	-0.08%
Pedestrian	3,568	0.88%	2,972	0.74%	-596	-0.14%

Source: Numetric, Georgia Electronic Crash Reporting (June 2020)

Georgia continues 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: Ninth Edition, 2017” (CTW). Data throughout this 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.

Georgia has 42,520 law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of whom partner with the Governor's Office of Highway Safety on a regular basis.

Deployment of Resources

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. For almost 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2020, the Governor's Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FFY 2021.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. 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 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. All local crash data is reviewed, including time of day, location and causation (DUI, Seatbelt, Speed, Motorcycles).

With this continued effort of putting resources where the traffic fatality problems are, the Governor's Office of Highway Safety (GOHS) can support local jurisdictions 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 managed by a coordinator and an assistant coordinator, both whom are full time law enforcement officers. 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 traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

Traffic enforcement networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. GOHS Law Enforcement Liaisons (LELs) and the network coordinators utilize the Georgia Electronic Accident Reporting System (GEARS) system to identify specific areas of their network that have high crash activity. GOHS has worked with GEARS system designers to create a “Crashes by Network” report that can be generated for a specific period of time by network coordinators and LELs. This report coupled with other reports from GEARS such as “high accident locations” and “crashes by contributing circumstances” assist local law enforcement agency personnel in identifying specific roadway locations within their jurisdiction that should be targeted for enforcement.

The regional traffic enforcement networks, working with law enforcement, play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional enforcement, education, and media activities for NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT", "Click it or Ticket", “Operation Southern Shield”. They also assist the GOHS LES Team with state campaigns such as “One Hundred Days of Summer Heat”, “Hands Across the Border” and “Operation Zero Tolerance”. These campaigns bolster our mobilization efforts to nine (9) each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serv where 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 more than 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Effectiveness Monitoring

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 continue throughout the year and outreach efforts will be revised as needed.

HIGH VISIBILITY ENFORCEMENT

High Visibility Enforcement (HVE)

Effective, high-visibility communications and outreach are an essential part of successful 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 Georgia. NHTSA 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.

The regional traffic enforcement networks (TEN), working with law enforcement play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional high visibility enforcement, education, and media activities for NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT", "Click it or Ticket", “Operation Southern Shield”. They also assist the GOHS LES Team with state campaigns such as “One Hundred Days of Summer Heat”, “Hands Across the Border” and “Operation Zero Tolerance”. These campaigns bolster our mobilization efforts to nine (9) each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

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. GOHS partners with the Georgia State Patrol, sheriff’s offices, police departments and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with TEAM Georgia to hold news conferences in Atlanta prior to the Christmas/New Year’s holiday season and St. Patrick’s Day. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the 9 mobilizations. During the St Patrick’s Day period in March, Chatham County Georgia holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by 3 days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers. During the 2019 deployment, officers arrested 30 impaired drivers, issued 185 seat belt citations, 90 distracted driving citations, and 84 speeding citations.

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 45%. In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by 60%. NHTSA research data show more than 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 95.9%, 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. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during this time which resulted in 657 seat belt citations, 1400 speeding citations, and 75 impaired drivers in 2019.

100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign: Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there is 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. Most 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 to 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 countermeasure campaign ads as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources to promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS also partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conference includes GOHS LES and TEN personnel demonstrating Rollover Simulators and Seat Belt Convincers for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as all bordering states. During this week, media events and enforcement events are held in 5 different cities around the state. At each location Georgia meets with the adjoining state and jointly conducts these operations. The goal of the Hands Across the Border Campaign is to raise awareness and lower fatalities as we reach the end of the summer travel season.

FFY2021 Georgia Mobilizations*

Click it or Ticket Mobilization
November 16 – November 29, 2020
(National Mobilization)

Driver Sober or Get Pulled Over
December 14, 2020 – January 3, 2021
(National Mobilization)

Click it or Ticket Mobilization
May 17 – May 31, 2021
(National Mobilization)

One Hundred Days of Summer HEAT
May 17 - September 7, 2021

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

Drive Sober or Get Pulled Over
August 16 - September 7, 2021
(National Mobilization)

Section 6:

Section 405 Applications

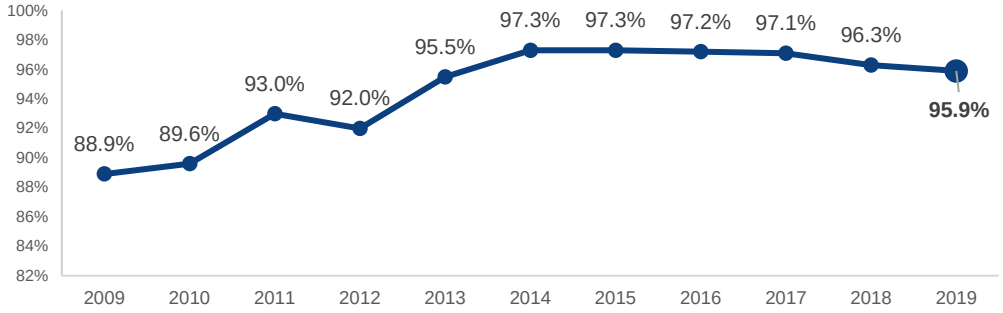
- 405(b) Occupant Protection Grant
- 405(c) State Traffic Safety Information System Improvements Grant
- 405(d) Impaired Driving Countermeasures Grant
- 405(f) Motorcyclist Safety Grant
- 405(h) Nonmotorized Safety Grant

405(B) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION

Description of Highway Safety Problems

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated belt use decreased from 96.3 percent in 2018 to 95.9 percent in 2019. Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt.

Observed Safety Belt Use (2009-2019), Georgia



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2019 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (96.8%), followed by non-Atlanta MSAs (95.0%), and rural areas (95.0%).
- Safety belt usage for white occupants was higher (96.1%) than for non-white occupants (95.0%).
- Safety belt usage was higher for women (98.1%) than for men (94.2%).
- Safety belts usage was 97.3% in passenger cars, 97.2% in vans, and 92.6% in trucks.

Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2010-2019), Georgia

		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Overall Safety Belt Use:		**89.6**	**93.0**	**91.5**	**95.5**	**97.3**	**97.3**	**97.2**	**97.1**	**96.3**	**95.9**
Location:	Atlanta MSA	88.4	94.8	88.3	98.7	97.5	97.7	97.3	97.4	96.0	96.8
	Non-Atlanta MSA	86.5	89.7	92.6	91.2	95.6	95.7	96.6	96.4	96.0	95.0
	Rural	79.9	88.2	93.1	91.8	95.2	96.5	96.0	94.8	96.8	95.0
Driver Ethnicity:	White	89.7	92.7	90.8	96.3	97.6	97.3	97.0	96.1	94.0	96.1
	Non-White	89.4	93.3	83.2	97.0	96.7	97.4	97.3	96.3	96.6	95.0
Driver Gender:	Male	86.5	89.8	89.5	94.9	96.1	95.9	95.2	94.4	94.3	94.2
	Female	96.3	96.7	95.7	98.5	98.9	99.4	99.4	99.2	99.0	98.1
Vehicle Type:	Car	91.0	94.8	95.0	97.9	98.7	98.6	98.5	98.3	97.3	97.3
	Truck	85.0	84.1	85.8	90.7	95.3	95.1	94.5	95.5	94.7	92.6
	Van	90.3	95.0	94.7	98.1	96.6	96.6	96.3	97.3	97.0	97.2

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

The number of Georgia passenger vehicle occupants who were restrained and unrestrained, and those whose restraint use was not known, for 2009 to 2018 is shown in the table below. In 2018 there were 1,504 traffic fatalities in the Georgia, of which 944 (63%) were occupants of passenger vehicles. Of the 994 passenger vehicle occupants were fatally injured in 2018, some 448 (45%) were restrained and 441 (44%) were unrestrained at the time of the crash. Restraint use was not known for the remaining 105 (11%) of the occupants. Looking only at those passenger vehicle occupants who were fatally injured, and their restraint use known, 50 percent were restrained, and 50 percent were unrestrained.

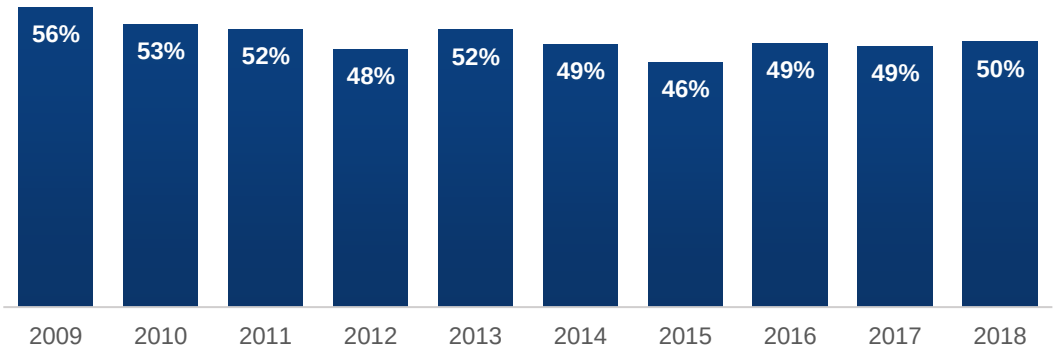
Restraint Use of Passenger Vehicle Occupants Killed, 2009–2018, Georgia

Year	Restrained		Unrestrained		Unknown		Total	Percent Known Restrained	Percent Known Unrestrained
	Number	Percent	Number	Percent	Number	Percent			
2009	358	39%	456	49%	111	12%	925	44%	56%
2010	381	43%	428	48%	78	9%	887	47%	53%
2011	389	44%	422	48%	67	8%	878	48%	52%
2012	394	48%	368	44%	67	8%	829	52%	48%
2013	350	43%	377	46%	85	10%	812	48%	52%
2014	376	47%	363	46%	56	7%	795	51%	49%
2015	488	48%	411	41%	109	11%	1,008	54%	46%
2016	484	46%	472	45%	91	9%	1,047	51%	49%
2017	488	46%	464	44%	104	10%	1,056	51%	49%
2018	448	45%	441	44%	105	11%	994	50%	50%

Source: Fatality Analysis Reporting System (FARS) 2009–2018

The percentage of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes is graphed below. This unrestrained percentage has decreased from 2009 to 2018. Among passenger vehicle occupants killed, when restraint use was known, the percentage of unrestrained deaths decreased by 6 percentage points, from 56 percent in 2009 to 50 percent in 2018.

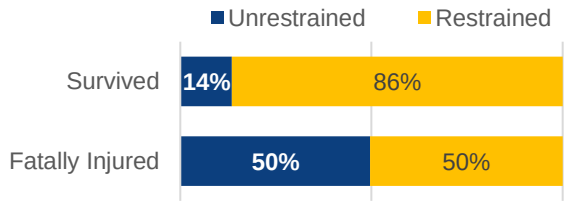
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2009–2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2018

For passenger vehicle occupants involved in fatal crashes in 2018, half (50%) of those fatally injured were unrestrained in the crash, compared to only 14 percent of those who survived (figured right).

Passenger Vehicle Occupants, by Survival Status and Restraint Use, 2018, Georgia

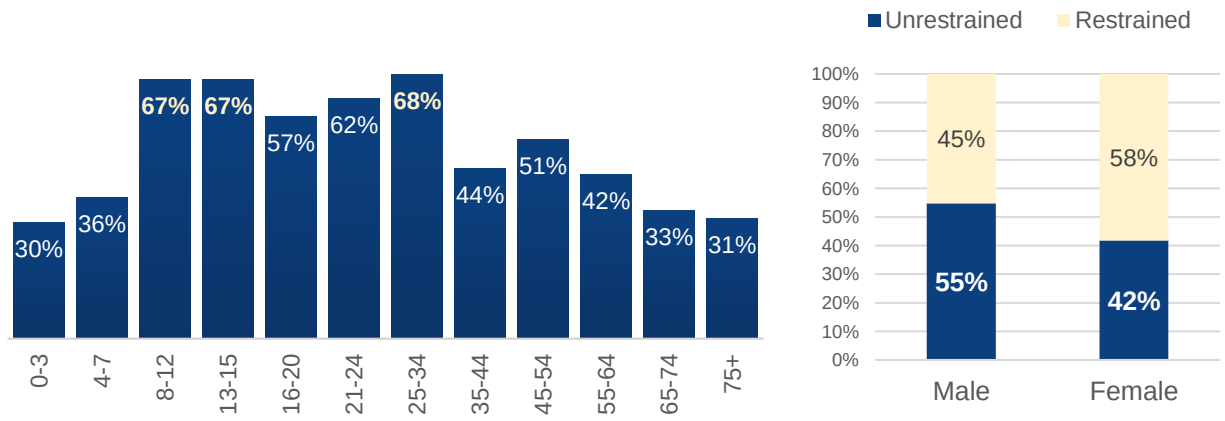


Source: Fatality Analysis Reporting System (FARS)–2018

Information on restraint use by age group for passenger vehicle occupants who were fatally injured in 2018 is shown below. Among passenger vehicle occupant fatalities where restraint use was known, the 25-to-34 age group had the highest percentage of unrestrained occupants (68%), followed by the 8-to-12 and 13-15 age groups at 67 percent unrestrained. In 2018 there were 10 passenger vehicle occupant fatalities among children younger than four years of age; 30 percent were unrestrained (based on known restraint use). In the 4-to-7 age group, there were 12 fatalities; 36 percent were unrestrained (based on known restraint use).

