

# GEORGIA HIGHWAY SAFETY PLAN

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PREPARED BY THE

**GEORGIA GOVERNOR'S OFFICE  
OF HIGHWAY SAFETY**

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# TABLE OF CONTENTS

---

<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>HIGHWAY SAFETY PLANNING PROCESS.....</b>	<b>9</b>
<b>PERFORMANCE REPORT .....</b>	<b>26</b>
<b>PERFORMANCE PLAN .....</b>	<b>40</b>
 <b>PROGRAM AREAS .....</b>	 <b>56</b>
<b>PLANNING &amp; ADMINISTRATION .....</b>	<b>57</b>
Description of Highway Safety Problems .....	57
Strategic Highway Safety Planning.....	58
Associated Performance Measures and Targets.....	59
Planned Activities.....	60
Projects .....	60
<b>COMMUNICATIONS (MEDIA) .....</b>	<b>61</b>
Description of Highway Safety Problems .....	61
Associated Performance Measures and Targets.....	65
Primary Countermeasure Strategy .....	66
Planned Activities.....	74
Projects .....	78
<b>COMMUNITY TRAFFIC SAFETY .....</b>	<b>79</b>
Description of Highway Safety Problems .....	79
Associated Performance Measures and Targets.....	83
Primary Countermeasure Strategy .....	83
Planned Activities.....	87
Projects .....	87
<b>DISTRACTED DRIVING.....</b>	<b>88</b>
Description of Highway Safety Problems .....	88
Associated Performance Measures and Targets.....	89
Primary Countermeasure Strategy .....	89
<b>IMPAIRED DRIVING (ALCOHOL AND DRUG) .....</b>	<b>91</b>
Description of Highway Safety Problems .....	91
Associated Performance Measures and Targets.....	95
Primary Countermeasure Strategy .....	95
Planned Activities.....	100
Projects .....	102

<b>MOTORCYCLE SAFETY .....</b>	<b>103</b>
Description of Highway Safety Problems .....	103
Associated Performance Measures and Targets.....	110
Primary Countermeasure Strategy .....	111
Communication and Outreach: Other Driver Awareness of Motorcyclists .....	112
Planned Activities.....	114
Projects .....	114
<b>NON-MOTORIZED SAFETY PROGRAM (Pedestrians and Bicyclists).....</b>	<b>119</b>
Description of Highway Safety Problems .....	119
Associated Performance Measures and Targets.....	125
Primary Countermeasure Strategy .....	125
Planned Activities.....	129
Projects .....	130
<b>OCCUPANT PROTECTION.....</b>	<b>131</b>
Description of Highway Safety Problems .....	131
Associated Performance Measures and Targets.....	136
Primary Countermeasure Strategy .....	140
Planned Activities.....	154
Projects .....	156
<b>POLICE TRAFFIC SERVICES .....</b>	<b>157</b>
Description of Highway Safety Problems .....	157
Associated Performance Measures and Targets.....	159
Primary Countermeasure Strategy .....	159
Planned Activities.....	163
Projects .....	165
<b>RAILROAD SAFETY .....</b>	<b>169</b>
Description of Highway Safety Problems .....	169
Associated Performance Measures and Targets.....	171
Primary Countermeasure Strategy .....	171
Planned Activities.....	172
Projects .....	172
<b>SPEED MANAGEMENT AND SPEED .....</b>	<b>173</b>
Description of Highway Safety Problems .....	173
Associated Performance Measures and Targets.....	176
Primary Countermeasure Strategy .....	176
Planned Activities.....	178
Projects .....	178
<b>TRAFFIC RECORDS .....</b>	<b>180</b>
Description of Highway Safety Problems .....	180
Associated Performance Measures and Targets.....	182
Primary Countermeasure Strategy .....	183
Planned Activities.....	185
Projects .....	188

<b>YOUNG DRIVERS (TEEN TRAFFIC SAFETY PROGRAM) .....</b>	<b>189</b>
Description of Highway Safety Problems .....	189
Associated Performance Measures and Targets.....	193
Primary Countermeasure Strategy .....	193
Planned Activities.....	196
Projects .....	198
<b>EVIDENCE BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP).....</b>	<b>201</b>
Crash Analysis .....	201
Approach.....	201
Problem Identification and Program Description .....	201
Deployment of Resources .....	203
Effectiveness Monitoring .....	205
<b>HIGH VISIBILITY ENFORCEMENT .....</b>	<b>206</b>
 <b>Section 405 Applications.....</b>	 <b>209</b>
<b>405(B) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION .....</b>	<b>210</b>
Description of Highway Safety Problems .....	210
Associated Performance Measures and Targets.....	215
Primary Countermeasure Strategy .....	219
Planned Activities.....	233
Projects .....	235
References .....	235
 <b>405(C) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT .....</b>	 <b>236</b>
Traffic Records Coordinating Committee (TRCC) .....	236
List of TRCC Members .....	239
Traffic Records Assessment .....	242
Traffic Records For Measurable Progress .....	244
Traffic Records Supporting Non-Implemented Recommendations.....	247
FFY 2021 Traffic Records Projects .....	250
Quantitative And Measurable Improvement.....	254
 <b>405(D) IMPAIRED DRIVING COUNTERMEASURES GRANT .....</b>	 <b>264</b>
References .....	264

405(F) MOTORCYCLIST SAFETY GRANT.....	265
Description of Highway Safety Problems .....	265
<b>Qualifying Criteria: Motorcyclist Awareness Program .....</b>	<b>272</b>
Associated Performance Measures and Targets .....	272
Primary Countermeasure Strategy .....	273
Planned Activities .....	276
Projects .....	276
References .....	276
<b>Qualifying Criteria: Impaired Driving Program .....</b>	<b>274</b>
Associated Performance Measures and Targets .....	277
Primary Countermeasure Strategy .....	277
References .....	281
405(H) NONMOTORIZED SAFETY GRANT.....	282
References .....	282

## Section 1:

# **EXECUTIVE SUMMARY**

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- Georgia's Annual Highway Safety Plan
- Mission Statement
- Legislative Updates
- National Priority Safety Program Incentive Grants
- Epidemiologist Partnership
- Continuous Follow-up and Adjustment
- COVID-19 (Coronavirus Pandemic)

# 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 15<sup>th</sup>, 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

## **EPIDEMIOLOGIST PARTNERSHIP**

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over 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**

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- 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 ANALYSIS OF GEORGIA'S HIGHWAY SAFETY PROBLEM

In 2018, Georgia experienced 1,504 traffic fatalities<sup>1</sup>, 6,401 serious injuries<sup>2</sup>, and 402,288 motor vehicle crashes<sup>3</sup> 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<sup>4</sup> 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.

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<sup>1</sup>2018 FARS Final

<sup>2</sup>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.

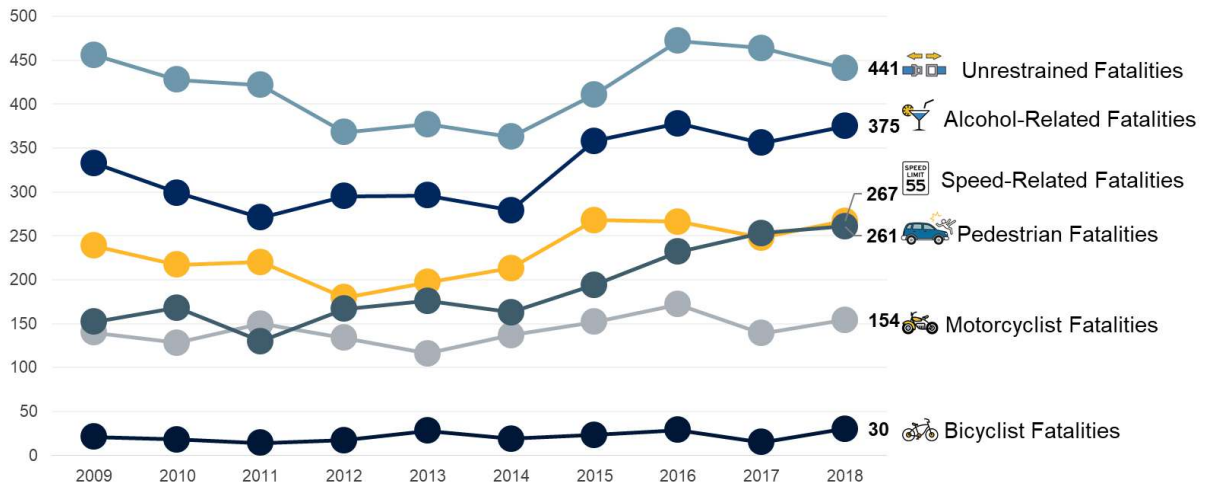
<sup>3</sup>Numeric, Georgia electronic crash reporting system. Web. June 2020.

<sup>4</sup>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 <sup>5</sup> 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 <sup>6</sup> 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% <sup>7</sup>	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.

<sup>5</sup> Forecasted values are determined using various regression models (linear, polynomial, power, exponential or logarithmic) that “best fit” the existing crash and fatal crash data.

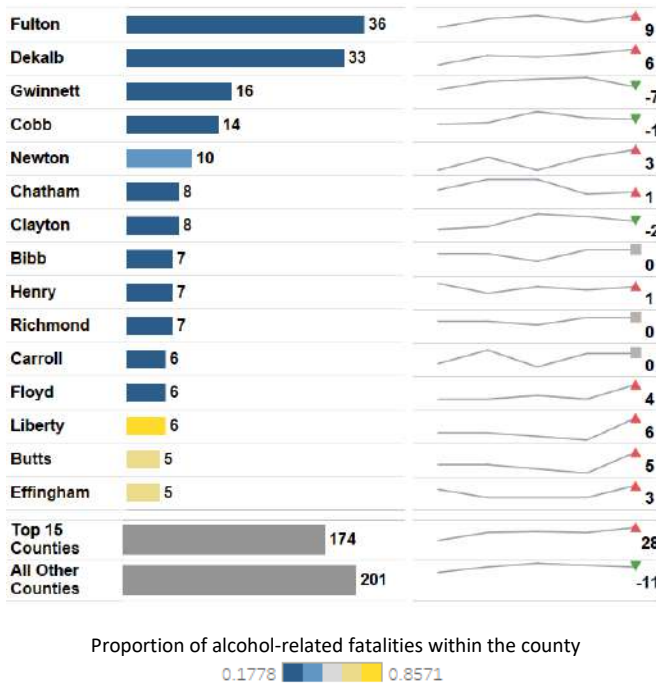
<sup>6</sup> In April 2020, TRCC/CODES revised the ‘serious injury’ the definition and recalibrated the values from serious injury values in previous years. See “Serious Injury Data Considerations” in Section 4: Performance Plan for C-2 Serious Injury Traffic Safety Performance Measure.

<sup>7</sup> 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

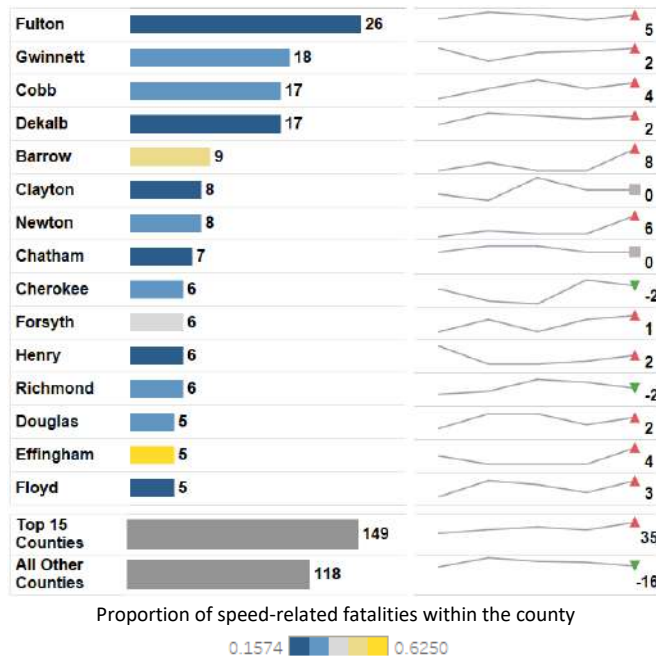


In 2018, 115 counties experienced at least one alcohol-related traffic fatality. Nearly half (46%) of all alcohol-related fatalities occurred in these top 15 counties.

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

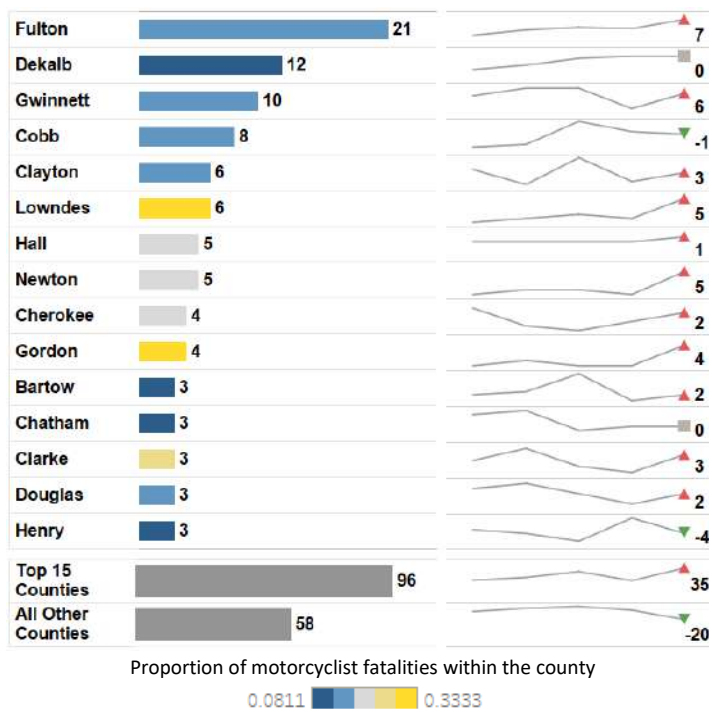


In 2018, 82 counties experienced at least one speed-related traffic fatality. Over half (56%) of all speeding-related fatalities occurred in these top 15 counties.

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

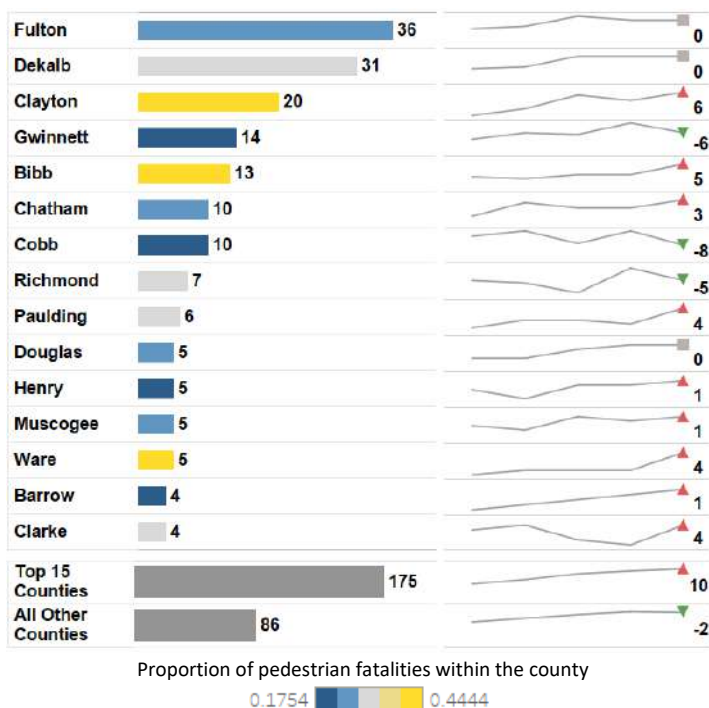


In 2018, 56 counties experienced at least one motorcyclist fatality. More than half (62%) of all motorcyclist fatalities occurred in these top 15 counties.

