



GEORGIA STRATEGIC HIGHWAY SAFETY PLAN

2025 - 2029



GOVERNOR'S LETTER



Greetings,

With Georgia projected to continue growing in the coming years, it is essential that our state ensures the safety of its citizens and travelers alike throughout our infrastructure network. In pursuit of that goal, the 2025-2029 Governor's Strategic Highway Safety Plan (SHSP) provides a data-driven comprehensive plan to improve safety on Georgia's roadways by outlining key traffic safety performance goals and emphasis areas. The SHSP will ensure Georgia implements strategies in line with the Safe System Approach and the Vision

Zero plans while also addressing roadway safety by integrating the "4 Safety E's" (Engineering, Education, Enforcement, and Emergency Medical Services). By following these strategies, we can work to eliminate fatal crashes and serious injuries for everyone on Georgia's roads.

The successful development and implementation of the SHSP will require all stakeholders, including leaders and partners from multi-disciplinary agencies, to work together to address traffic safety concerns. The 2025-2029 SHSP will continue to emphasize the combined initiatives of Georgia's Highway Safety Improvement Program (HSIP), Highway Safety Plan (HSP), the Commercial Vehicle Safety Plan (CVSP), and the Safe System Approach. Using a holistic, performance-based approach, the SHSP establishes long-term goals and safety performance measures.

Ultimately, by working together to examine safety data and best practices, we will strengthen our ability to develop sound strategies, better performance targets, and improved decision-making to reach Georgia's goal of zero deaths. By utilizing this information, our agencies and partners can work to ensure Georgia's residents and visitors arrive at their destination every day in a safe and timely manner. It is up to all Georgians to make our roads safer, and this plan gives us the road map to make that goal a reality.

A handwritten signature in black ink that reads "B. Kemp". The signature is written in a cursive, flowing style.

Brian P. Kemp
Governor

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EVERY LIFE COUNTS

ZERO DEATHS

4 Safety E's



ENGINEERING



EDUCATION



ENFORCEMENT



EMERGENCY MEDICAL SERVICES

MISSION

Striving Towards Zero Deaths and Serious Injuries for All Road Users in Georgia

OVERVIEW

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the “4 Safety E’s”- **Engineering, Education, Enforcement, and Emergency Medical Services.**

The 2025-2029 Strategic Highway Safety Plan (SHSP) establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users. The successful development and implementation of the SHSP require leaders, champions, and safety partners from multidisciplinary agencies to work together to bring different perspectives and solutions that address traffic safety concerns.

The SHSP provides a framework for the data-driven selection of programs, countermeasures, and strategies that work toward the mission of “Striving Toward Zero Deaths and serious injuries for all road users in Georgia.”



EXISTING HIGHWAY SAFETY PLANS

The Georgia SHSP provides strategic direction for the Highway Safety Plan, Highway Safety Improvement Program, and the Commercial Vehicle Safety Plan.



HIGHWAY SAFETY PLAN

GEORGIA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

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

Georgia's Highway Safety Plan (HSP) is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan. It includes a wide variety of proven strategies and new and innovative countermeasures. The Highway Safety Plan justifies, develops, implements, monitors, and evaluates traffic safety activities for improvements throughout the federal fiscal year. National, state, and county-level crash data and other information, such as safety belt use rates, are used to ensure that the planned projects are data-driven, focusing on areas of greatest need. The agency's mission statement drives all targets and objectives of the Governor's Office of Highway Safety.



HIGHWAY SAFETY IMPROVEMENT PROGRAM

GEORGIA DEPARTMENT OF TRANSPORTATION

The Georgia Highway Safety Improvement Program (HSIP) aims to provide a continuous and data-driven process that identifies and reviews specific traffic safety issues around the state to identify locations for potential safety enhancements. The countermeasures, strategies, and approaches described in the HSIP aim to eliminate all roadway fatality crashes and reduce serious injury crashes on all of Georgia's roadways by implementing engineering solutions.



COMMERCIAL VEHICLE SAFETY PLAN

GEORGIA DEPARTMENT OF PUBLIC SAFETY

MOTOR CARRIER COMPLIANCE DIVISION

Georgia's Commercial Vehicle Safety Plan (CVSP) is a performance-based program that contains several elements, including a summary of the effectiveness of prior years' activities, performance objectives, and strategies. The plan also includes a monitoring methodology and a budget supporting CVSP activities that describe expenditures related to personnel, equipment purchases, and other eligible costs.

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

CURRENT ENVIRONMENT



POPULATION IN 2021
10,799,566

POPULATION IN 2022
10,912,876

SOURCE: Georgia Department of Public Health (DPH) Online Analytical Statistical Information System



REGISTERED PASSENGER CARS IN 2022

6,676,772



REGISTERED VEHICLES BY TYPE

Vehicle Type	2021	2022
Motorcycles	213,096	217,217
Truck	2,141,213	2,184,870
Trailers	1,311,884	1,342,348
Buses	37,049	37,607
Other	33	31
TOTAL	10,352,085	10,458,845

SOURCE: 2022 Georgia Department of Revenue (DOR) Statistical Report



DRIVER LICENSE

VALID DRIVER'S LICENSES IN 2022

8,372,067

NUMBER OF VALID DRIVER'S LICENSES BY AGE GROUP

Age Group	2021		2022	
15	62,892	1%	66,224	1%
16-17	197,094	2%	206,243	2%
18-20	373,581	5%	380,883	5%
21-24	543,760	7%	565,017	7%
25-34	1,401,893	18%	1,475,323	18%
35-44	1,318,949	16%	1,384,622	17%
45-54	1,305,857	16%	1,336,349	16%
55-64	1,271,578	16%	1,296,656	15%
65-74	945,284	12%	985,433	12%
75-84	460,898	6%	521,906	6%
85+	125,812	2%	153,411	2%
Total	8,007,598	100%	8,372,067	100%

*Count excludes drivers <16 years old, drivers with suspended driving privileges, and drivers with privileges expired less than 2 years. SOURCE: Georgia Department of Driver Services (DDS)



VEHICLE MILES TRAVELED (VMT)

Year	Vehicle Miles Traveled
	Number in millions of miles
2013	109,259
2014	111,923
2015	118,107
2016	122,802
2017	124,733
2018	131,456
2019	133,128
2020	115,944
2021	120,600
2022	129,281

SOURCE: Fatality Analysis Reporting System (FARS)

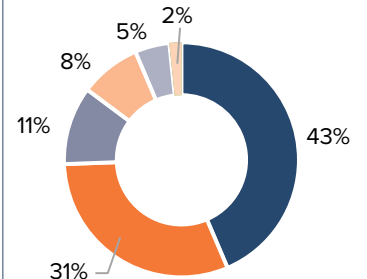
GEORGIA TRAFFIC DEATHS + SERIOUS INJURIES



In Georgia, there were 1,797 motor vehicle traffic fatalities in 2022, resulting in 1.39 traffic fatalities for every 100 million vehicle miles traveled (VMT). Although Georgia ranks fourth in the number of fatalities in the nation, it ranks 21st in fatalities per 100M VMT.

Between 2018 and 2022, the number of suspected serious crash injuries reported by law enforcement responding to a motor vehicle traffic incident increased by 36%, from 6,401 in 2018 to 8,660 in 2022. Car passenger vehicle and light truck passenger vehicle occupants (pickup trucks, vans, and sports utility vehicles) continue to have the highest proportion of serious injuries in traffic crashes.

