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

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

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

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

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

The chart below lists the following community events for AFRD:

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

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

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

187

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

Populations Served – Urban

100

Populations Served – Rural

87

Populations Served – At-Risk

162

Linkage Between Program Area

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

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

Rationale for Selection

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

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional Coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

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

Linkage Between Program Area

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

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems and childcare, and average about 15 attendees per class.

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

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

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

CPST Courses- Atlanta Fire Rescue Department

Date	January 2021	January 2021	May 2021	May 2021
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
Lead	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
Population	Urban	Urban	Urban	Urban
At Risk	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
Date	September 2021			
Location	Fulton/Atlanta			
Lead	William Hutchinson			
Population	Urban			
At Risk	Low Income/MO			

CPST CEU and/or Renewal Courses- Georgia Department of Public Health

	Dalton	Athens	Atlanta	Macon
Date	TBD	TBD	TBD	TBD
Location	Whitfield	Hall	Fulton	Monroe (GPSTC)
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Bartow	Forsyth	DeKalb	Bibb
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income / MO	Low Income	Low Income / MO	Low Income
Date	TBD	TBD	TBD	TBD
Location	Polk	Oconee	Fayette	Dodge
Lead	Thomas Smith	Allison Craig	Alex McKeithan	Nicole De La Concha
Population	Rural	Rural	Urban	Rural
At Risk	Low Income	Low Income	Low Income / MO	Low Income

	Augusta	Columbus	Valdosta	Jesup
Date	TBD	TBD	TBD	TBD
Location	Burke	Muscogee	Lowndes	Chatham
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income / MO	Low Income	Low Income / MO
Date	TBD	TBD	TBD	TBD
Location	Bulloch	Talbot	Grady	Wayne
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income
Date	TBD	TBD	TBD	TBD
Location	Columbia	Quitman	Tift	Toombs
Lead	Nadira Bolden	Jaleiah Harmon	Cynthia Sharper	Carol Irvin
Population	Rural	Rural	Rural	Rural
At Risk	Low Income	Low Income	Low Income	Low Income

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

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

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

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

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

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

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes

65

Estimated total number of technicians

650

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

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

Rationale for Selection

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

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

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

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

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

Linkage Between Program Area

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

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

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

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

Rationale for Selection

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

Communications: Occupant Protection

Project Safety Impacts

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

Linkage Between Program Area

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

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

Rationale for Selection

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

Planned Activities

Department of Public Health-Occupant Protection

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

City of Atlanta Fire Rescue Department

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

Law Enforcement Occupant Protection Education

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

Georgia Governor's Office of Highway Safety – 402 Occupant Protection

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

Georgia, University of

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

Projects

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

POLICE TRAFFIC SERVICES

Description of Highway Safety Problems

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

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

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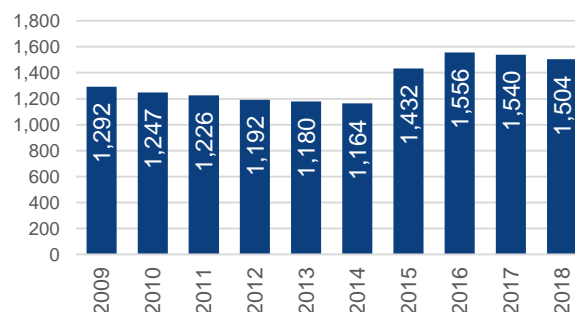
Source: FARS 2009-2018 Annual Report File (ARF)

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

Proportion of Alcohol-Impaired, Speeding-Related, and Unrestrained Passenger Vehicle Occupant Fatalities, 2014-2018, Georgia
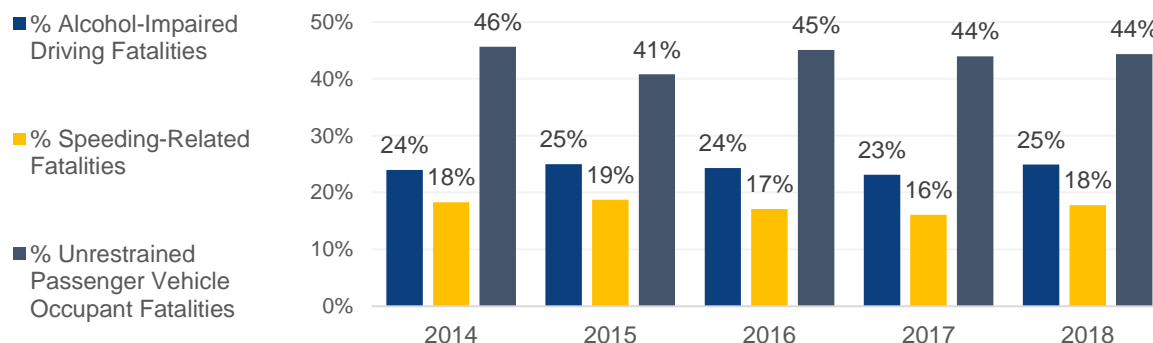
Source: Fatality Analysis Reporting System (FARS) 2014–2018 Final File, 2018 Annual Report File (ARF)

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

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

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

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

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

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

Percent of Unrestrained Drivers involved in Fatal Crashes by Type of Fatal Crash, 2009-2018, Georgia
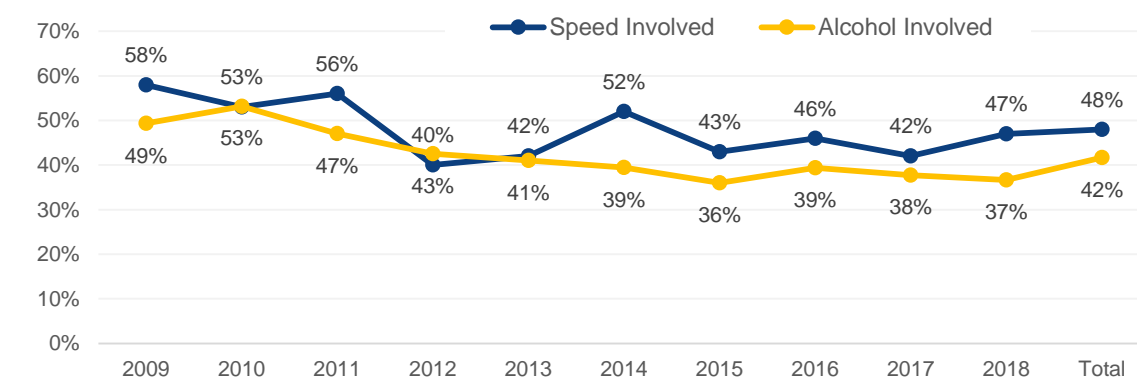
Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF)

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	**Target** 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Primary Countermeasure Strategy

Countermeasure Strategy	• Integrated Enforcement

Integrated Enforcement

Project Safety Impacts

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

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

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

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

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

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

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

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

Major police traffic services include the following:

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

Linkage Between Program Area

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

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

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

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

Rationale for Selection

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

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

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

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

Planned Activities

Fund 20 Highway Enforcement of Aggressive Traffic (H.E.A.T.) Projects

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

Fund 16 Traffic Enforcement Network Projects

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

Fund 16 High Visibility Enforcement Projects

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

Fund GA Governor's Office of Highway Safety

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

Projects

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

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

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

Equipment Request over $5000

Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
PT-2021-GA-01-21	Carroll County Sheriff's Office	Chevrolet Tahoe	Texas	3	$41,139.00	$123,417.00
PT-2021-GA-01-21	Carroll County Sheriff's Office	WatchGuard 4RE In-Car Camera	Texas	3	$5,600.00	$16,800.00
PT-2021-GA-00-90	Dawson County Sheriff's Office	Chevrolet Tahoe	Texas	2	$41,406.00	$82,812.00
PT-2021-GA-00-90	Dawson County Sheriff's Office	WatchGuard 4RE In-Car Camera	Texas	2	$5,730.00	$11,460.00
PT-2021-GA-00-07	Douglas County Sheriff's Office	Equipped Ford Interceptor	Illinois	3	$45,807.00	$137,421.00
PT-2021-GA-00-07	Douglas County Sheriff's Office	L3 Mobile Computer	Missouri	1	$5,500.00	$5,500.00
PT-2021-GA-00-11	GAGOHS - Grantee	Ford F-150 Truck	Missouri	1	$35,000.00	$35,000.00
PT-2021-GA-00-70	Snellville Police Department	Equipped Ford Interceptor	Illinois	2	$38,035.00	$76,070.00
PT-2021-GA-00-70	Snellville Police Department	WatchGuard 4RE In-Car Camera	Texas	2	$6,245.00	$12,490.00
PT-2021-GA-00-43	Warner Robins Police Department	Speed Awareness Monitor Trailers	Texas	2	$9,645.00	$19,290.00
					TOTAL	$520,260.00

RAILROAD SAFETY

Description of Highway Safety Problems

According to the Federal Railroad Administration, there were 111 incidents involving Georgia railways and highways in 2018. Those 111 incidents resulted in 39 injuries and 9 fatalities. The number of railway and motor vehicle incidents, injuries, and fatalities have steadily increased since 2016. The figure below shows the trend of highway-rail incidents, injuries, and fatal injuries between 2009 and 2018.
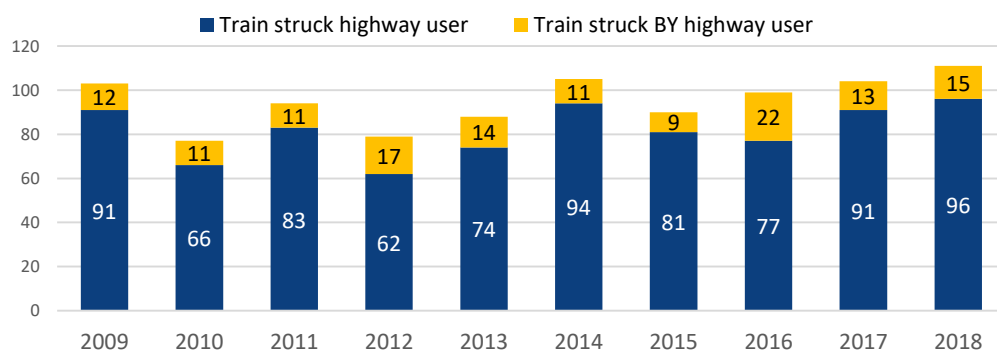
Highway-Rail Incidents, Injuries, and Fatal Injuries (2009-2018) Georgia
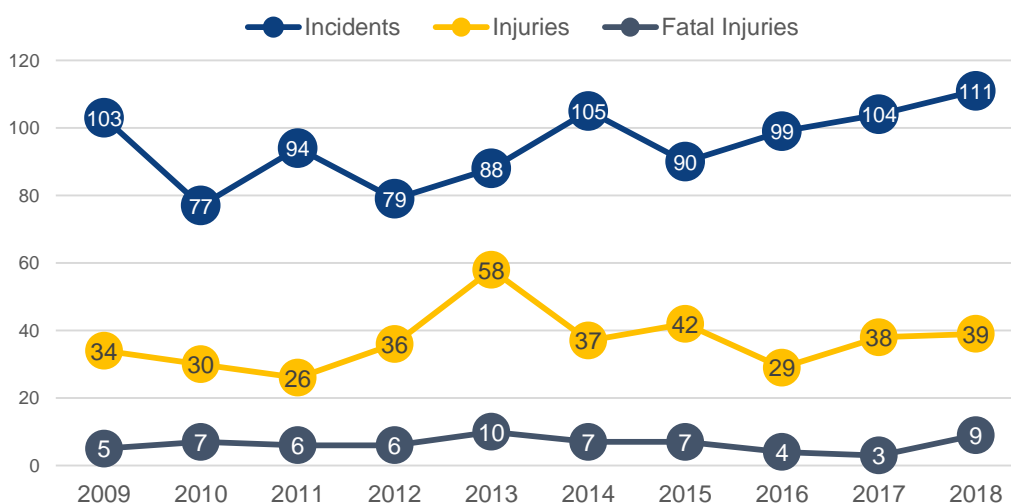
2009-2018: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at http://safetydata.fra.dot.gov/OfficeofSafety/Default.aspx as of Jun. 5, 2020.