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 multiple 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:

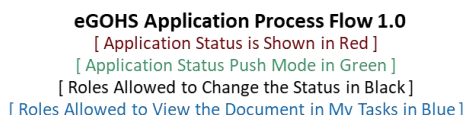
- I. **Programmatic Description** – A clear definition of the highway safety problem(s) planned to be addressed using recent data and information; identification of existing resources that the community/jurisdictions are currently using to address the problem(s) identified; list of measurable and realistic 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**

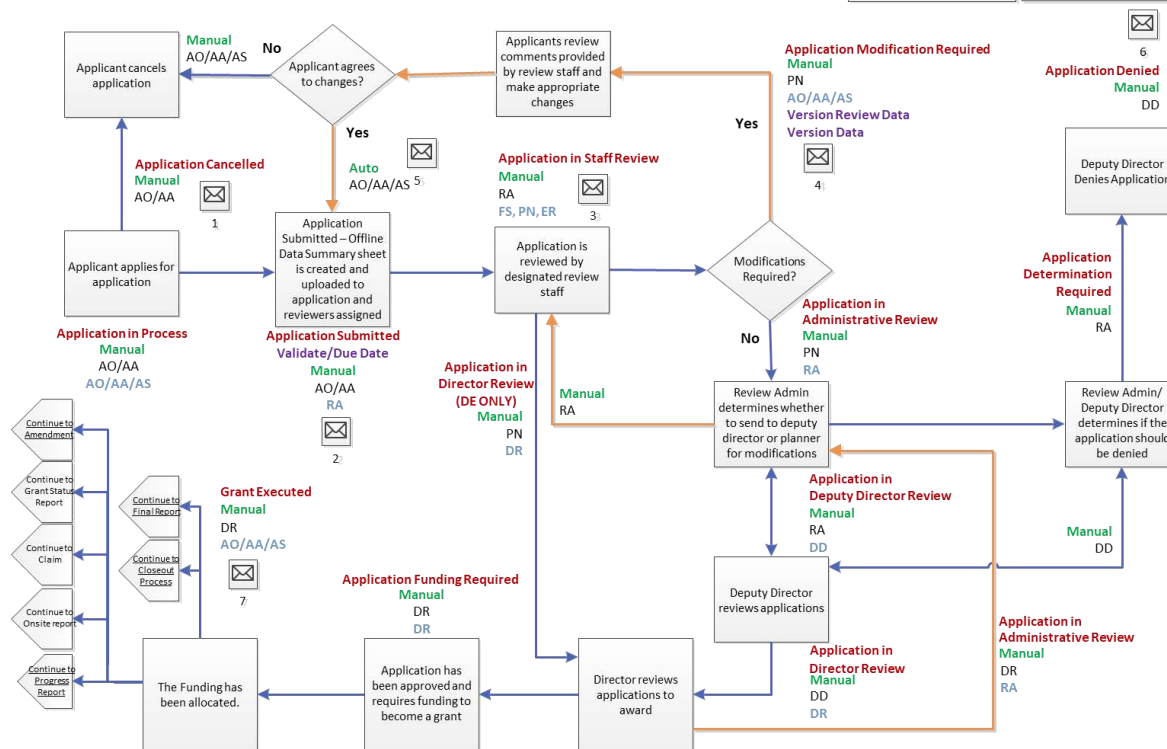
Once applications are submitted through the eGOHS-Plus system, they are reviewed using a staggered-review process. All external applications are assigned to a review panel which includes a GOHS Grant Manager, a staff member from the finance division, the contracted injury epidemiologist, and for new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

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



Grantee Organization:	Grantor Organization
AO = Agency Authorized Official	RA = GOHS Review Admin
AA= Agency Administrator	FS = GOHS Fiscal Staff
AS = Agency Staff	FM = GOHS Fiscal Manager
AV = Agency Viewer	PM= GOHS Planner
	DD = GOHS Deputy Director
	DR = GOHS Director
	ER = External Reviewer



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.

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. Occasionally, prior years funds are rolled over into the current fiscal year to continue a project but this practice is neither encouraged nor frequent.

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS Director. The 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 acquisition 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: <b>Traffic fatalities</b> (5-year moving average)	1,593	1,652	1,698	1,715	1,593	1,652	1,698	1,715
C-2: <b>Serious traffic injuries</b> (5-year moving average)	19,643	24,324	24,094	6,407	19,643	24,324	24,094	6,407
C-3: <b>Traffic fatalities per 100M VMT</b> (5-year moving average)	1.32	1.31	1.28	1.23	1.32	1.31	1.28	1.23

## Section 3:

# PERFORMANCE REPORT

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- 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

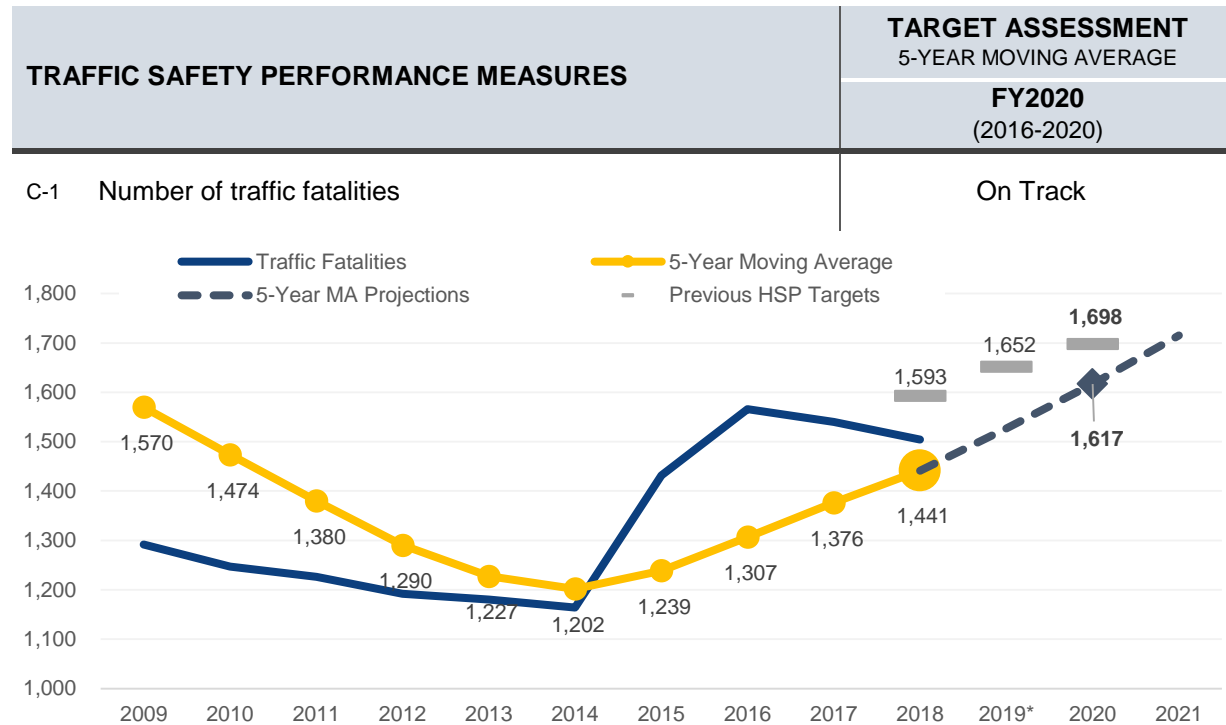
TRAFFIC SAFETY PERFORMANCE MEASURES	TARGET ASSESSMENT <sup>8</sup> 5-Year Moving Average
	FY2020 (2016-2020)
C-1 Number of traffic fatalities	On Track
C-2 Number of serious injuries <sup>9</sup> in traffic crashes	On Track
C-3 Fatalities per 100 Million Vehicle Miles Driven	On Track
C-4 Number of unrestrained 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

<sup>8</sup> 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.