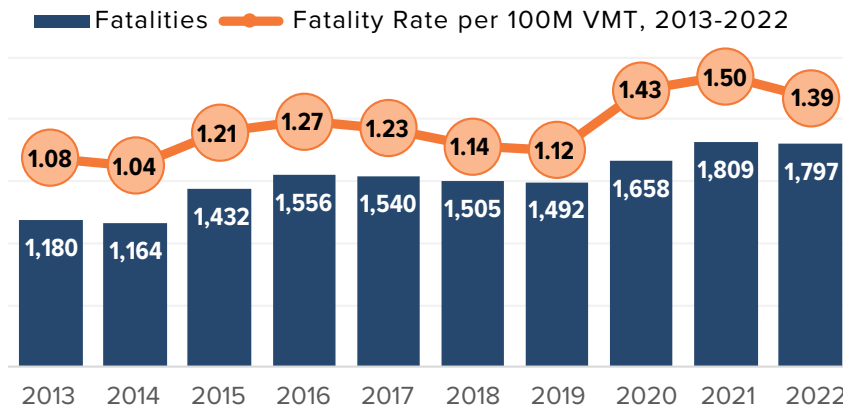
SERIOUS INJURIES BY PERSON TYPE 2022



- Passenger Car Occupants
- Light Truck Vehicle Occupants
- Motorcyclists
- Bicyclists & Pedestrians
- Other
- Large Truck Occupant

SOURCE: Adopted from the Overview of Motor Vehicle Crashes in 2022 GTSF

FATALITIES 2010-2019



SOURCE: Adopted from the Overview of Motor Vehicle Crashes in 2022 GTSF

TRAFFIC FATALITIES BY CRASH TYPE, 2018 AND 2022

Fatal Crash Types	2018		2022		2018-2022 Percentage Change			
	Total Fatalities	Total Fatal Crashes	Total Fatalities	Total Fatal Crashes	Total Fatalities	Single Vehicle	Multi-Vehicle	
Fatal Crashes	1,408	1,678	1,492	1,678	▲ 19%	▲ 23%	▲ 15%	
Intersection (or Intersection-Related)	312	365	365	365	▲ 17%	▲ 16%	▲ 17%	
Roadway Departure	709	831	831	831	▲ 17%	▲ 25%	▼ - 4%	
Involving Large Trucks	177	237	237	237	▲ 34%	▲ 83%	▲ 22%	

SOURCE: Adopted from the Overview of Motor Vehicle Crashes in 2022 GTSF

DATA SOURCES

Georgia's SHSP is a data-driven process and makes effective use of State, local and regional data. When developing, implementing, and evaluating the SHSP, the most recent available data is analyzed to identify critical highway safety issues and safety improvement opportunities on all public roads and for all road users. The data is obtained through multiple databases.

FATALITY ANALYSIS REPORTING SYSTEM (FARS)

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

- ▶ For FARS data, visit: nhtsa.gov/research-data/fatality-analysis-reporting-system-fars

GEORGIA DEPARTMENT OF TRANSPORTATION (GDOT)

Georgia Electronic Accident Reporting System (GEARS) and Crash Data Dashboard

GEARS, developed and maintained by LexisNexis® Risk Solutions on behalf of the GDOT, serves as a portal into the state of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies.

The GDOT Crash Data Dashboard via Numetric provides crash data from crashes on Georgia's public roads and information regarding the various safety campaigns throughout Georgia. This dashboard provides data visualizations, crash mapping, and easy-to-use filtering to access crash data at the city, county, or regional level.

- ▶ For information on Georgia crash reporting, visit: dot.ga.gov/DS/Crash

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Crash Outcomes Data Evaluation System (CODES)

Georgia CODES is designed to foster and cultivate crash outcome data linkage and analysis for highway safety applications at the state level, supporting State Highway Safety Offices, State Public Health and Injury Prevention Departments, State Emergency Medical Services Agencies, State Transportation Departments, and other transportation-related agencies. CODES uses a probabilistic methodology to link crash records to other traffic records, including injury surveillance outcome records collected at the scene and en route

by emergency medical services, by hospital personnel after arrival at the emergency department, or by admission as an inpatient and/or at the time of death, on the death certificate. By linking data from various sources, CODES creates comprehensive datasets to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs.

- ▶ For CODES information, visit: dph.georgia.gov/health-topics/injury-prevention-program/crash-outcome-data-evaluation-system-codes

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Online Analytical Statistical Information System (OASIS)

OASIS is a suite of interactive tools for accessing the Georgia Department of Public Health's standardized health data repository. The standardized health data repository used by OASIS is currently populated with Vital Statistics (births, deaths, fetal deaths, induced terminations, and pregnancies), Hospital Discharge, Emergency Room Visit, Youth Risk Behavior Survey (YRBS), Behavioral Risk Factor Surveillance Survey (BRFSS), Motor Vehicle Crash, and Population data. OASIS and the repository are designed, built, and maintained by the Office of Health Indicators for Planning (OHIP).

- ▶ For OASIS information, visit: oasis.state.ga.us

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Georgia Emergency Medical Services Information System (GEMSIS)

GEMSIS, Georgia's statewide pre-hospital care reporting system, is an electronic system that provides timely, accurate, and reliable data from the Emergency Medical Services (EMS) patient care reports. GEMSIS aims to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCRs) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database. The GEMSIS data contains information on several transportation-related injuries, including motor vehicle crashes, motorcycle crashes, bicycle crashes, and pedestrian strikes. As such, GEMSIS is an integral part of Georgia's crash data and traffic records system.

- ▶ For information on GEMSIS, visit: dph.georgia.gov/EMS/gemsis

GEORGIA DEPARTMENT OF PUBLIC HEALTH

Georgia Central Trauma Registry

The objectives of the Georgia Central Trauma Registry are to monitor and provide information to evaluate trauma patient outcomes and assess compliance. In addition, the Georgia Central Trauma Registry provides and reviews data for injury prevention programs, research, and education to produce reports.

- ▶ For more information, visit: dph.georgia.gov/trauma

GEORGIA DEPARTMENT OF DRIVER SERVICES

Georgia Electronic Conviction Processing System (GECPS)

GECPS is a standardized and secure system for reporting Georgia reportable violation codes to DDS. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical, as Federal law requires all states to have conviction data reported to the defendant's home jurisdiction within ten days of the date of the conviction.

- ▶ For more information on GECPS, visit dds.georgia.gov/partners/courts

FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION A&I (Analysis and Information) Online

A&I Online is a web-based tool designed to provide quick and efficient access to descriptive statistics and analyses regarding commercial vehicle, driver, and carrier safety information. A&I tools and reports inform data-driven safety decisions to improve FMCSA effectiveness and large truck and bus safety on our Nation's roads. A&I resources provide information on industry safety trends and Agency progress, offering in-depth analysis that effects real change for safety. It is used by Federal and State enforcement personnel, as well as the motor carrier industry, insurance companies, and the public.