More male occupants (613) as female occupants (381) were fatally injured in 2018. When restraint use was known, 55 percent of male fatalities and 42 percent of female fatalities were unrestrained (see figure below). Restraint use was unknown for 12 percent of male occupant fatalities and 8 percent of the female fatalities.

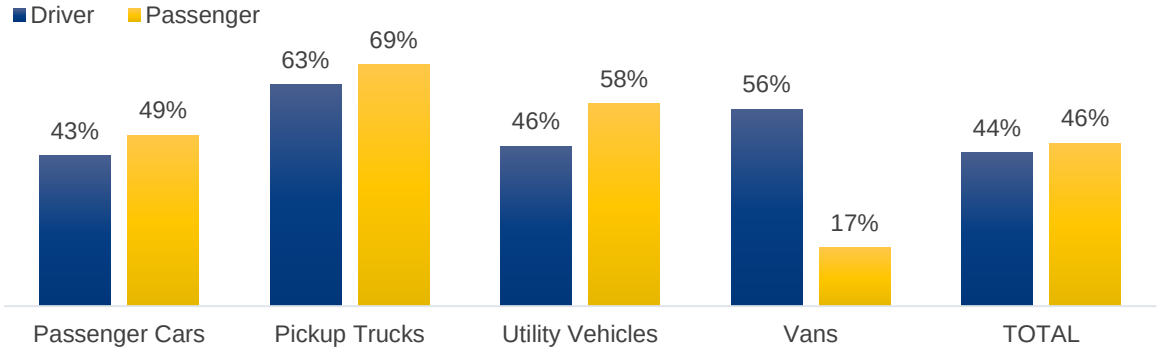
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained, by Age Group and Gender, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) – 2018

Among the 889 fatalities for which restraint use was known, 50 percent (441) were unrestrained, but use varied by vehicle type: 64 percent (189) of the passengers fatally injured in pickup trucks were unrestrained, compared to 49 percent (86) in SUVs, 48 percent (15) in vans, and 44 percent (218) in passenger cars. The figure compares the percent known unrestrained use of drivers fatally injured versus passengers fatally injured for each passenger vehicle type.

Driver and Passenger Fatalities, Percent Known Unrestrained, by Passenger Vehicle Type, 2018, Georgia

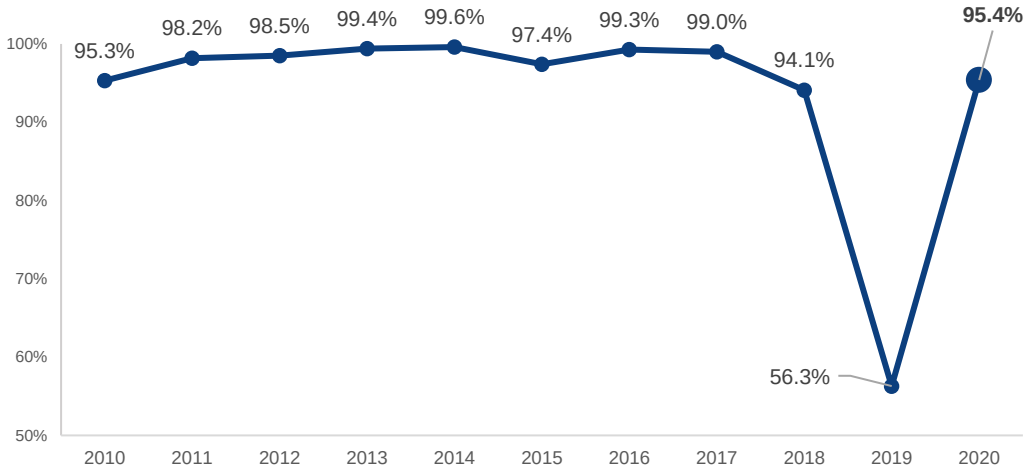


Source: Fatality Analysis Reporting System (FARS)–2018

Of the 994 passenger vehicle occupants killed in fatal crashes, 33 (3.3%) were children (14 years old and younger). Among the 33 child passenger vehicle occupants killed in fatal crashes, restraint use was known for 31, of whom 14 (45%) were unrestrained. Among children under five years of age within the state of Georgia, an estimated 16 lives were saved in 2017 by restraint use.

According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the estimated child safety seat use increased from 94.1 percent in 2018 to 95.4 percent in 2020. The observed child safety seat usage rate in 2019 was 56.3 percent – an outlier due to a small sample size in comparison to other years. GOHS is working collaboratively with the contracted researchers at the University of Georgia Traffic Safety Research Evaluation Group to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Child Safety Seat Usage in Georgia, 2010 – 2020



Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2020)

The table below shows the top counties in Georgia with the highest number of passenger vehicle occupants fatally injured in crashes in 2018.

Passenger Vehicle Occupants Fatally Injured and Restraint Use of Occupants by County, 2018, Georgia

County	Total Occupants Fatally Injured	Restrained		Unrestrained		Unknown		Percent Known Restrained	Percent Known Unrestrained
		#	%	#	%	#	%		
Fulton	69	34	49%	22	32%	13	19%	61%	39%
Dekalb	62	25	40%	22	35%	15	24%	53%	47%
Cobb	37	21	57%	13	35%	3	8%	62%	38%
Gwinnett	37	24	65%	7	19%	6	16%	77%	23%
Chatham	23	11	48%	9	39%	3	13%	55%	45%
Bartow	20	9	45%	5	25%	6	30%	64%	36%
Clayton	18	8	44%	6	33%	4	22%	57%	43%
Floyd	18	7	39%	11	61%	-	0%	39%	61%
Bibb	17	9	53%	4	24%	4	24%	69%	31%
Carroll	15	8	53%	6	40%	1	7%	57%	43%
Forsyth	15	10	67%	4	27%	1	7%	71%	29%
Henry	15	7	47%	7	47%	1	7%	50%	50%
Barrow	13	8	62%	5	38%	-	0%	62%	38%
Hall	13	6	46%	7	54%	-	0%	46%	54%
Muscogee	13	5	38%	6	46%	2	15%	45%	55%
Newton	13	6	46%	7	54%	-	0%	46%	54%
Richmond	13	3	23%	9	69%	1	8%	25%	75%

Source: Fatality Analysis Reporting System (FARS)–2018

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527

Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Planned Participation in Click-it-or-Ticket

The Governor's Office of Highway Safety 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 42,520 sworn law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. 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 FFY 2021, GOHS will also participate in the Click-It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 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 overrepresented 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, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2021, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

3. November 2020, which covers the Thanksgiving holiday period
4. May 2021, 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.

FFY2021 Georgia Mobilizations*

Click it or Ticket Mobilization
November 16 – November 29, 2020
(National Mobilization)

Driver Sober or Get Pulled Over
December 14, 2020 – January 3, 2021
(National Mobilization)

Click it or Ticket Mobilization
May 17 – May 31, 2021
(National Mobilization)

One Hundred Days of Summer HEAT
May 17 - September 7, 2021

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

Drive Sober or Get Pulled Over
August 16 - September 7, 2021
(National Mobilization)

The chart below contains a list of **196** law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2021 Click It or Ticket Participating Agencies			
Abbeville	Dawson County	Jonesboro	Rome
Adrian	Demorest	Kingsland	Royston
Albany	Donalsonville	Kingston	Sandersville
Alpharetta	Douglas County	Lafayette	Sardis
Alto	Dublin	Lanier County	Screven
Americus	Dunwoody	Lavonia	Screven County
Appling County	East Georgia State	Leesburg Pd	Sky Valley
Aragon	Eatonton	Lenox	Snellville
Ashburn	Effingham County	Long County	Soperton
Atkinson County	Emerson	Lumber City	Sparks
Attapulgus	Eton	Lyons	Stephens County
Avondale Estates	Euharlee	Macon County	Stone Mountain
Bainbridge Public Safety	Fairmount	Marion County	Sycamore
Baldwin	Fayette County	Marshallville	Talbot County
Ball Ground	Fayetteville	McCaysville	Taliaferro County
Barnesville	Flowery Branch	McRae	Tallapoosa
Barrow County	Forest Park	Meriwether County	Tattnall County
Bartow County	Forsyth	Middle Ga College	Temple
Blakely	Fort Oglethorpe	Milan	Tennille
Bleckley County	Fort Stewart	Milledgeville	Thomasville
Blue Ridge	Fort Valley	Milner	Thunderbolt
Brookhaven	Franklin	Monroe	Tifton
Byron	Franklin County	Monroe County	Toombs County
Calhoun	Franklin Springs	Montezuma	Toomsboro
Camilla	Gainesville	Montgomery County	Trenton
Cartersville	Garfield	Moultrie	Treutlen County
Cedartown	Georgia College St Univ	Mt. Airy	Turner County
Centerville	Georgia Motor Carrier Compliance Division	Muscogee County	Twiggs County
Chatsworth	Georgia State Capitol Police	Nashville	Tyrone
Cherokee County	Georgia State Patrol	Newnan	Union County
Chickamauga	Glenwood	Norman Park	Union Point
Clarkesville	Glynn County	Ocilla	Uvalda
Claxton	Gwinnett County	Oconee County	Valdosta
Clay County	Habersham County	Oglethorpe	Varnell
Clayton	Hall County	Oglethorpe County	Vienna
Cobb County	Hazlehurst	Omega	Walker County
Cochran	Heard County	Peach County	Walton County
Commerce	Henry County	Pelham	Warner Robins
Conyers	Henry County So	Pembroke	Warrenton
Cordele	Hinesville	Perry	Washington County
Cornelia	Holly Springs	Polk County	Wheeler County
Covington	Houston County	Polk County Sheriff	White
Coweta County	Ideal	Pooler	Wilcox County
Crisp County	Irwin County	Pulaski County	Wilkinson County
Dallas	Irwinton	Putnam County	Winder
Dalton	Ivey	Remerton	Winterville
Dalton State College	Jefferson	Ringgold	Worth County
Davisboro	Johnson County	Rochelle	Young Harris College
Dawson	Jones County	Rockmart	Zebulon

Click It or Ticket - Communications Plan

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

While Georgia has enjoyed a seat belt use rate of more than 90 percent for eight consecutive years, more than 50 percent of the people killed in passenger vehicles fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide Occupant Protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

Primary Countermeasure Strategy

Countermeasure Strategy	• Child Restraint Inspection stations • Child Passenger Safety Technicians • Project Evaluation and Annual Seatbelt Survey • Communications: Occupant Protection

Child Restraint Inspection Stations

Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2020, Georgia has a total of 95 registered inspection stations readily available to provide parents and other caregivers with" hands-on" assistance with the installation and use of child restraints to combat misuse. Thirty-eight (38) of the fitting stations are in rural communities, fifty-seven (57) of the fitting stations are in urban communities, and 70 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at www.gahighwaysafety.org. 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. This list identifies the location and contact person at each station. The locations served include urban and rural as well as high-risk areas such as Cobb County, Chatham County, Douglas County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire department, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally certified Child Passenger Safety Technician.**