<sup>9</sup> 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



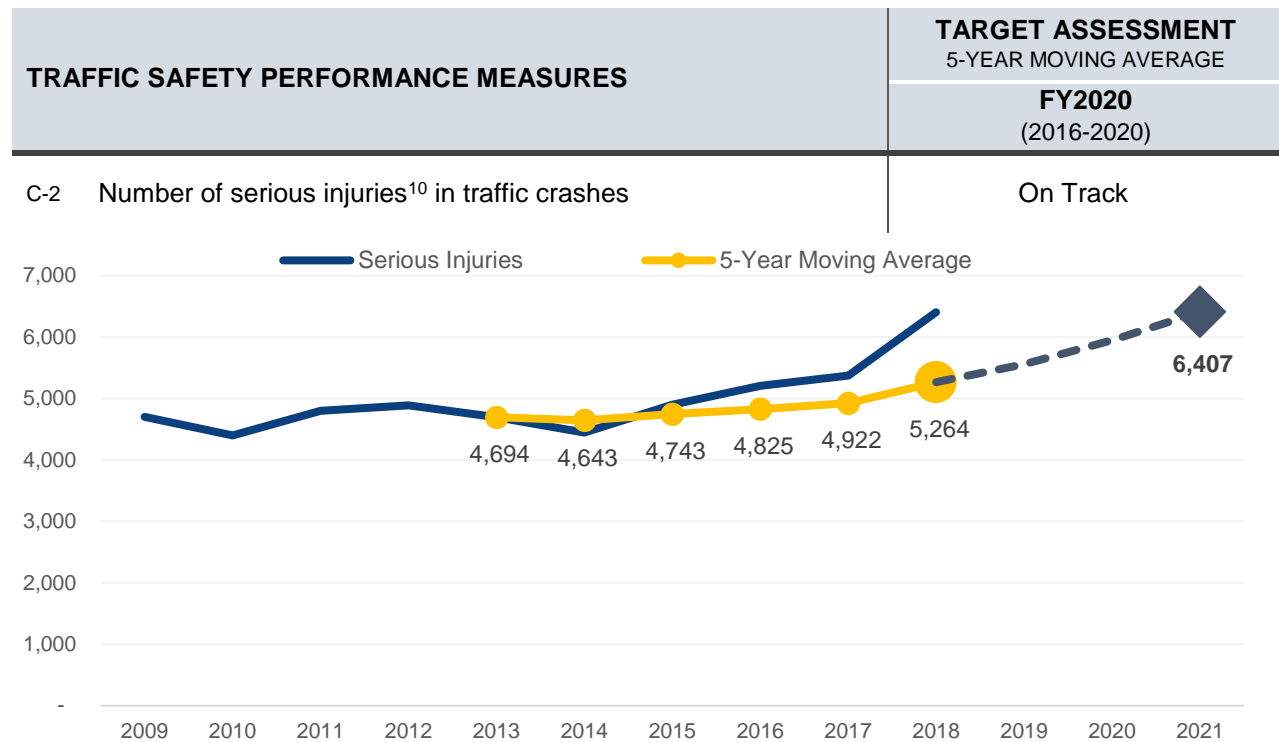
### Program-Area-Level Report

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



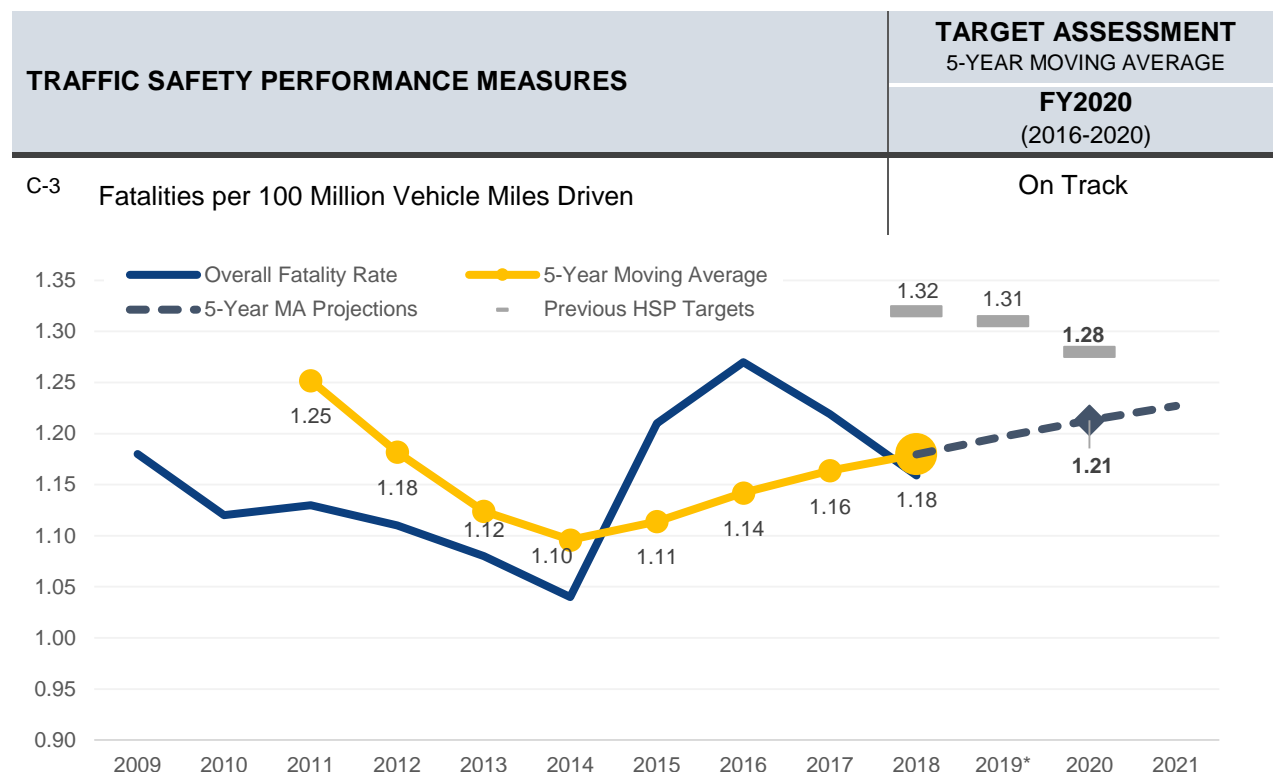
### Program-Area-Level Report

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.**

<sup>10</sup> 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

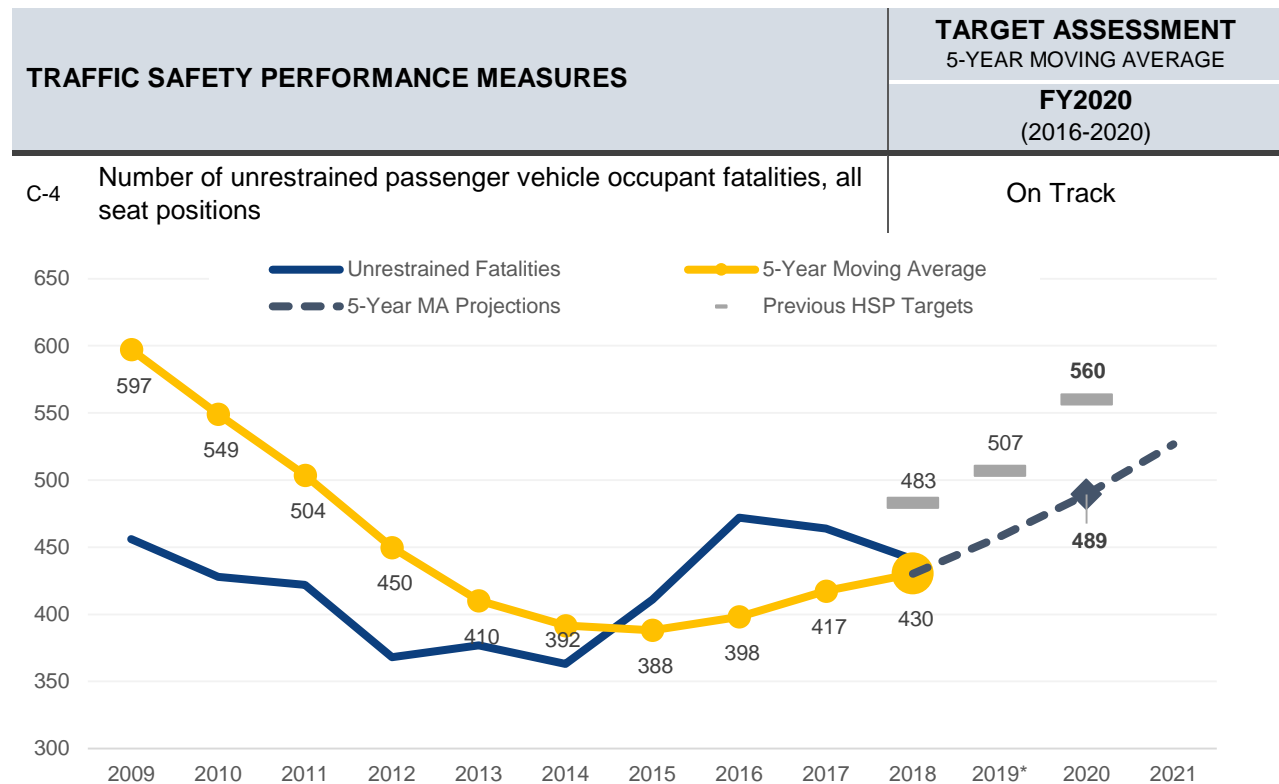


## Program-Area-Level Report

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

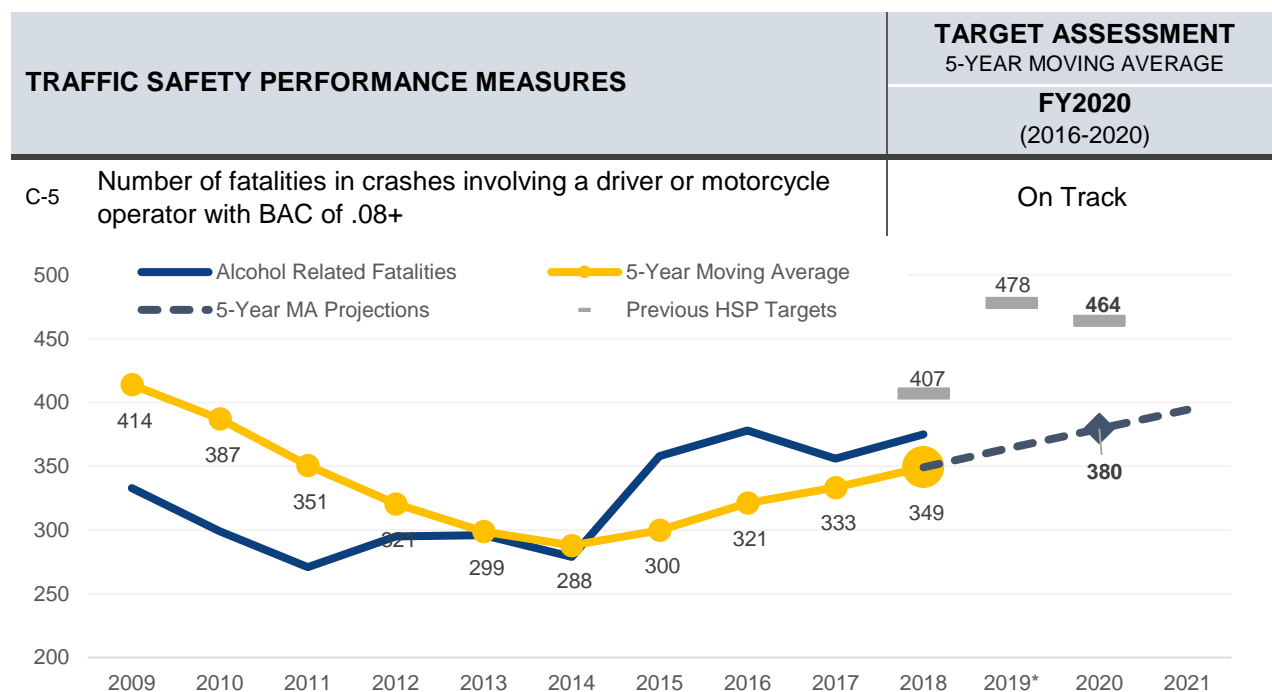


### Program-Area-Level Report

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

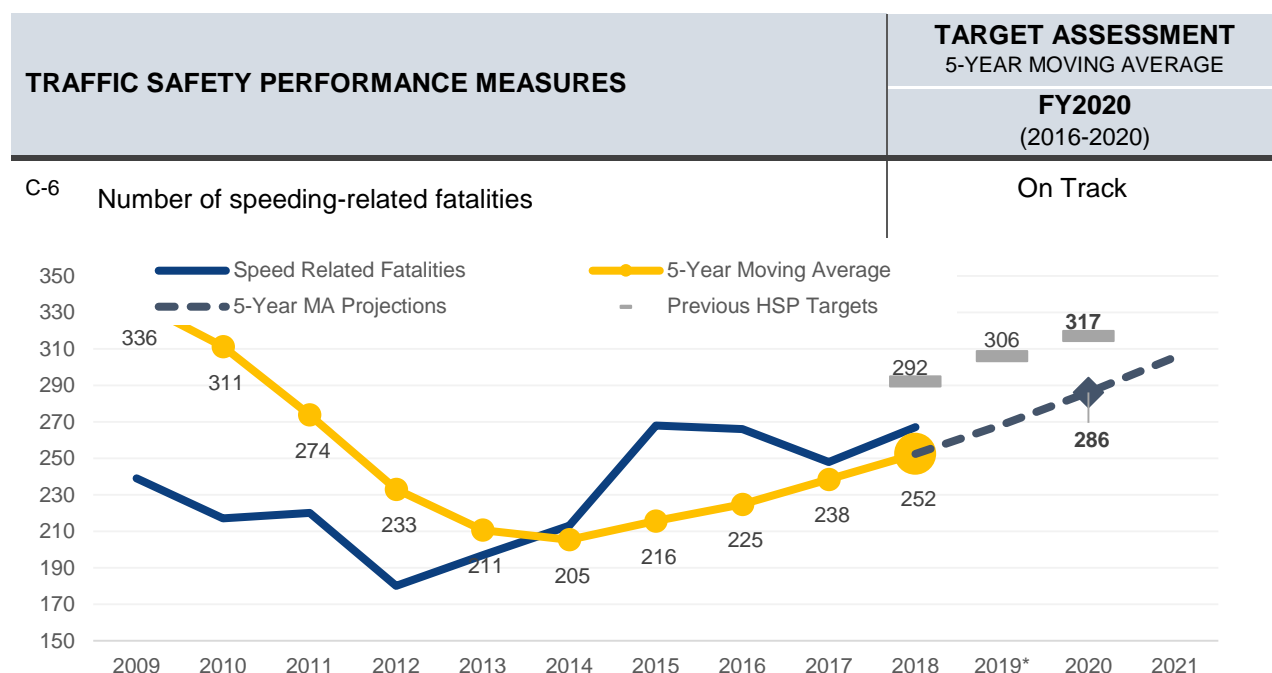


### Program-Area-Level Report

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

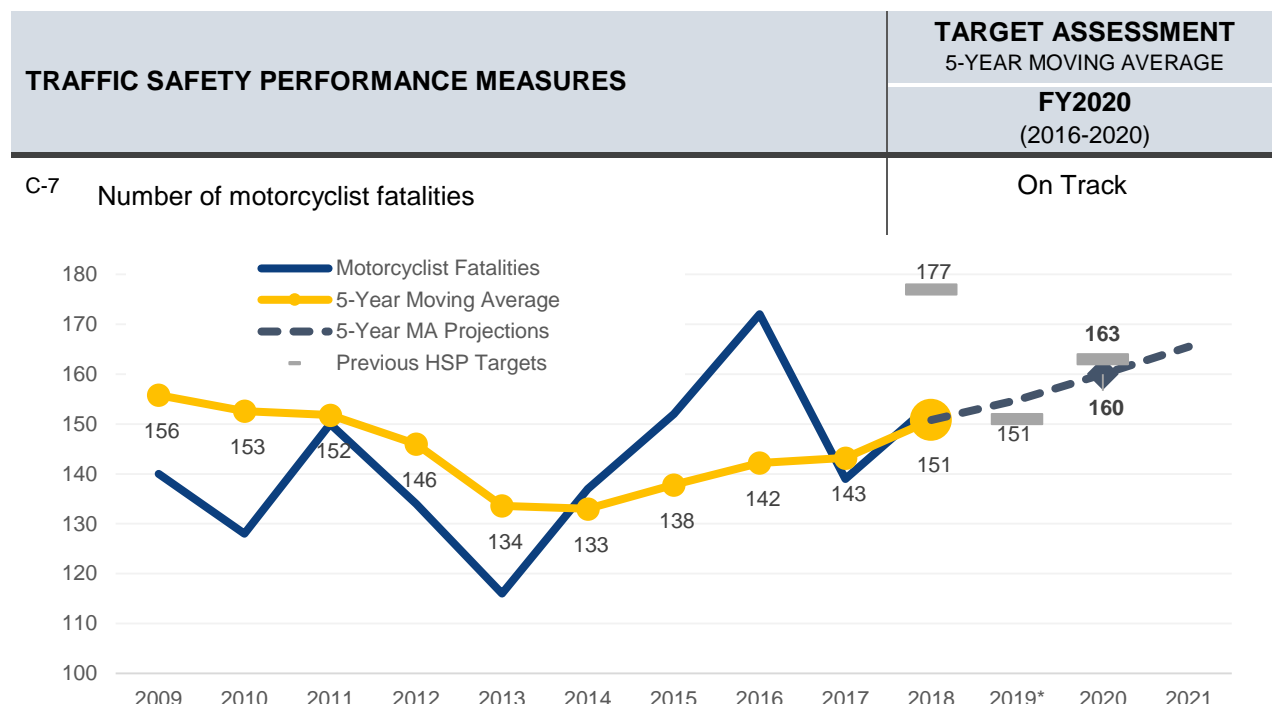


### Program-Area-Level Report

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

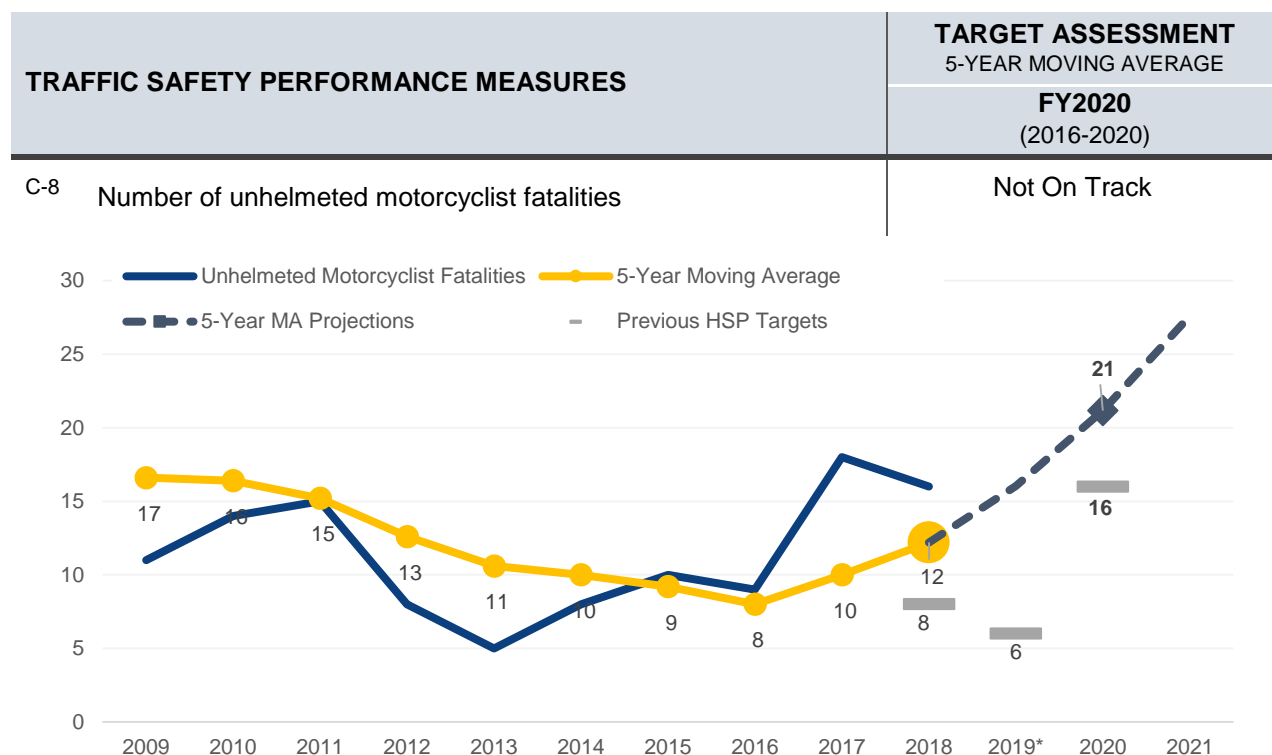


### Program-Area-Level Report

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



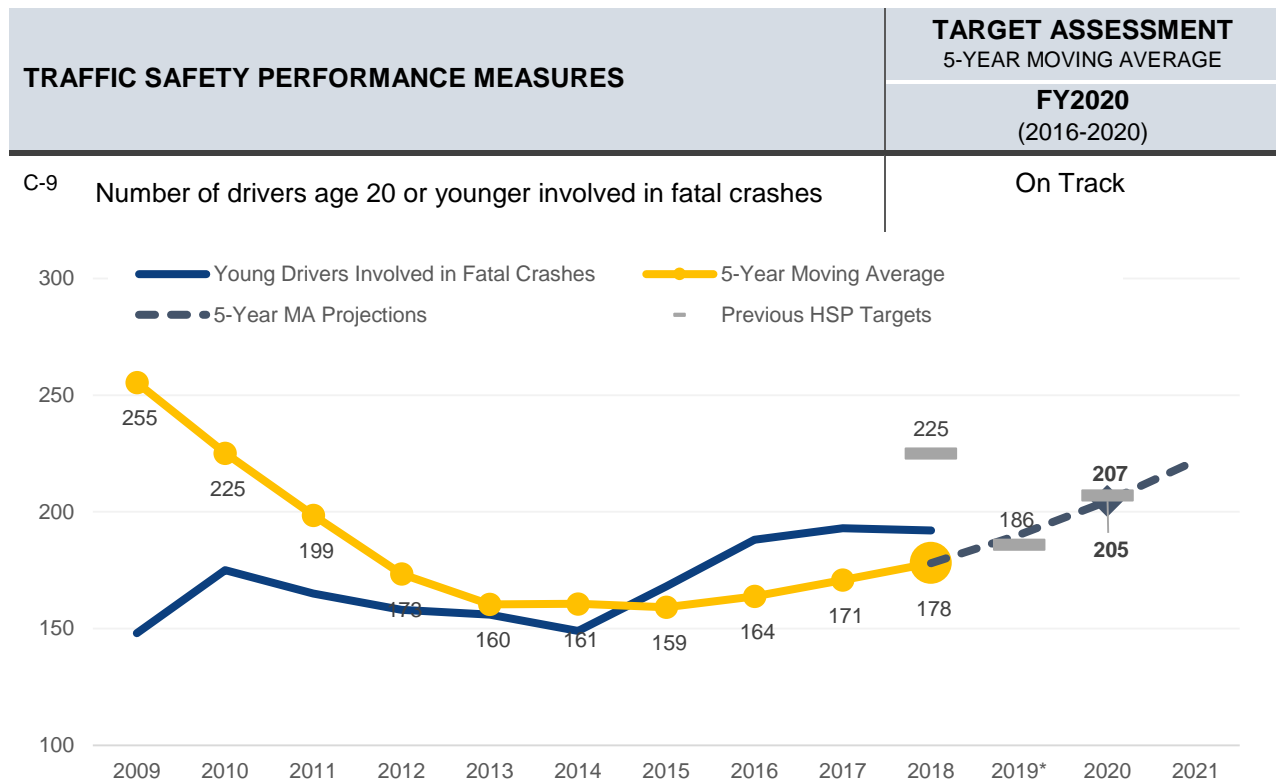
### Program-Area-Level Report

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 in 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

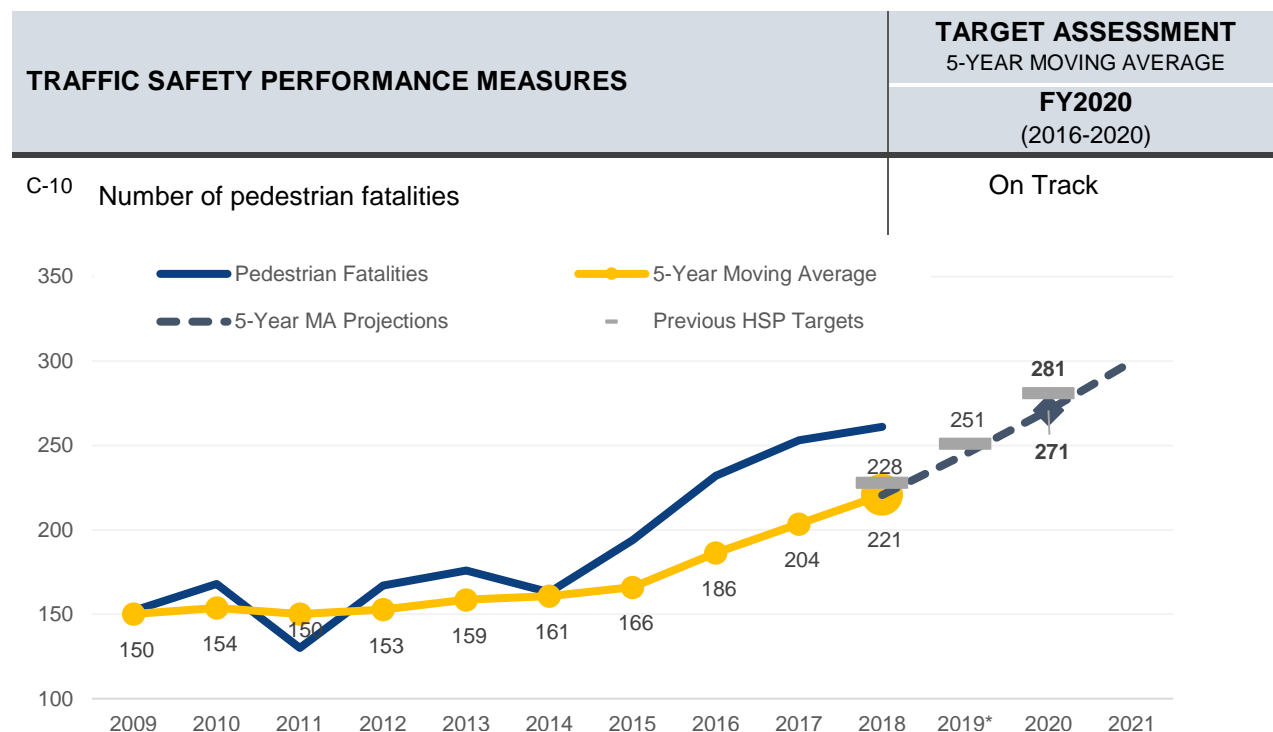


### Program-Area-Level Report

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 2009 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