- ▶ For A&I reports, visit: ai.fmcsa.dot.gov/default.aspx



SAFETY PERFORMANCE MEASURES & GOALS

CORE OUTCOME	5-YEAR MOVING AVERAGES TARGETS		
	GOAL	BASELINE (2018-2022)	TARGET (2025-2029)
TRAFFIC FATALITIES	To <i>maintain</i> the 5MA traffic fatalities at 1,652 (2025-2029) by 2029.	1,652	1,652
SERIOUS INJURIES IN TRAFFIC CRASH-ES	To <i>maintain</i> the 5MA serious injuries in traffic crashes at 7,767 (2025-2029) by 2029.	7,767	7,767
SERIOUS INJURIES PER 100M VMT	To <i>maintain</i> the 5MA serious injuries per 100M VMT at 6.200 (2025-2029) by 2029.	6.200	6.200
FATALITIES PER 100M VMT	To <i>maintain</i> the 5MA fatalities per 100M VMT at 1.32 (2025-2029) by 2029.	1.32	1.32
NON-MOTORIST SERIOUS INJURIES AND FATALITIES	To maintain the 5MA non-motorist serious injuries and fatalities at 864 (2025-2029) by 2029.	864	864
UNRESTRAINED PASSENGER VEHICLE FATALITIES	To <i>maintain</i> the 5MA unrestrained passenger vehicle fatalities at 472 (2025-2029) by 2029.	472	472
ALCOHOL-IMPAIRED DRIVING FATALITIES	To <i>maintain</i> the 5MA alcohol-impaired driving fatalities at 416 (2025-2029) by 2029.	416	416
SPEEDING-RELATED FATALITIES	To <i>maintain</i> the 5MA speeding-related fatalities at 342 (2025-2029) by 2029.	342	342
MOTORCYCLIST FATALITIES	To <i>maintain</i> the 5MA motorcyclist fatalities at 186 (2025-2029) by 2029.	186	186
UN-HELMETED MOTORCYCLIST FATALITIES	To <i>maintain</i> the 5MA un-helmeted motorcyclist fatalities at 19 (2025-2029) by 2029.	19	19
DRIVERS AGED 20 OR YOUNGER INVOLVED IN FATAL CRASHES	To <i>maintain</i> the 5MA number of drivers aged 20 or younger who are involved in fatal crashes at 200 (2025-2029) by 2029.	200	200
DRIVERS AGED 65 OR OLDER INVOLVED IN FATAL CRASHES	To <i>maintain</i> the 5MA number of drivers aged 65 or older who are involved in fatal crashes at 306 (2025-2029) by 2029.	306	306
PEDESTRIAN FATALITIES	To <i>maintain</i> the 5MA pedestrian fatalities at 286 (2025-2029) by 2029.	286	286
BICYCLIST FATALITIES	To <i>maintain</i> the 5MA pedestrian fatalities at 25 (2025-2029) by 2029.	25	25
DISTRACTION-RELATED FATALITIES	To <i>maintain</i> the 5MA distraction-related fatalities at 60 (2025-2029) by 2029.	60	60
OBSERVED SEAT BELT USE	Increase the seat belt use from 89.3% in 2022 to 90.0% by 2029.	89.3% (2022)	90.0%

CORE OUTCOME	VISION ZERO (IN 80 YEARS) ANNUAL TARGETS		
	GOAL	BASELINE (2022)	TARGET (2029)
TRAFFIC FATALITIES	Reduce the annual number of traffic fatalities by 6% from 1,797 in 2022 to 1,685 by 2029.	1,797	1,685
SERIOUS INJURIES IN TRAFFIC CRASH-ES	Reduce the annual number of serious traffic injuries by 6% from 8,660 in 2022 to 8,119 by 2029.	8,660	8,119
SERIOUS INJURIES PER 100M VMT	Reduce the annual number of serious traffic injuries per 100M VMT by 6% from 6.699 in 2022 to 6.280 by 2029.	6.699	6.280
FATALITIES PER 100M VMT	Reduce the annual number of fatalities per 100M VMT by 6% from 1.39 in 2022 to 1.30 by 2029.	1.39	1.30
NON-MOTORIST SERIOUS INJURIES AND FATALITIES	Reduce the annual number of non-motorist serious injuries and fatalities by 6% from 1,102 in 2022 to 1,033 by 2029.	1,102	1,033
UNRESTRAINED PASSENGER VEHICLE FATALITIES	Reduce the annual number of unrestrained passenger vehicle occupant fatalities by 6% from 518 in 2022 to 486 by 2029.	518	486
ALCOHOL-IMPAIRED DRIVING FATALITIES	Reduce the annual number of alcohol-related fatalities by 6% from 507 in 2022 to 475 by 2029.	507	475
SPEEDING-RELATED FATALITIES	Reduce the annual number of speeding-related fatalities by 6% from 422 in 2022 to 396 by 2029.	422	396
MOTORCYCLIST FATALITIES	Reduce the annual number of motorcyclist fatalities by 6% from 221 in 2022 to 207 by 2029.	221	207
UN-HELMETED MOTORCYCLIST FATALITIES	Reduce the annual number of un-helmeted motorcyclist fatalities by 6% from 27 in 2022 to 25 by 2029.	27	25
DRIVERS AGED 20 OR YOUNGER INVOLVED IN FATAL CRASHES	Reduce the annual number of young drivers involved in fatal crashes by 6% from 203 in 2022 to 190 by 2029.	203	190
DRIVERS AGED 65 OR OLDER INVOLVED IN FATAL CRASHES	Reduce the annual number of older drivers involved in fatal crashes by 6% from 305 in 2022 to 286 by 2029.	305	286
PEDESTRIAN FATALITIES	Reduce the annual number of pedestrian fatalities by 6% from 345 in 2022 to 323 by 2029.	345	323
BICYCLIST FATALITIES	Reduce the annual number of bicyclist fatalities by 6% from 29 in 2022 to 27 by 2029.	29	27
DISTRACTION-RELATED FATALITIES	Reduce the annual number of distraction-related fatalities by 6% from 73 in 2022 to 68 by 2029.	73	68
OBSERVED SEAT BELT USE	Reduce the annual number of speeding-related fatalities by 6% from 422 in 2022 to 396 by 2029.	422	396

SAFE SYSTEM APPROACH TO TRAFFIC SAFETY

THE CORE PRINCIPLES OF A SAFE SYSTEM

The core principles of a Safe System will be considered when developing and implementing countermeasures and strategies within the SHSP.

Death/Serious Injury is Unacceptable

Every life counts, and our vision remains zero. Georgia's SHSP will continue to use a performance-based approach to establish long-term goals and safety performance measures. This demonstrates our commitment to Vision Zero and our accountability for tracking progress through performance measure report cards and documenting challenges and successes.

Humans Make Mistakes

In Georgia, 2022 data shows that 50% of all traffic fatalities were caused by a vehicle departing the roadway by crossing an edge line or a center line, which can result in a head-on collision when a vehicle enters an opposing lane of traffic.

The problem identifications listed in each of the emphasis area sections in this plan uncover the truth that humans make mistakes. This plan has identified proven and effective safety countermeasures and strategies.

The Safe System approach, as defined by the World Health Organization, centers on designing a transportation network that minimizes the risk of serious human injury if a crash does occur. This approach aims to address safety comprehensively by eliminating fatal and serious injuries for all road users. Georgia's strong leadership in transportation safety is crucial in supporting the paradigm shift toward a Safe System, laying the groundwork for safer roads and a sustainable reduction in traffic-related injuries and fatalities.



HUMANS ARE VULNERABLE

Humans have limits for tolerating crash forces before death and serious injury occur. The SHSP places an emphasis on fatalities and serious injuries. We recognize that humans are vulnerable. Key stakeholders will work collaboratively to reduce impact forces experienced in a crash to accommodate human vulnerabilities throughout the implementation process.