Car Seat Inspection Stations

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Bacon	Alma Police Department	Beth Fowler	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Rural	Yes
Baldwin	Tire Depot Services	Nicole De La Concha Nazario	478-295-2403	1890 North Columbia Street, Milledgeville, GA 31061	Appointment	Rural	Yes
Barrow	Barrow County Sheriff's Office	Deputy Stephanie Ellen	770-307-3080	233 East Broad Street, Winder, GA 30680	Appointment	Urban	Yes
Barrow	Winder Police Department	Alicia Schotter	770-867-2156	25 East Midland Avenue, Winder, GA 30680	Regular hours, Mon. to Fri. 8am-5pm	Urban	Yes
Burke	UGA Extension-Burke County	Terri Black	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Rural	Yes
Carroll	Carrollton Police Department	Matt Jones	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Urban	
Carroll	Temple Police Department	Lt. Jim Hollowood	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment	Urban	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Chatham	Chatham County Police Department	Neighborhood Liaison Officer Esquina White	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment	Urban	Yes
Chatham	Safe Kids Savannah/ Memorial University Medical Center	Sam Wilson	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Urban	Yes
Clarke	Athens-Clarke County Fire & Emergency Services	Kathy Wood	706-613-3365	Station 2, 265 Cleveland Road, Athens, GA 30606	Appointment	Urban	
Clarke	Clarke County Sheriff's Office	Corporal Erika Murphy	706-613-3256	325 East Washington Street, Athens, GA 30601	Appointment	Urban	
Cherokee	Canton Health Department	Amy Jusak	770-345-7371	1219 Univeter Road, Canton, GA 30115	Appointment	Urban	Yes
Cherokee	Safe Kids Cherokee County	Lisa Grisham	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Urban	Yes
Cobb	Cobb County Safety Village	Melissa Chan-Leiba and Bre Metoxen	770-852-3285	1220 Al Bishop Drive, Marietta, GA 30008	Appointment Only safekidscobbcounty .org or call Melissa/Bre • Tues 9AM-1PM • Wed 9AM-4PM • 2nd & 4th Thursday of each month 4PM-8PM • 3rd Sat each month 10AM-2PM	Urban	Yes
Clay	Clay County Health Department	Lindsey Hixon	229-768-2355	147 Wilson Street, Ft Gaines, GA 39851	Appointment	Rural	Yes
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment	Urban	Yes
Columbia	Columbia County Sheriff's Office Sub Station	Lt. Patricia Champion	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	By Appointment- 2nd Wednesday of every month	Urban	
Decatur	Bainbridge Public Safety	Julie Harris	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours	Rural	Yes
DeKalb	Brookhaven Police Department	Sgt. David Snively	404-637-0600	2665 Buford Hwy. NE, Brookhaven, GA 30324	Appointment	Urban	
DeKalb	City of Chamblee Police Department	Lt. Collar / Sgt. Yarbrough	770-986-5000	3518 Broad Street, Chamblee, GA 30341	Appointment	Urban	
DeKalb	Decatur Fire Station 1	Ninetta Violante	404-373-5092	230 East Trinity Place, Decatur, GA 30030	Regular operating hours	Urban	
DeKalb	Decatur Fire Station 2	Ninetta Violante	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours	Urban	
DeKalb	DeKalb Fire Rescue	Kelly Sizemore	678-249-5722	1950 West Exchange Place, Tucker, GA 30084	Appointment	Urban	Yes
DeKalb	Dunwoody Police	Katharine Tate	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Urban	
Douglas	Safe Kids Douglas County and non-permanent mobile locations	Lin Snowe	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Urban	Yes
Echols	Echols County Health Department	Sara Hamlett	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Rural	Yes

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Fayette	Peachtree City Fire Station 81	Debbie Straight	770-305-5148	110 Paschall Road, Peachtree City, GA 30269	Appointment	Urban	Yes
Fulton	Alpharetta Fire Station 81	John Kepler	678-297-6272	2970 Webb Bridge Road, Alpharetta, GA 30009	Tuesday 8am-12pmfrom 8AM to 12PM	Urban	
Fulton	Atlanta Fire Station 2	William Hutchinson	404-546-4444	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 5	William Hutchinson	404-546-4444	2825 Campbellton Road SW, Atlanta, GA 30311	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 9	William Hutchinson	404-546-4444	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 10	William Hutchinson	404-546-4444	447 Boulevard SE, Atlanta, GA 30312	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 12	William Hutchinson	404-546-4444	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 13	William Hutchinson	404-546-4444	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 15	William Hutchinson	404-546-4444	170 10th St NE, Atlanta, GA 30309	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 18	William Hutchinson	404-546-4444	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 25	William Hutchinson	404-546-4444	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 26	William Hutchinson	404-546-4444	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 29	William Hutchinson	404-546-4444	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 30	William Hutchinson	404-546-4444	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Urban	Yes
Fulton	Atlanta Fire Station 38	William Hutchinson	404-546-4444	2911 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Urban	Yes
Fulton	City of College Park Fire Rescue	Arrion Rackley	404-766-8248	3737 College Street, College Park, GA 30337	Appointment	Urban	Yes
Fulton	Fairburn Fire Station 21	Karlton Ghant	770-964-2244 Ext 499	19 East Broad Street, Fairburn, GA 30213	Appointment	Urban	Yes
Fulton	Fairburn Fire Station 22	Karlton Ghant	770-964-2244 Ext 500	149 West Broad Street, Fairburn, GA 30213	Appointment	Urban	Yes
Fulton	Johns Creek Station 61	Aaron Roberts	678-474-1641	10265 Medlock Bridge Parkway, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Johns Creek Station 62	Aaron Roberts	678-474-1641	10925 Rogers Circle, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Johns Creek Station 63	Aaron Roberts	678-474-1641	3165 Old Alabama Road, Johns Creek, GA 30097	Appointment	Urban	
Fulton	Roswell Fire Station 7	Lt. Ed Botts	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Urban	Yes
Fulton	Sandy Springs Fire Station 51	Reginald McClendon	770-206-2047	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment	Urban	
Fulton	Union City Fire Station 41	Battalion Chief Larry Knowles	770-286-2816	8595 Highpoint Road, Union City, GA 30291	Appointment only-10am-12pm on Wednesdays	Urban	Yes
Gwinnett	Gwinnett Fire and Emergency Services	Jennifer Brooks & Loren Johnson	678-518-4845	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Urban	Yes
Gwinnett	Gwinnett Police Department	Cpl. W. Eric Rooks	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment	Urban	
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment	Urban	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Gordon	Fairmount Police Department	Scott Roper	706-337-5306	2661 Highway 411, Fairmount, GA 30139	Appointment	Rural	Yes
Glynn	Glynn County Police Department	Sgt. Jamie Lightsey	912-554-7820	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8am-5pm, excluding holidays	Urban	
Habersham	Alto Police Department	Josh Ivey	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Regular operating hours, Mon to Fri 8:30am- 3:30pm	Rural	
Hall	Gainesville Police Department	Elaina Lee	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment	Urban	
Hall	Safe Kids Northeast Georgia	MPO Larry Sanford	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Urban	Yes
Houston	Centerville Fire Department	Jason Jones	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon to Fri. 9am-4pm and by Appointment	Urban	
Houston	Centerville Police Department	Lt. Michael Welch	478-953-4222	308 East Church Street, Centerville, GA 31028	Appointment	Urban	
Houston	Houston County Health Department	Christian Jordan	478-218-2000	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Urban	Yes
Jasper	Jasper County Health Department	Christa McMillian	706-468-6850	825 Eatonton Street, Monticello GA 31064	Regular operating hours	Rural	Yes
Lamar	Lamar County Health Department	Caitlin Fuqua	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Rural	Yes
Lanier	Lanier County Health Department	Sara Hamlett	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Rural	Yes
Lee	Lee County Health Department	Taneka Bell	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Rural	Yes
Liberty	Hinesville Fire Department	Jan Leverett	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours	Rural	
Lowndes	Lowndes County Health Department	Valeka Carter	229-333-5257	206 South Patterson Street, Valdosta, GA 31601	Regular hours, Mon to Thurs 8 AM to 4 PM Fri 8am- 1pm	Urban	Yes
Macon	Literacy Council of Macon County	Spring Rosati	478-472-2777	130 North Sumter Street, Oglethorpe, GA 31068	Appointment	Rural	Yes
Madison	Madison County Health Department	Olivia Hilburn	706-795-2131	1424 Highway 98 West, Danielsville, GA 30633	Appointment Only, Mon 8am- 7pm, Tues-Thurs 8am-5pm Friday 8am -2pm	Rural	Yes
McIntosh	McIntosh County Health Department	Brooke Deverger	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Rural	Yes
Muscogee	Safe Kids Columbus, Piedmont Columbus Regional	Pam Fair	706-321-6720	615 19th Street, Columbus, GA 31901	Appointment	Urban	Yes
Newton	Piedmont Newton Hospital	Missy Braden	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Rural	Yes
Oconee	Oconee County Sheriff's Office	Sonyia Wallace-Burchett	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment	Rural	Yes
Paulding	Hiram Police Department	Jennifer Darr	770-943-3087	217 Main Street, Hiram, GA 30141	Appointment	Rural	

County	Fitting Station Name	Main Contact	Phone Number	Fitting Station Address	Appointment or Regular Hours	Rural or Urban	Focus on At-Risk Populations
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Rural	Yes
Quitman	Quitman County Health Department	Martika Peterson	229-334-3697	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Rural	Yes
Randolph	Randolph County Health Department	Lindsey Hixon	229-732-2414	207 North Webster Street, Cuthbert, GA 39840	Appointment	Rural	Yes
Richmond	Safe Kids Greater Augusta Headquarters	Renee McCabe	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment	Urban	Yes
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	770-918-3664	1430 Starcrest Drive, Conyers, GA 30012	Appointment	Rural	Yes
Spalding	Spalding County Fire Department - Administration	Rocky White	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Rural	Yes
Sumter	Russell Thomas Public Safety Building	Wendy Winters	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Rural	Yes
Sumter	Sumter County LEC	Det. Sgt. Eric English	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Rural	Yes
Tattnall	Tattnall County Extension	Rachel Stewart	912-557-6724 Ext 1	114 North Main Street, Building F, Reidsville, GA 30453	Appointment	Rural	Yes
Taylor	Reynolds Police Department	Chief Lonnie Holder	334-847-3435	3 E. William Wainwright St., Reynolds, GA 31076	Appointment	Rural	Yes
Terrell	Terrell County Health Department	Gwendolyn Hosley	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Rural	Yes
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Rural	Yes
Twiggs	Twiggs County Health Department	Rhonda Howell	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment or Regular Hours	Rural	Yes
Union	Union County Health Department	Glenda McGill	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Rural	Yes
Walton	Walton County Sheriff's Office	Kathy Culpepper	770-267-1422	1425 South Madison Avenue, Monroe, GA 30655	Appointment	Rural	Yes
Washington	Sandersville Police Department	Renee Jordan	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Rural	Yes
Wayne	Safe Kids Wayne County	Carol Irvin	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Rural	Yes
Webster	Webster County Health Department	Michelle L. Stone	229-828-3225	6814 Washington Street, Preston, GA 31824	Appointment	Rural	Yes
Whitfield	Dalton Police Department	David Saylors	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Urban	
Wilkinson	Wilkinson County Health Department	Janice Horne	478-946-2226	123 High Hill Street, Irwinton, GA 31042	Appointment	Rural	Yes
Worth	Worth County Health Department	Kari Brown	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Rural	Yes

Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup, a statewide Medicaid provider, to plan an additional nine events in the 2021 grant year.

The chart below lists the following community events for AFRD:

Community Car Seat Checks- Atlanta Fire Rescue Department				
Date	March 2021	March 2021	March 2021	April 2021
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2021	April 2021	April 2021	May 2021
Location	DeKalb/Decatur	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Host Agency	Exchange Park	Atlanta Sheltering Arms	Coretta Scott King Academy	Rainbow Park Baptist Church
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2021			
Location	DeKalb/Decatur			
Host Agency	Rainbow Park Baptist Church			
Population	Urban			
At Risk	Low Income/MO			

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

Total number of planned inspection stations and/or events in the State

187

Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk

Populations Served – Urban

100

Populations Served – Rural

87

Populations Served – At-Risk

162

Linkage Between Program Area

Currently the Child Restraint Inspection Station portal is being updated with new technology. There are approximately 95 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state population. In the City of

Atlanta, the fire department consistently operates 13 inspection stations located in high-risk areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional Coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council 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. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH 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 list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

Georgia is currently maintaining 2,476 certified Child Passenger Safety Technicians (CPST) and 78 certified Child Passenger Safety (CPS) Instructors. According to the 2019 SafeKids Annual Report, Georgia held 63 Child Passenger Safety Technician courses in calendar year 2019. Of these, there were 45 certification courses and 18 renewal courses. In 2019, Georgia certified a total of 677 new technicians (more than any other state in NHTSA Region 4), 56 more than in calendar year 2018. Georgia's recertification rate was 51.8% for calendar year 2019 which is just below the national recertification rate of 54.9%. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPSTs reminding them to renew their CPST certification.