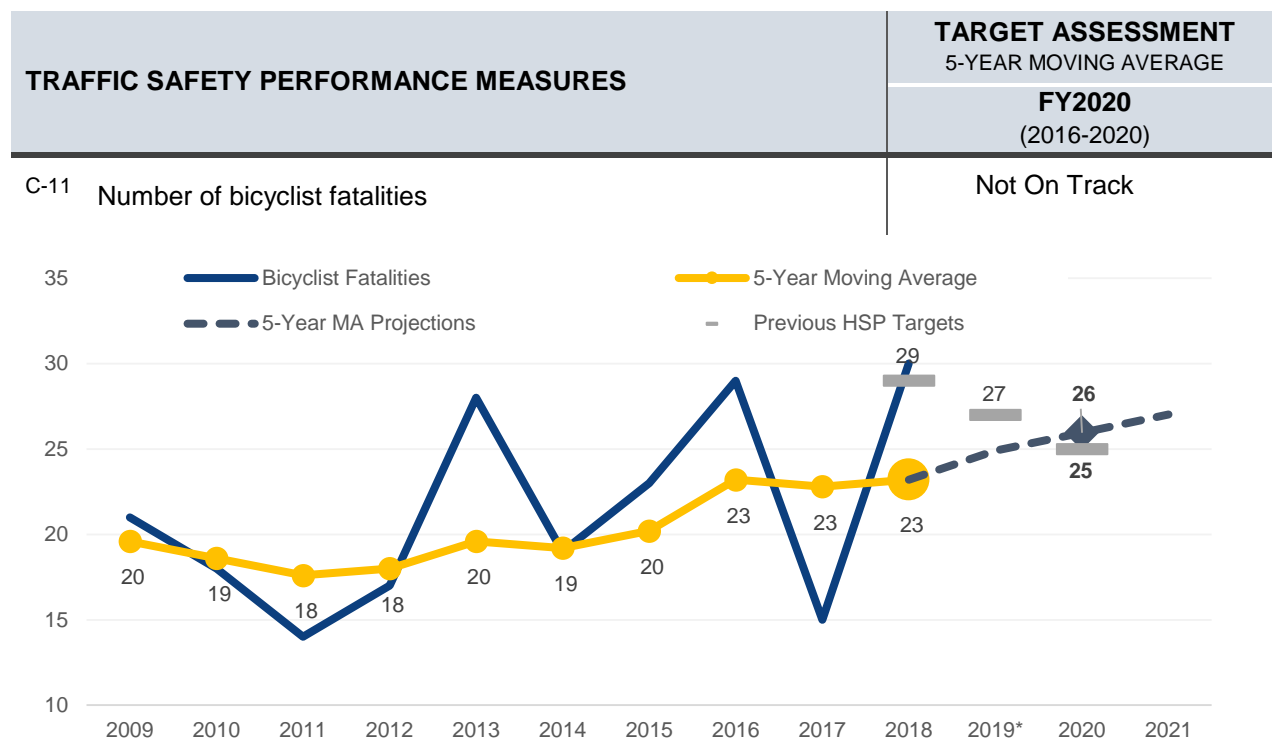


### Program-Area-Level Report

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

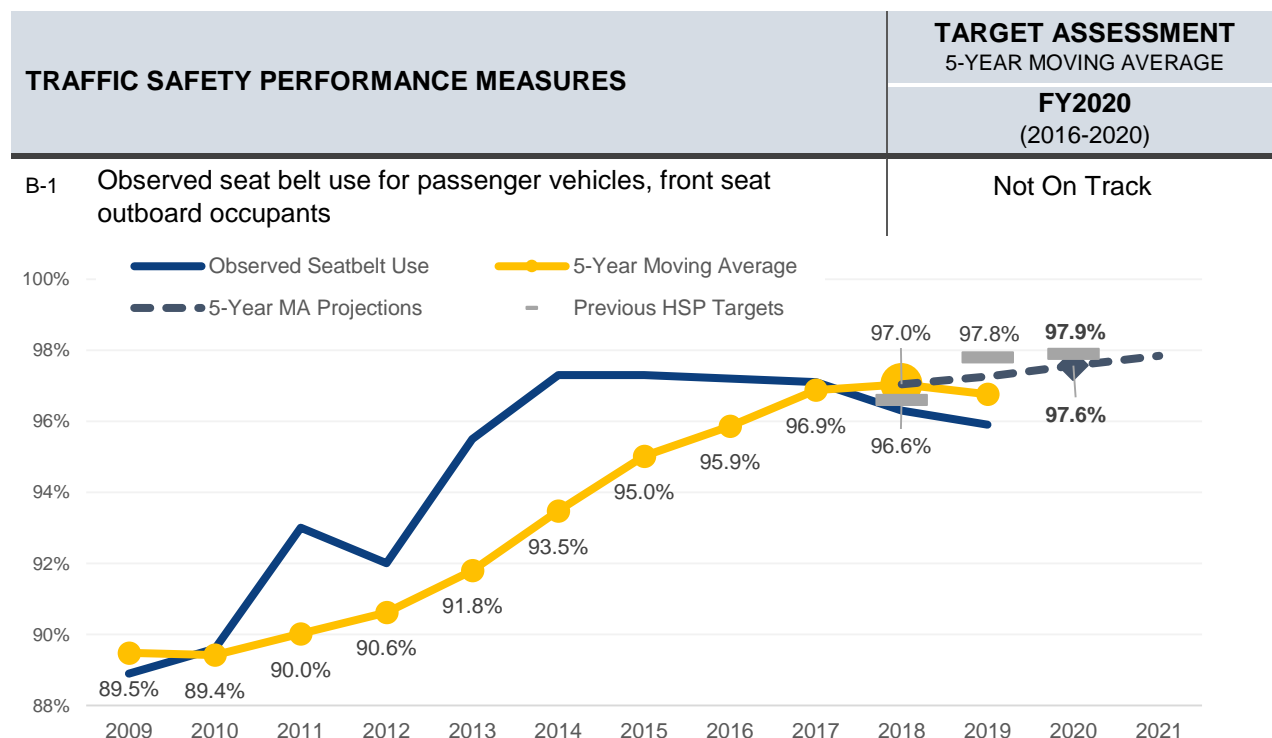


### Program-Area-Level Report

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



### 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

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- 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 <sup>11</sup>	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 <u>annual</u> average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

<sup>11</sup> 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**

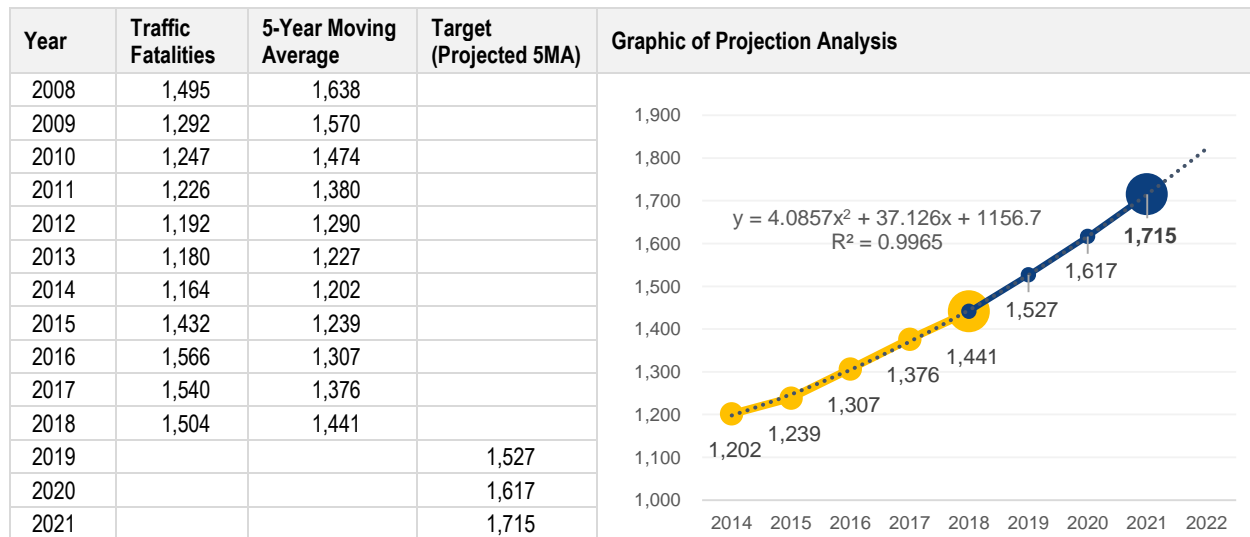
The FY2021 targets did not include the assessment of external or unforeseen circumstances that can impact traffic safety outcome measures, such as the Coronavirus (COVID-19) events and changes in police monitoring, government responses, hospitalization rates, etc.

## 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.



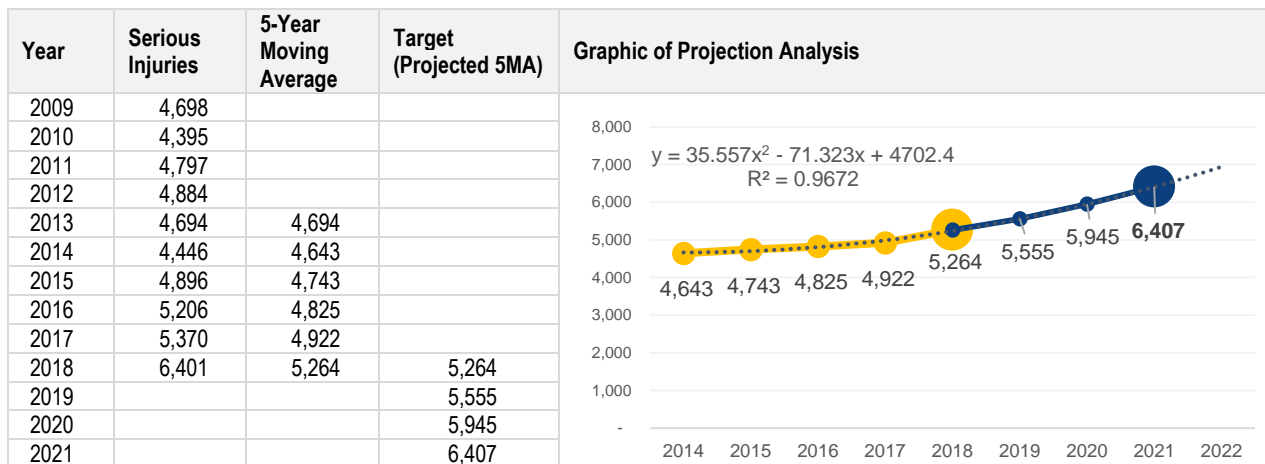


## C-2: Number of serious injuries in traffic crashes (State crash data files)

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.



### 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<sup>12</sup> 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.

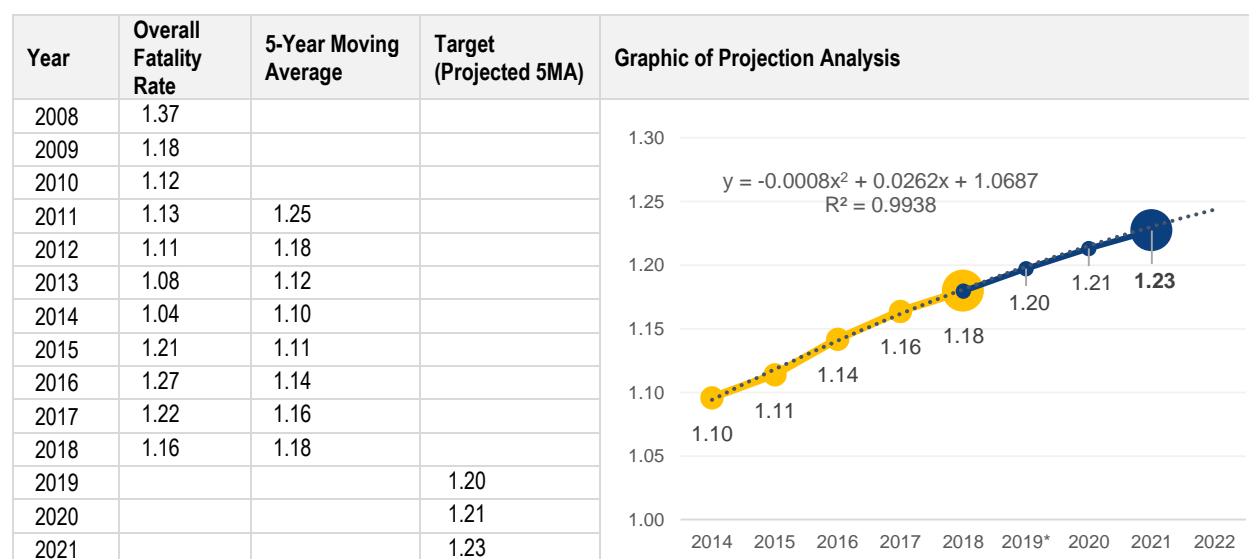
<sup>12</sup> KABCO scale is a functional measure of the injury severity for any person involved in the crash. K-Fatal Injury, A-Suspected Serious Injury, B-Suspected Minor Injury, C-Possible Injury, and O-No Apparent Injury.

## 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* <sup>13</sup>	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 2018. 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.



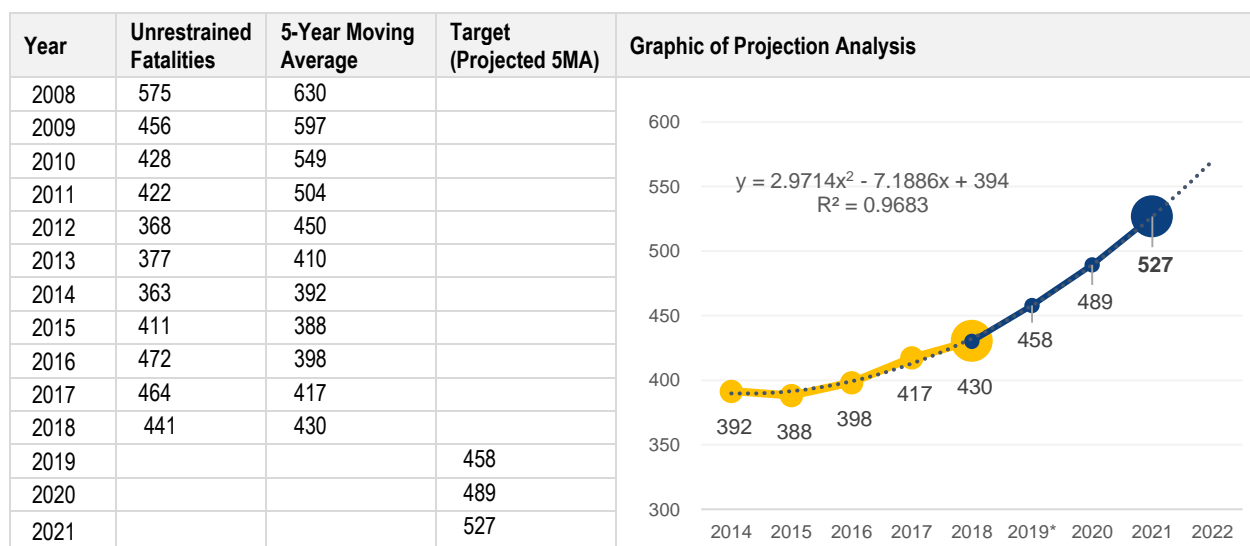
<sup>13</sup> 2018 fatality rate was calculated using the 2018 preliminary vehicle miles traveled obtained Georgia Department of Transportation (GDOT). 2018 fatality rates from FARS was not available when this FY2021 HSP was compiled.