RESPONSIBILITY IS SHARED

The SHSP is a plan for all Georgia citizens. It will take everyone to ensure Georgia reaches zero deaths and serious injuries. Every crash involves real life and affects family, friends, and community members. Georgia's SHSP emphasizes the importance of shared responsibility by ensuring adequate leadership, collaboration, and communication across stakeholders and identifying multidisciplinary solutions that address the "4 E's" of Safety.

SAFETY IS PROACTIVE

Utilizing a data-driven approach enables transportation practitioners to address safety proactively. GDOT's Numetric platform allows authorized end-users to create custom reports and data queries that examine specific locations, roadways, and contributing factors of motor vehicle traffic crashes in Georgia.

REDUNDANCY IS CRUCIAL

Utilizing a data-driven approach enables transportation practitioners to proactively address safety. Engaging in cross-disciplinary task teams can start conversations that spark the importance of redundancy and interconnectivity. Emphasis area task teams work collaboratively in various capacities, from meetings and alignment of messaging to partnering as co-implementers in strategies, countermeasures, and/or programs.

The Five Elements of a Safe System

Making a commitment to zero deaths means addressing every aspect of crash risks through the five elements of a Safe System. Georgia will incorporate these five elements in transportation planning efforts, safety summits, emphasis area meetings, and strategy implementation.

Safe Road Users
The Safe Systems approach addresses the safety of road users, including those who walk, bike, drive, ride, transit, and travel by other methods.

Safe Vehicles
Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.

Safe Speeds
Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.

Safe Roads
Designing roadways to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people

traveling at different speeds, providing dedicated times for different users to move through a space, and alerting users to hazards and other road users.

Post-Crash Care
When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic incident management, and other activities.



In addition to new strategies identified in this plan, emphasis area task teams will explore new approaches to address and align their work more strongly with the Safe System Approach. This includes exploring advanced technology (i.e., autonomous vehicles) that may improve traffic safety and reduce human error. Teams will also discuss approaches to improving transportation equity by allocating more resources and implementing appropriate countermeasures to underserved communities and populations with significant traffic fatalities and injury risks.



50%

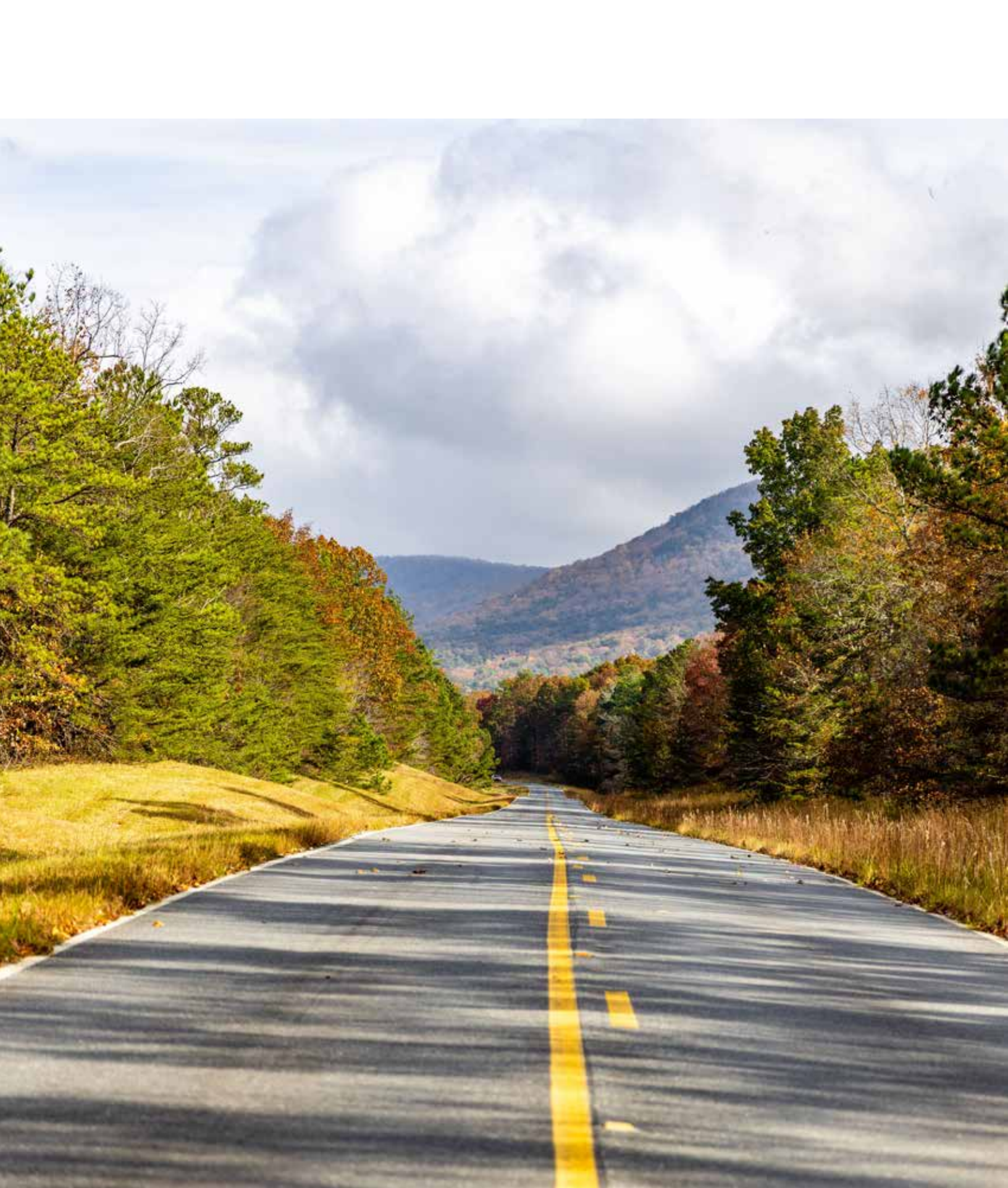
of all traffic fatalities were a result of a vehicle departing the roadway (2022)

4TH

Georgia's ranking in the US for number of traffic fatalities

21ST

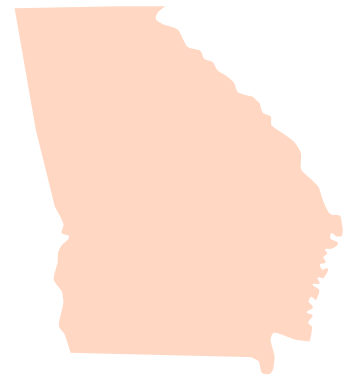
Georgia's ranking in the US per 100 million vehicle miles traveled or fatalities per 100



EMPHASIS AREA TASK TEAMS

The 2025-2029 Strategic Highway Safety Plan (SHSP) outlines key traffic safety emphasis areas aimed at enhancing roadway safety throughout Georgia. Task teams, composed of representatives from diverse agencies, collaborate within each emphasis area to implement comprehensive countermeasures across the state. These teams include traffic safety practitioners, advocates, executive leaders, non-profit organizations, community members, and local and state government agencies. This collaborative structure has effectively addressed emerging traffic safety challenges, facilitated the efficient statewide implementation of safety initiatives, and identified potential funding sources to sustain these efforts.