Linkage Between Program Area

Based upon the 2016 Observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 Child Safety Restraint Survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up Regional Coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the 2020 Child Safety Restraint Survey showed child safety restraint use at 95.4%. According to the 2019 SafeKids Annual Report, Georgia increased the number of CPS courses by 43% from 44 in 2017 to 63 in 2019, leading the country in the number of CPST classes offered. Georgia also certified a total of 677 new technicians, more than any other state in NHTSA Region 4. Georgia was second only to North Carolina with 734 new technicians. With the recertification rate at 51.8% for 2019, DPH Regional Coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will 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 childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health

	Dalton	**Athens**	**Atlanta**	**Macon**
Date	October 2020	January 2021	February 2021	October 2020
Location	Fannin	Oconee	Lamar	Monroe (GPSTC)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	February 2021	November 2020	May 2021	February 2021
Location	Floyd	Rabun	Douglas	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	May 2021	April 2021	December 2020	June 2021
Location	Paulding	Lumpkin	Henry	Baldwin
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Urban	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	March 2021	April 2021	October 2020	January 2021
Location	Columbia	Muscogee	Colquitt	Charlton
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income/MO	Low Income	Low Income

Date	November 2020	July 2021	March 2021	November 2020
Location	Jenkins	Crisp	Mitchell	Chatham
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	June 2021	January 2021	August 2021	March 2021
Location	Screven	Chattahoochee	Berrien	Camden
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST Courses- Atlanta Fire Rescue Department				
Date	January 2021	January 2021	May 2021	May 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	September 2021			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban			
At Risk	Low Income/MO			

CPST CEU and/or Renewal Courses- Georgia Department of Public Health				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Hall	Fulton	Monroe (GPSTC)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Forsyth	DeKalb	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Polk	Oconee	Fayette	Dodge
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income
	Augusta	**Columbus**	**Valdosta**	**Jesup**
Date	TBD	TBD	TBD	TBD
Location	Burke	Muscogee	Lowndes	Chatham
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income / MO	Low Income	Low Income / MO
Date	TBD	TBD	TBD	TBD
Location	Bulloch	Talbot	Grady	Wayne
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Columbia	Quitman	Tift	Toombs
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
Date	October 2021	November 2021	December 2021	January 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	February 2021	March 2021	April 2021	May 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	June 2021	July 2021	August 2021	September 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals who provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	**Athens**	**Atlanta**	**Macon**
Date	TBD	TBD	TBD	TBD
Location	Floyd Medical	NG Med(Hall)	Northside-ATL	Navicent - Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Urban
At Risk	Low Income	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	
Location	Gordon Hospital	Northside - Piedmont	Piedmont-ATL	
Lead	Thomas Smith	Allison Craig	Alex McKeithan	
Population	Rural	Rural	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD	TBD	TBD	
Location	Hamilton Medical	Norhtside-Forsyth	Northside-ATL	
Lead	Thomas Smith	Allison Craig	Alex McKeithan	
Population	Rural	Urban	Urban	
At Risk	Low Income	Low Income	Low Income / MO	
Date	TBD		TBD	
Location	Cartersville Medical		Northside-ATL	
Lead	Thomas Smith		Alex McKeithan	
Population	Rural		Urban	
At Risk	Low Income		Low Income / MO	

	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	TBD	TBD
Location	Augusta University	Phoebe Sumter	South GA Medical	Memorial - Savannah
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Urban	Rural	Rural	Urban
At Risk	Low Income	Low Income / MO	Low Income / MO	Low Income

Transporting Children with Special Healthcare Needs			
***All locations are tentative, pending training staff and room confirmation**			
Location	**Date**	**Population**	**At Risk**
Metro Atlanta	November 2020	Urban	Low Income / Minority
Metro Atlanta	April 2020	Urban	Low Income / Minority

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 supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes

65

Estimated total number of technicians

650

Minority outreach is another specialty area handled by a full-time staff member (Outreach Coordinator) of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH Outreach Coordinator will continue to work directly with the Regional Coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organization, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

Rationale for Selection

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. Data also indicates that fatalities for children under the age of 10 decreased in 2018. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented), but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive Highway Safety Program Evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA Evaluation Team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

TSREG is also responsible for producing the federally-required occupant protection survey. Georgia has been able to increase the seatbelt usage to over 95%.

Linkage Between Program Area

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, reduced gas prices, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data driven, and impact driven. For new and existing grantees, the process of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004

in response to state audit findings, and continuing through FFY 2020, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS' performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

Rationale for Selection

As Georgia's population and vehicle miles traveled both continue to increase, and as patterns of income, demographics and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

Communications: Occupant Protection

Project Safety Impacts

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. In an effort to promote occupant protection for passengers of all ages, GOHS will begin a new campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

Linkage Between Program Area

While Georgia has enjoyed a seat belt use rate of more than 90 percent for eight consecutive years, more than 50 percent of the people killed in passenger vehicles fatalities were not restrained or it could not be determined if they were restrained at the time of the crash. This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and minivans, properly worn seat belts reduce fatal injury by 60%.

NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

Rationale for Selection

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90 percent for almost a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

Planned Activities

Department of Public Health-Occupant Protection	
Planned Activity Description:	Department of Public Health operates 8 Regional Coordinators across the state. The Coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Click It or Ticket mobilizations as well as the statewide Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Department of Public Health

City of Atlanta Fire Rescue Department	
Planned Activity Description:	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. Project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority population. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	City of Atlanta Fire Rescue Department

Law Enforcement Occupant Protection Education	
Planned Activity Description:	Agency will educate the local communities and surrounding areas on the importance of proper seat belt use. Agency will host a fitting station and have officers trained to properly educate caregivers.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Americus Police Department

Georgia Governor's Office of Highway Safety – 402 Occupant Protection	
Planned Activity Description:	Fund GOHS personnel and media focused on public information, education and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
Countermeasure strategies:	• Child Passenger Safety Technicians • Child Restraint inspection stations
Intended Subrecipients:	Georgia Governor's Office of Highway Safety

Georgia, University of	
Planned Activity Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia and conduct the Annual Seatbelt Survey.
Countermeasure strategies:	• Project Evaluation and Annual Seatbelt Survey
Intended Subrecipients:	University of Georgia

Projects

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2021-GA-01-03	Americus Police Department	Child Restraint Usage	FAST ACT 402 OP	$10,276.00
OP-2021-GA-00-78	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	FAST ACT 402 OP	$191,000.00
OP-2021-GA-00-85	GAGOHS- Grantee	402OP: Occupant Protection	FAST ACT 402 OP	$126,863.89
OP-2021-GA-00-08	Georgia Department of Public Health	Child Occupant Safety Project	FAST ACT 402 OP	$1,262,395.97
M1*OP-2021-GA-00-06	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	$223,477.14
			TOTAL	**$1,814,013.00**

References

Description	HSP Page
Occupant Protection/Click It or Ticket media	63-64, 70-71
Paid Media Campaigns	72
Media Planned Activities	74-77
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405(C) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT

TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

Mission & Vision Statements

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling State legislation. This authorization empowers each member to officially participate in the State's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

Program Overview

Georgia’s Traffic Records Coordinating Committee (TRCC) comprises a collaborative group of individuals from a variety of state agencies responsible for the improvement of the collection, management, and analysis of Georgia’s traffic record data systems. The TRCC promotes communication and sharing among partners to advance highway safety data collection and usage.

High quality data provides the foundation for traffic safety programs by supporting a data-driven, evidence-based approach to reducing motor vehicle crashes, fatalities, and injuries. Georgia’s TRCC works to ensure that complete, accurate, uniform, and timely traffic safety data is collected, analyzed, and made available for decision-making at the national, state, and local levels. Through the continual improvement of our Georgia Traffic Records program, Georgia’s TRCC will be able to provide traffic safety data to identify problems, develop countermeasures, and evaluate program effectiveness.

Structure, Composition, and Function

TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees, the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (Commissioners, Directors, Administrators, etc.) of those Federal, State and Local member agencies that are responsible for major components of the Georgia Traffic Records System, or their designated agent. All Federal, State and Local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the State's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. The Chairman of the Technical Committee and Georgia Traffic Records Coordinator is Courtney Ruiz with the Georgia Governor's Office of Highway Safety.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

TRCC Subcommittees

An additional common structural feature of Georgia's TRCC are subcommittees - both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FY20, the TRCC Technical Committee created a subcommittee to develop SHSP data factsheets for traffic safety professionals and the public. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FY20, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

TRCC Meeting Dates

TRCC Executive Committee

The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

October 24, 2019
April 28, 2020 – Canceled due to COVID-19

TRCC Technical Committee

The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

July 10, 2019
September 11, 2019
November 13, 2019
January 08, 2020
March 11, 2020
May 13, 2020
July 08, 2020

LIST OF TRCC MEMBERS

Georgia TRCC Executive Committee Membership

Allen Poole, Director, TRCC Executive Committee Chairman
Georgia Governor's Office of Highway Safety

Russell McMurry, Commissioner
Georgia Department of Transportation
Core System: Crash & Roadway

Spencer Moore, Commissioner
Georgia Department of Driver Services
Core System: Driver

Lisa Dawson, Director of Injury Prevention
Georgia Department of Public Health
Core System: Injury Surveillance

Peter J. Skandalakis, Executive Director
Prosecuting Attorneys' Council of Georgia
Core System: Adjudication

Lynne Riley, Commissioner
Georgia Department of Revenue
Core System: Vehicle

Col. Gary Vowell, Commissioner
Georgia Department of Public Safety
Core System: Crash & Citation

A.A. "Butch" Ayers, Executive Director
Georgia Association of Chief Police
Core System: Crash & Citation

J. Terry Norris, Executive Director
Georgia Sheriffs Association
Core System: Crash & Citation

Darron J. Enns, Esq., Policy Analyst
Administrative Office of the Courts (AOC)
Core System: Citation & Adjudication

Carmen Hayes, Region 4, Regional Administrator
National Highway Traffic Safety Administration (NHTSA)

Greg Morris, Safety, ITS & Traffic Management Engineer
Federal Highway Administration (FHWA)

Clinton Seymour, Georgia Division Administrator
Federal Motor Carrier Safety Administration (FMCSA)

Georgia TRCC Technical Committee Membership

Georgia Governor's Office of Highway Safety
Courtney Ruiz, Georgia Traffic Records Coordinator
Eshon Poythress, Strategic Highway Safety Plan Manager
Shenee Bryan, Epidemiologist

Georgia Department of Transportation: Core System - Crash & Roadway
Dave Adams, State Safety Program Manager
Bill Williams, Crash Analyst
Bryan Vann, Assistant State Safety Data Manager

Georgia Department of Public Health: Core System – Injury Surveillance
Injury Surveillance and Prevention Program:
Lisa Dawson, Director of Injury Prevention
Elizabeth Head, Deputy Director of Injury Prevention
Denise Yeager, CODES Lead/Data Evaluation
Patricia Daniel, CODES Quality Assurance Specialist
Chinyere Nwamuo, CORE Grant Manager

Office of Health Indicators for Planning (OHIP):
David Austin, Director of Data Quality & Analysis Team

Georgia Office of EMS and Trauma:
David Newton, EMS Director
Renee Morgan, Trauma Program Director
Danlin Luo, Trauma Epidemiologist

Georgia Department of Driver Services: Core System - Driver
Cynthia Zimmerman, Information System Support Specialist

Georgia Department of Revenue: Core System - Vehicle
Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support

Safe Kids Georgia: Core System – Injury Surveillance
Mahwish Javed, Program Coordinator

Injury Prevention Research Center @ Emory (IPRCE): Core System – Injury Surveillance
Jonathan Rupp, IPRCE Executive Associate Director
Sharon Nieb, IPRCE Associate Program Director

LexisNexis /Robert Franklin Dallas, LLC: Core System - Crash
Robert Dallas, Attorney

Administrative Office of the Courts: Core System - Citation & Adjudication
TBD

National Highway Traffic Safety Administration
Belinda Jackson, Region 4 Program Manager

TRAFFIC RECORDS ASSESSMENT

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years in order to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019 by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

2019 Traffic Records Assessment Recommendations

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

10. Improve the data quality control program for the Roadway date system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The 2019 Georgia Traffic Records Assessment report and FFY 2021 Traffic Records Strategic Plan are included as attachments with this application.

TRAFFIC RECORDS FOR MEASURABLE PROGRESS

Recommendations in Progress

The state plans to address the following 2019 Traffic Records Assessment recommendations in FFY 2021.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has developed several data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has initiated a new partnership with Numetric Inc. This software data analytics application provides graphical, tabular and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures.

   Note: Refer to FFY 2021 Traffic Records Projects Numetric and LEA Technology Grant GACP.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: High-frequency errors are tracked and used to generate new training content and data collection manuals. The DDS Georgia Electronic Citation Processing System (GECPS) personnel provide ongoing training and assistance with the various system-generated error messages and court corrections, as well as moving registered but inactive courts from the test environment into the production environment. As a result of this training and assistance, the error rate in transmitted citations was 3% in 2018 and 2.5% in December 2019.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia is currently in the process of undergoing a major transformation of its' business systems in coordination with the Georgia Department of Revenue. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES), will also incorporate GECPS

and MVR functionality. Implementation is planned for January 2021. At this time, baseline and performance metrics have not been established. Baselines should be established in early spring, 2021.

Note: Refer to FFY 2021 Traffic Records Projects GECPS Outreach and DRIVES.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

   Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in MIRE. As a part of this effort, the state has launched a partnership with Numetric Inc. that includes a spatial data analysis component where both crash and roadway data are presented through a graphical user interface.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia is currently working towards addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in the Model Inventory of Roadway Elements (MIRE). As a part of this effort, all data elements are defined to meet the metadata requirements of ESRI Roads & Highways data model.

10. Improve the data quality control program for the Roadway date system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia is currently working towards addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in MIRE. As a part of this effort, all data elements are defined to meet the metadata requirements of ESRI Roads & Highways data model.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment Roadway recommendations. Further efforts to improve the procedures and process flows for the Roadway data system will be pursued in FY 2021.