## 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.

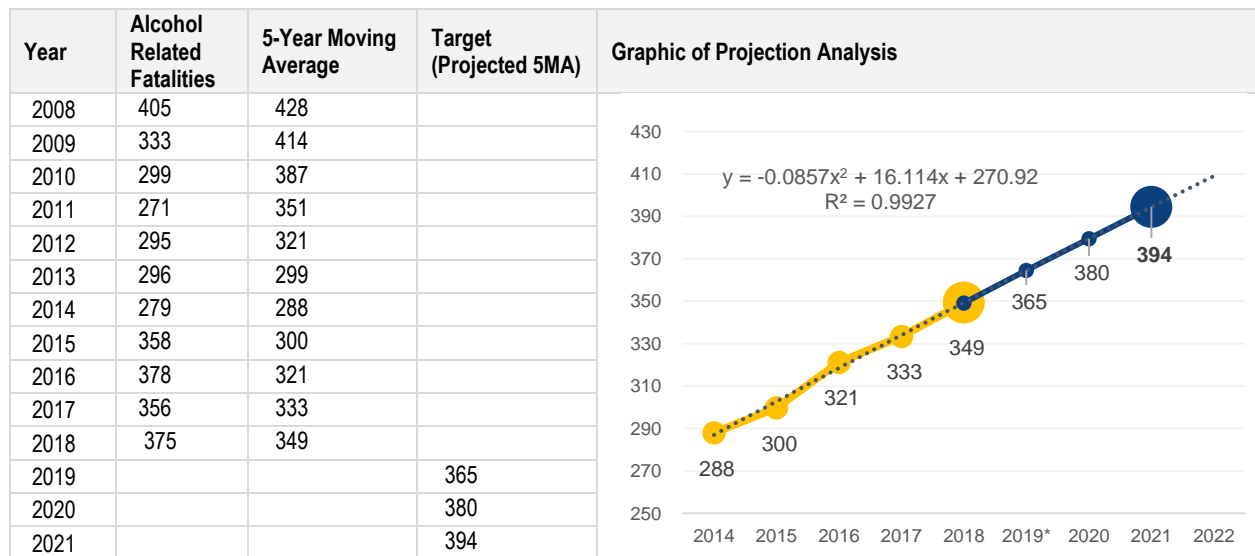


## C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

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.

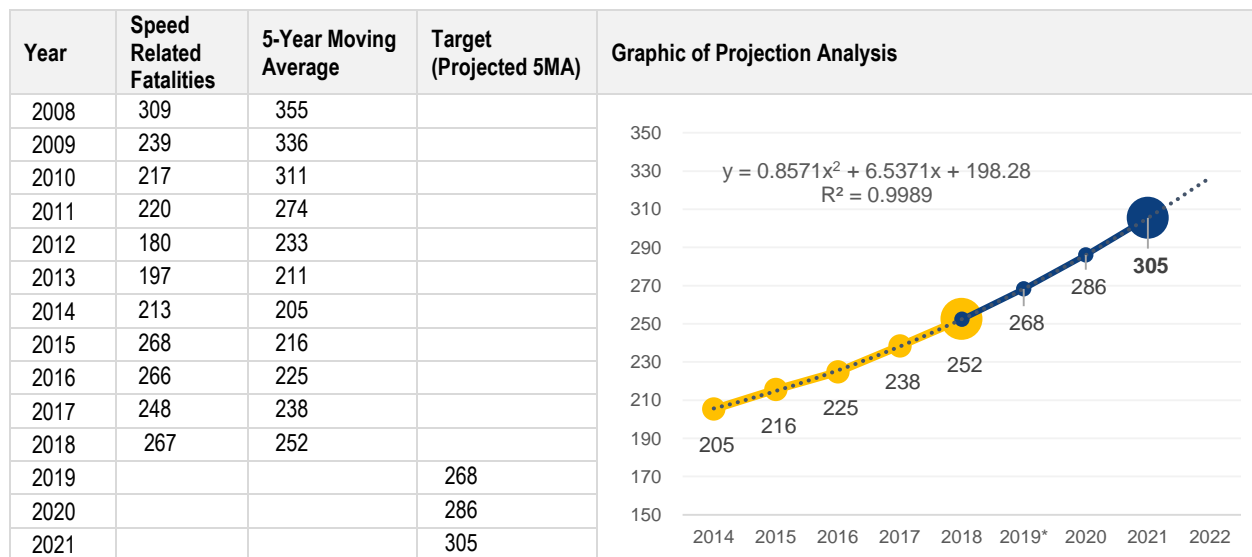


## C-6: Number of speeding-related fatalities (FARS)

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.

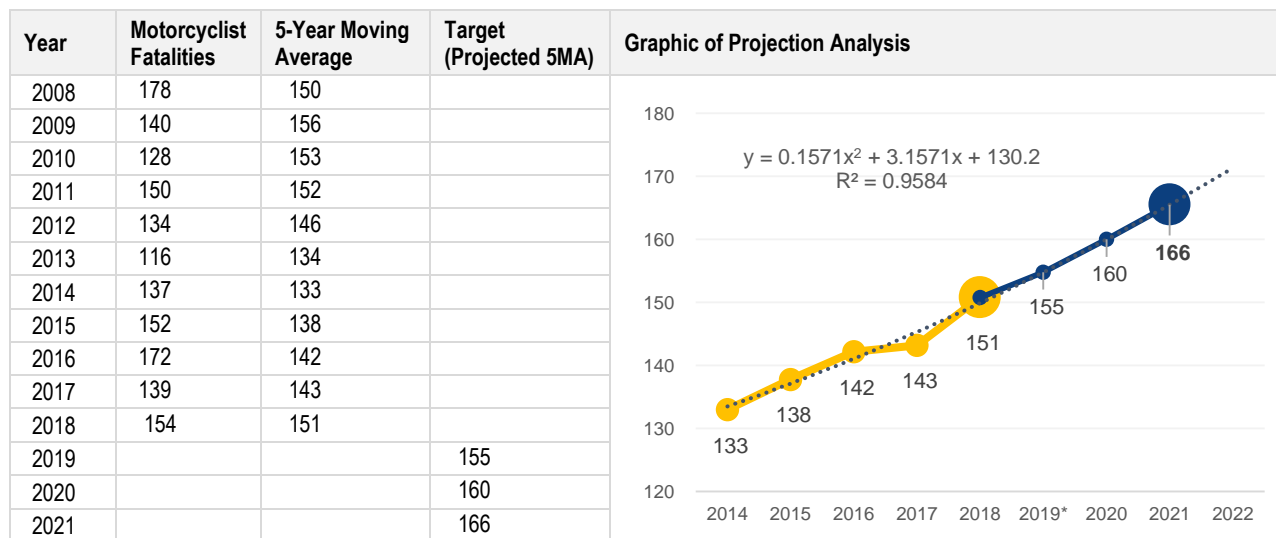


## C-7: Number of motorcyclist fatalities (FARS)

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.

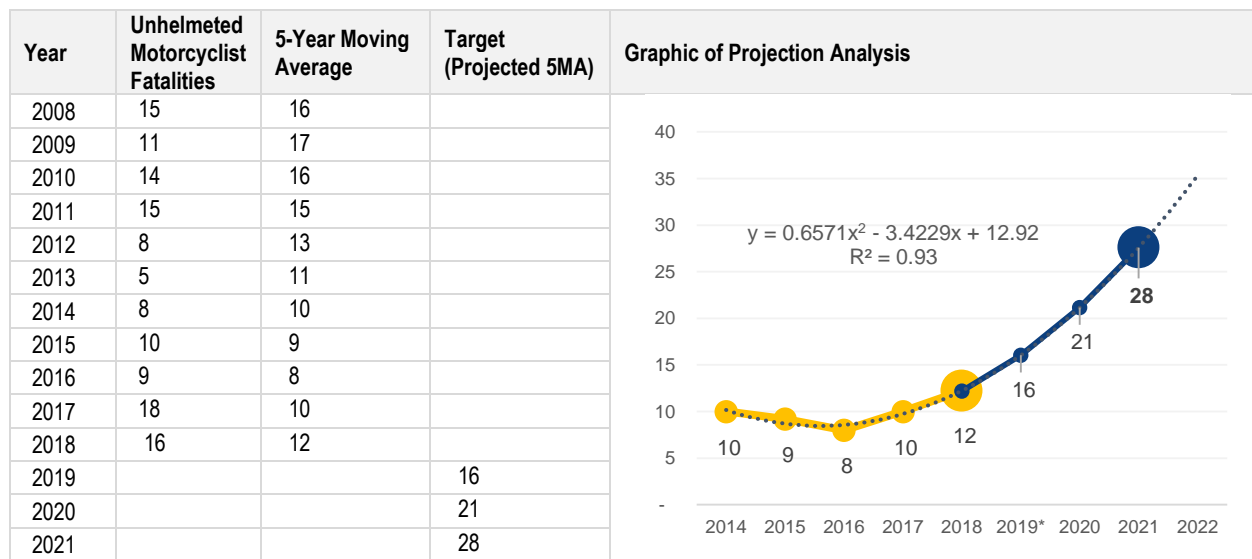


## C-8: Number of unhelmeted motorcyclist fatalities (FARS)

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.

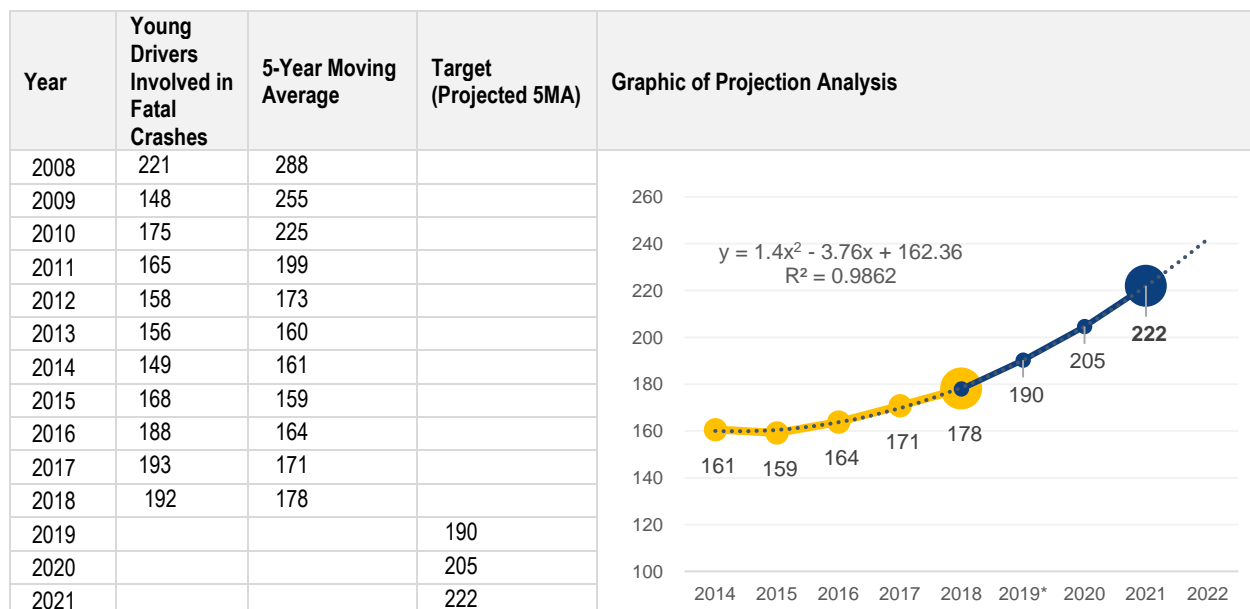


## C-9: Number of drivers age 20 or younger involved in fatal crashes (FARS)

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.



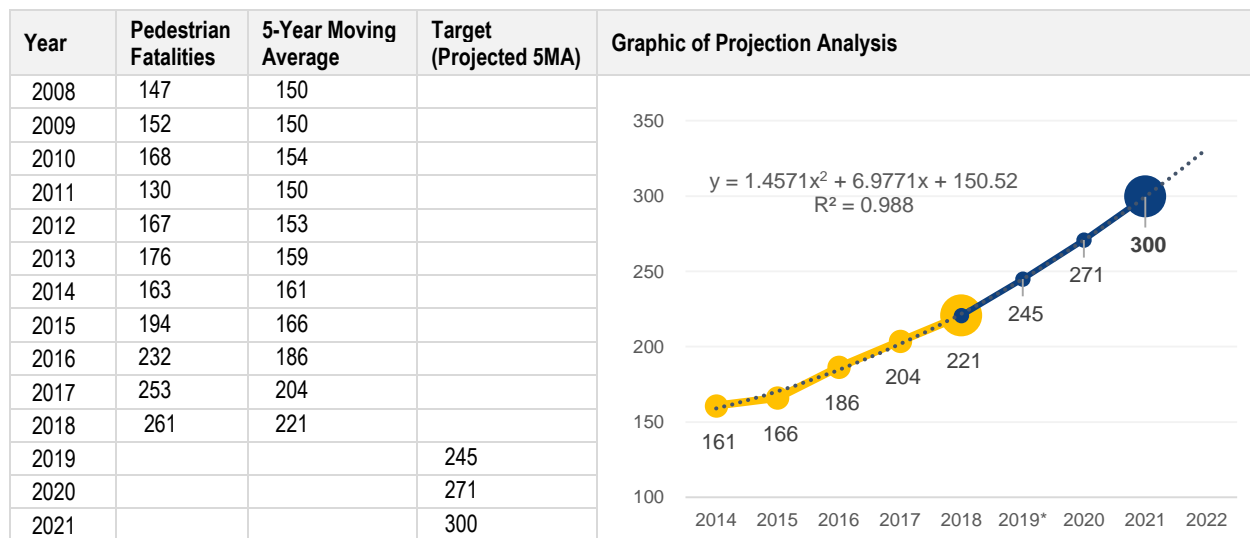


## C-10: Number of pedestrian fatalities (FARS)

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.

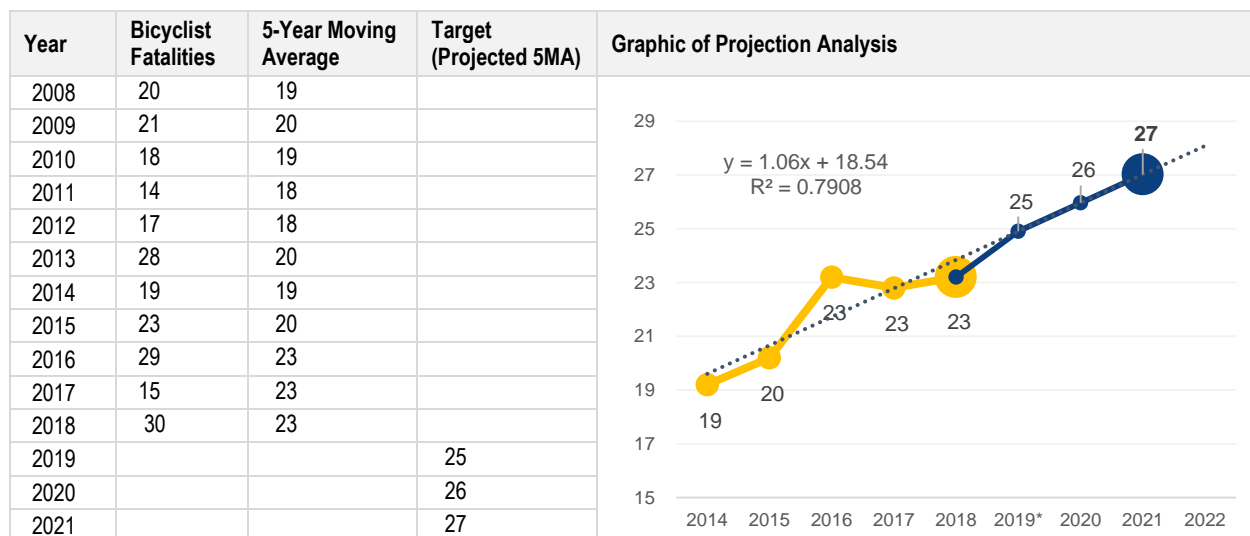


## C-11: Number of bicyclists fatalities (FARS)

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.