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

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

Source: Federal Railroad Administration

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

Highway Users Involved In Highway-Railway Incidents, 2018 Georgia

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

Source: Federal Railroad Administration

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

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

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

Source: Federal Railroad Administration

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

Associated Performance Measures and Targets

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

Primary Countermeasure Strategy

Countermeasure Strategy	• Railroad Safety: Outreach and Education

Railroad Safety: Outreach and Education

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale for Selection

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

Planned Activities

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

Projects

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

SPEED MANAGEMENT AND SPEED

Description of Highway Safety Problems

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

The figure below shows the total number of traffic fatalities, and the number and percentage of fatalities by speeding involvement, for a 10-year period. From 2009 to 2018, speeding-related fatalities increased by 12 percent, from 239 in 2009 to 267 in 2018. The proportion of speeding-related fatalities out of the total number of fatalities fluctuated between 15 percent and 18 percent during the 10-year period.
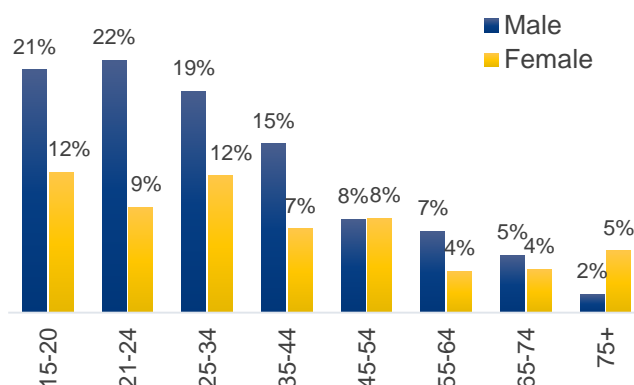
Number and Proportion of Speeding-Related Fatalities, 2009-2018, Georgia
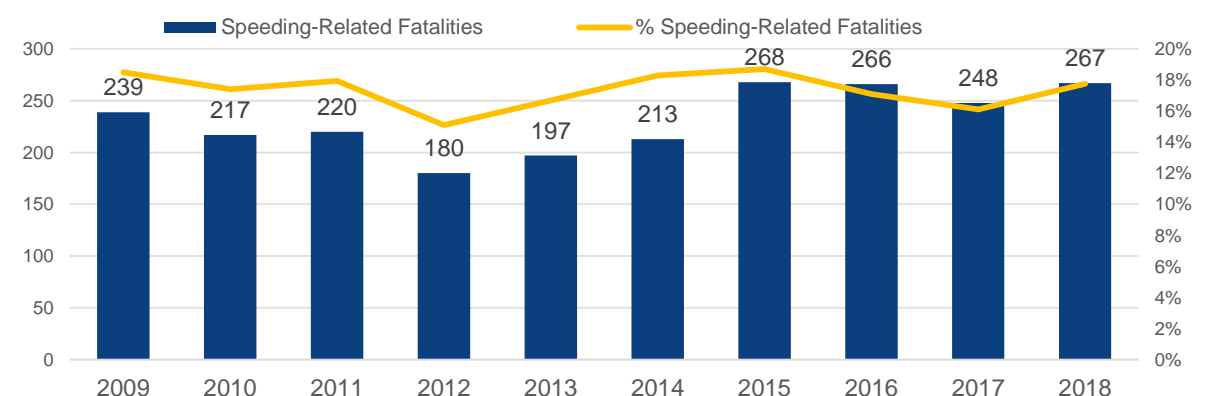
Source: Fatality Analysis Reporting System (FARS) 2009–2017 Final File, 2018 Annual Report File (ARF), Georgia

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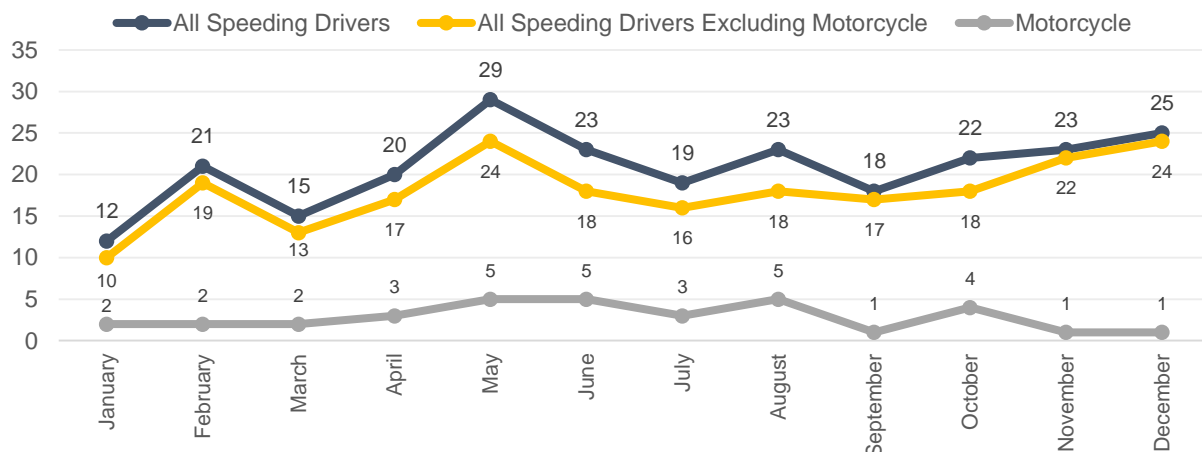
Percentage of Speeding Drivers Involved in Fatal Crashes, by Age Group and Gender, 2018, Georgia

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

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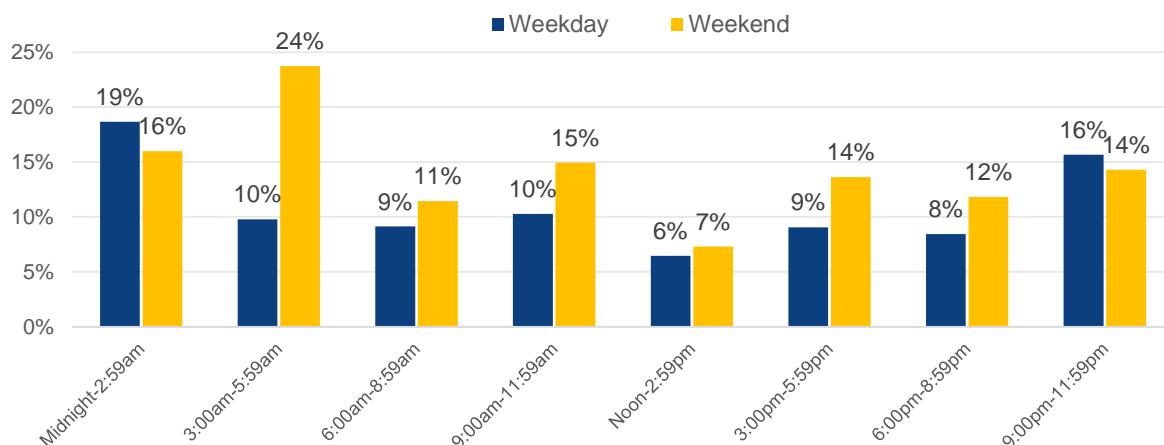
Speeding Drivers Involved in Fatal Crashes, by Vehicle Type and Month, 2018, Georgia

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

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

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

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

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

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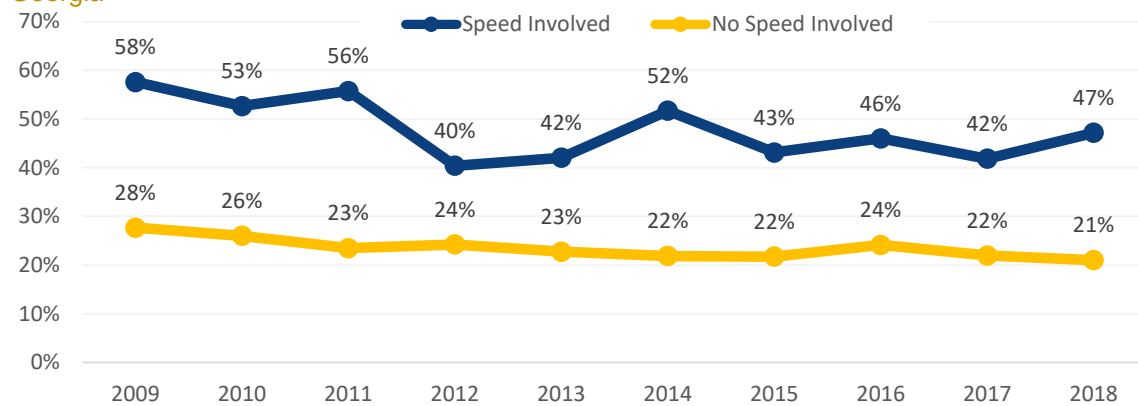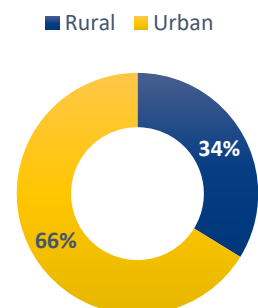

Source: Fatality Analysis Reporting System (FARS); 2009-2018 Annual Report File (ARF), Georgia

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

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

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

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

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

Associated Performance Measures and Targets

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

Primary Countermeasure Strategy

Countermeasure Strategy	• Speed: High Visibility Enforcement and Education

Speed: High Visibility Enforcement and Education

Project Safety Impacts

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

The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Shield, with participation from H.E.A.T. and H.V.E., have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways.