    Note: Refer to FFY 2021 Traffic Records Project Numetric.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: The Georgia Injury Surveillance System (ISS) has taken the first step towards data quality improvement by calculating injury severity scores and making them available to the linkage process and to the Georgia Department of Transportation through the latest year of data

(2018). This will help to (a) improve data quality by cross-verifying injury severity as reported on the Crash report against hospital based patient severity from inpatient Hospitalization Discharge and ER records and (b) ultimately allow us to publish this information in dashboard reports. Severity calculations (Abbreviated Injury Score and Injury Severity Scale) are now a part of our standard processes, and will be available for all data going forward.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Critical injury surveillance interfaces include links between EMS data and emergency department and hospital discharge data, EMS data and the trauma registry, and vital statistics and hospital discharge data. For FY20 and FY21, the DPH Office of EMS is working to develop a system of care armband model (similar to the EMS armband project carried out in Arkansas). The armband will be placed on Georgia system of care patients, and the armband number will be used to identify the patients progressing through care systems, starting with law enforcement and crash reports, EMS and Hospital patient care reports, and the trauma registry. This will enable reports to be deterministically linked and for a time-to-care metric to be calculated automatically and then visualized.

    Note: Refer to FFY 2021 Traffic Records Projects OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage.

TRAFFIC RECORDS SUPPORTING NON-IMPLEMENTED RECOMMENDATIONS

The state does not intend to address the following 2019 Traffic Records Assessment recommendations in FFY 2021.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Vehicle Recommendations

1. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager, Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

2. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager – Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

3. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the

vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager – Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

    Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, suffered a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

FFY 2021 TRAFFIC RECORDS PROJECTS

The following projects will address the 2019 Traffic Records Assessment recommendations in progress.

	Project Title	Status	Lead Agency	405c TR Funded
	GA Traffic Records Program	In Process	GOHS	Yes
Project Description	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
Project Objective	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
Data Attribute(s)	Accuracy, Completeness, Timeliness, Uniformity, Accessibility, and Integration			
Core Traffic Records System Component(s)				

	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to continually upgrade, support, and maintain the GEMSIS in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, to begin work to prepare GEMSIS for NEMSIS v3.5.0 (release expected in 2019 with expected transition in 2021/2022), to maintain the GEMSIS DataMart, and to progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
Project Objective	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehicle crashes with GDOTs crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands			
Performance Measure(s)	1) Average time that 911 records are submitted to GEMSIS Elite 2) Average incident validation score (based on the Georgia Schematron) for all incidents in GEMSIS Elite			
Data Attribute(s)	Accuracy, Completeness, Uniformity, Timeliness			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Support for CODES Crash Data Linkage	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Crash Outcome Data Evaluation Systems (CODES) project uses probabilistic techniques to link crash data and other injury surveillance data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
Project Objective	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
Data Attribute(s)	Integration, Accuracy			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	GECPS Outreach	In Process	GA Department of Driver Services	Yes
Project Description	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
Project Objective	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
Performance Measure(s)	1) The length of time between receipt of a conviction by DDS and updating of the driver record 2) Percentage of transmitted citations to GECPS with no errors in critical data elements 3) The percentage of appropriate records in the driver file that is linked to the vehicle file			
Data Attribute(s)	Accuracy, Timeliness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	LEA Technology Grant GACP	In Process	GA Association of Chiefs of Police	Yes
Project Description	This project provides select law enforcement agencies (LEAs) with the computer hardware needed to submit crash reports electronically to the state through the GEARS system as mobile data units.			
Project Objective	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point of data entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
Performance Measure(s)	1) The percentage of crash records with no errors in critical data elements Metric: 95% 2) The percentage of crash reports submitted electronically into GEARS Metric: 100%			
Data Attribute(s)	Accuracy, Timeliness			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	OASIS	In Process	GA Department of Public Health	Yes
Project Description	The Online Analytical Statistical Information System (OASIS) project has developed an extensible departmental data warehouse to implement data standards and standardization processes with quality controls as well as to integrate multiple data sources. Continuous, direct access to Hospital discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis, charts, and mapping are provided via an online query based on the data warehouse.			
Project Objective	To improve the accessibility, completeness and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
Performance Measure(s)	TBD – The plan moving forward is to request technical assistance via a GO Team application for further assistance with our injury severity tool in establishing performance measures for this type of project in order to demonstrate improvement.			
Data Attribute(s)	Accessibility, Completeness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	DRIVES	In Process	GA Department of Revenue	No
Project Description	The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system.			
Project Objective	To enhance data integrity			
Performance Measure(s)	TBD – This system is in the early phases of implementation.			
Data Attribute(s)	Accessibility, Completeness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Numetric	In Process	GA Department of Transportation	No
Project Description	Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures. Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.			
Project Objective	To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy and completeness of their crash reports			
Performance Measure(s)	1) Percentage of state crash reports submitted within 72 hours of the crash Metric: 95% 2) Percentage of crash records with no missing data elements Metric: 98% 3) Percentage of crash records with no errors in critical data elements Metric: 95%			
Data Attribute(s)	Timeliness, Accuracy, Completeness			
Core Traffic Records System Components				

QUANTITATIVE AND MEASURABLE IMPROVEMENT

Section 405c Quantitative Progress Report
State: GA Report Date: 6/1/2020 Submitted by: D. Newton
Regional Reviewer:

System to be Impacted	**____CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION __X__EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**____ACCURACY ____TIMELINESS _X___COMPLETENESS ____ACCESSIBILITY __X__UNIFORMITY ____INTEGRATION OTHER specify:**
Performance Measure used to track Improvement (s)	**Narrative Description of the Measure** There will be an increase in the number of patient care reports (PCRs) submitted to GEMSIS. There will be an increase in the percentage of V3.4 records (compared to V2). Version 3.4 was mandated due to the inability of the NEMSIS TAC to receive V2.2 data any more, and because the Version 3.4 data standard is more robust - it has more data elements that collect better information on injuries, stroke, STEMI, etc., and it uses ICD-10 codes instead of the outdated ICD-9 codes that Version 2.2 used. Version 3.4 also has more robust validation rules, including Schema rules that enforce the minimum completeness of national data elements, as well as Schematron rules that allow for our state to enforce completeness of other data elements. For example, we require that on all transports (eDisposition.12), that the data for Destination County be completed. Without this validation rule, we would not have as complete of a record. This is just one example of the validation rules that we use – we currently have 255 EMS validation rules, and are adding more. Another benefit of Version 3.4 over Version 2.2 is that in Version 2.2, the incident was sent to the state from 3rd party software vendors in large chunks at a time, sometimes over 1000 calls in one file – if one of those records was corrupted, then the entire file would be rejected. In the Version 3.4 data standard, incidents are sent over one (1) call at a time, so this ensures that one record being invalid only affects one event; thereby, allowing the captured records to be more complete. **Submission to Version 3.4 (GEMSIS Elite) became mandatory on April 1, 2018.**
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** GA-P-21, Enhancements to GEMSIS EMS Database OEMS GEMSIS Elite, FY2021 Georgia Traffic Records Strategic Plan, p.19
Improvement (s) **Achieved or Anticipated**	**Narrative of the Improvement(s)** GEMSIS includes both the V2 NEMSIS data, and the Elite system, which is V3.4 of the NEMSIS data set. In 2012-2013 (April – March), there were 1,641,885 records submitted, and 100% of the records were V2 records. From April 2017- March 2018, there were 2,171,490 records submitted, with 89.702% being V2 and 10.298% V3.4. From April 2018-March 2019, there were 2,305,119 records submitted, with only 2.976% being V2, and 97.024% being Version 3.4. From April 2019 – March 2020, there were 2,586,964 calls completed, of which, 100% are Version 3.4. This is due to the mandatory implementation of V3.4 as of 4/1/2018. During the same timeframe, 2,899,241calls were submitted, even though those calls may not have occurred during the timeframe.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The number of PCRs submitted to GEMSIS (V2) and GEMSIS Elite (V3.4) was queried.

Date and Baseline Value for the Measure	Baseline: April 1, 2018 – March 31, 2019 PCRs entered = 2,305,119 % of PCRs that were Version 3.4 = 97.024%
Date and Current Value for the Measure	Current: April 1, 2019 - March 31, 2020 PCRs entered: 2,899,241 (2,586,964 events occurred in the timeframe) % of PCRs that were Version 3.4 = 100%
Regional Reviewer's Conclusion	**Check one** **___Measurable performance improvement *has* been documented** **___Measurable performance improvement has *not* been documented** **___Not sure**
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Reporting Completeness

2012-2013 (V2 only)		2013-2014 (V2 only)		2014-2015 (V2 only)	
Month	GEMSIS (V2)	Month	GEMSIS (V2)	Month	GEMSIS (V2)
April	134,404	April	146,045	April	154,690
May	137,942	May	148,949	May	161,934
June	134,040	June	134,705	June	158,167
July	133,787	July	144,508	July	159,520
August	136,672	August	143,388	August	162,577
September	121,543	September	137,091	September	160,819
October	134,388	October	144,368	October	167,274
November	130,972	November	142,718	November	165,844
December	134,741	December	147,946	December	172,578
January	156,923	January	155,196	January	177,631
February	133,340	February	134,401	February	161,491
March	153,133	March	154,477	March	181,866
TOTAL	**1,641,885**	TOTAL	1,733,792	TOTAL	1,984,391
Percent	**100.00%**	**Percent**	100.00%	**Percent**	100.00%

2015-2016				2016-2017			
Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total	Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	178,444		178,444	April	186,508	3	186,511
May	182,376		182,376	May	192,801	0	192,801
June	175,124		175,124	June	189,173	3	189,176
July	183,545		183,545	July	191,773	5	191,778
August	177,046		177,046	August	205,104	6	205,110
September	174,483	1	174,484	September	193,243	106	193,349
October	179,239	1	179,240	October	195,336	542	195,878
November	169,025	1	169,026	November	188,481	3,268	191,749
December	177,807	0	177,807	December	191,912	3,406	195,318
January	178,923	4	178,927	January	199,269	3,191	202,460
February	175,978	1	175,979	February	177,405	3,617	181,022
March	191,470	4	191,474	March	196,108	4,637	200,745
TOTAL	2,143,460	12	2,143,472	TOTAL	2,307,113	18,784	2,325,897
Percent	99.999%	0.001%		**Percent**	99.192%	0.808%	

2017-2018

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	180,200	4,439	184,639
May	194,400	4,701	199,101
June	178,661	5,000	183,661
July	183,772	4,467	188,239
August	190,134	4,911	195,045
September	181,363	6,153	187,516
October	184,475	6,879	191,354
November	174,889	7,789	182,678
December	158,613	12,230	170,843
January	141,677	37,360	179,037
February	100,807	55,053	155,860
March	78,870	74,647	153,517
TOTAL	1,947,861	223,629	2,171,490
Percent	89.702%	10.298%	

2018-2019

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	24,212	138,921	163,133
May	17,878	167,433	185,311
June	17,264	182,819	200,083
July	8,399	188,890	197,289
August	303	201,284	201,587
September	184	176,182	176,366
October	168	183,058	183,226
November	162	182,150	182,312
December	31	203,064	203,095
January	5	204,272	204,277
February	2	194,074	194,076
March	2	214,362	214,364
TOTAL	68,610	2,236,509	2,305,119
Percent	2.976%	97.024%	

2019-2020

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	0	212,932	212,932
May	0	224,189	224,189
June	0	208,694	208,694
July	0	217,258	217,258
August	0	222,479	222,479
September	0	216,385	216,385
October	0	218,384	218,384
November	0	205,652	205,652
December	0	219,402	219,402
January	0	220,345	220,345
February	0	208,191	208,191
March	0	213,053	213,053
TOTAL	0	2,586,964	2,586,964
Percent	0.00%	100.00%	