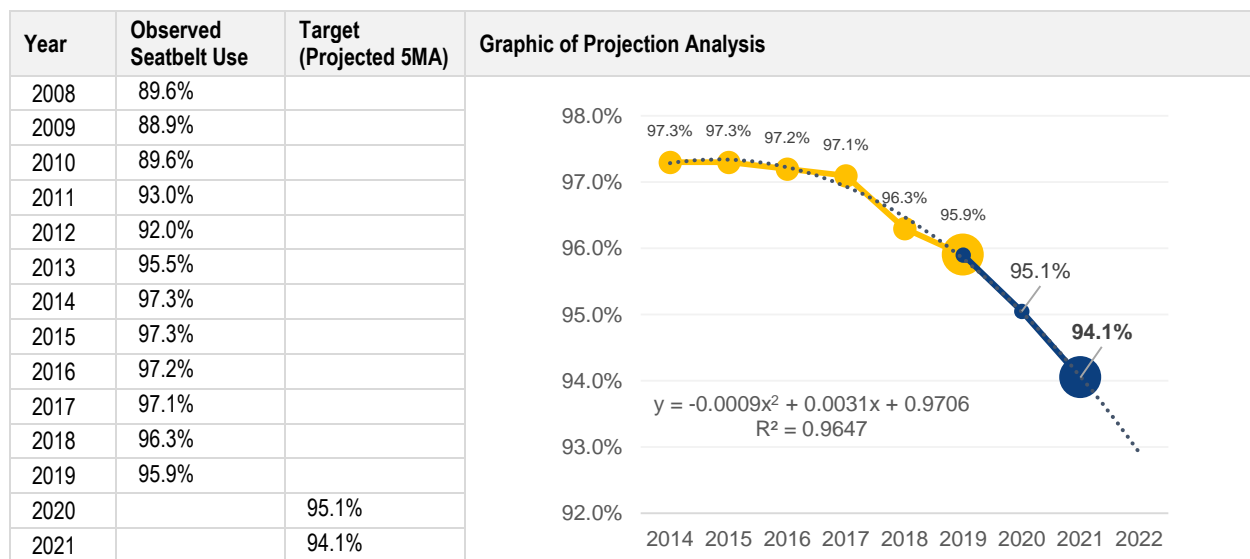


## B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

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



## 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**

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- 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

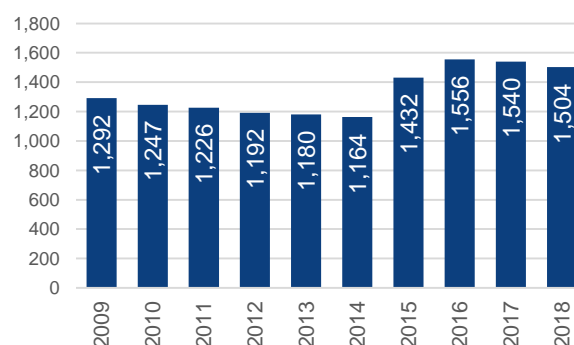
# PLANNING & ADMINISTRATION

## 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 <sup>14</sup>	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
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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
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Traffic Safety Performance Measures		Baseline 2018	Target 2021
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<sup>14</sup> 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	
<i>Planned Activity Description:</i>	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.
<i>Intended Subrecipients:</i>	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	\$510,593.92
TOTAL				\$510,593.92

# COMMUNICATIONS (MEDIA)

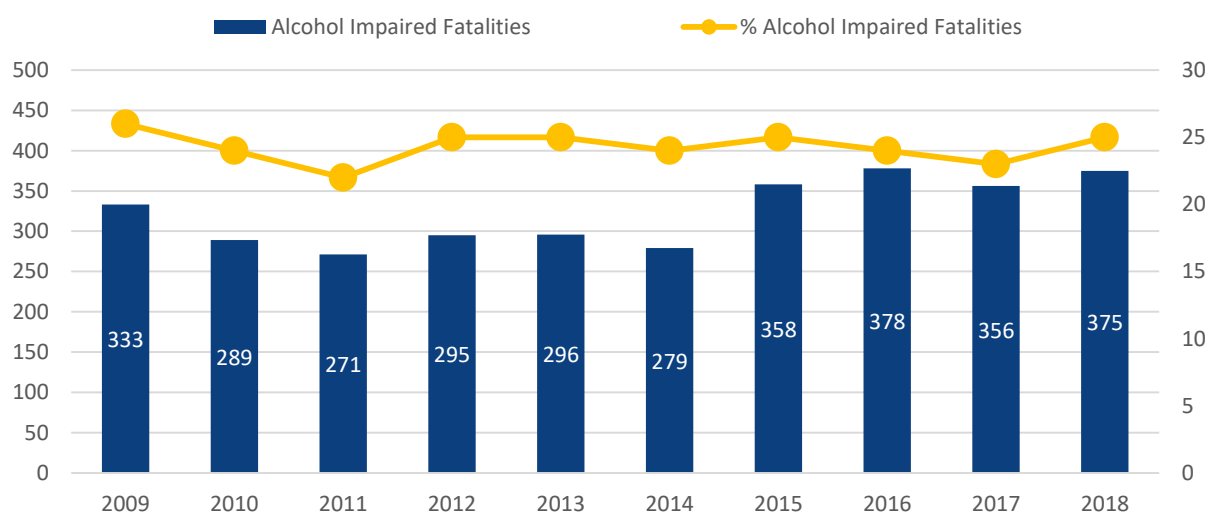
## Description of Highway Safety Problems

### 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)

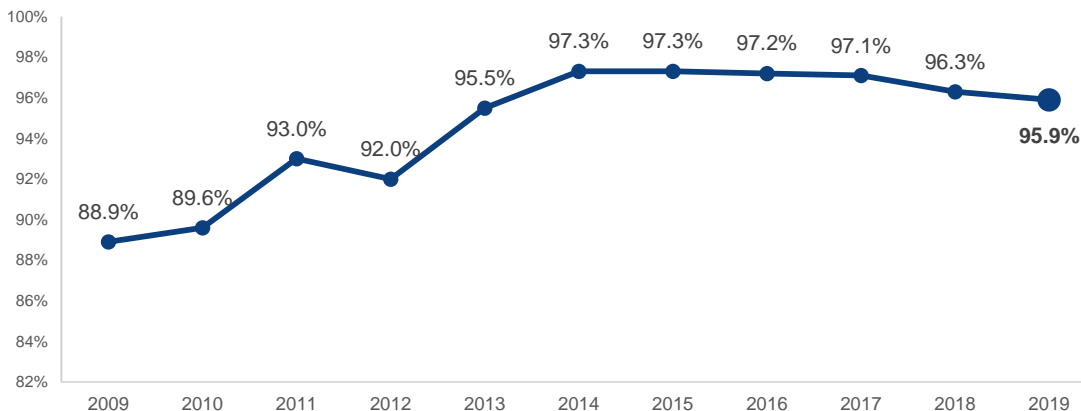
### OCCUPANT PROTECTION: Click It or Ticket

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

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 <sup>15</sup>	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 <u>annual</u> average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

<sup>15</sup> 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.

## Primary Countermeasure Strategy

Countermeasure Strategy	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
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## 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 4<sup>th</sup>, and the Christmas/New Year's holidays. GOHS will also support enforcement efforts during the July 4<sup>th</sup>, 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 use 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*DD	August-September 2021	TV	\$80,000	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	TV/Radio	\$20,000	New
Pedestrian/Bicycle Safety	405 h	April-May 2021	Billboards	\$25,000	New

## Planned Activities

### GOHS Communications – Distracted Driving Paid Media

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications – Distracted Driving Paid Media

<i>Planned Activity Description:</i>	GOHS will use \$80,000 with Georgia Public Broadcasting for distracted driving messaging during high school football coverage for the first two months of 2021 regular season; \$16,000 for distracted driving messages as part of the Georgia Association of Broadcasters paid media campaign in April 2021.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications-Impaired Driving

<i>Planned Activity Description:</i>	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 4 <sup>th</sup> , and Labor Day.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications- Huddle Tickets Occupant Protection Awareness

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications-Impaired Driving Media

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications – Paid Media Click It or Ticket

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety



### GOHS Communications-HeadsUPBuckleUP Occupant Protection Awareness

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications- Occupant Protection Awareness

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### GOHS Communications-Motorcycle Safety

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

#### **Governor's Office of Highway Safety 405h – Non-Motorized Safety Grant Program**

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Communication Campaign</li><li>• Communication Paid Media</li></ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## Projects

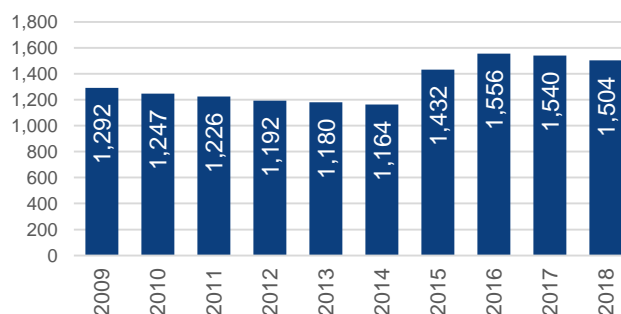
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2021-GA-00-27	GAGOHS - Grantee	405h: Pedestrian and Bicycle: Paid Media	FAST Act 405h	\$25,000.00
M9X-2021-GA-00-28	GAGOHS - Grantee	405f: Motorcycle Safety: Paid Media	FAST Act 405f	\$20,000.00
PM-2021-GA-00-30	GAGOHS - Grantee	402PM: Paid Media	FAST Act 402 PM	\$552,200.00
M6X-2021-GA-00-31	GAGOHS - Grantee	405d M6X	FAST Act 405d M6X	\$1,286,200.00
M1*CP-2021-GA-00-86	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	FAST Act 405b M1*CP	\$1,218,950.00
M1*DD-2021-GA-01-93	GAGOHS - Grantee	405b M1*DD: Distracted Driving	FAST Act 405b M1*DD	\$550,000.00
<b>TOTAL</b>				<b>\$3,652,350.00</b>

# COMMUNITY TRAFFIC SAFETY

## Description of Highway Safety Problems

In 2018, Georgia experienced 1,504 traffic fatalities, 6,401 serious injuries<sup>16</sup>, and 402,288 motor vehicle crashes<sup>17</sup> 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.

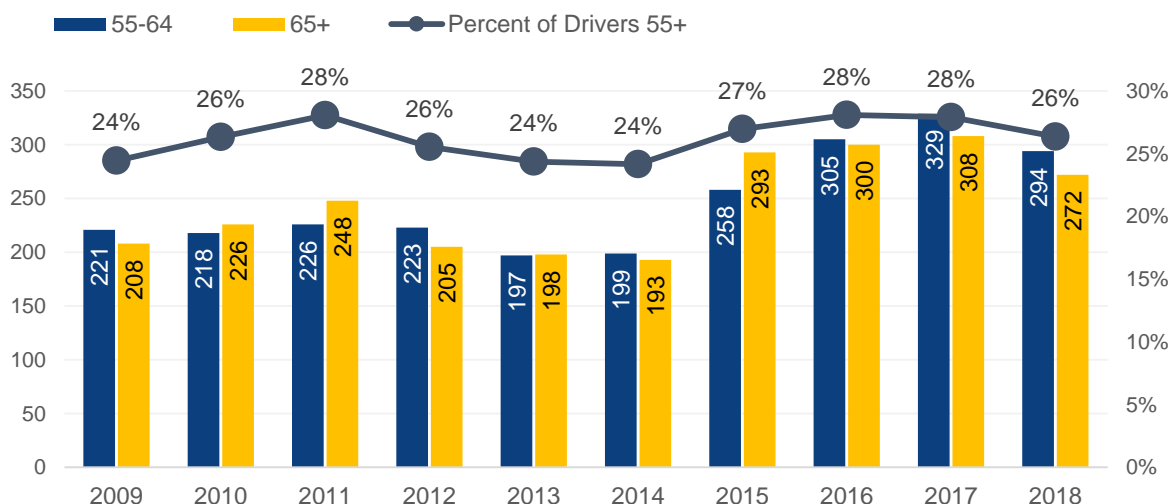
Overall Traffic Fatalities, 2009-2018, Georgia



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)

<sup>16</sup> 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.

<sup>17</sup> 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	--	--	--	--
<b>TOTAL</b>	<b>2,147</b>	<b>8,027,927</b>	<b>8,448,399</b>	<b>2.61</b>	<b>2.48</b>

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.

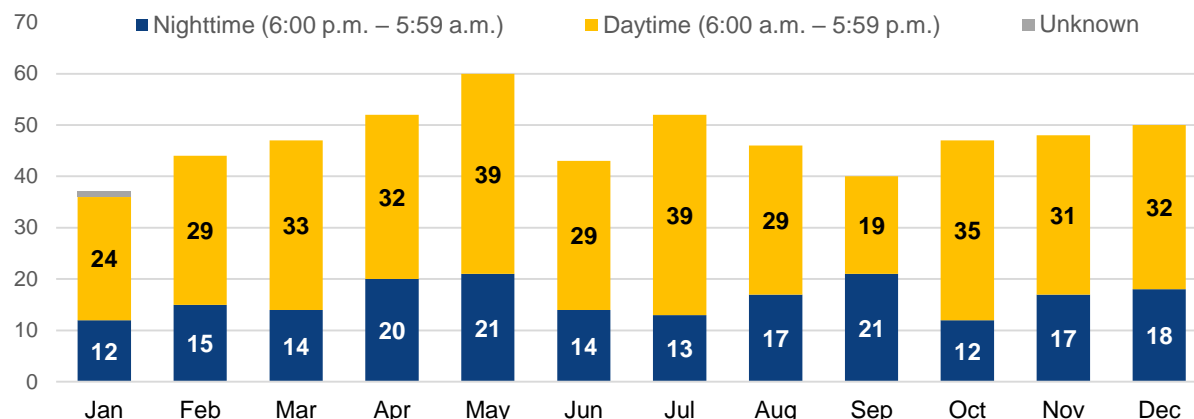
#### Rates of Drivers Involved in Fatal Crashes, by Age Group, 2018, Georgia

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%
<b>TOTAL</b>	<b>792</b>	<b>1,355</b>	<b>2,147</b>	<b>8,027,927</b>	<b>8,448,399</b>

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).

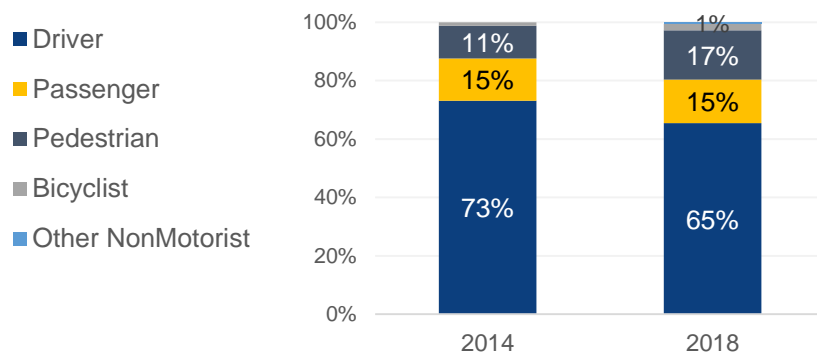
Fatal Crashes Involving Older Drivers, by Month and Time of Day, 2018, Georgia



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](http://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
<b>C-1</b> 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
<b>C-2</b> 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
<b>C-3</b> 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 <sup>18</sup>	1.23
<b>C-4</b> 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

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Older Driver: General Communications and Education</li> <li>• Public Education and Outreach</li> </ul>
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## 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

<sup>18</sup> 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	
<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Public Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

Department of Public Health-Road Safety for Drivers 55+ Project-1	
<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Older Driver- General Communication and Education</li> </ul>
<i>Intended Subrecipients:</i>	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	\$1,216,364.63
TOTAL				\$1,397,634.19

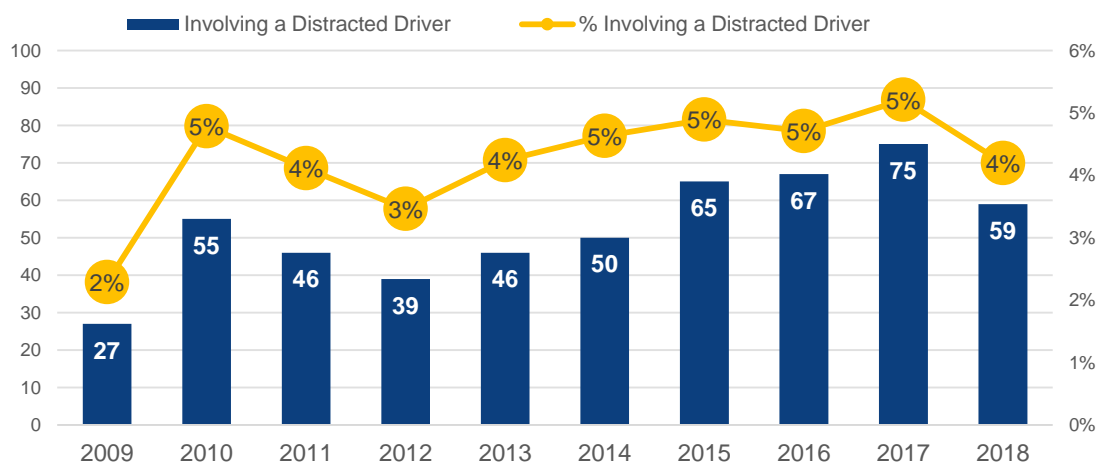
# DISTRACTED DRIVING

## 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	<ul style="list-style-type: none"> <li>Distracted Driving: Communications and Outreach</li> </ul>
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### 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.