Linkage Between Program Area

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

Rationale for Selection

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

Planned Activities

GA Public Safety Training Center-Speed

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

Fund (6) High Visibility Speed Enforcement Projects

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

Projects

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

Equipment Request over $5000

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

TRAFFIC RECORDS

Description of Highway Safety Problems

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

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

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

	Crash Component	The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however the methods of input vary. Crashes are inputted either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically.
	Roadway Component	The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

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

Associated Performance Measures and Targets

Traffic Safety Performance Measures		FY2021 Target & Baseline 5-Year Moving Average	
		Baseline 2014-2018	Target 2017-2021
C-1	To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2	To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021	5,264	6,407
C-3	To maintain the 5-year moving average traffic fatalities per 100M VMT under the projected 1.23 (2017-2021) 5-year average by December 2021.	1.18[*2]	1.23
C-4	To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527
C-5	To maintain the 5-year moving average alcohol related fatalities under the projected 394 (2017-2021) 5-year average by December 2021.	349	394
C-6	To maintain the 5-year moving average speed related fatalities under the projected 305 (2017-2021) 5-year average by December 2021.	252	305
C-7	To maintain the 5-year moving average motorcyclist fatalities under the projected 166 (2017-2021) 5-year average by December 2021.	151	166
C-8	To maintain the 5-year moving average un-helmeted motorcyclist fatalities under the projected 28 (2017-2021) 5-year average by December 2021.	12	28
C-9	To maintain the 5-year moving average young drivers involved in fatal crashes under the projected 222 (2017-2021) 5-year average by December 2021.	178	222
C-10	To maintain the 5-year moving average pedestrian fatalities under the projected 300 (2017-2021) 5-year average by December 2021.	221	300
C-11	To maintain the 5-year moving average bicyclist fatalities under the projected 27 (2017-2021) 5-year average by December 2021.	23	27
Traffic Safety Performance Measures		**Baseline** 2018	**Target** 2021
B-1	To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Primary Countermeasure Strategy

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

Project Safety Impacts

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

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

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

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

Linkage between Program Area

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

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

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

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

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

Rationale for Selection

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

Planned Activities

GECPS Outreach

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

405(c) Traffic Records Program

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

LEA Technology Grant GACP

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

Support for CODES Crash Data Linkage

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

DPH - OEMS GEMSIS Elite

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

Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests

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

Projects

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

YOUNG DRIVERS (TEEN TRAFFIC SAFETY PROGRAM)

## Description of Highway Safety Problems

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

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

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

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

Young Drivers Involved in Fatal Crashes, by Age Group, 2009–2018, Georgia
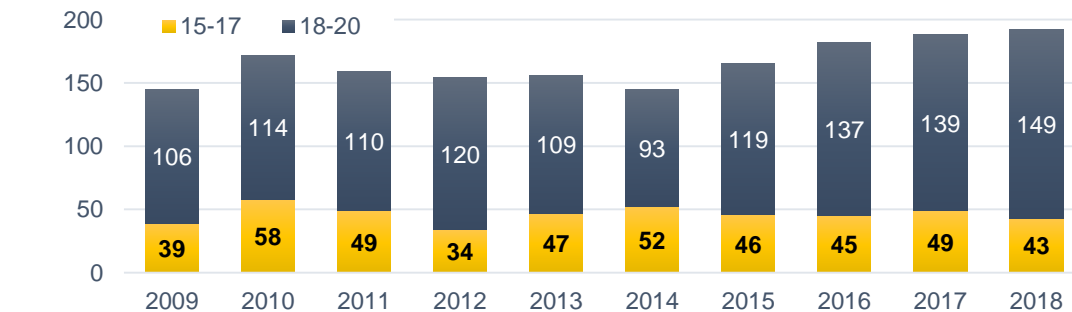
Source: Fatality Analysis Reporting System (FARS) 2009–2018

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

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

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

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

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

	< 55 %	young adults with a license
	55 – 64%	
	65 – 74%	
	75 – 84%	
	> 85%	

	Rural (89 Counties)	Urban (70 Counties)
2019 Young Drivers with an Instructional Permit or License to Drive	741,044	522,536
2018 Est. Young Adult Population	1,035,441	726,811
Percent of Young Adults with an Instructional Permit or License to Drive	72%	72%
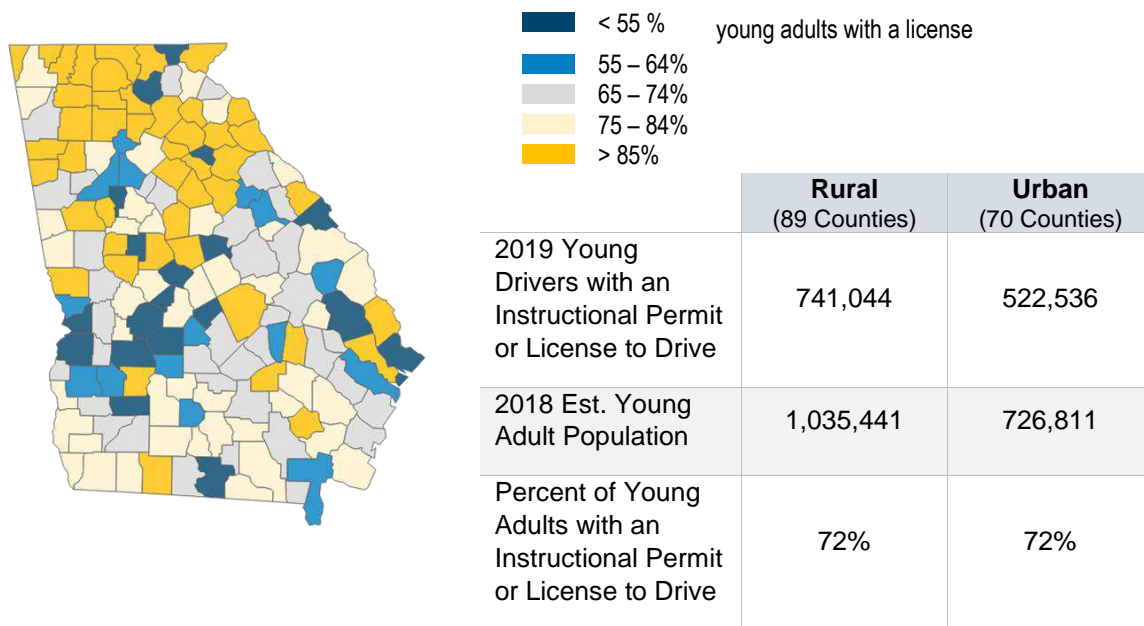
Source: Drivers licenses information obtained from the Department of Driver Service (Dec 2019); Estimated young adult population obtained from Georgia's Online Analytical Statistical Information System (OASIS)

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

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

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

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

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

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

Fatalities in Crashes Involving Young Drivers, by Person Type and Year, 2014-2018, Georgia
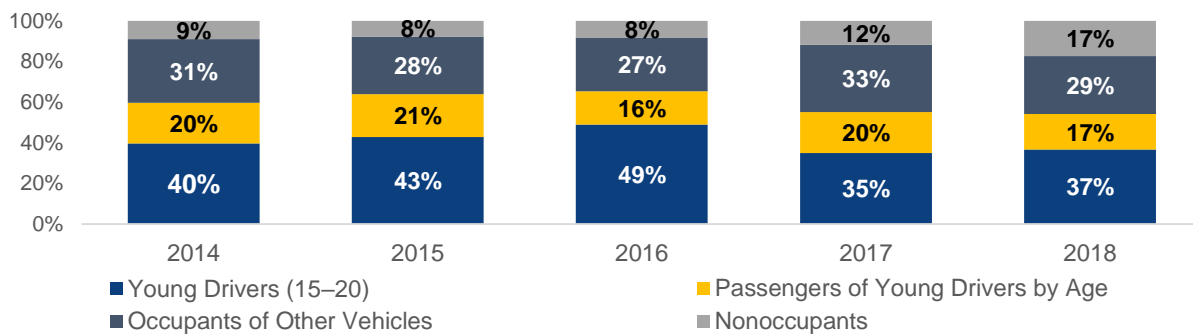
Source: Fatality Analysis Reporting System (FARS) 2014-2018

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

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

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

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

In 2018:

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

Source: Georgia Crash Records 2016-2018

Associated Performance Measures and Targets

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

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

Primary Countermeasure Strategy

Countermeasure Strategy	Youth Programs

Project Safety Impacts

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

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

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

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

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

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

Linkage Between Program Area

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

Rationale for Selection

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

Planned Activities

2021 SADD Grants

Planned Activity Description:	Teen traffic safety awareness program targeting 16 high schools. Complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns (Rock the belt, 21&Bust), and participate in distracted/impaired driving event around Prom or graduation in each high school.
Countermeasure strategies:	• Youth Programs (primary)
Intended Subrecipients:	Chattahoochee High School, Fannin County High School, Grayson High School, Lee County Board of Commissioners, Peach County High School, Pepperell High School, Towns County Schools, Union County Schools Police Department, Wayne County High School, Clayton County Public Schools (7 high schools)

2021 Young Adult Programs

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

Governor's Office of Highway Safety 402TSP

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

2021 Youth Presentations

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

Savannah Technical College

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

Projects

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2021-SA-00-12	Chattahoochee High School	SADD	FAST Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-14	Fannin County High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-04	Grayson High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-08	Lee County Board of Commissioners	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-03	Peach County High School	SADD	Fast Act NHTSA 402TSP	$6,000
TSP-2021-SA-00-02	Pepperell High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-06	Towns County Schools	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-07	Union County Schools Police Department	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-SA-00-10	Wayne County High School	SADD	Fast Act NHTSA 402TSP	$6,500
TSP-2021-YA-00-02	ABAC Advancement Foundation, Inc	YA	Fast Act NHTSA 402TSP	$11,095.00
TSP-2021-YA-00-10	Augusta University	YA	Fast Act NHTSA 402TSP	$17,547.60
TSP-2021-YA-00-05	Clayton State University	YA	Fast Act NHTSA 402TSP	$7,774.00
TSP-2021-YA-00-04	Fort Valley State University	YA	Fast Act NHTSA 402TSP	$7,485.50
TSP-2021-YA-00-01	Georgia College & State University	YA	Fast Act NHTSA 402TSP	$10,600.00

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2021-YA-00-07	Georgia Southwestern State University	YA	Fast Act NHTSA 402TSP	$7,480.00
TSP-2021-YA-00-03	Georgia State University	YA	Fast Act NHTSA 402TSP	$14,399.00
TSP-2021-YA-00-12	Georgia Tech Research Corp.	YA	Fast Act NHTSA 402TSP	$10,500.00
TSP-2021-YA-00-09	Kennesaw State University Research and Service Foundation	YA	Fast Act NHTSA 402TSP	$17,512.13
TSP-2021-YA-00-08	North Georgia, University of	YA	Fast Act NHTSA 402TSP	$17,805.28
TSP-2021-YA-00-13	Valdosta State University	YA	Fast Act NHTSA 402TSP	$4,810.00
TSP-2021-YA-00-06	West Georgia, University of	YA	Fast Act NHTSA 402TSP	$14,546.73
TSP-2021-GA-00-25	GAGOHS-Grantee (In-house grant)	402TSP: Teen Traffic Safety Program	Fast Act NHTSA 402TSP	$96,721.56
TSP-2021-GA-00-03	Children and Parent Resource Group, Inc	Life Changing Experience Community Education Project	Fast Act NHTSA 402TSP	$350,000.00
TSP-2021-GA-01-44	Clayton County Public Schools	YA	Fast Act NHTSA 402TSP	$38,850.00
TSP-2021-GA-01-43	Savannah Technical College	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	Fast Act NHTSA 402TSP	$191,267.00
TSP-2021-GA-01-23	Peers Foundation	Teen Distracted Driving Prevention	Fast Act NHTSA 402TSP	$140,000.00
			TOTAL	$1,016,393.80

Equipment Request over $5000

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

EVIDENCE BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

Crash Analysis

Approach

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

Problem Identification and Program Description

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

The most common contributed factors for crashes in 2018 were:

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

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2018
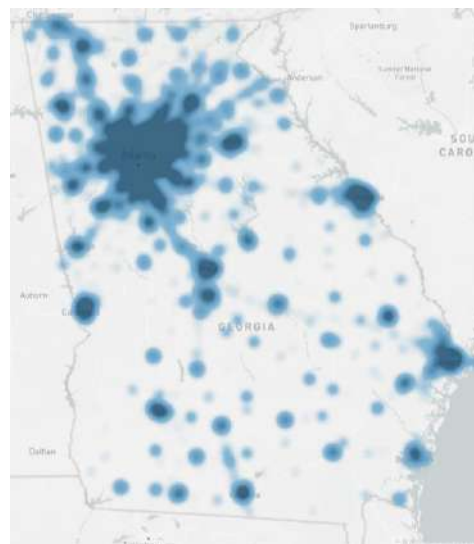
Source: Numetric, Georgia Electronic Crash Reporting (June 2020)

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

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2018

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

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

Georgia continues to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities.