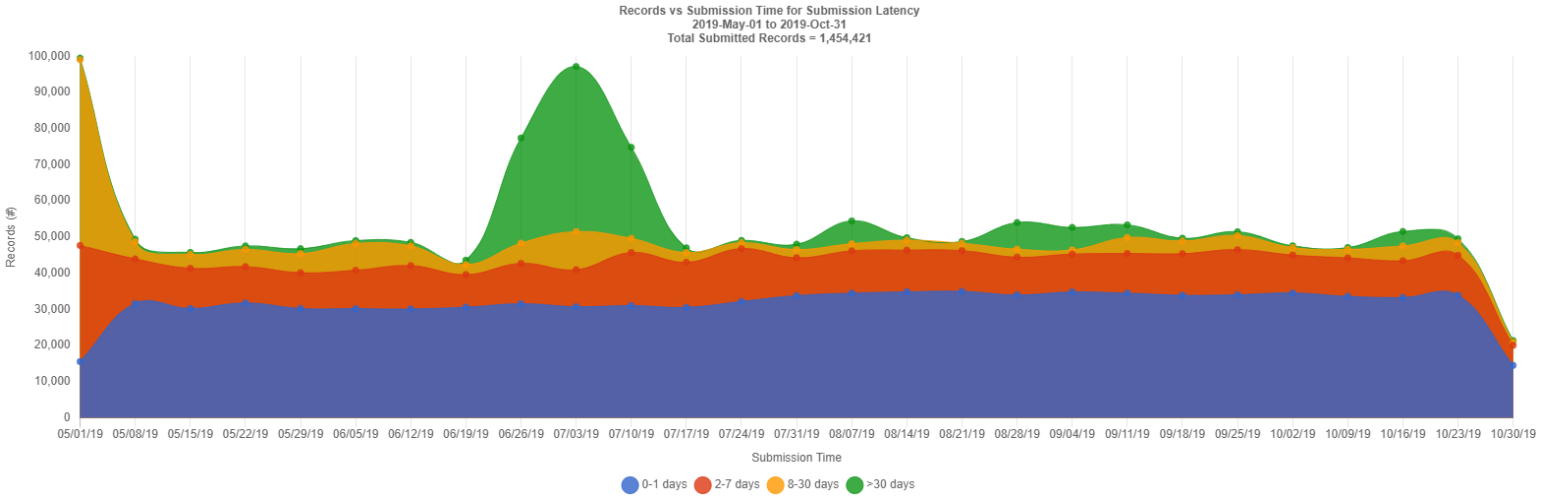
Section 405c Quantitative Progress Report – Special Study
State: GA Report Date: 6/1/2020 Submitted by: D. Newton
Regional Reviewer:

System to be Impacted	**____CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION __X__EMS/INJURY OTHER specify:**
Performance Area(s) to be Impacted	**____ACCURACY __X__TIMELINESS ____COMPLETENESS ____ACCESSIBILITY ____UNIFORMITY ____INTEGRATION OTHER specify:**
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** Timeliness of EMS data is extremely important. **There will be a decrease in the latency of records being submitted to GEMSIS Elite and from GEMSIS Elite to Biospatial. Ideal latency for submission to Biospatial would be 24-36 hours.** NOTE: Data transmission to Biospatial began in November of 2018, therefore there has not been 2 full years of transmission. From November 2018 to April of 2018, the submissions to Biospatial were playing catch up, submitting 1,597,212 historical records. The historical records were caught up in May of 2019, so there is only usable comparisons that begin May 1, 2019. So there will be a baseline of the first 6 months from May 1, 2019 – October 31, 2019, and that will be compared to November 1, 2019 – April 30, 2020. It is also important to understand that there are two types of EMS agencies in Georgia relative to data submission: 1. Those EMS agencies that use GEMSIS Elite directly, therefore their data is already in GEMSIS Elite, and their data is submitted to Biospatial within 8 hours of call being completed; and 2. Those EMS agencies that use their own software and submit data to GEMSIS Elite – these agencies have sometimes more of a latency due to the extra submission step before their data can be sent to Biospatial.
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** GA-P-21, Enhancements to GEMSIS EMS Database OEMS GEMSIS Elite, FY2021 Georgia Traffic Records Strategic Plan, p.19
Improvement(s) **Achieved or Anticipated**	**Narrative of the Improvement(s)** ACHIEVED When comparing the baseline time frame (May 1, 2019 – October 31, 2019) to the comparison time frame (November 1, 2019 – April 30, 2019), **the ratio of "faster" records to "slower" records was increased from 4.01 in the baseline timeframe to 9.56 in the comparison time frame.** When looking just at the "fastest" records, those with a latency of 0-1, there was an **increase in the percentage of the "fastest" records compared to the total for the timeframe from 58.10% in the baseline timeframe to 60.9% in the comparison timeframe.** When looking just at the "slowest" records, those with a latency of > 30 days, **there was a decrease in the percentage of the "slowest" records compared to the total for the timeframe from 9.8% in the baseline to just 3.5% in the comparison timeframe.** Therefore, there has been a reduction of the latency of EMS records from the baseline timeframe to the comparison timeframe given the following: • increase in the ratio of "faster" records to "slower" records

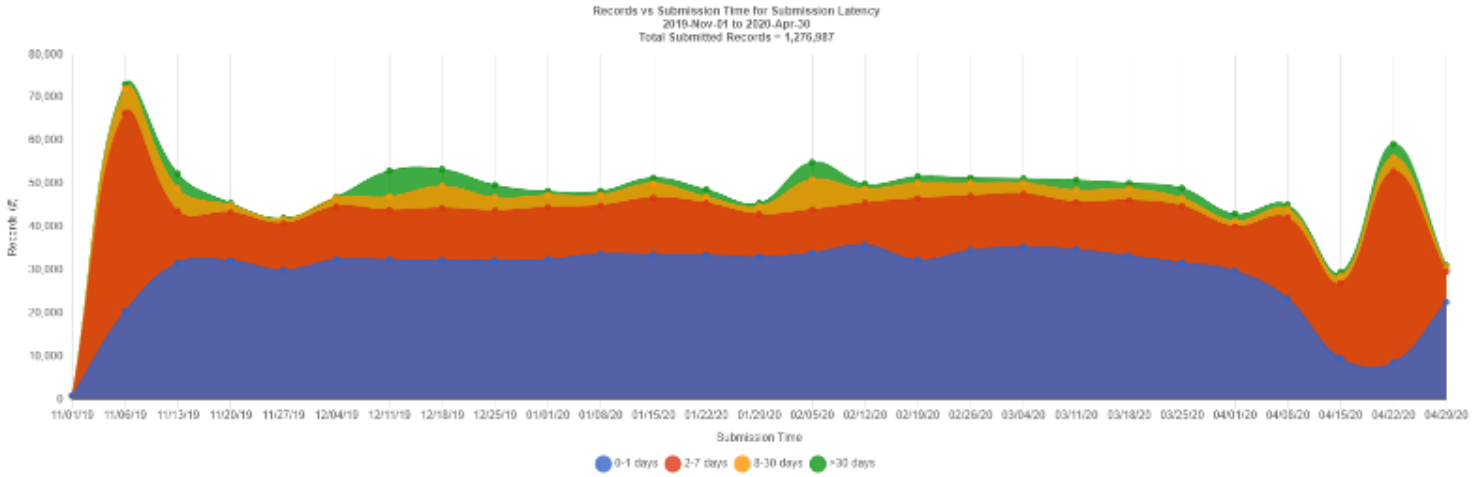
	• increase in the % of "fastest" records • decrease in the % of "slowest" records
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The Biospatial Data Management Dashboard, Records vs Submission Time for Submission Latency widget will be examined. The comparison will be the 6 months of May 2019 – October 2019, compared to the 6 months of November 2019 – April of 2020. The time frame will be based on submission time. Latency is calculated based on the difference in event time (when the EMS run occurred) and submission time (when the EMS run data was submitted to Biospatial). The time frames for latency will be measured by month for each of the time periods (baseline and comparison), and the latencies will be placed into four categories for counting: 0-1 Days, 2-7 Days, 8-30 Days, and > 30 Days. These categories will be aggregated into two groups: • Group 1: Records with 0-1 OR 2-7 days latency ("faster") • Group 2: Records with 8-30 OR > 30 days latency ("slower") The ratio of Group 1/Group 2 will be used to gauge latency – it represents the ratio of "faster" submissions to "slower" submissions, and the higher the number (meaning that there are more records coming faster), means the better (or lower) the latency.
Date and Baseline Value for the Measure	**Baseline Time Frame: May 1, 2019 – October 31, 2019** TOTAL RECORDS: N = 1,454,421 Latency of 0-1 days: N = 845,042 ; % of total = 58.10% Latency of 2-7 days: N = 319,143 ; % of total = 21.94% Latency of 8-30 days: N = 147,187 ; % of total = 10.12% Latency of >30 days: N = 143,049 ; % of total = 9.84% Group 1: Records with 0-1 OR 2-7 days latency: N = 1,164,185 ; % of total = 80.04% Group 2: Records with 8-30 OR > 30 days latency: N = 290,236 ; % of total = 19.96% **Ratio of Group 1/2 = 4.01**
Date and Current Value for the Measure	**Comparison Time Frame: November 1, 2019 – April 30, 2020** TOTAL RECORDS: N = 1,276,987 Latency of 0-1 days: N = 778,092 ; % of total = 60.93% Latency of 2-7 days: N = 378,014 ; % of total = 29.60% Latency of 8-30 days: N = 76,103 ; % of total = 5.96% Latency of >30 days: N = 44,778 ; % of total = 3.51% Group 1: Records with 0-1 OR 2-7 days latency: N = 1,156,106 ; % of total = 90.53% Group 2: Records with 8-30 OR > 30 days latency: N = 120,881 ; % of total = 9.47% **Ratio of Group 1/2 = 9.56**
Regional Reviewer's Conclusion	**Check one** **___Measurable performance improvement *has* been documented** **___Measurable performance improvement has *not* been documented** **___Not sure**
If "has not" or "not sure":	

What remedial guidance have you given the State?	
Comments	

Baseline Data: May 1, 2019 – October 31, 2019 – Latency by Week



Comparison Data: November 1, 2019 – April 30, 2020 – Latency by Week



Baseline Data: May 1, 2019 – October 31, 2019 – Latency by Month

Latency	May-19		Jun-19		Jul-19		Aug-19		Sep-19		Oct-19		TOTAL Records	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%
0-1 days "fastest"	134,651	47.8%	130,924	54.6%	138,528	49.6%	154,100	67.2%	145,426	66.8%	141,413	68.5%	845,042	58.1%
2-7 days	74,122	26.3%	45,635	19.0%	56,476	20.2%	49,557	21.6%	47,457	21.8%	45,896	22.2%	319,143	21.9%
8-30 days	69,088	24.5%	23,499	9.8%	18,817	6.7%	9,817	4.3%	13,284	6.1%	12,682	6.1%	147,187	10.1%
>30 days "slowest"	3,965	1.4%	39,841	16.6%	65,510	23.5%	15,792	6.9%	11,537	5.3%	6,404	3.1%	143,049	9.8%
TOTAL RECORDS	**281,826**	**100.0%**	**239,899**	**100.0%**	**279,331**	**100.0%**	**229,266**	**100.0%**	**217,704**	**100.0%**	**206,395**	**100.0%**	**1,454,421**	**100.0%**
Group 1: Records with 0-1 OR 2-7 days latency	208,773	74.1%	176,559	73.6%	195,004	69.8%	203,657	88.8%	192,883	88.6%	187,309	90.8%	1,164,185	80.0%
Group 2: Records with 8-30 OR > 30 days latency	73,053	25.9%	63,340	26.4%	84,327	30.2%	25,609	11.2%	24,821	11.4%	19,086	9.2%	290,236	20.0%
Ratio of Group 1 "faster" / Group 2 "slower"	**2.86**		**2.79**		**2.31**		**7.95**		**7.77**		**9.81**		**4.01**	

Comparison Data: November 1, 2019 – April 30, 2020 – Latency by Month

Latency	Nov-19		Dec-19		Jan-20		Feb-20		Mar-20		Apr-20		TOTAL Records	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%
0-1 days	115,365	53.9%	143,389	64.1%	147,845	68.7%	141,930	66.1%	147,813	67.2%	81,750	43.1%	778,092	60.9%
2-7 days	79,746	37.3%	52,488	23.5%	51,773	24.1%	47,473	22.1%	53,585	24.4%	92,949	49.1%	378,014	29.6%
8-30 days	13,726	6.4%	14,818	6.6%	10,690	5.0%	17,340	8.1%	10,724	4.9%	8,805	4.6%	76,103	6.0%
>30 days	5,170	2.4%	13,108	5.9%	4,927	2.3%	7,826	3.6%	7,778	3.5%	5,969	3.2%	44,778	3.5%
TOTAL RECORDS	**214,007**	**100.0%**	**223,803**	**100.0%**	**215,235**	**100.0%**	**214,569**	**100.0%**	**219,900**	**100.0%**	**189,473**	**100.0%**	**1,276,987**	**100.0%**
Group 1: Records with 0-1 OR 2-7 days latency	195,111	91.2%	195,877	87.5%	199,618	92.7%	189,403	88.3%	201,398	91.6%	174,699	92.2%	1,156,106	90.5%
Group 2: Records with 8-30 OR > 30 days latency	18,896	8.8%	27,926	12.5%	15,617	7.3%	25,166	11.7%	18,502	8.4%	14,774	7.8%	120,881	9.5%
Ratio of Group 1 "faster" / Group 2 "slower"	**10.33**		**7.01**		**12.78**		**7.53**		**10.89**		**11.82**		**9.56**	

405(D) IMPAIRED DRIVING COUNTERMEASURES GRANT

Georgia is considered a “Low-range state” with an impaired driving fatality rate of 25%.