The Georgia Traffic Safety Facts (GTSF) publications, created by the Traffic Records Coordinating Committee (TRCC) / Crash Outcomes Data Evaluation System (CODES) and approved by the CODES Board, provide essential traffic safety data and insights. With input from SHSP emphasis area task teams, these resources serve a wide audience, including traffic safety practitioners, media, engineers, and policymakers. The GTSF Detailed Facts offer in-depth information suited for professional use across multiple disciplines. For public outreach, the GTSF Quick Facts provide a concise, one-page document featuring key data points, prevention strategies, and safety resources, making it accessible and informative for general audiences.



The Strategic Highway Safety Plan outlines key traffic safety emphasis areas aimed at enhancing roadway safety throughout Georgia.

Emphasis Areas

 PEDESTRIAN SAFETY (Vulnerable Roadway Users)	 BICYCLE SAFETY (Vulnerable Roadway Users)	 MOTORCYCLE SAFETY	 OLDER DRIVERS	 IMPAIRED DRIVING
 OCCUPANT PROTECTION	 DISTRACTED DRIVING	 YOUNG ADULT DRIVERS	 INTERSECTION AND ROADWAY DEPARTURE	 COMMERCIAL MOTOR VEHICLES (Heavy Trucks)

VULNERABLE ROADWAY USERS

PEDESTRIAN SAFETY



DESCRIPTION

The Vulnerable Roadway User (VRU) Safety Task Team includes a multi-disciplinary team of planners, engineers, advocates, public health experts, and others to develop strategies to reduce pedestrian crashes using a Safe System approach. The team focuses on educational, emergency medical services, engineering, and law enforcement strategies to improve pedestrian safety as well as methods for evaluating progress. The team is a key stakeholder in the development of the VRU Safety Assessment.



occurred on roadways with a posted speed of 45 mph or above, and 77% occurred at night. These statistics indicate the need for Safer Roads designed for Safer Speeds and with sufficient illumination.

Pedestrians were involved in 1% of all traffic crashes, 22% of all serious injury crashes, and 19% of all traffic-related fatalities. Additionally, 45 percent of pedestrian fatalities involved a confirmed or distracted driver, showing the role that unsafe driver behavior plays in pedestrian fatalities. Similar to previous years, more than half of all pedestrian crashes occurred within the Atlanta region (56%).¹

PROBLEM IDENTIFICATION

In 2022, there were 345 pedestrians fatally injured in traffic crashes, a 12% increase from the 307 pedestrian fatalities in 2021. One-third (67%) of pedestrian fatalities

OBJECTIVE

Decrease the number of **pedestrian** serious injuries and fatalities by December 2029.

19%

of all traffic fatalities involved pedestrians

67%

of pedestrian fatalities occurred with a 45 mph or above posted speed

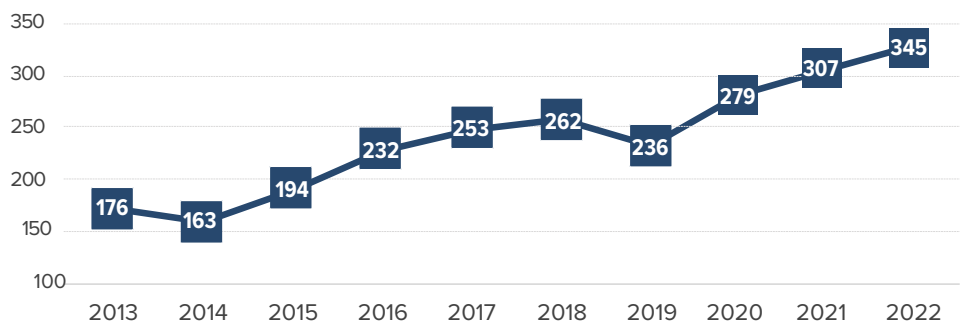
45%

of pedestrian fatalities have a confirmed or suspected distracted driver

77%

of pedestrian fatalities occurred at night

Pedestrian Fatalities in Traffic Crashes, 2013-2022



Adopted from the 2022 Non-Motorist (Pedestrian and Bicyclists) Georgia Traffic Safety Facts

¹ Crash Outcomes Data Evaluation System. (2024, April). Pedestrians and Bicyclists: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Safe Routes to School	Support the Safe Routes to School program, which encourages active transportation through engineering projects and educational initiatives. This program strives to improve pedestrian safety around schools and educate students on safe pedestrian and driver behavior.
Safety Education	Educate the public on safe pedestrian and driver behavior through the GDOT See and Be Seen Campaign and Safe Driving Summits. Additionally, the task team will distribute the safety curriculum to provide teachers with resources for teaching traffic safety.
Driver Training	Collaborate with the Georgia Department of Driver Services to include pedestrian safety questions in the driver education manual and/or the knowledge test examination.
Emergency Response	Coordinate with EMS providers to ensure that pedestrian crashes are accurately documented in EMS trip reports and police reports. Additionally, a partnership with the Region Commission EMS team will be established.
Engineering Policy and Design	Update GDOT policy and engineering typical plans for pedestrian safety. Past updates have included requiring a VRU assessment for setting speed limits and developing typical plans for Rectangular Rapid Flashing Beacons (RRFBs).
Systemic and Proactive Safety Initiatives	Advance systemic, proactive pedestrian safety engineering initiatives, such as systematically installing safe pedestrian crossings at midblock transit stops.
Law Enforcement	Collaborate with law enforcement agencies to address speeding, distracted driving, and impaired driving. GDOT's advocacy partners provide training for law enforcement agencies, particularly larger agencies in cities, on pedestrian-related laws.
Data Availability	Develop new analytical tools for GDOT's publicly available crash data software (AASH-TOWare Safety) and provide training on its use. Additionally, other GDOT datasets, such as near misses, should be expanded to proactively address pedestrian safety concerns.
Pedestrian Counts	Expand multimodal count collection throughout the state to better target safety improvements. Invest in research to model pedestrian activity through innovative means, including using pedestrian push button presses as a proxy for pedestrian volumes.



VULNERABLE ROADWAY USERS

BICYCLE SAFETY



DESCRIPTION

The Vulnerable Roadway User (VRU) Safety Task Team includes a multi-disciplinary team of planners, engineers, advocates, public health experts, and others to develop strategies to reduce bicyclist crashes using a Safe System approach. The team focuses on educational, EMS, engineering, and law enforcement strategies to improve bicyclist safety as well as methods for evaluating progress. The team is a key stakeholder in the development of the VRU Safety Assessment.

PROBLEM IDENTIFICATION²

In 2022, there were 29 bicyclist fatalities on Georgia roadways, an increase from the 15 bicyclist fatalities in 2021. There was an average of 25 bicyclist fatalities in traffic



crashes each year between 2018-2022—fluctuating with no apparent downward trend. Nearly one-third (62%) of bicyclist fatalities occurred on roadways with a posted speed of 45mph or higher, and 58% occurred on arterial roadways. In 2022, 79% of bicyclist fatalities did not occur at an intersection, indicating the need for education and enforcement around Georgia’s 3 Foot Law, O.C.G.A. § 40-6-56. These numbers indicate the relationship between higher volume and speed roadways with bicyclist fatalities.

OBJECTIVE

Decrease the number of **bicyclist** serious injuries and fatalities by December 2029.