The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in "Countermeasures That Work: Ninth Edition, 2017" (CTW). Data throughout this Highway Safety Plan is in response to these countermeasures. Georgia will continue to participate in these programs which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T.

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

Deployment of Resources

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

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

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. For almost 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2020, the Governor's Office of Highway Safety (GOHS) funded sixteen (16) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FFY 2021.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The concept is to identify a county or area of the state to deploy the Task Force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the regions with two to three months of high visibility enforcement and earned media. The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process.

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

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

Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are managed by a coordinator and an assistant coordinator, both whom are full time law enforcement officers. The dedicated support GOHS receives from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training and networking opportunities to the attending officers. Prosecutors, judges and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

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

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

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University, has established an email list-serv where participating law enforcement officers can receive up-to-date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are more than 800 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Effectiveness Monitoring

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

Surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the state Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will continue throughout the year and outreach efforts will be revised as needed.

HIGH VISIBILITY ENFORCEMENT

High Visibility Enforcement (HVE)

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

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in Georgia. NHTSA campaigns such as "Drive Sober or Get Pulled Over," "100 Days of Summer HEAT" and "Click it or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

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

The "Drive Sober or Get Pulled Over" campaign: GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message.   GOHS partners with the Georgia State Patrol, sheriff's offices, police departments and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with TEAM Georgia to hold news conferences in Atlanta prior to the Christmas/New Year's holiday season and St. Patrick's Day. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the 9 mobilizations. During the St Patrick's Day period in March, Chatham County Georgia holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by 3 days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers. During the 2019 deployment, officers arrested 30 impaired drivers, issued 185 seat belt citations, 90 distracted driving citations, and 84 speeding citations.

The "Click It or Ticket" campaign: Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite NHTSA data showing that proper use of lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants by 45%. In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal injury by 60%. NHTSA research data show more than 70% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 95.9%, sustaining this number necessitates a rigorous, ongoing high visibility enforcement campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high-profile enforcement measures. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during this time which resulted in 657 seat belt citations, 1400 speeding citations, and 75 impaired drivers in 2019.

100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign: Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there is a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. Most drivers in those speed-related crashes fall within the demographics of Georgia's primary audience for paid media. The 100 Days of Summer H.E.A.T. campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day to Labor Day. GOHS Public Affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media. Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol countermeasure campaign ads as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources to promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS also partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conference includes GOHS LES and TEN personnel demonstrating Rollover Simulators and Seat Belt Convincers for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as all bordering states. During this week, media events and enforcement events are held in 5 different cities around the state. At each location Georgia meets with the adjoining state and jointly conducts these operations. The goal of the Hands Across the Border Campaign is to raise awareness and lower fatalities as we reach the end of the summer travel season.

FFY2021 Georgia Mobilizations*

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

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

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

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

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

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

Section 6:
Section 405 Applications

- 405(b) Occupant Protection Grant

- 405(c) State Traffic Safety Information System Improvements Grant

- 405(d) Impaired Driving Countermeasures Grant

- 405(f) Motorcyclist Safety Grant

- 405(h) Nonmotorized Safety Grant

405(B) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION

Description of Highway Safety Problems

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

Observed Safety Belt Use (2009-2019), Georgia
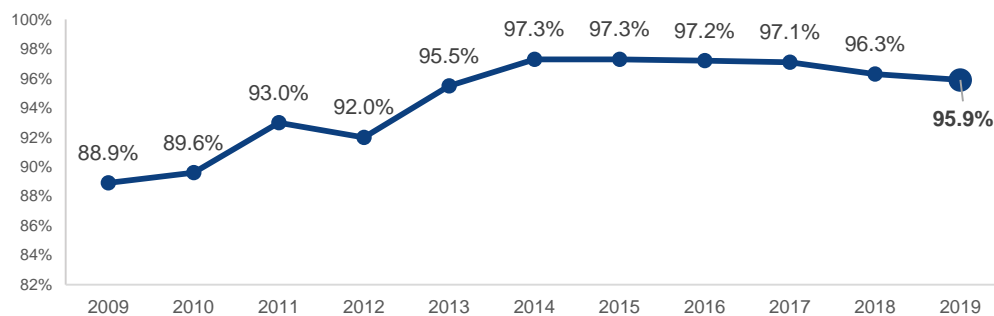
Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

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

- Observed safety belt usage was highest in the Atlanta MSA (96.8%), followed by non-Atlanta MSAs (95.0%), and rural areas (95.0%).

- Safety belt usage for white occupants was higher (96.1%) than for non-white occupants (95.0%).

- Safety belt usage was higher for women (98.1%) than for men (94.2%).

- Safety belts usage was 97.3% in passenger cars, 97.2% in vans, and 92.6% in trucks.

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

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

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

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

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

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

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

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

Percentages of Passenger Vehicle Occupants Who Were Fatally Injured and Unrestrained (Based on Known Use), 2009–2018, Georgia
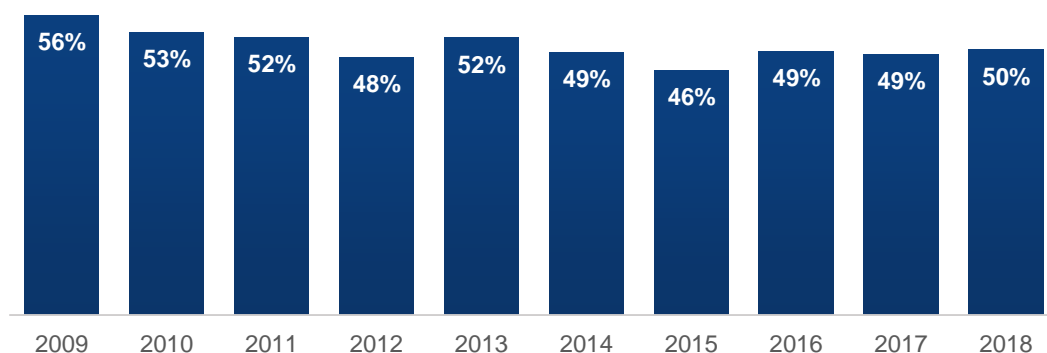
Source: Fatality Analysis Reporting System (FARS) 2009–2018

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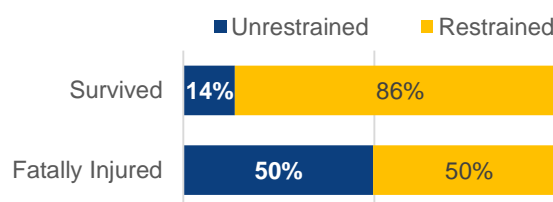
Source: Fatality Analysis Reporting System (FARS)–2018

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
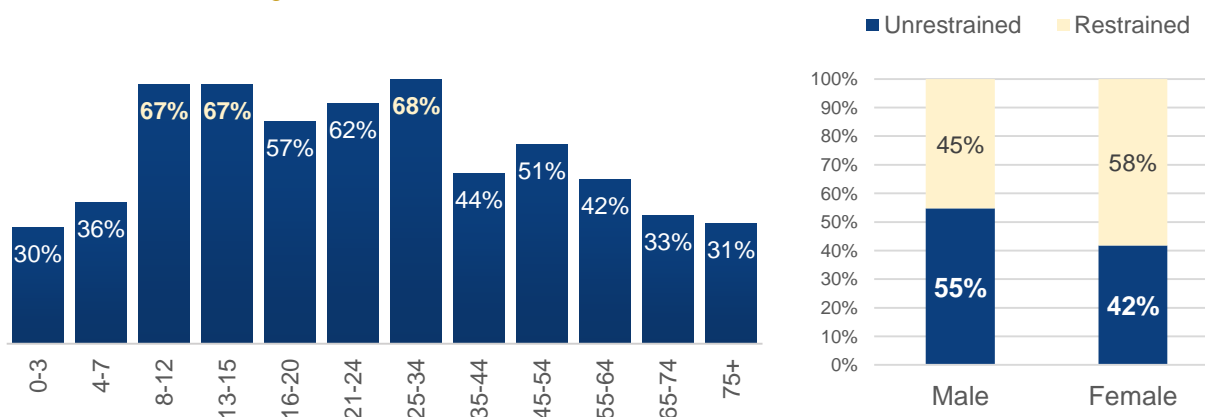
Source: Fatality Analysis Reporting System (FARS) – 2018

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

Driver ■ Passenger ■

Vehicle Type	Driver	Passenger
Passenger Cars	43%	49%
Pickup Trucks	63%	69%
Utility Vehicles	46%	58%
Vans	56%	17%
TOTAL	44%	46%
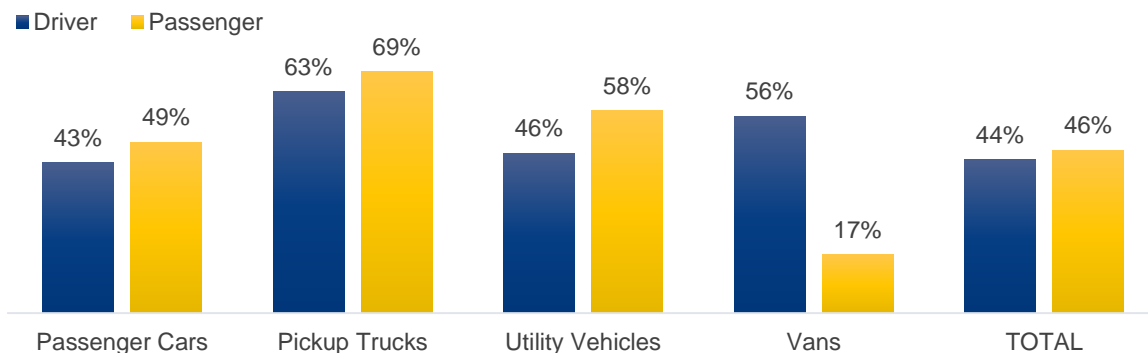
Source: Fatality Analysis Reporting System (FARS)–2018