References

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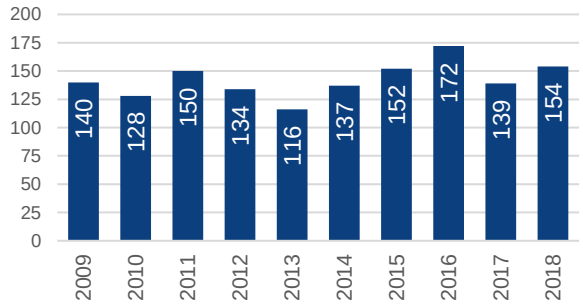
405(F) MOTORCYCLIST SAFETY GRANT

Description of Highway Safety Problems

In 2018, there were 154 motorcyclists fatally injured in motor vehicle traffic crashes – an increase of 11 percent (+15 fatalities) from the 139 motorcyclists fatally injured in 2017. Motorcyclists accounted for 10 percent of all traffic fatalities. Of the 154 motorcyclists killed in traffic crashes, 96 percent (148) were riders and 4 percent (6) were passengers. The figure to the right presents information about motorcyclists fatally injured from 2009 to 2018. From 2013 to 2016, motorcyclist fatalities increased by 48 percent and peaked in 2016 during the 10-year period.

Motorcyclists Fatally Injured, 2009–2018, Georgia

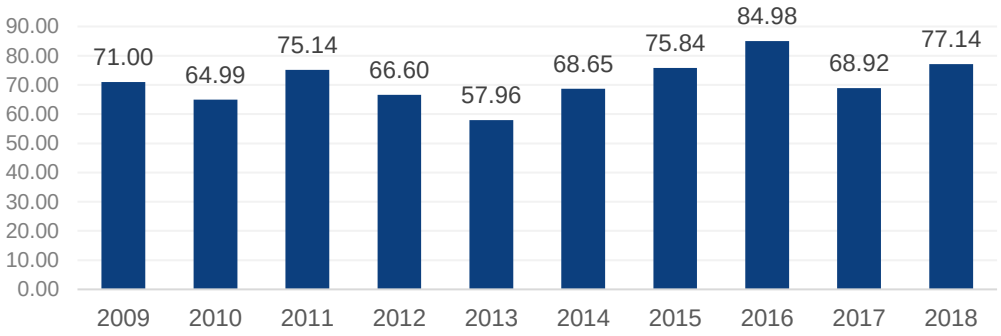


Source: FARS 2009-2018 Annual Report File (ARF), Georgia

According to FARS data, the number of un-helmeted motorcyclist fatalities in Georgia doubled from 9 un-helmeted motorcyclist fatalities in 2016 to 18 un-helmeted motorcyclist fatalities in 2017. In 2018, 16 out of the 154 motorcyclists killed in crashes were un-helmeted.

While motorcycles are an increasingly popular means of transportation, there was a slight decrease in the number of registered motorcycles in the state of Georgia. In 2018, there were an estimated 199,635 motorcycle registrations in Georgia – a 1 percent decline from 2017. In 2018, there were 77 motorcyclist fatalities out of every 100,000 registered motorcycle in Georgia. The figure below shows rate of motorcyclist fatalities per 100,000 registrations during the 10-year period.

Motorcyclist Fatalities per 100,000 Motorcycle Registrations, 2009-2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2009–2018 Final File, Georgia Department of Revenue (DOR)

The 35-and-older age group made up 68 percent of motorcyclists killed in 2009 as compared to 57 percent of the motorcyclists killed in 2018. Over the 10-year period from 2009 to 2018, fatalities among the 35-and-older age group decreased by 7 percent (from 95 to 88). The number of motorcyclists

among the age group 25-to-34 years increased by 48 percent from 25 fatalities in 2009 to 37 fatalities in 2018.

Weekday is defined as 6 a.m. Monday to 5:59 p.m. Friday, and weekend is defined as 6 p.m. Friday to 5:59 a.m. Monday. The table below shows that in 2009 and 2018 roughly half the motorcyclists were killed in traffic crashes during the weekend versus weekday. Based on the difference in the number of hours between weekday and weekend, there were more than 1.4 times as many motorcyclist fatalities in traffic crashes occurring on the weekend compared to the weekday in 2018.

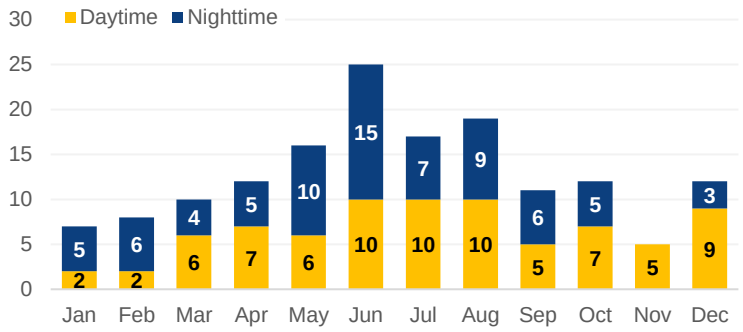
Motorcyclist Fatalities, by Age Group, Year, and Day of Week, 2009 and 2018, Georgia

Age Group	2009			2018		
	Weekend (6 p.m. Friday to 5:59 a.m. Monday)	**Weekday** (6 a.m. Monday to 5:59 p.m. Friday)	**Total***	**Weekend** (6 p.m. Friday to 5:59 a.m. Monday)	**Weekday** (6 a.m. Monday to 5:59 p.m. Friday)	**Total**
15-20	1	3	4	9	2	11
21-24	8	8	16	8	10	18
25-34	13	12	25	23	14	37
35-44	19	17	36	15	11	26
45-54	14	14	28	13	14	27
55-64	13	12	26*	14	10	24
65+	2	3	5	8	3	11
TOTAL	**70**	**69**	**140**	**90**	**64**	**154**

Source: Fatality Analysis Reporting System (FARS) 2009 and 2018 Final File, Georgia
*Note: The 2009 total includes one motorcyclist fatality with unknown time of crash that occurred on a Friday

The figure to the right shows the number of motorcyclist fatalities by month and time of day for 2018. In 2018, more motorcyclist fatalities occurred during summer months (June, July, and August). In 2018, 16 percent of motorcyclist fatalities injured occurred in the month of June alone (25 out of 154). Nearly half of the motorcyclist fatalities occurred at nighttime (49%) across all months in 2018.

Motorcyclist Fatalities by Month and Time of Day, 2018, Georgia



Source: Fatality Analysis Reporting System (FARS) 2018 Final File, Georgia

The number of motorcyclist fatalities by roadway function class is shown in the table on the right. Of the 154 motorcyclist fatalities that occurred in 2018, 48 (31%) occurred on minor arterial roads. In 2018, 81 percent of motorcyclist fatalities occurred in urban regions and 19 percent occurred in rural regions.

Motorcyclist Fatalities, by Roadway Function Class and Rural/Urban Regions, 2017-2018, Georgia

Roadway Function Class	2017	2018
Minor arterial	31	48
Local	25	31
Principal arterial, other	41	30
Collector	23	26
Interstate, principal arterial	16	18
Freeway and expressway, principal arterial	3	1

Source: Fatality Analysis Reporting System (FARS); 2017-2018 Annual Report File (ARF), Georgia

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. In 2018 14% of Georgia's motorcycle riders killed in fatal crashes reported 0.08+ Blood Alcohol Concentration (BAC). In 2017 and 2018, 35% of all (surviving and fatally injured) drivers and motorcycle riders involved in fatal crashes were tested for alcohol consumption with a recorded BAC (759 vehicle operators were tested for alcohol out of the 2,147 vehicle operators that were involved in fatal crashes). In 2018, 54 percent of drivers fatally injured, and 21 percent of surviving drivers involved in fatal crashes had BAC results reported.

The combined table below shows the number of motorcycle crashes with another vehicle, motorcycle registrations, crash rate, motorcycle crashes involving alcohol, and motorcyclist fatalities by county.

Motorcycle Crashes with another Vehicle, Registrations, Crash Rate, Crashes Involving Alcohol, and Fatalities by county, Georgia

Source: GDOT, DOR, FARS

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Dekalb	196	6,689	29.3	2	12
Clinch	2	73	27.4	-	-
Fulton	276	10,234	27.0	7	21
Bibb	43	1,884	22.8	1	1
Richmond	64	2,940	21.8	6	1
Clayton	65	3,081	21.1	2	6
Chatham	97	4,673	20.8	9	3
Montgomery	3	166	18.1	2	-
Clarke	22	1,233	17.8	2	3
Rockdale	30	1,695	17.7	-	-
Newton	43	2,645	16.3	4	5
Randolph	1	63	15.9	-	-
Cobb	188	12,362	15.2	2	8
Wheeler	1	67	14.9	-	-
Peach	9	628	14.3	2	1
Mitchell	4	287	13.9	-	-
Telfair	2	144	13.9	-	1
Douglas	40	3,011	13.3	-	3

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Liberty	21	1,607	13.1	5	-
Floyd	31	2,392	13.0	5	-
Muscogee	35	2,786	12.6	2	3
Dougherty	12	971	12.4	-	-
Butts	10	824	12.1	-	1
Gwinnett	154	12,694	12.1	13	10
Bulloch	15	1,254	12.0	1	1
Gordon	20	1,725	11.6	3	4
Carroll	37	3,249	11.4	1	2
Coffee	7	620	11.3	1	1
Jeff Davis	2	178	11.2	1	-
Catoosa	19	1,714	11.1	1	-
Henry	55	5,205	10.6	4	3
Crisp	3	296	10.1	-	1
Polk	12	1,194	10.1	2	-
Johnson	1	101	9.9	-	-
Walton	27	2,739	9.9	2	3
Hall	47	4,785	9.8	3	5
Whitfield	22	2,243	9.8	3	
Stephens	8	820	9.8	1	1
Lumpkin	13	1,342	9.7	1	3
White	11	1,147	9.6	2	1
Ware	5	528	9.5	-	-
Spalding	15	1,586	9.5	-	
Dade	4	437	9.2	-	1
Morgan	6	659	9.1	-	-
Lowndes	21	2,384	8.8	2	6
Tift	6	696	8.6	-	1
Toombs	4	479	8.4	-	2
Long	4	480	8.3	2	1
Bartow	28	3,381	8.3	4	3
Walker	16	1,955	8.2	2	-
Rabun	5	614	8.1	-	-
Columbia	28	3,441	8.1	2	2
Franklin	6	738	8.1	-	-
McDuffie	4	500	8.0	2	2
Glynn	14	1,754	8.0	-	-
Troup	11	1,395	7.9	1	2
Houston	29	3,743	7.7	1	-
Brooks	2	262	7.6	-	-
Ben Hill	2	264	7.6	-	-
Effingham	16	2,192	7.3	3	1
Cook	2	276	7.2	-	-
Crawford	3	428	7.0	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Laurens	6	859	7.0	-	-
Dawson	8	1,155	6.9	-	-
Baldwin	5	724	6.9	-	1
Coweta	29	4,259	6.8	-	2
Thomas	5	751	6.7	1	
Madison	5	780	6.4	-	2
Oconee	5	797	6.3	-	-
Union	9	1,454	6.2	-	-
Forsyth	31	5,064	6.1	3	1
Haralson	6	991	6.1	-	-
Dodge	2	331	6.0	-	-
Cherokee	42	7,004	6.0	3	4
Charlton	1	167	6.0	2	1
Monroe	5	844	5.9	-	-
Fannin	7	1,250	5.6	1	-
Towns	3	545	5.5	1	1
Lincoln	1	185	5.4	-	-
Paulding	24	4,444	5.4	-	2
Wilkes	1	188	5.3	-	-
Habersham	7	1,360	5.1	2	-
Wayne	3	588	5.1	-	2
Decatur	2	392	5.1	-	1
Bryan	7	1,373	5.1	-	-
Lamar	3	594	5.1	-	-
Pulaski	1	202	5.0	1	-
Pickens	7	1,418	4.9	-	1
Twiggs	1	211	4.7	-	-
Gilmer	6	1,305	4.6	-	-
Jefferson	1	224	4.5	-	-
Lanier	1	229	4.4	-	-
Colquitt	3	695	4.3	1	1
Berrien	2	467	4.3	1	1
Hart	3	710	4.2	-	-
Lee	3	735	4.1	-	-
Jackson	9	2,220	4.1	-	3
Screven	1	247	4.0	-	-
Fayette	12	3,006	4.0	1	1
Elbert	2	501	4.0	-	1
Barrow	10	2,538	3.9	1	1
Putnam	2	515	3.9	1	-
Burke	2	522	3.8	-	-
Jasper	2	530	3.8	-	1
Appling	1	274	3.6	-	-
Washington	1	290	3.4	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Chattooga	2	583	3.4	-	1
McIntosh	1	313	3.2	1	-
Brantley	1	336	3.0	-	-
Pierce	1	338	3.0	-	-
Greene	1	350	2.9	1	1
Camden	5	1,762	2.8	-	-
Tattnall	1	357	2.8	-	-
Banks	2	733	2.7	-	-
Pike	2	757	2.6	2	-
Murray	3	1,169	2.6	-	-
Sumter	1	411	2.4	-	-
Emanuel	1	422	2.4	-	-
Worth	1	483	2.1	-	-
Harris	2	1,174	1.7	-	-
Meriwether	1	638	1.6	-	-
Jones	1	765	1.3	-	-
Upson	-	662	-	-	-
Grady	-	492	-	-	-
Oglethorpe	-	386	-	-	-
Heard	-	370	-	-	-
Bleckley	-	318	-	-	-
Candler	-	235	-	-	-
Chattahoochee	-	209	-	-	-
Dooly	-	193	-	-	-
Evans	-	190	-	-	-
Wilkinson	-	184	-	-	-
Bacon	-	182	-	-	-
Marion	-	181	-	1	-
Terrell	-	178	-	-	-
Seminole	-	174	-	-	-
Irwin	-	172	-	-	-
Macon	-	165	-	-	-
Treutlen	-	161	-	-	-
Early	-	150	-	-	-
Talbot	-	147	-	-	-
Turner	-	139	-	-	-
Hancock	-	126	-	-	-
Taylor	-	126	-	-	-
Wilcox	-	123	-	-	-
Atkinson	-	117	-	1	-
Schley	-	100	-	-	-
Jenkins	-	92	-	-	-
Miller	-	85	-	-	-
Echols	-	82	-	-	-