79%

of bicyclist fatal crashes **did not** occur at an intersection

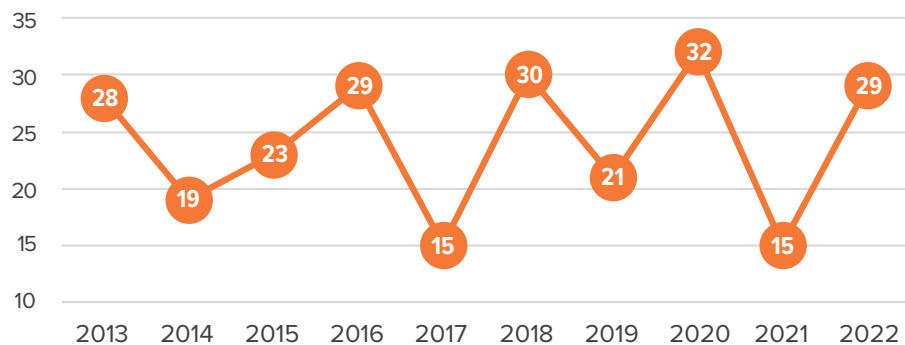
62%

of bicyclist fatalities occurred with a 45 mph or above posted speed

58%

of bicycle crashes occur on arterials

Bicycle Fatalities in Traffic Crashes, 2013-2022



Adopted from the 2022 Non-Motorist (Pedestrian and Bicyclists) Georgia Traffic Safety Facts

² Crash Outcomes Data Evaluation System. (2024, April). Pedestrians and Bicyclists: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor’s Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Safe Routes to School	Support the Safe Routes to School program, which encourages active transportation through engineering projects and educational initiatives. The program strives to improve bicyclist safety around schools and education in schools on safe biking and driving behavior, including helmet use.
Safety Education	Educate the public on safe biking and driving behavior, including through 3-Foot Passing law and Share the Road campaigns. Additionally, the task team will distribute the safety curriculum for teachers to teach traffic safety.
Emergency Response	Coordinate with EMS providers to ensure that bicycle crashes are accurately documented in EMS trip reports and police reports. Additionally, the task team will establish a partnership with the Region Commission EMS team.
Bicycle Network Connectivity	Improve statewide bicycle network connectivity through the development and implementation of the Statewide Rural and Urban Active Transportation Plans. Additionally, revise the State Bicycle Route map. Furthermore, identify opportunities for urban multimodal spines and networks through Multimodal Connectivity studies and implement roadway reconfigurations to install bicycle infrastructure.
Engineering Policy and Design	Update GDOT policy and engineering typical plans for bicyclist safety. Past updates have included requiring a VRU assessment for setting speed limits and developing typical plans for bicycle boxes and bicycle lane striping through intersections.
Systemic and Proactive Safety Initiatives	Advance systemic, proactive bicyclist safety engineering initiatives, including systemically installing safe trail crossings (including the Stone Mountain Trail).
Law Enforcement	Provide training for law enforcement agencies, particularly larger agencies in cities, on bicycle-related laws such as the 3 Foot Law through GDOT’s advocacy partners.
Bicyclist Crash Data	Develop new analytical tools for GDOT’s publicly available crash data software (AASHTOware Safety) and provide training on its use. Additionally, expand other GDOT datasets, such as near misses, to more proactively address bicyclist safety concerns.
Bicyclist Counts	Expand multimodal count collection throughout the state to better target safety improvements. Invest in research to model cycling activity innovatively, including using Strava Metro data as a proxy for bicyclist volumes.



MOTORCYCLE SAFETY



DESCRIPTION

The Motorcycle Safety Task Team is made up of educators, public safety officials, emergency responders, and safety advocates focused on making motorcyclists safer. They emphasize education and communication, working to reach motorcyclists through mass media campaigns and improving motorcycle safety programs.

Motorcyclist is a general term for either the rider (motorcycle operator) or passenger. Motorcycles include two—or three-wheeled motorcycles, off-road motorcycles, mopeds, motor scooters, minibikes, and pocket bikes.



PROBLEM IDENTIFICATION

In 2022, there were 221 motorcyclist fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of motorcyclist fatalities recorded for the state. Motorcycle operators also represent 6% of all licensed drivers but 18% of all driver fatalities. Between 2021 and 2022, the rate of motorcycle fatalities increased by 12%, from 92.1 to 102.9 motorcycle fatalities per 100,000 motorcycle registrations²

OBJECTIVE

Decrease the number of **motorcyclist** serious injuries and fatalities by December 2029.

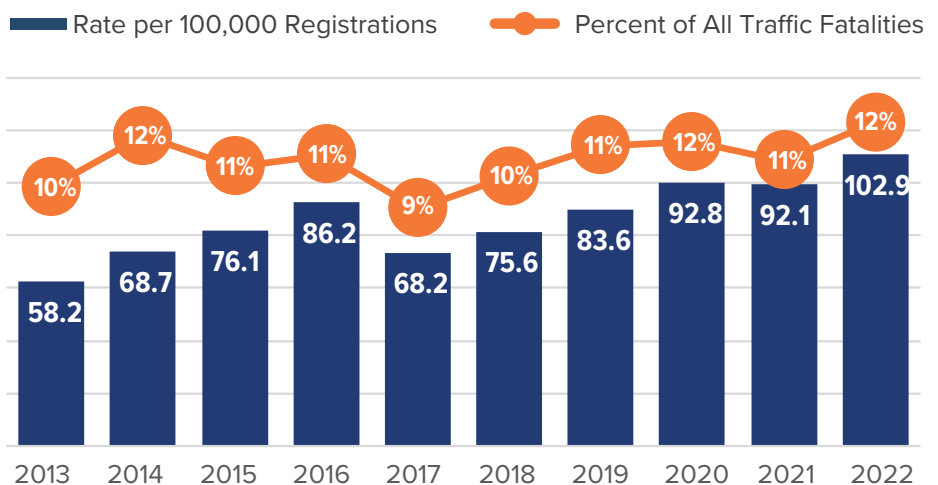
\$270 MILLION

total motor vehicle traffic-related hospitalization and emergency room charges among motorcyclists in Georgia

54%

of motorcycle operators involved in crashes were riding without a valid motorcycle designation (Class M or MP) on their driver’s license at the time of the crash

Rate and Percent of Motorcyclist Fatalities, 2013-2022

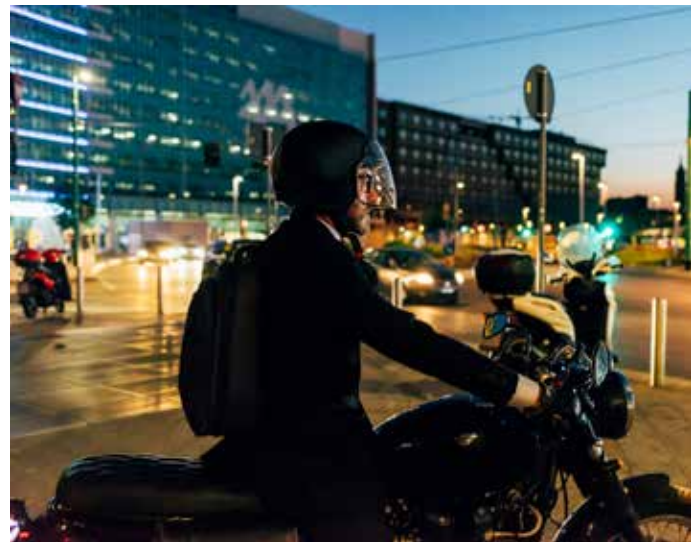


Source: Adopted from the 2019 Motorcycles GTSF

In 2022, there were 221 motorcyclist fatalities that occurred in motor vehicle traffic crashes on Georgia roadways.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
<p>Motorcycle Rider Training</p>	<p>Improve highway safety through rider education, training, and a public awareness effort. The aim of this initiative is to promote motorcyclist safety and ensure that quality and consistency of training across all training sites.</p>
<p>Collaboration with Law Enforcement</p>	<p>Collaborate with law enforcement to detect and sanction alcohol-impaired motorcyclists during the riding season and in areas that have the highest motorcycle alcohol-related crashes.</p>
<p>Communications and Outreach & Motorcycle Helmet Use Promotion Programs</p>	<p>Communications and outreach campaigns will be designed to increase other drivers' awareness of motorcyclists using the "Share the Road with Motorcyclists" messaging. Additionally, campaigns will be built around "Motorcycle Awareness Month" in riding seasons.</p>



The Motorcycle Safety Task Team works to reach motorcyclists through mass media campaigns and improving motorcycle safety programs.