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

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

Child Safety Seat Usage in Georgia, 2010 – 2020
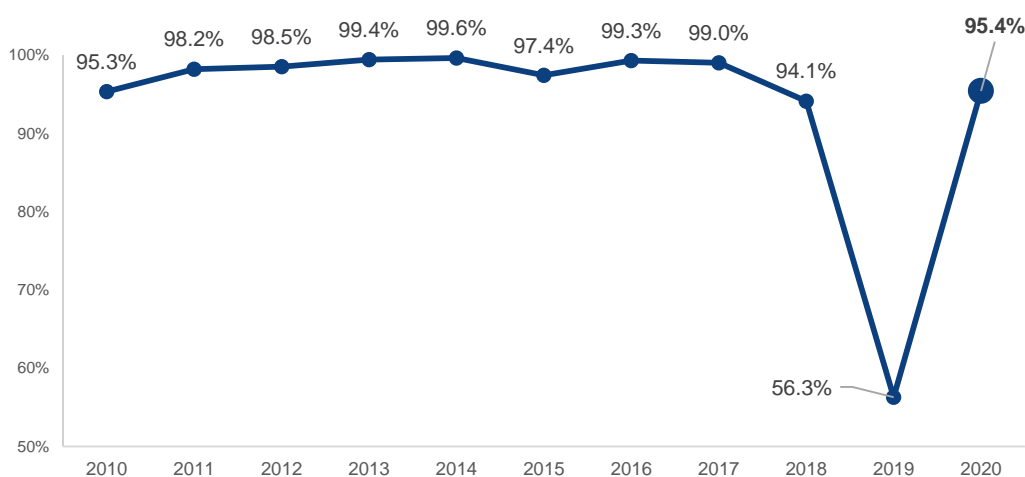
Year	Usage
2010	95.3%
2011	98.2%
2012	98.5%
2013	99.4%
2014	99.6%
2015	97.4%
2016	99.3%
2017	99.0%
2018	94.1%
2019	56.3%
2020	95.4%

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

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

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

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

Source: Fatality Analysis Reporting System (FARS)–2018

Associated Performance Measures and Targets

Traffic Safety Performance Measures	FY2021 Target & Baseline 5-Year Moving Average	
	Baseline 2014-2018	**Target** 2017-2021
C-1 To maintain the 5-year moving average traffic fatalities under the projected 1,715 (2017-2021) 5-year average by December 2021.	1,441	1,715
C-2 To maintain the 5-year moving average serious traffic injuries under the projected 6,407 (2017-2021) 5-year average by December 2021.	5,264	6,407
C-4 To maintain the 5-year moving average unrestrained traffic fatalities under the projected 527 (2017-2021) 5-year average by December 2021.	430	527
Traffic Safety Performance Measures	**Baseline** 2018	**Target** 2021
B-1 To maintain the **annual** average seatbelt usage rate above the projected 94.1% rate by December 2021.	96.3%	94.1%

Planned Participation in Click-it-or-Ticket

The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 42,520 sworn law enforcement officers employed by a total of 899 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. GOHS continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket mobilizations each fiscal year. During FFY 2021, GOHS will also participate in the Click-It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 800 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanketed approach of high visibility Click it or Ticket enforcement initiatives across the entire state.

Jurisdictions that are overrepresented with unbelted fatalities are targeted with extra efforts and stepped up night-time seat belt enforcement checkpoints. In addition to enforcement efforts during the two-week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

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

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

3. November 2020, which covers the Thanksgiving holiday period
4. May 2021, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.

FFY2021 Georgia Mobilizations*

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

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

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

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

CIOT Border to Border
May 17, 2021

Operation Zero Tolerance
June 20 - July 5, 2021

Operation Southern Shield
July 19 - 24, 2021

Hands Across the Border
August 23 - 27, 2021

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

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

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

Click It or Ticket - Communications Plan

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

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

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

Primary Countermeasure Strategy

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

Child Restraint Inspection Stations

Project Safety Impacts

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

Car Seat Inspection Stations

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

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

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

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

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

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

The chart below lists the following community events for AFRD:

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

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

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

187

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

Populations Served – Urban

100

Populations Served – Rural

87

Populations Served – At-Risk

162

Linkage Between Program Area

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

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

Rationale for Selection

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

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional Coordinators will attend local Emergency Medical Services Regional Council's, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

Child Passenger Safety Technicians

Project Safety Impacts

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

Linkage Between Program Area

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

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train and maintain a sufficient number of CPS-technicians based on the State's problem identification. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems and childcare, and average about 15 attendees per class.

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

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

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

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

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

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

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

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

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

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

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

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians

Estimated total number of classes

65

Estimated total number of technicians

650

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

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

Rationale for Selection

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

Project Evaluation and Annual Seatbelt Survey

Project Safety Impacts

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

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

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

Linkage Between Program Area

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

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

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

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

Rationale for Selection

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

Communications: Occupant Protection

Project Safety Impacts

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

Linkage Between Program Area

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

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

Rationale for Selection

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

Planned Activities

Department of Public Health-Occupant Protection

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

City of Atlanta Fire Rescue Department

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

Law Enforcement Occupant Protection Education

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

Georgia Governor's Office of Highway Safety – 402 Occupant Protection

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

Georgia, University of

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

Projects

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

References

Description	HSP Page
Occupant Protection/Click It or Ticket media	63-64, 70-71
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405(C) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT

TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

Mission & Vision Statements

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling State legislation. This authorization empowers each member to officially participate in the State's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

Program Overview

Georgia's Traffic Records Coordinating Committee (TRCC) comprises a collaborative group of individuals from a variety of state agencies responsible for the improvement of the collection, management, and analysis of Georgia's traffic record data systems. The TRCC promotes communication and sharing among partners to advance highway safety data collection and usage.

High quality data provides the foundation for traffic safety programs by supporting a data-driven, evidence-based approach to reducing motor vehicle crashes, fatalities, and injuries. Georgia's TRCC works to ensure that complete, accurate, uniform, and timely traffic safety data is collected, analyzed, and made available for decision-making at the national, state, and local levels. Through the continual improvement of our Georgia Traffic Records program, Georgia's TRCC will be able to provide traffic safety data to identify problems, develop countermeasures, and evaluate program effectiveness.

Structure, Composition, and Function

TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees, the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (Commissioners, Directors, Administrators, etc.) of those Federal, State and Local member agencies that are responsible for major components of the Georgia Traffic Records System, or their designated agent. All Federal, State and Local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the State's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. The Chairman of the Technical Committee and Georgia Traffic Records Coordinator is Courtney Ruiz with the Georgia Governor's Office of Highway Safety.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

TRCC Subcommittees

An additional common structural feature of Georgia's TRCC are subcommittees - both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FY20, the TRCC Technical Committee created a subcommittee to develop SHSP data factsheets for traffic safety professionals and the public. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FY20, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

TRCC Meeting Dates

TRCC Executive Committee

The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

October 24, 2019
April 28, 2020 – Canceled due to COVID-19

TRCC Technical Committee

The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

July 10, 2019
September 11, 2019
November 13, 2019
January 08, 2020
March 11, 2020
May 13, 2020
July 08, 2020

LIST OF TRCC MEMBERS

Georgia TRCC Executive Committee Membership

Allen Poole, Director, TRCC Executive Committee Chairman
Georgia Governor's Office of Highway Safety

Russell McMurry, Commissioner
Georgia Department of Transportation
Core System: Crash & Roadway

Spencer Moore, Commissioner
Georgia Department of Driver Services
Core System: Driver

Lisa Dawson, Director of Injury Prevention
Georgia Department of Public Health
Core System: Injury Surveillance

Peter J. Skandalakis, Executive Director
Prosecuting Attorneys' Council of Georgia
Core System: Adjudication

Lynne Riley, Commissioner
Georgia Department of Revenue
Core System: Vehicle

Col. Gary Vowell, Commissioner
Georgia Department of Public Safety
Core System: Crash & Citation

A.A. "Butch" Ayers, Executive Director
Georgia Association of Chief Police
Core System: Crash & Citation

J. Terry Norris, Executive Director
Georgia Sheriffs Association
Core System: Crash & Citation

Darron J. Enns, Esq., Policy Analyst
Administrative Office of the Courts (AOC)
Core System: Citation & Adjudication

Carmen Hayes, Region 4, Regional Administrator
National Highway Traffic Safety Administration (NHTSA)

Greg Morris, Safety, ITS & Traffic Management Engineer
Federal Highway Administration (FHWA)

Clinton Seymour, Georgia Division Administrator
Federal Motor Carrier Safety Administration (FMCSA)

Georgia TRCC Technical Committee Membership

<u>Georgia Governor's Office of Highway Safety</u>
Courtney Ruiz, Georgia Traffic Records Coordinator
Eshon Poythress, Strategic Highway Safety Plan Manager
Shenee Bryan, Epidemiologist

<u>Georgia Department of Transportation: Core System - Crash & Roadway</u>
Dave Adams, State Safety Program Manager
Bill Williams, Crash Analyst
Bryan Vann, Assistant State Safety Data Manager

<u>Georgia Department of Public Health: Core System – Injury Surveillance</u>
Injury Surveillance and Prevention Program:
Lisa Dawson, Director of Injury Prevention
Elizabeth Head, Deputy Director of Injury Prevention
Denise Yeager, CODES Lead/Data Evaluation
Patricia Daniel, CODES Quality Assurance Specialist
Chinyere Nwamuo, CORE Grant Manager

Office of Health Indicators for Planning (OHIP):
David Austin, Director of Data Quality & Analysis Team

Georgia Office of EMS and Trauma:
David Newton, EMS Director
Renee Morgan, Trauma Program Director
Danlin Luo, Trauma Epidemiologist

<u>Georgia Department of Driver Services: Core System - Driver</u>
Cynthia Zimmerman, Information System Support Specialist

<u>Georgia Department of Revenue: Core System - Vehicle</u>
Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support

<u>Safe Kids Georgia: Core System – Injury Surveillance</u>
Mahwish Javed, Program Coordinator

Injury Prevention Research Center @ Emory (IPRCE): Core System – Injury Surveillance
Jonathan Rupp, IPRCE Executive Associate Director
Sharon Nieb, IPRCE Associate Program Director

LexisNexis /Robert Franklin Dallas, LLC: Core System - Crash
Robert Dallas, Attorney

Administrative Office of the Courts: Core System - Citation & Adjudication
TBD

National Highway Traffic Safety Administration
Belinda Jackson, Region 4 Program Manager

TRAFFIC RECORDS ASSESSMENT

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years in order to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019 by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

2019 Traffic Records Assessment Recommendations

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

10. Improve the data quality control program for the Roadway date system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The 2019 Georgia Traffic Records Assessment report and FFY 2021 Traffic Records Strategic Plan are included as attachments with this application.

TRAFFIC RECORDS FOR MEASURABLE PROGRESS

Recommendations in Progress

The state plans to address the following 2019 Traffic Records Assessment recommendations in FFY 2021.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has developed several data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia has initiated a new partnership with Numetric Inc. This software data analytics application provides graphical, tabular and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures.

   Note: Refer to FFY 2021 Traffic Records Projects Numetric and LEA Technology Grant GACP.

Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: High-frequency errors are tracked and used to generate new training content and data collection manuals. The DDS Georgia Electronic Citation Processing System (GECPS) personnel provide ongoing training and assistance with the various system-generated error messages and court corrections, as well as moving registered but inactive courts from the test environment into the production environment. As a result of this training and assistance, the error rate in transmitted citations was 3% in 2018 and 2.5% in December 2019.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: Georgia is currently in the process of undergoing a major transformation of its' business systems in coordination with the Georgia Department of Revenue. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES), will also incorporate GECPS

and MVR functionality. Implementation is planned for January 2021. At this time, baseline and performance metrics have not been established. Baselines should be established in early spring, 2021.

Note: Refer to FFY 2021 Traffic Records Projects GECPS Outreach and DRIVES.

Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

    Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in MIRE. As a part of this effort, the state has launched a partnership with Numetric Inc. that includes a spatial data analysis component where both crash and roadway data are presented through a graphical user interface.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia is currently working towards addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in the Model Inventory of Roadway Elements (MIRE). As a part of this effort, all data elements are defined to meet the metadata requirements of ESRI Roads & Highways data model.

10. Improve the data quality control program for the Roadway date system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia is currently working towards addressing the 2019 Traffic Records Assessment Roadway recommendations and complying with the requirements outlined in MIRE. As a part of this effort, all data elements are defined to meet the metadata requirements of ESRI Roads & Highways data model.

11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: Georgia is currently working toward addressing the 2019 Traffic Records Assessment Roadway recommendations. Further efforts to improve the procedures and process flows for the Roadway data system will be pursued in FY 2021.

    Note: Refer to FFY 2021 Traffic Records Project Numetric.

Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: The Georgia Injury Surveillance System (ISS) has taken the first step towards data quality improvement by calculating injury severity scores and making them available to the linkage process and to the Georgia Department of Transportation through the latest year of data

(2018). This will help to (a) improve data quality by cross-verifying injury severity as reported on the Crash report against hospital based patient severity from inpatient Hospitalization Discharge and ER records and (b) ultimately allow us to publish this information in dashboard reports. Severity calculations (Abbreviated Injury Score and Injury Severity Scale) are now a part of our standard processes, and will be available for all data going forward.

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Critical injury surveillance interfaces include links between EMS data and emergency department and hospital discharge data, EMS data and the trauma registry, and vital statistics and hospital discharge data. For FY20 and FY21, the DPH Office of EMS is working to develop a system of care armband model (similar to the EMS armband project carried out in Arkansas). The armband will be placed on Georgia system of care patients, and the armband number will be used to identify the patients progressing through care systems, starting with law enforcement and crash reports, EMS and Hospital patient care reports, and the trauma registry. This will enable reports to be deterministically linked and for a time-to-care metric to be calculated automatically and then visualized.

Note: Refer to FFY 2021 Traffic Records Projects OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage.

TRAFFIC RECORDS SUPPORTING NON-IMPLEMENTED RECOMMENDATIONS

The state does not intend to address the following 2019 Traffic Records Assessment recommendations in FFY 2021.

Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.

Vehicle Recommendations

1. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager, Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

2. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager – Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

3. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

   Response: The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the

vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the early phases of implementation. The TRCC Technical Committee recently acquired a new recruit, Keith Thomas, Senior Manager – Motor Vehicle Application Dev & Support at the Georgia Department of Revenue. Through the active participation of the DOR in the TRCC, we look forward to periodic vehicle record system quality reports at our FY21 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

Citation/Adjudication Recommendations

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

    Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, suffered a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

    Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In July 2019, the Administrative Office of the Courts (AOC), organization responsible for the Citation/Adjudication data system, was hit with a massive ransomware attack. While AOC has rebuilt some of their modules, they have decided to discontinue the application (TIPS) that supported GECPS data entry. Since July, those courts without court management software have been sending paper citations to the Department of Driver Services for the convictions to be manually keyed. DDS has experienced delays in submission of real-time processing of convictions due to the ransomware attack and the application removal at AOC. Since the data breach, the TRCC Technical Committee has had no success engaging AOC personnel at the Technical Committee level. The plan for FY21 is to have the AOC executive leadership identify the appropriate personnel at AOC to participate on the TRCC Technical Committee in order to work towards addressing the 2019 Traffic Records Assessment Citation/Adjudication recommendations.

FFY 2021 TRAFFIC RECORDS PROJECTS

The following projects will address the 2019 Traffic Records Assessment recommendations in progress.

	Project Title	Status	Lead Agency	405c TR Funded
	GA Traffic Records Program	In Process	GOHS	Yes
Project Description	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
Project Objective	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
Data Attribute(s)	Accuracy, Completeness, Timeliness, Uniformity, Accessibility, and Integration			
Core Traffic Records System Component(s)				

	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to continually upgrade, support, and maintain the GEMSIS in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, to begin work to prepare GEMSIS for NEMSIS v3.5.0 (release expected in 2019 with expected transition in 2021/2022), to maintain the GEMSIS DataMart, and to progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
Project Objective	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehicle crashes with GDOTs crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands			
Performance Measure(s)	1) Average time that 911 records are submitted to GEMSIS Elite 2) Average incident validation score (based on the Georgia Schematron) for all incidents in GEMSIS Elite			
Data Attribute(s)	Accuracy, Completeness, Uniformity, Timeliness			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Support for CODES Crash Data Linkage	In Process	GA Department of Public Health	Yes
Project Description	The Georgia Crash Outcome Data Evaluation Systems (CODES) project uses probabilistic techniques to link crash data and other injury surveillance data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
Project Objective	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
Data Attribute(s)	Integration, Accuracy			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	GECPS Outreach	In Process	GA Department of Driver Services	Yes
Project Description	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
Project Objective	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
Performance Measure(s)	1) The length of time between receipt of a conviction by DDS and updating of the driver record 2) Percentage of transmitted citations to GECPS with no errors in critical data elements 3) The percentage of appropriate records in the driver file that is linked to the vehicle file			
Data Attribute(s)	Accuracy, Timeliness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	LEA Technology Grant GACP	In Process	GA Association of Chiefs of Police	Yes
Project Description	This project provides select law enforcement agencies (LEAs) with the computer hardware needed to submit crash reports electronically to the state through the GEARS system as mobile data units.			
Project Objective	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point of data entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
Performance Measure(s)	1) The percentage of crash records with no errors in critical data elements Metric: 95% 2) The percentage of crash reports submitted electronically into GEARS Metric: 100%			
Data Attribute(s)	Accuracy, Timeliness			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	OASIS	In Process	GA Department of Public Health	Yes
Project Description	The Online Analytical Statistical Information System (OASIS) project has developed an extensible departmental data warehouse to implement data standards and standardization processes with quality controls as well as to integrate multiple data sources. Continuous, direct access to Hospital discharge and Emergency Room visit data, Death data and Motor Vehicle crash data, analysis, charts, and mapping are provided via an online query based on the data warehouse.			
Project Objective	To improve the accessibility, completeness and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
Performance Measure(s)	TBD – The plan moving forward is to request technical assistance via a GO Team application for further assistance with our injury severity tool in establishing performance measures for this type of project in order to demonstrate improvement.			
Data Attribute(s)	Accessibility, Completeness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	DRIVES	In Process	GA Department of Revenue	No
Project Description	The Georgia Department of Revenue (DOR) is installing a new state-of-the-art system, Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to modernize the vehicle registration and titling system.			
Project Objective	To enhance data integrity			
Performance Measure(s)	TBD – This system is in the early phases of implementation.			
Data Attribute(s)	Accessibility, Completeness, Integration			
Core Traffic Records System Components				

	Project Title	Status	Lead Agency	405c TR Funded
	Numetric	In Process	GA Department of Transportation	No
Project Description	Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures. Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.			
Project Objective	To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy and completeness of their crash reports			
Performance Measure(s)	1) Percentage of state crash reports submitted within 72 hours of the crash Metric: 95% 2) Percentage of crash records with no missing data elements Metric: 98% 3) Percentage of crash records with no errors in critical data elements Metric: 95%			
Data Attribute(s)	Timeliness, Accuracy, Completeness			
Core Traffic Records System Components				

QUANTITATIVE AND MEASURABLE IMPROVEMENT

Section 405c Quantitative Progress Report
State: GA   Report Date: 6/1/2020   Submitted by: D. Newton
Regional Reviewer:

System to be Impacted	____CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION __X__EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	____ACCURACY ____TIMELINESS _X___COMPLETENESS ____ACCESSIBILITY __X__UNIFORMITY ____INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** There will be an increase in the number of patient care reports (PCRs) submitted to GEMSIS. There will be an increase in the percentage of V3.4 records (compared to V2). Version 3.4 was mandated due to the inability of the NEMSIS TAC to receive V2.2 data any more, and because the Version 3.4 data standard is more robust - it has more data elements that collect better information on injuries, stroke, STEMI, etc., and it uses ICD-10 codes instead of the outdated ICD-9 codes that Version 2.2 used. Version 3.4 also has more robust validation rules, including Schema rules that enforce the minimum completeness of national data elements, as well as Schematron rules that allow for our state to enforce completeness of other data elements. For example, we require that on all transports (eDisposition.12), that the data for Destination County be completed. Without this validation rule, we would not have as complete of a record. This is just one example of the validation rules that we use – we currently have 255 EMS validation rules, and are adding more. Another benefit of Version 3.4 over Version 2.2 is that in Version 2.2, the incident was sent to the state from 3rd party software vendors in large chunks at a time, sometimes over 1000 calls in one file – if one of those records was corrupted, then the entire file would be rejected. In the Version 3.4 data standard, incidents are sent over one (1) call at a time, so this ensures that one record being invalid only affects one event; thereby, allowing the captured records to be more complete. **Submission to Version 3.4 (GEMSIS Elite) became mandatory on April 1, 2018.**
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** GA-P-21, Enhancements to GEMSIS EMS Database OEMS GEMSIS Elite, FY2021 Georgia Traffic Records Strategic Plan, p.19
Improvement(s) **Achieved or Anticipated**	**Narrative of the Improvement(s)** GEMSIS includes both the V2 NEMSIS data, and the Elite system, which is V3.4 of the NEMSIS data set. In 2012-2013 (April – March), there were 1,641,885 records submitted, and 100% of the records were V2 records. From April 2017- March 2018, there were 2,171,490 records submitted, with 89.702% being V2 and 10.298% V3.4. From April 2018-March 2019, there were 2,305,119 records submitted, with only 2.976% being V2, and 97.024% being Version 3.4. From April 2019 – March 2020, there were 2,586,964 calls completed, of which, 100% are Version 3.4. This is due to the mandatory implementation of V3.4 as of 4/1/2018. During the same timeframe, 2,899,241calls were submitted, even though those calls may not have occurred during the timeframe.
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The number of PCRs submitted to GEMSIS (V2) and GEMSIS Elite (V3.4) was queried.