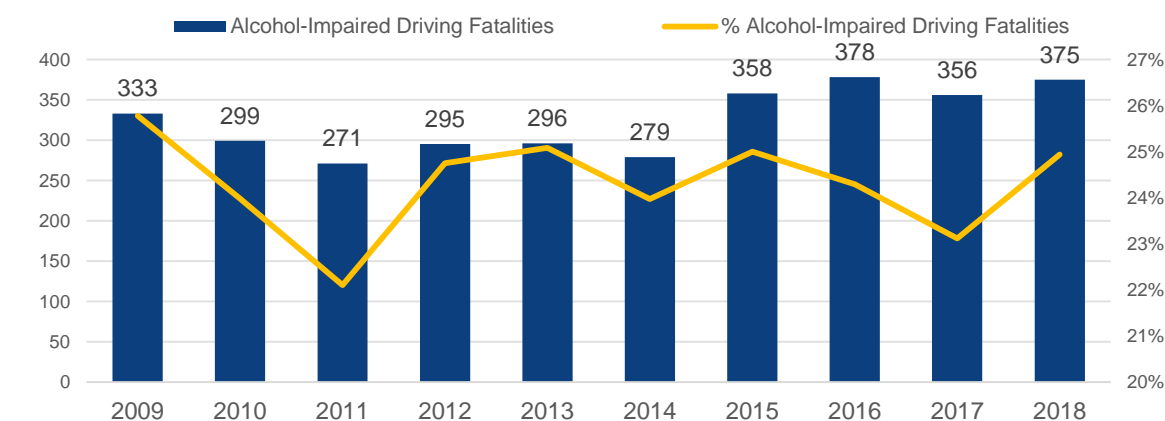
# IMPAIRED DRIVING (ALCOHOL AND DRUG)

## 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.

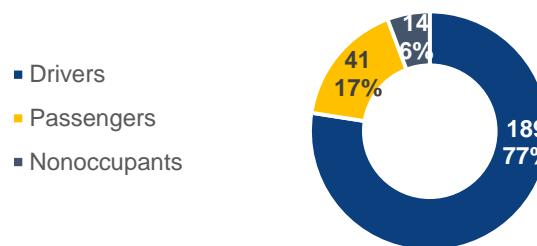
Number and Proportion of Alcohol-Impaired Driving Fatalities, 2009-2018, Georgia



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<sup>19</sup> 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 shows 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



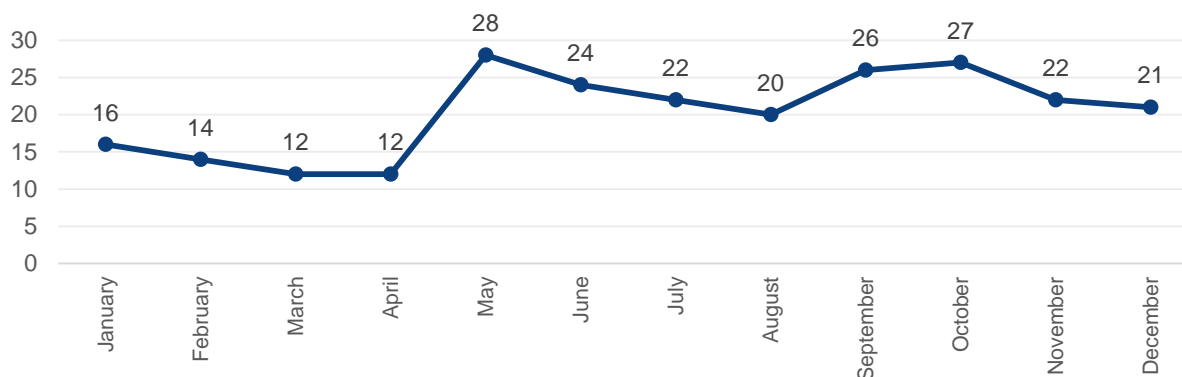
Source: Fatality Analysis Reporting System (FARS); 2018 Annual Report File (ARF)

<sup>19</sup> 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.

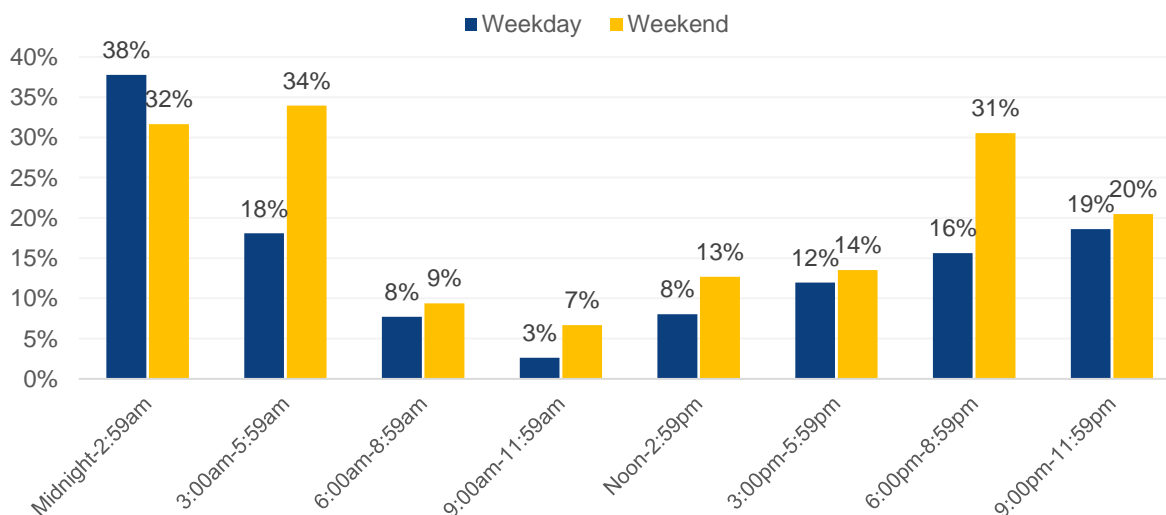
Georgia Fatalities Involving at Least One Driver with a Positive BAC result by Month, 2018



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.

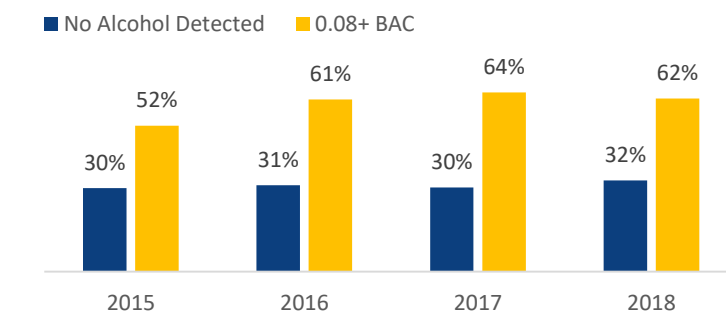
Georgia - Percent of Fatalities that Involved at Least One Driver with a Known Positive BAC Result by Weekdays/Weekends and Time of Day, 2018



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

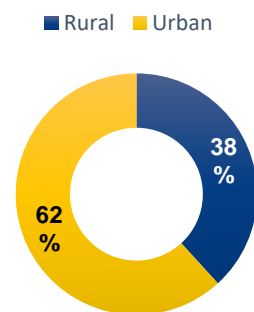


Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF)

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

Georgia

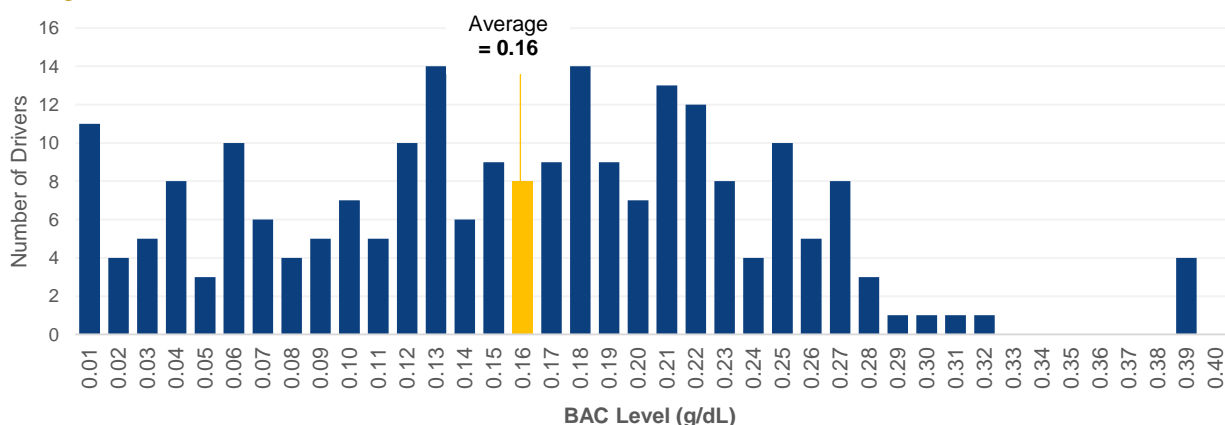
Age Group and Gender	2015			2018			Change in Percentage with BAC=.08+ g/dL 2015 and 2018
	Total Drivers	BAC=.08+ g/dL		Total Drivers	BAC=.08+ g/dL		
		Number	Percent		Number	Percent	
15-20	165	9	5%	192	6	3%	-2%
21-24	209	37	18%	210	39	19%	1%
25-34	403	79	20%	462	66	14%	-5%
35-44	321	53	17%	339	38	11%	-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 than 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	<ul style="list-style-type: none"> <li>Impaired Driving: Enforcement</li> <li>Impaired Driving: Education and Outreach</li> </ul>
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## 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	
<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services
402 Alcohol and other Drugs	
<i>Planned Activity Description:</i>	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	GAGOHS-Grantee
Mothers Against Drunk Driving - Georgia	
<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Mothers Against Drunk Driving-Georgia
HEAT/Nighthawk DUI Task Force-North/South	
<i>Planned Activity Description:</i>	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Safety

### **Traffic Safety Adjudication Program**

<i>Planned Activity Description:</i>	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
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Impaired Driving: Education and Outreach</li></ul>
<i>Intended Subrecipients:</i>	Prosecuting Attorney's Council

### **Impaired Driving Training Programs/SFST & DRE**

<i>Planned Activity Description:</i>	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"><li>• Impaired Driving: Education and Outreach</li></ul>
<i>Intended Subrecipients:</i>	Georgia Public Safety Training Center

## Projects

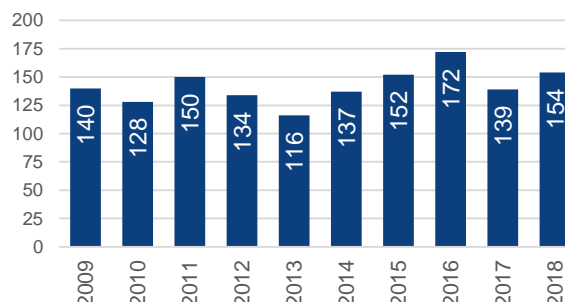
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M6X-2021-GA-00-17	Georgia Department of Driver Services	Alcohol and Drug Awareness Program	FAST ACT 405d	\$51,782.88
AL-2021-GA-00-35	GAGOHS- Grantee	402AL: Alcohol and other Drugs	FAST ACT 402 AL	\$50,499.96
M6X-2021-GA-00-42	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	\$509,638.42
M6X-2021-GA-00-13	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	FAST ACT 405d	\$2,453,177.72
			<b>TOTAL</b>	<b>\$3,699,623.53</b>

# 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

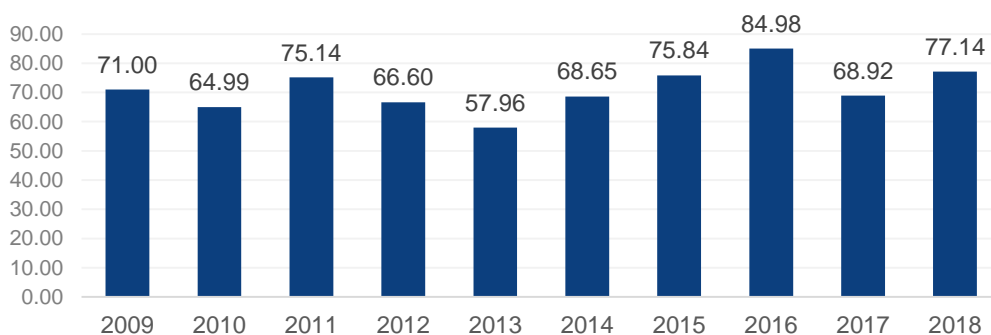


Source: FARS 2009-2018 Annual Report File (ARF), Georgia

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

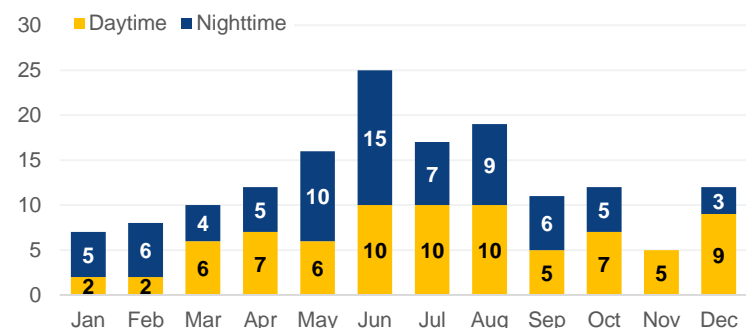
Age Group	2009			2018		
	Weekend (6 p.m. Friday to 5:59 a.m. Monday)	Weekday (6 a.m. Monday to 5:59 p.m. Friday)	Total*	Weekend (6 p.m. Friday to 5:59 a.m. Monday)	Weekday (6 a.m. Monday to 5:59 p.m. Friday)	Total
15-20	1	3	4	9	2	11
21-24	8	8	16	8	10	18
25-34	13	12	25	23	14	37
35-44	19	17	36	15	11	26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

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	-	-	-
Glascocock	-	48	-	-	-
Webster	-	45	-	-	-
Baker	-	39	-	-	-
Quitman	-	35	-	-	-
Taliaferro	-	31	-	-	-
Clay	-	28	-	-	-
<b>Total</b>	<b>2,192</b>	<b>199,635</b>	<b>10.98</b>	<b>134</b>	<b>154</b>

## 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
<b>C-1</b> 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
<b>C-2</b> 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
<b>C-7</b> To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
<b>C-8</b> 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	<b>TOTAL</b>	<b>2,192</b>
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	
<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication and Outreach: Other Driver Awareness of Motorcyclists</li> <li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li> </ul>
<i>Intended Subrecipients:</i>	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	<ul style="list-style-type: none"><li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li></ul>
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### 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	21	28	34	33	6	4	7	7	4	1	1	1
	Bibb County SO												
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	54	44	29	37	14	14	7	8	7	2	3	3
	Savannah PD												
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	104	130	115	130	31	36	27	36	13	15	14	21
	Atlanta PD												
Glynn	Glynn Co PD	9	7	16	11	1	1	5	2	0	2	0	0
Gwinnett	DPS-Nighthawks	67	61	66	62	20	22	23	16	12	12	4	10
	Snellville PD												
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
<b>Total</b>	<b>134</b>				
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	Glascok	-	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.