County	Motorcycle Crashes With Another Vehicle	Motorcycle Registrations (June 2020)	Motorcycle Crash Rate (Per 1,000 Registrations)	Motorcycle Crashes Involving Alcohol	Motorcyclist Fatalities
Calhoun	-	68	-	-	-
Warren	-	62	-	-	-
Stewart	-	58	-	-	-
Glascock	-	48	-	-	-
Webster	-	45	-	-	-
Baker	-	39	-	-	-
Quitman	-	35	-	-	-
Taliaferro	-	31	-	-	-
Clay	-	28	-	-	-
Total	**2,192**	**199,635**	**10.98**	**134**	**154**

Qualifying Criteria: Motorcyclist Awareness Program

The name and organization of the head of the designated State authority over motorcyclist safety issues is **Mr. Spencer Moore, Commissioner of the Georgia Department of Driver Services.** Georgia's motorcyclist awareness program was developed in coordination with the Georgia Department of Driver Services and the Georgia Governor's Office of Highway Safety (see Appendix B for certification).

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28

The chart below is based on the most recent finalized state data and represents the total number of motorcycle crashes with another vehicle (2,192) for calendar year 2018.

Motorcycle Crashes Involving another Vehicle by County, Georgia
Source: GDOT

County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle
Fulton	276	Tift	6	Lanier	1
DeKalb	196	Franklin	6	Screven	1
Cobb	188	Laurens	6	Appling	1
Gwinnett	154	Haralson	6	Washington	1
Chatham	97	Gilmer	6	McIntosh	1
Clayton	65	Ware	5	Brantley	1
Richmond	64	Rabun	5	Pierce	1
Henry	55	Baldwin	5	Greene	1
Hall	47	Thomas	5	Tattnall	1
Bibb	43	Madison	5	Sumter	1
Newton	43	Oconee	5	Emanuel	1
Cherokee	42	Monroe	5	Worth	1
Douglas	40	Camden	5	Meriwether	1
Carroll	37	Mitchell	4	Jones	1
Muscogee	35	Dade	4	Atkinson	-
Floyd	31	Toombs	4	Bacon	-
Forsyth	31	Long	4	Baker	-

County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle	County	Motorcycle Crashes with Another Vehicle
Rockdale	30	McDuffie	4	Bleckley	-
Houston	29	Montgomery	3	Calhoun	-
Coweta	29	Crisp	3	Candler	-
Bartow	28	Crawford	3	Chattahoochee	-
Columbia	28	Towns	3	Clay	-
Walton	27	Wayne	3	Dooly	-
Paulding	24	Lamar	3	Early	-
Clarke	22	Colquitt	3	Echols	-
Whitfield	22	Hart	3	Evans	-
Liberty	21	Lee	3	Glascock	-
Lowndes	21	Murray	3	Grady	-
Gordon	20	Clinch	2	Hancock	-
Catoosa	19	Telfair	2	Heard	-
Walker	16	Jeff Davis	2	Irwin	-
Effingham	16	Brooks	2	Jenkins	-
Bulloch	15	Ben Hill	2	Macon	-
Spalding	15	Cook	2	Marion	-
Glynn	14	Dodge	2	Miller	-
Lumpkin	13	Decatur	2	Oglethorpe	-
Dougherty	12	Berrien	2	Quitman	-
Polk	12	Elbert	2	Schley	-
Fayette	12	Putnam	2	Seminole	-
White	11	Burke	2	Stewart	-
Troup	11	Jasper	2	Talbot	-
Butts	10	Chattooga	2	Taliaferro	-
Barrow	10	Banks	2	Taylor	-
Peach	9	Pike	2	Terrell	-
Union	9	Harris	2	Treutlen	-
Jackson	9	Randolph	1	Turner	-
Stephens	8	Wheeler	1	Upson	-
Dawson	8	Johnson	1	Warren	-
Coffee	7	Charlton	1	Webster	-
Fannin	7	Lincoln	1	Wilcox	-
Habersham	7	Wilkes	1	Wilkinson	-
Bryan	7	Pulaski	1	**TOTAL**	**2,192**
Pickens	7	Twiggs	1		
Morgan	6	Jefferson	1		

GOHS' planned awareness activities related to other driver awareness of motorcycles will target the top 18 counties identified above by yellow highlight. This represents 67% of counties with the highest number of motorcycle crashes with another vehicle.

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Other Driver Awareness of Motorcyclists

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards that promote motorcyclists awareness for operators of motor vehicles on the road in the "Born to Be Seen" campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month. These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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 Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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).

Linkage Between Program Area

While the 154 motorcycle fatalities in Georgia in 2018 were ten percent (10%) of all traffic fatalities in the state for the year and an 11% increase in overall motorcycle fatalities, the number of un-helmeted motorcycle fatalities reduced slightly from 18 in 2017 to 16 in 2018. 41 percent of the motorcycle fatalities took place in six counties (Fulton, DeKalb, Gwinnett, Cobb, Clayton, and Lowndes) with five of those six counties being in the metro Atlanta area. With the five-year moving average set at 166 motorcycle fatalities in 2021, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecast average

Rationale for Selection

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. While Georgia's motorcycle fatality rate increased as predicted from 2017 to 2018, it is unfortunately expected to continue to climb in 2019 and 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

Planned Activities

2021 Motorcycle Programs	
Planned Activity Description:	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the "Share the Road with Motorcycles," rider coach professional development and training.
Countermeasure strategies:	• Communication and Outreach: Other Driver Awareness of Motorcyclists • Communication and Outreach: Alcohol-Impaired Motorcyclists
Intended Subrecipients:	Georgia Department of Driver Services

Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M9X-2021-GA-00-19	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	$114,902.52
			TOTAL	**$114,902.52**

References

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Qualifying Criteria: Impaired Driving Program

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Alcohol-Impaired Motorcyclists

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.”

Georgia will 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 driving crashes occurred in 2018. The chart below describes the proposed FFY 2021 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

FFY 2021 Proposed Highway Enforcement of Aggressive Traffic (H.E.A.T.) Grantees

County	Grantee	Total Fatalities				Alcohol-Related Fatalities				Motorcyclist Fatalities			
		2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018
Bibb	DPS-Nighthawks Bibb County SO	21	28	34	33	6	4	7	7	4	1	1	1
Bulloch	DPS-Nighthawks	15	18	14	8	4	2	6	1	0	0	3	1
Burke	Burke Co SO	3	8	12	10	0	4	5	3	0	0	1	0
Carroll	Carroll Co SO	27	20	28	22	7	2	6	6	4	4	2	2
Chatham	DPS-Nighthawks Savannah PD	54	44	29	37	14	14	7	8	7	2	3	3
Cherokee	Cherokee Co SO	12	7	32	18	3	0	3	3	1	0	2	4
Cobb	Cobb Co PD	49	59	53	57	12	19	15	14	4	13	9	8
Dawson	Dawson Co SO	12	5	7	7	2	1	2	1	2	1	1	0
DeKalb	DeKalb Co PD	83	80	95	108	25	23	27	33	8	11	12	12
Douglas	Douglas Co SO	22	21	17	18	4	4	3	4	5	3	1	3
Forsyth	Forsyth Co SO	13	11	15	16	4	1	2	4	1	1	3	1
Fulton	DPS-Nighthawks Atlanta PD	104	130	115	130	31	36	27	36	13	15	14	21
Glynn	Glynn Co PD	9	7	16	11	1	1	5	2	0	2	0	0
Gwinnett	DPS-Nighthawks Snellville PD	67	61	66	62	20	22	23	16	12	12	4	10
Habersham	Habersham Co SO	9	12	7	3	4	4	1	0	1	1	0	0
Hall	Hall County SO	33	31	31	24	9	8	8	3	4	4	4	5
Henry	Henry Co PD	29	26	27	24	5	7	6	7	3	1	7	3
Laurens	Dublin PD	11	9	13	10	3	3	2	0	1	0	1	0
Muscogee	DPS-Nighthawks	14	27	26	21	5	8	11	4	1	6	3	3
Newton	Newton Co SO	18	21	17	24	7	2	7	10	1	1	0	5
Rockdale	Rockdale Co SO	7	13	14	8	2	1	7	3	1	4	1	0

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.
Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team
Muscogee/Bibb – Middle GA Team

Linkage Between Program Area

While Georgia was able to reduce the number of motorcycle crashes involving an impaired operator from 159 in 2017 to 134 in 2018, there is still need for increased communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2018 which involved an impaired operator (134).

Motorcycle Crashes Involving an Impaired Operator by County, Georgia

Source: GDOT

County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol
Total	**134**				
Gwinnett	13	Marion	1	Lamar	-
Chatham	9	Atkinson	1	Lanier	-
Fulton	7	Appling	-	Laurens	-
Richmond	6	Bacon	-	Lee	-

County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol	County	Motorcycle Crashes Involving Alcohol
Liberty	5	Baker	-	Lincoln	-
Floyd	5	Baldwin	-	Macon	-
Newton	4	Banks	-	Madison	-
Henry	4	Ben Hill	-	Meriwether	-
Bartow	4	Bleckley	-	Miller	-
Gordon	3	Brantley	-	Mitchell	-
Hall	3	Brooks	-	Monroe	-
Whitfield	3	Bryan	-	Morgan	-
Effingham	3	Burke	-	Murray	-
Forsyth	3	Butts	-	Oconee	-
Cherokee	3	Calhoun	-	Oglethorpe	-
Dekalb	2	Camden	-	Paulding	-
Clayton	2	Candler	-	Pickens	-
Montgomery	2	Chattahoochee	-	Pierce	-
Clarke	2	Chattooga	-	Quitman	-
Cobb	2	Clay	-	Rabun	-
Peach	2	Clinch	-	Randolph	-
Muscogee	2	Cook	-	Rockdale	-
Polk	2	Coweta	-	Schley	-
Walton	2	Crawford	-	Screven	-
White	2	Crisp	-	Seminole	-
Lowndes	2	Dade	-	Spalding	-
Long	2	Dawson	-	Stewart	-
Walker	2	Decatur	-	Sumter	-
Columbia	2	Dodge	-	Talbot	-
McDuffie	2	Dooly	-	Taliaferro	-
Charlton	2	Dougherty	-	Tattnall	-
Habersham	2	Douglas	-	Taylor	-
Pike	2	Early	-	Telfair	-
Bibb	1	Echols	-	Terrell	-
Bulloch	1	Elbert	-	Tift	-
Carroll	1	Emanuel	-	Toombs	-
Coffee	1	Evans	-	Treutlen	-
Jeff Davis	1	Franklin	-	Turner	-
Catoosa	1	Gilmer	-	Twiggs	-
Stephens	1	Glascock	-	Union	-
Lumpkin	1	Glynn	-	Upson	-
Troup	1	Grady	-	Ware	-
Houston	1	Hancock	-	Warren	-
Thomas	1	Haralson	-	Washington	-
Fannin	1	Harris	-	Wayne	-
Towns	1	Hart	-	Webster	-
Pulaski	1	Heard	-	Wheeler	-
Colquitt	1	Irwin	-	Wilcox	-
Berrien	1	Jackson	-	Wilkes	-
Fayette	1	Jasper	-	Wilkinson	-
Barrow	1	Jefferson	-	Worth	-
Putnam	1	Jenkins	-		
McIntosh	1	Johnson	-		
Greene	1	Jones	-		

GOHS' planned awareness activities will target the 15 counties above highlighted in yellow, which represent 56% of counties with the highest number of impaired operator motorcycle crashes. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month. Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

References

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405(H) NONMOTORIZED SAFETY GRANT

Georgia's annual combined pedestrian and bicyclist fatality rate was 19% in 2018.

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