Date and Baseline Value for the Measure	Baseline: April 1, 2018 – March 31, 2019 PCRs entered = 2,305,119 % of PCRs that were Version 3.4 = 97.024%
Date and Current Value for the Measure	Current: April 1, 2019 - March 31, 2020 PCRs entered: 2,899,241 (2,586,964 events occurred in the timeframe) % of PCRs that were Version 3.4 = 100%
Regional Reviewer's Conclusion	**Check one** ___**Measurable performance improvement *has* been documented** ___**Measurable performance improvement has *not* been documented** ___**Not sure**
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Reporting Completeness

2012-2013 (V2 only)		2013-2014 (V2 only)		2014-2015 (V2 only)	
Month	GEMSIS (V2)	Month	GEMSIS (V2)	Month	GEMSIS (V2)
April	134,404	April	146,045	April	154,690
May	137,942	May	148,949	May	161,934
June	134,040	June	134,705	June	158,167
July	133,787	July	144,508	July	159,520
August	136,672	August	143,388	August	162,577
September	121,543	September	137,091	September	160,819
October	134,388	October	144,368	October	167,274
November	130,972	November	142,718	November	165,844
December	134,741	December	147,946	December	172,578
January	156,923	January	155,196	January	177,631
February	133,340	February	134,401	February	161,491
March	153,133	March	154,477	March	181,866
TOTAL	**1,641,885**	TOTAL	1,733,792	TOTAL	1,984,391
Percent	**100.00%**	**Percent**	100.00%	**Percent**	100.00%

2015-2016				2016-2017		
Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total	Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	178,444		178,444	April	186,508	3	186,511
May	182,376		182,376	May	192,801	0	192,801
June	175,124		175,124	June	189,173	3	189,176
July	183,545		183,545	July	191,773	5	191,778
August	177,046		177,046	August	205,104	6	205,110
September	174,483	1	174,484	September	193,243	106	193,349
October	179,239	1	179,240	October	195,336	542	195,878
November	169,025	1	169,026	November	188,481	3,268	191,749
December	177,807	0	177,807	December	191,912	3,406	195,318
January	178,923	4	178,927	January	199,269	3,191	202,460
February	175,978	1	175,979	February	177,405	3,617	181,022
March	191,470	4	191,474	March	196,108	4,637	200,745
TOTAL	2,143,460	12	2,143,472	TOTAL	2,307,113	18,784	2,325,897
Percent	99.999%	0.001%		**Percent**	99.192%	0.808%	

2017-2018

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	180,200	4,439	184,639
May	194,400	4,701	199,101
June	178,661	5,000	183,661
July	183,772	4,467	188,239
August	190,134	4,911	195,045
September	181,363	6,153	187,516
October	184,475	6,879	191,354
November	174,889	7,789	182,678
December	158,613	12,230	170,843
January	141,677	37,360	179,037
February	100,807	55,053	155,860
March	78,870	74,647	153,517
TOTAL	1,947,861	223,629	2,171,490
Percent	89.702%	10.298%	

2018-2019

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	24,212	138,921	163,133
May	17,878	167,433	185,311
June	17,264	182,819	200,083
July	8,399	188,890	197,289
August	303	201,284	201,587
September	184	176,182	176,366
October	168	183,058	183,226
November	162	182,150	182,312
December	31	203,064	203,095
January	5	204,272	204,277
February	2	194,074	194,076
March	2	214,362	214,364
TOTAL	68,610	2,236,509	2,305,119
Percent	2.976%	97.024%	

2019-2020

Month	GEMSIS (V2)	GEMSIS Elite (V3)	Total
April	0	212,932	212,932
May	0	224,189	224,189
June	0	208,694	208,694
July	0	217,258	217,258
August	0	222,479	222,479
September	0	216,385	216,385
October	0	218,384	218,384
November	0	205,652	205,652
December	0	219,402	219,402
January	0	220,345	220,345
February	0	208,191	208,191
March	0	213,053	213,053
TOTAL	0	2,586,964	2,586,964
Percent	0.00%	100.00%	

Section 405c Quantitative Progress Report – Special Study
State: GA   Report Date: 6/1/2020   Submitted by: D. Newton
Regional Reviewer:

System to be Impacted	____CRASH ___DRIVER ____VEHICLE ____ROADWAY ____CITATION/ADJUDICATION __X__EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	____ACCURACY __X__TIMELINESS ____COMPLETENESS ____ACCESSIBILITY ____UNIFORMITY ____INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	**Narrative Description of the Measure** Timeliness of EMS data is extremely important. **There will be a decrease in the latency of records being submitted to GEMSIS Elite and from GEMSIS Elite to Biospatial. Ideal latency for submission to Biospatial would be 24-36 hours.** NOTE: Data transmission to Biospatial began in November of 2018, therefore there has not been 2 full years of transmission. From November 2018 to April of 2018, the submissions to Biospatial were playing catch up, submitting 1,597,212 historical records. The historical records were caught up in May of 2019, so there is only usable comparisons that begin May 1, 2019. So there will be a baseline of the first 6 months from May 1, 2019 – October 31, 2019, and that will be compared to November 1, 2019 – April 30, 2020. It is also important to understand that there are two types of EMS agencies in Georgia relative to data submission: 1. Those EMS agencies that use GEMSIS Elite directly, therefore their data is already in GEMSIS Elite, and their data is submitted to Biospatial within 8 hours of call being completed; and 2. Those EMS agencies that use their own software and submit data to GEMSIS Elite – these agencies have sometimes more of a latency due to the extra submission step before their data can be sent to Biospatial.
Relevant Project(s) in the State's Strategic Plan	**Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates** GA-P-21, Enhancements to GEMSIS EMS Database OEMS GEMSIS Elite, FY2021 Georgia Traffic Records Strategic Plan, p.19
Improvement(s) **Achieved or Anticipated**	**Narrative of the Improvement(s)** ACHIEVED When comparing the baseline time frame (May 1, 2019 – October 31, 2019) to the comparison time frame (November 1, 2019 – April 30, 2019), **the ratio of "faster" records to "slower" records was increased from 4.01 in the baseline timeframe to 9.56 in the comparison time frame.** When looking just at the "fastest" records, those with a latency of 0-1, there was an **increase in the percentage of the "fastest" records compared to the total for the timeframe from 58.10% in the baseline timeframe to 60.9% in the comparison timeframe.** When looking just at the "slowest" records, those with a latency of > 30 days, **there was a decrease in the percentage of the "slowest" records compared to the total for the timeframe from 9.8% in the baseline to just 3.5% in the comparison timeframe.** Therefore, there has been a reduction of the latency of EMS records from the baseline timeframe to the comparison timeframe given the following: • increase in the ratio of "faster" records to "slower" records

	• increase in the % of "fastest" records • decrease in the % of "slowest" records
Specification of how the Measure is calculated / estimated	**Narrative Description of Calculation / Estimation Method** The Biospatial Data Management Dashboard, Records vs Submission Time for Submission Latency widget will be examined. The comparison will be the 6 months of May 2019 – October 2019, compared to the 6 months of November 2019 – April of 2020. The time frame will be based on submission time. Latency is calculated based on the difference in event time (when the EMS run occurred) and submission time (when the EMS run data was submitted to Biospatial). The time frames for latency will be measured by month for each of the time periods (baseline and comparison), and the latencies will be placed into four categories for counting: 0-1 Days, 2-7 Days, 8-30 Days, and > 30 Days. These categories will be aggregated into two groups: • Group 1: Records with 0-1 OR 2-7 days latency ("faster") • Group 2: Records with 8-30 OR > 30 days latency ("slower") The ratio of Group 1/Group 2 will be used to gauge latency – it represents the ratio of "faster" submissions to "slower" submissions, and the higher the number (meaning that there are more records coming faster), means the better (or lower) the latency.
Date and Baseline Value for the Measure	**Baseline Time Frame: May 1, 2019 – October 31, 2019** TOTAL RECORDS: N = 1,454,421 Latency of 0-1 days: N = 845,042 ; % of total = 58.10% Latency of 2-7 days: N = 319,143 ; % of total = 21.94% Latency of 8-30 days: N = 147,187 ; % of total = 10.12% Latency of >30 days: N = 143,049 ; % of total = 9.84% Group 1: Records with 0-1 OR 2-7 days latency: N = 1,164,185 ; % of total = 80.04% Group 2: Records with 8-30 OR > 30 days latency: N = 290,236 ; % of total = 19.96% **Ratio of Group 1/2 = 4.01**
Date and Current Value for the Measure	**Comparison Time Frame: November 1, 2019 – April 30, 2020** TOTAL RECORDS: N = 1,276,987 Latency of 0-1 days: N = 778,092 ; % of total = 60.93% Latency of 2-7 days: N = 378,014 ; % of total = 29.60% Latency of 8-30 days: N = 76,103 ; % of total = 5.96% Latency of >30 days: N = 44,778 ; % of total = 3.51% Group 1: Records with 0-1 OR 2-7 days latency: N = 1,156,106 ; % of total = 90.53% Group 2: Records with 8-30 OR > 30 days latency: N = 120,881 ; % of total = 9.47% **Ratio of Group 1/2 = 9.56**
Regional Reviewer's Conclusion	**Check one** ___**Measurable performance improvement *has* been documented** ___**Measurable performance improvement has *not* been documented** ___**Not sure**
If "has not" or "not sure":	

What remedial guidance have you given the State?	
Comments	

Baseline Data: May 1, 2019 – October 31, 2019 – Latency by Week
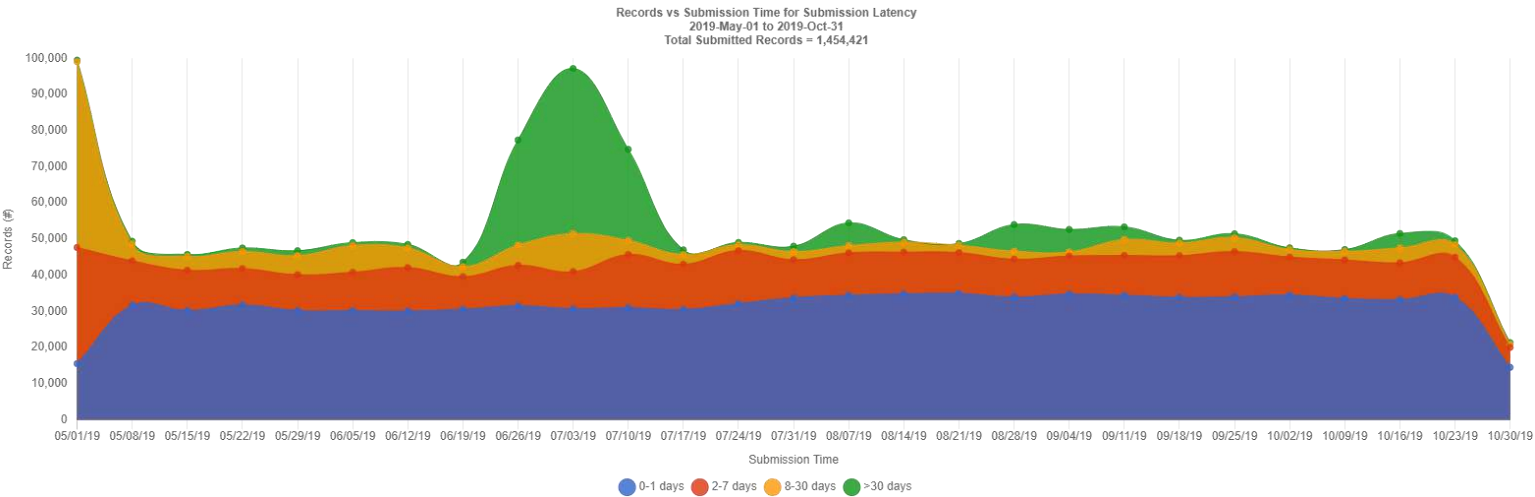
Records vs Submission Time for Submission Latency
2019-May-01 to 2019-Oct-31
Total Submitted Records = 1,454,421