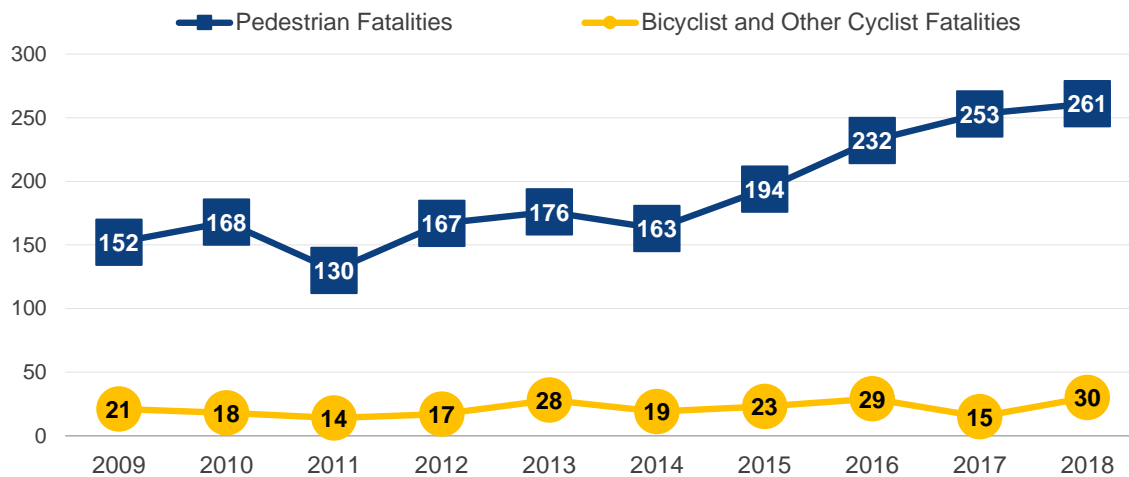
# Non-Motorized Safety Programs

## (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

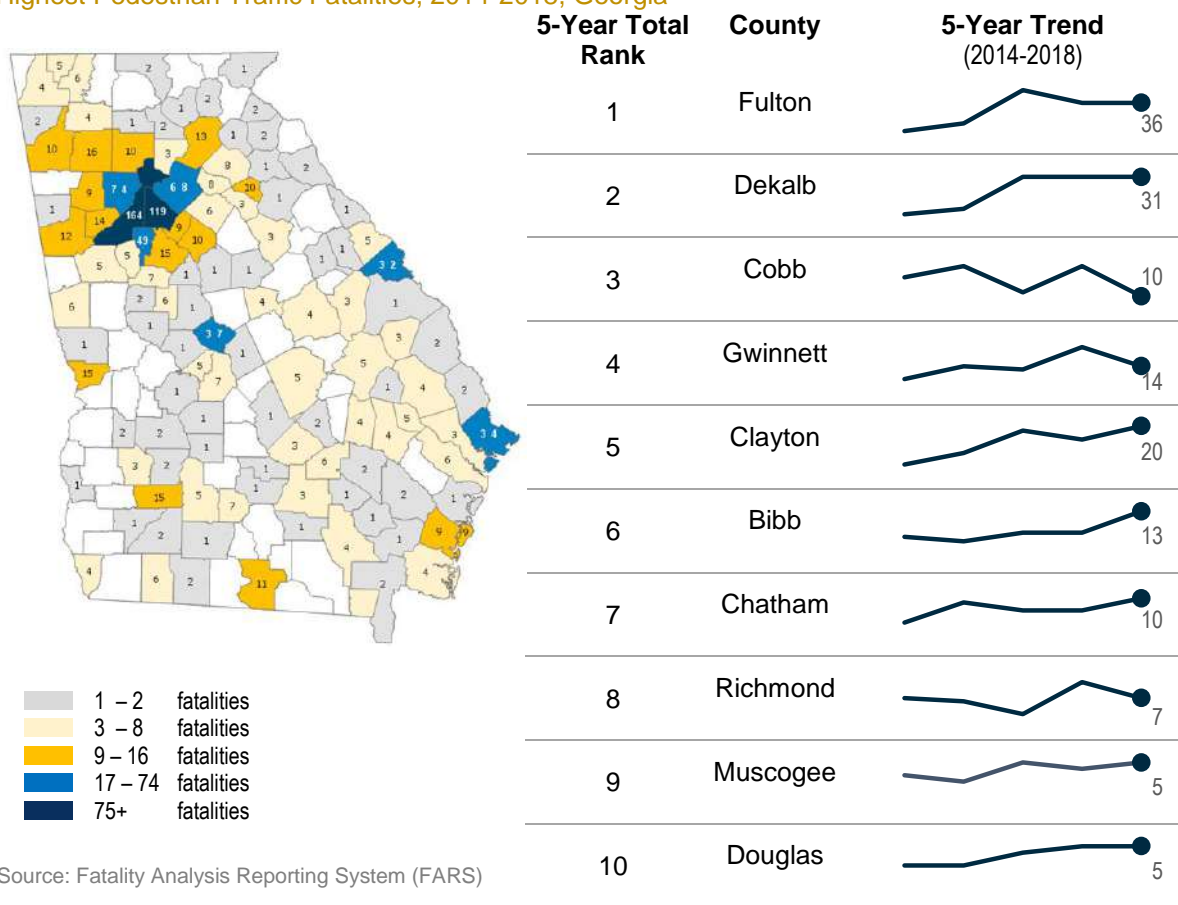
Year	Total Fatalities	Pedestrian and Bicyclist Fatalities	Percentage of Total Fatalities
2009	1,292	173	13%
2010	1,247	186	15%
2011	1,226	144	12%
2012	1,192	184	15%
2013	1,180	204	17%
2014	1,164	182	16%
2015	1,432	217	15%
2016	1,556	261	17%
2017	1,540	268	17%
2018	1,504	291	19%

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



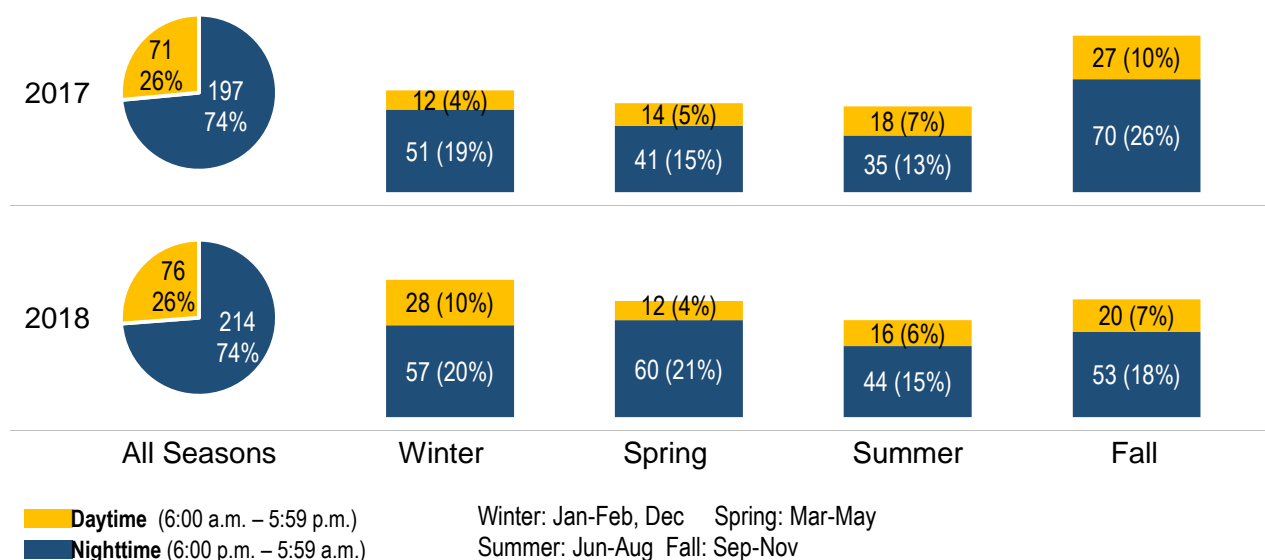
Source: Fatality Analysis Reporting System (FARS)

## 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<sup>20</sup> 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<sup>20</sup>).
- 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<sup>20</sup>) 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

<sup>20</sup> 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<sup>20</sup>) 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<sup>20</sup>) 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%
<b>TOTAL *</b>	<b>1,504</b>	<b>291</b>	<b>19%</b>

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**

<b>Age Group (Years)</b>	<b>Pedestrians</b>		<b>Bicyclists</b>	
	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>
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	-
<b>TOTAL *</b>	<b>200</b>	<b>60</b>	<b>28</b>	<b>2</b>

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	<ul style="list-style-type: none"> <li>• Bicycle Safety – Education and Awareness</li> <li>• Pedestrian Safety – Education and Enforcement</li> <li>• Scooter Safety – Education and Awareness</li> </ul>
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## 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 heightened 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

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Bicycle Safety – Education and Awareness</li> </ul>
<i>Intended Subrecipients:</i>	Savannah Bike, Georgia Bikes, Fulton County Sheriff, Bike Athens, Atlanta Bicycle Coalition

### 2021 Pedestrian Safety Programs

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Pedestrian Safety – Education and Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Macon-Bibb County Commissioners, Brookhaven PD

### 2021 Scooter Safety Program

<i>Planned Activity Description:</i>	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.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Scooter Safety – Education and Awareness</li> </ul>
<i>Intended Subrecipients:</i>	Shepherd Center

## Projects

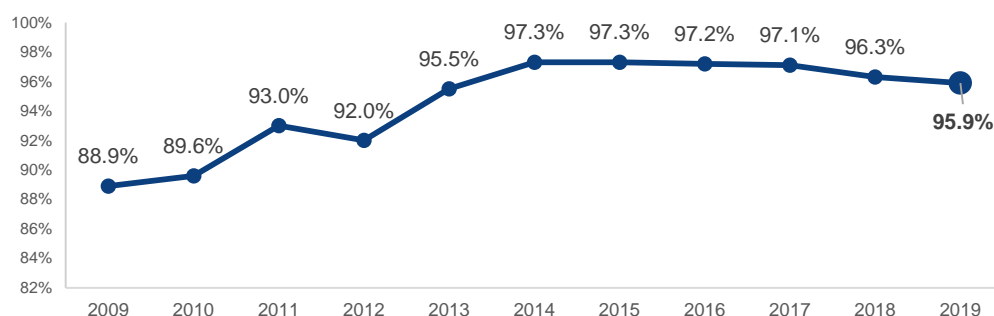
Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
FHX-2021-GA-00-56	Atlanta Bicycle Coalition	Atlanta Bicycle Safety	405h	\$68,576.59
FHX-2021-GA-01-20	BikeAthens	Athens Area Bicycle Education Program	405h	\$49,636.65
FHX-2021-GA-01-12	Brookhaven Police Department	Brookhaven Police 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-00-82	Shepherd Center	Scooter Safety	402 PS	\$174,000.00
			<b>TOTAL</b>	<b>\$479,419.26</b>

# 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
<b>Overall Safety Belt Use:</b>		<b>89.6</b>	<b>93.0</b>	<b>91.5</b>	<b>95.5</b>	<b>97.3</b>	<b>97.3</b>	<b>97.2</b>	<b>97.1</b>	<b>96.3</b>	<b>95.9</b>
<b>Location:</b>	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
<b>Driver Ethnicity:</b>	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
<b>Driver Gender:</b>	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
<b>Vehicle Type:</b>	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.

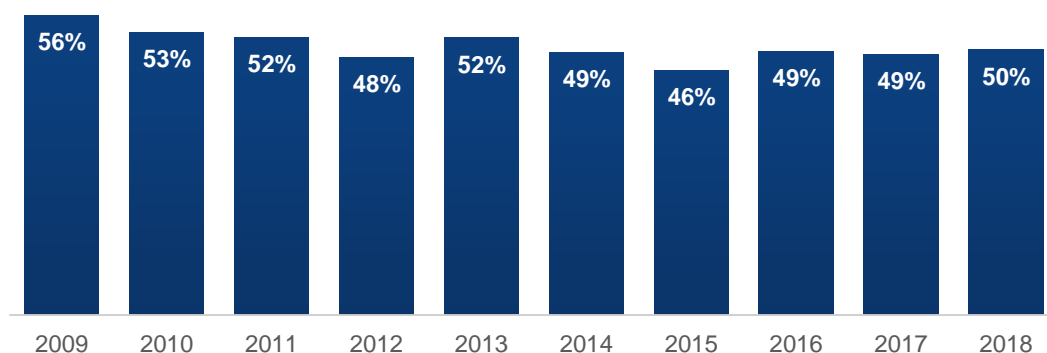
#### Restraint Use of Passenger Vehicle Occupants Killed, 2009–2018, Georgia

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%
<b>2018</b>	<b>448</b>	<b>45%</b>	<b>441</b>	<b>44%</b>	<b>105</b>	<b>11%</b>	<b>994</b>	<b>50%</b>	<b>50%</b>

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.

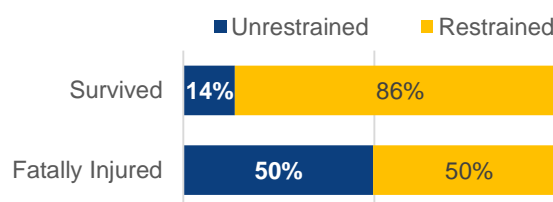
#### Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2009–2018, Georgia



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

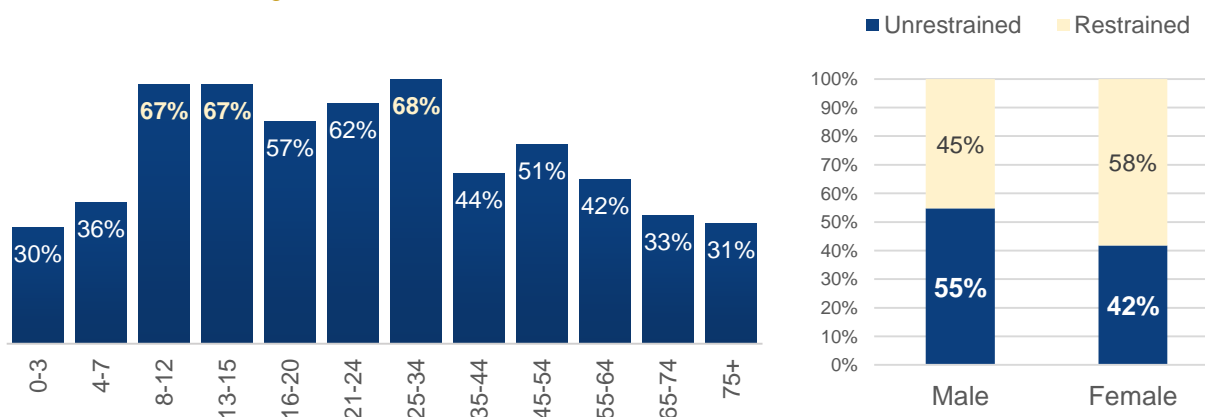


Source: Fatality Analysis Reporting System (FARS)–2018

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.

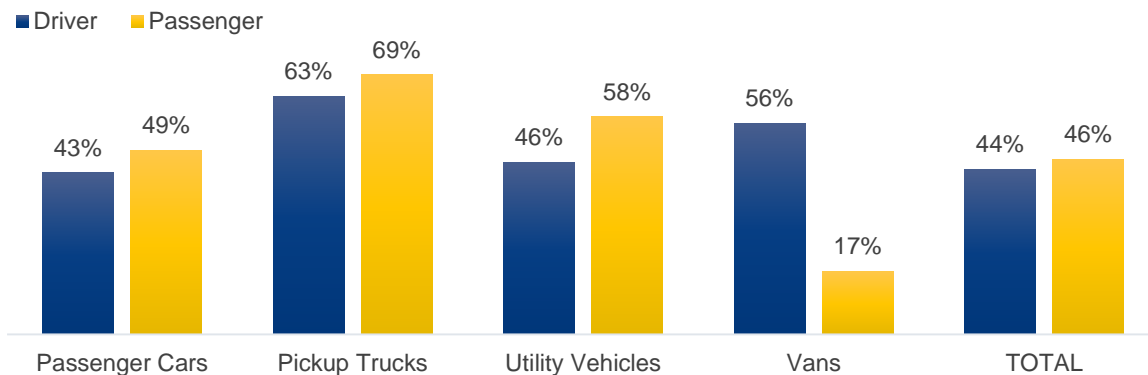
Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained, by Age Group and Gender, 2018, Georgia



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

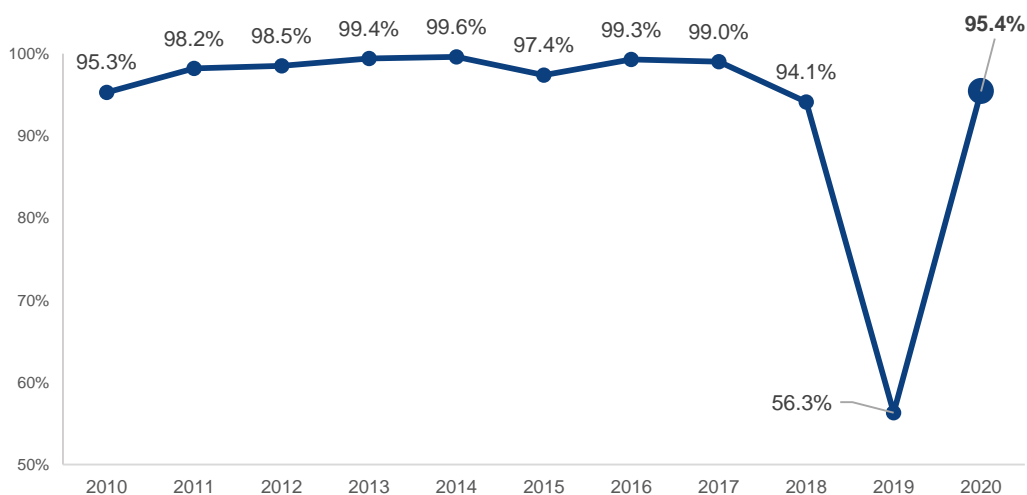


Source: Fatality Analysis Reporting System (FARS)–2018

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 <u>annual</u> 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 blanket 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	Toombsboro
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
Clarksville	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

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Child Restraint Inspection stations</li> <li>• Child Passenger Safety Technicians</li> <li>• Project Evaluation and Annual Seatbelt Survey</li> <li>• Communications: Occupant Protection</li> </ul>
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## 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](http://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	