OLDER DRIVERS



**1.65
MILLION**

people were 65+ years of age in 2022— a 4% increase from 2021

19%

of Georgia's total resident population is 65+ years of age

DESCRIPTION

The Older Driver Task Team is part of the Georgia Department of Public Health's 55+ Driver Safety Program.

The Task Team's goal is to reduce older driver injuries and fatalities through safer roadways, education and training, and improved mobility options among drivers ages 55-to-64 and 65+ years. The 55+ Driver Safety Task Team utilizes a public health approach to develop collaborative relationships and processes to determine appropriate educational, environmental, and policy interventions for health and safety professionals, as well as the public.

This task team considers the "older drivers" population includes both people aged 55 to 64 years, and people aged 65 years and older.

PROBLEM IDENTIFICATION

Across the decade, drivers 65+ years



represented approximately 13% of all drivers involved in fatal crashes. Fatal crashes involving drivers aged 65+ decreased by 11% (from 341 drivers

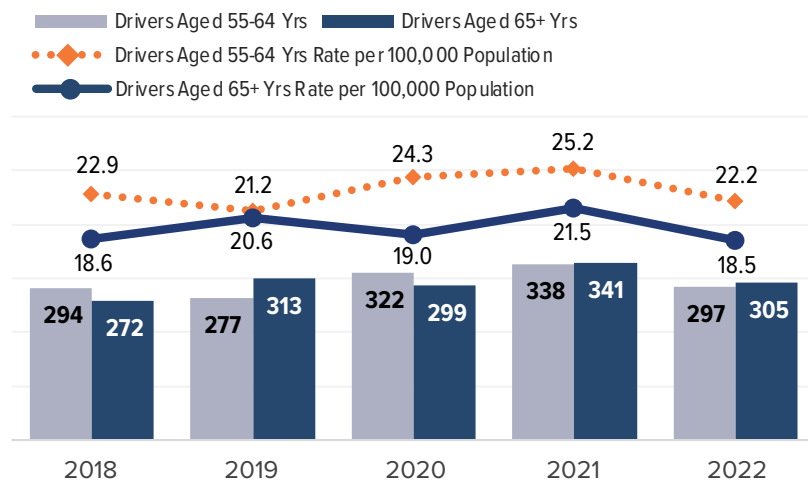
in 2021 to 305 in 2022), and the rate of drivers 65+ years involved in fatal crashes per 100,000 population decreased by 13%. The number and rate of drivers in the 55-to-64 age group involved in fatal crashes decreased by 12%.⁴

In 2022, older drivers aged 65+ years represented 19% of the population and 20% of all licensed drivers. However, they only represent 9% of all drivers involved in traffic crashes and 12% of all drivers involved in fatal crashes.

OBJECTIVE

Decrease the number of **older drivers (aged 55 to 64 and 65+)** involved in serious injury or fatal traffic crashes by December 2029.

Number and Percent of Older Drivers (55+ Years) Involved in Fatal Crashes, 2013-2022



Source: Adopted from the 2022 Older Driver GTSF

⁴ Georgia Crash Outcomes Data Evaluation System. (2024, August). Older Drivers: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
<p>Programs for Aging Drivers</p>	<p>The 55+ Driver Safety Task Team will continue to expand the Yellow Dot Program across the state. Yellow Dot is a simple but effective system that puts potentially life-saving information in the hands of first responders at the scene of a car crash. A “Yellow Dot” decal on a vehicle alerts both medical and law enforcement personnel to check the glove box for a packet that lists the driver’s prescriptions, medical conditions, and other vital information</p>
<p>Formal Courses for Aging Drivers</p>	<p>The 55+ Driver Safety Task Team will continue supporting the CarFit educational events provided by the Georgia Department of Public Health’s 55+ Driver Safety Program. The CarFit Program helps participants make sure they “fit” their vehicle properly for maximum comfort and safety. At these events, participants also receive information and resources specific to their community that can improve their safety as they age or help increase their mobility. First responders and law enforcement are trained to become CarFit technicians and coordinators. The 55+ Driver Safety Task Team will use a flexible curriculum to adapt training on aging, driving, mobility, and related topics.</p>
<p>Training & Educational Programing</p>	<p>The 55+ Driver Safety Task Team will develop and promote communication tools with a unified, accurate message to the public and professionals. These materials will be specifically targeted to various groups that include older drivers, clinicians and medical personnel, and law enforcement. Education materials will inform older drivers of the risk of driving and help them assess changes in their driving capabilities. The education materials include brochures, self-assessment tools, fact sheets, presentations, and other materials. Additionally, this material can be adapted to enhance law enforcement’s interaction with aging or elderly drivers, with traffic engineers considering road upgrades or repairs, and to bring general awareness of projects, programs, and partnership opportunities to those agencies and groups allied to the field of aging and driving safely. The 55+ Driver Safety Task Team will also create comprehensive packets of community resources that include information regarding the medical review process and safe alternatives to mobility and independence related to the aging population (e.g., public transportation safety, and pedestrian safety).</p>
<p>Designing Roadways for the Aging Population with Federal Highway Safety Administration U.S. Department of Transportation (Annual Aging and Driving Safely Symposium)</p>	<p>The 55+ Driver Safety Task Team convenes an annual symposium of invited professionals to speak on various topics related to aging and driving safely. Held virtually, the average national attendance has been over 125 registrations per session during the weeklong series of presentations. Topics have included driver rehabilitation, licensing, falls prevention, law enforcement and dementia, pedestrian safety, and more. A major component continues to be the workshop Designing Roadways for the Aging Population presented by the Federal Highway Safety Administration U.S. Department of Transportation. Traffic engineers, municipal planners, and other transportation professionals review, examine, and plan roadway features, structures, and signage for the safety of not only aging drivers but all road users. Examples include designs of pedestrian crossings, signage, intersections, interchanges, roadway segments, construction/work zones, and highway-rail grade crossings.</p>
<p>Resource for Georgia</p>	<p>The 55+ Driver Safety Program aims to be a resource for aging road users, a subject matter expert for aging-related organizations and agencies, and a guidepost for the public. The program conducts monthly scans of relevant new research, upcoming workshops or conferences, and partner activities, and the results are disseminated widely.</p>

IMPAIRED DRIVING



DESCRIPTION

The Impaired Driving Task Team (IDTT) includes a range of state, local, and regional government agencies, as well as community groups like Mothers Against Drunk Driving (MADD), the American Automobile Association (AAA), and corporate partners such as Lyft and Uber. The task team uses data-driven, evidence-based countermeasures to develop a program that focuses on reducing impaired driving.