Comparison Data: November 1, 2019 – April 30, 2020 – Latency by Week

Records vs Submission Time for Submission Latency
2019-Nov-01 to 2020-Apr-30
Total Submitted Records = 1,276,987
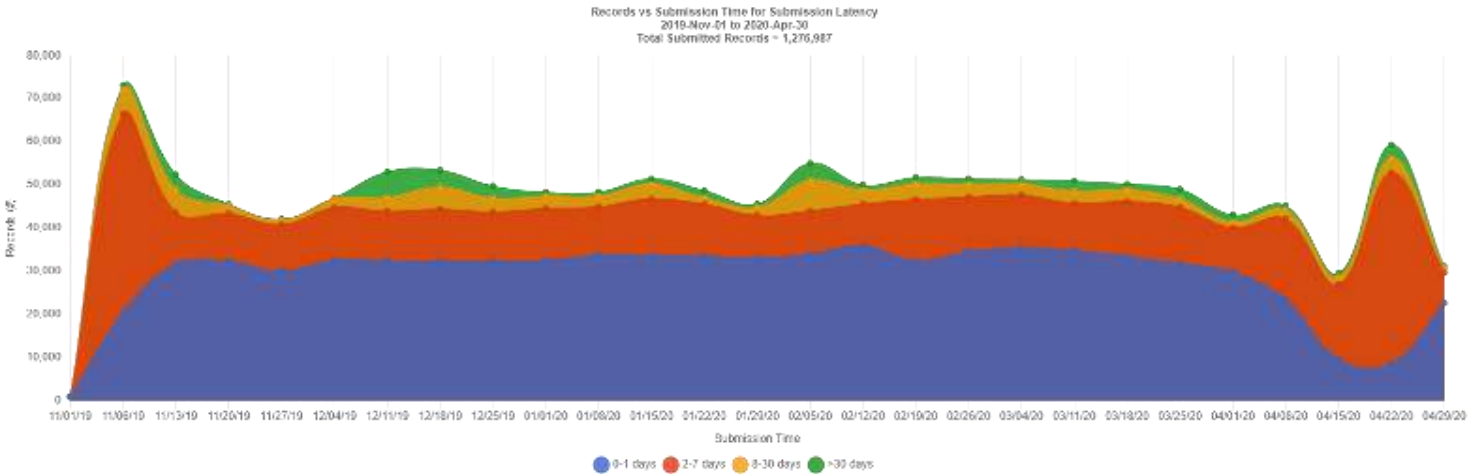
Baseline Data: May 1, 2019 – October 31, 2019 – Latency by Month

Latency	May-19		Jun-19		Jul-19		Aug-19		Sep-19		Oct-19		TOTAL Records	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%
0-1 days "fastest"	134,651	47.8%	130,924	54.6%	138,528	49.6%	154,100	67.2%	145,426	66.8%	141,413	68.5%	845,042	58.1%
2-7 days	74,122	26.3%	45,635	19.0%	56,476	20.2%	49,557	21.6%	47,457	21.8%	45,896	22.2%	319,143	21.9%
8-30 days	69,088	24.5%	23,499	9.8%	18,817	6.7%	9,817	4.3%	13,284	6.1%	12,682	6.1%	147,187	10.1%
>30 days "slowest"	3,965	1.4%	39,841	16.6%	65,510	23.5%	15,792	6.9%	11,537	5.3%	6,404	3.1%	143,049	9.8%
TOTAL RECORDS	**281,826**	**100.0%**	**239,899**	**100.0%**	**279,331**	**100.0%**	**229,266**	**100.0%**	**217,704**	**100.0%**	**206,395**	**100.0%**	**1,454,421**	**100.0%**
Group 1: Records with 0-1 OR 2-7 days latency	208,773	74.1%	176,559	73.6%	195,004	69.8%	203,657	88.8%	192,883	88.6%	187,309	90.8%	1,164,185	80.0%
Group 2: Records with 8-30 OR > 30 days latency	73,053	25.9%	63,340	26.4%	84,327	30.2%	25,609	11.2%	24,821	11.4%	19,086	9.2%	290,236	20.0%
Ratio of Group 1 "faster" / Group 2 "slower"	**2.86**		**2.79**		**2.31**		**7.95**		**7.77**		**9.81**		**4.01**	

Comparison Data: November 1, 2019 – April 30, 2020 – Latency by Month

Latency	Nov-19		Dec-19		Jan-20		Feb-20		Mar-20		Apr-20		TOTAL Records	
	n	%	n	%	n	%	n	%	n	%	n	%	N	%
0-1 days	115,365	53.9%	143,389	64.1%	147,845	68.7%	141,930	66.1%	147,813	67.2%	81,750	43.1%	778,092	60.9%
2-7 days	79,746	37.3%	52,488	23.5%	51,773	24.1%	47,473	22.1%	53,585	24.4%	92,949	49.1%	378,014	29.6%
8-30 days	13,726	6.4%	14,818	6.6%	10,690	5.0%	17,340	8.1%	10,724	4.9%	8,805	4.6%	76,103	6.0%
>30 days	5,170	2.4%	13,108	5.9%	4,927	2.3%	7,826	3.6%	7,778	3.5%	5,969	3.2%	44,778	3.5%
TOTAL RECORDS	**214,007**	**100.0%**	**223,803**	**100.0%**	**215,235**	**100.0%**	**214,569**	**100.0%**	**219,900**	**100.0%**	**189,473**	**100.0%**	**1,276,987**	**100.0%**
Group 1: Records with 0-1 OR 2-7 days latency	195,111	91.2%	195,877	87.5%	199,618	92.7%	189,403	88.3%	201,398	91.6%	174,699	92.2%	1,156,106	90.5%
Group 2: Records with 8-30 OR > 30 days latency	18,896	8.8%	27,926	12.5%	15,617	7.3%	25,166	11.7%	18,502	8.4%	14,774	7.8%	120,881	9.5%
Ratio of Group 1 "faster" / Group 2 "slower"	**10.33**		**7.01**		**12.78**		**7.53**		**10.89**		**11.82**		**9.56**	

405(D) IMPAIRED DRIVING COUNTERMEASURES GRANT

Georgia is considered a "Low-range state" with an impaired driving fatality rate of 25%.

References

Description	HSP Page
Impaired Driving program area	91-102
Communications	61-78
Appendix B	

405(F) MOTORCYCLIST SAFETY GRANT

Description of Highway Safety Problems

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

Motorcyclists Fatally Injured, 2009–2018, Georgia
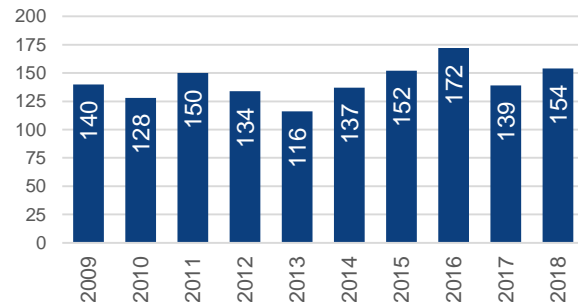
Source: FARS 2009-2018 Annual Report File (ARF), Georgia

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

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

Motorcyclist Fatalities per 100,000 Motorcycle Registrations, 2009-2018, Georgia
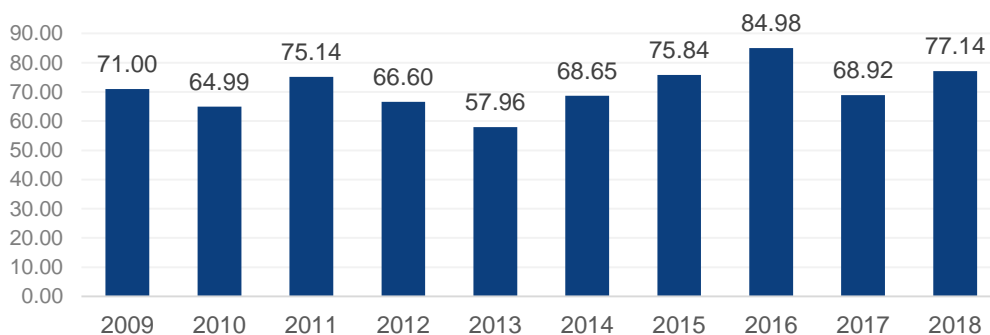
Source: Fatality Analysis Reporting System (FARS) 2009–2018 Final File, Georgia Department of Revenue (DOR)

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

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

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

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

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

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

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

Motorcyclist Fatalities by Month and Time of Day, 2018, Georgia
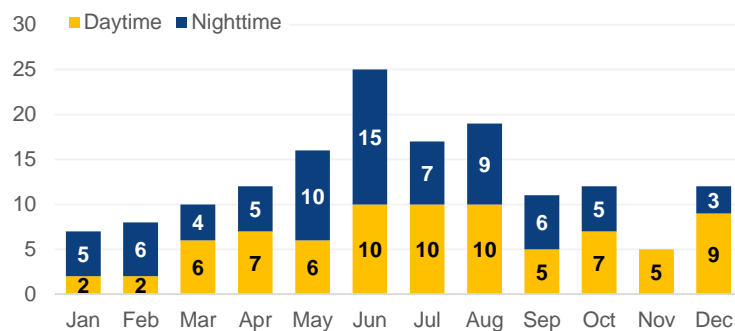
Source: Fatality Analysis Reporting System (FARS) 2018 Final File, Georgia

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

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

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

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

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

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

Motorcycle Crashes with another Vehicle, Registrations, Crash Rate, Crashes Involving Alcohol, and Fatalities by county, Georgia
Source: GDOT, DOR, FARS

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

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

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

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

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

Qualifying Criteria: Motorcyclist Awareness Program

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

Associated Performance Measures and Targets

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

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

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

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

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

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

Primary Countermeasure Strategy

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

Communication and Outreach: Other Driver Awareness of Motorcyclists

Project Safety Impacts

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

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

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

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

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

Linkage Between Program Area

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

Rationale for Selection

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

Planned Activities

2021 Motorcycle Programs

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

Projects

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

References

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Qualifying Criteria: Impaired Driving Program

Associated Performance Measures and Targets

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

Primary Countermeasure Strategy

Countermeasure Strategy	• Communication and Outreach: Alcohol-Impaired Motorcyclists

Communication and Outreach: Alcohol-Impaired Motorcyclists

Project Safety Impacts

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

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occurred in 2018. The chart below describes the proposed FFY 2021 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

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

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

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

Linkage Between Program Area

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

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

Motorcycle Crashes Involving an Impaired Operator by County, Georgia
Source: GDOT

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

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

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

Rationale for Selection

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

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405(H) NONMOTORIZED SAFETY GRANT

Georgia's annual combined pedestrian and bicyclist fatality rate was 19% in 2018.

References

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