In Georgia, a driver over 21 years of age and operating a non-commercial vehicle is considered legally alcohol-impaired when either their alcohol concentration is 0.08 grams of alcohol per 100 milliliters of blood



or per 210 liters of breath (O.C.G.A. § 40-6-391(a)(1) and § 40-1-1(1)).

PROBLEM IDENTIFICATION

In 2022, there were 507 traffic fatalities that involved at least one alcohol-impaired driver—an 8% increase from the 469 alcohol-impaired fatalities in 2021. These alcohol-impaired fatalities represented 28% of all traffic fatalities that occurred on Georgia roadways in 2022—compared to 32% nationwide.⁵

OBJECTIVE

Decrease the number of **alcohol- and/or drug-impaired** traffic fatalities and serious injuries by December 2029.

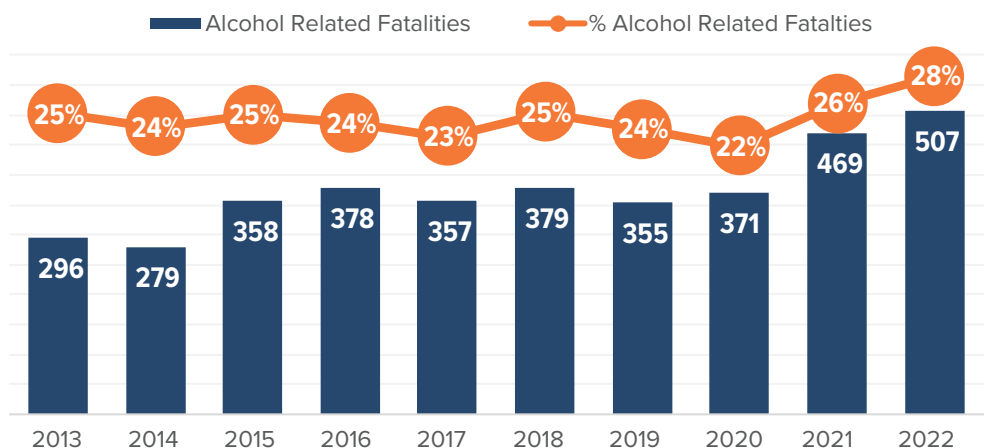
6%

of all young drivers ages 15-to-20 years old involved in fatal crashes consumed alcohol (0.01+ g/dL BAC) and four percent had a BAC of 0.08+ g/dL

42%

of all alcohol-impaired, passenger vehicle drivers fatally injured who were unrestrained

Number and Proportion of Alcohol-Impaired Driving Fatalities, 2013-2022



Source: Adopted from the 2022 Risky Driving Georgia Traffic Safety Facts

⁵ Georgia Crash Outcomes Data Evaluation System. (2024, August). Risky Driving: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Sobriety Checkpoints	Law enforcement members of the Impaired Driving Task Team (IDTT) will conduct visible enforcement and sobriety checkpoints in areas where impaired-driving crashes and fatalities are common. The purpose of checkpoints is to deter driving after drinking by increasing the perceived risk of arrest.
Enforcement of Drug-Impaired Driving	To address drug-impaired driving, law enforcement members of the IDTT will use drug recognition experts (DREs) to help investigate suspected drug-impaired drivers. These experts will be involved in high-visibility enforcement activities, sobriety checkpoints, and during responses to serious injury and fatal crashes.
Law Enforcement Phlebotomy Program	The law enforcement IDTT members will continue their phlebotomy program, which trains officers to draw blood for investigations. Collecting evidence quickly and efficiently can help increase DUI convictions and reduce alcohol- or drug-related crashes, injuries, and deaths. This program will also involve using local EMS personnel to assist with blood collection.
Alcohol Vendor Compliance Checks	The IDTT members will work with the Department of Revenue – Alcohol and Tobacco Division to develop training for alcohol vendors on preventing underage drinking. Law enforcement officers will also conduct compliance checks with alcohol distributors to ensure vendors are not selling alcohol to underage individuals.
Limits on Diversion & Plea Agreements	The legal-focused IDTT members will continue to provide training for law enforcement, prosecutors, and judges to help increase the number of alcohol-related convictions and reduce plea deals or diversions. This includes enabling law enforcement to obtain DUI search warrants with fewer obstacles.
Mass-Media Campaigns	The members of the IDTT will continue to support mass media campaigns and outreach activities aimed at reducing alcohol-impaired driving.
Youth Programs	IDTT members will continue partnering with the Department of Education, Department of Public Health, and Mothers Against Drunk Driving (MADD) to introduce DUI prevention programs or topics into the health curriculum for teens.
Alternative Transportation	The task team will partner with ridesharing services to provide transportation vouchers during high-risk, alcohol-impaired driving times (Thanksgiving, Christmas/New Year, Super Bowl, etc.). The task team members will also promote other alternative transportation services like public transportation, designated rivers, taxi services, and other community programs.

Passenger vehicle drivers that consumed alcohol were more likely to be unrestrained.



OCCUPANT PROTECTION



657

potential number of lives saved per year if all Georgia passenger vehicle occupants (ages 5+ years) had been restrained during 2018-2022

7x

likelihood of unrestrained passenger vehicle occupants of all ages to be fatally injured compared to restrained occupants

DESCRIPTION

The Occupant Protection Task Team (OPTT) brings together key agencies and organizations across Georgia dedicated to minimizing injuries and fatalities resulting from motor vehicle crashes. Led by the Governor’s Office of Highway Safety, with support from the Georgia Department of Public Health, Trauma and EMS, Georgia Department of Transportation, Shepherd Center, Children’s Hospital of Atlanta, Emory University, and additional partners, OPTT upholds a vision of zero traffic fatalities. The team emphasizes evidence-based public awareness initiatives, collaborates closely with law enforcement, and conducts targeted data analysis. OPTT’s mission is to ensure the safety of all vehicle occupants on Georgia’s roads by promoting best practices in occupant protection for drivers and passengers alike. In 2024, Georgia conducted an Occupant Protection Program Assessment; the OPTT is working to address the recommendations provided by the Assessment Team’s Report.

Occupant protection (referred to as “restraint use”) includes seat belts, car seats, and booster seats for passenger vehicle occupants (drivers and passengers) in passenger cars, pickup trucks, vans, and sport utility vehicles (SUVs). Car seat and booster seat specifications (based on weight, height, and/or age) are recommended or required by law for passenger vehicle occupants 12 years of age and younger.



PROBLEM IDENTIFICATION⁶

In 2022, there were 1,797 traffic fatalities in Georgia, of which 1,093 (61%) were occupants of passenger vehicles (PV). Nearly half of the PV occupants fatally injured were restrained (47%), 42% were unrestrained, and 11% were unknown restraint use. Historically, rural counties have a higher percentage of unrestrained PV fatalities and serious injuries among occupants of all ages (children and adults) compared to the Atlanta region and other urban regions. In 2022, 57% of PV occupant fatalities in rural counties were unrestrained, compared to 53% in the Atlanta region and 49% in other urban areas.

In 2023, the seat belt usage rate in Georgia for drivers and front right seat passengers of cars, trucks, sports utility vehicles (SUVs), and vans/mini-vans was 87.6%.⁷

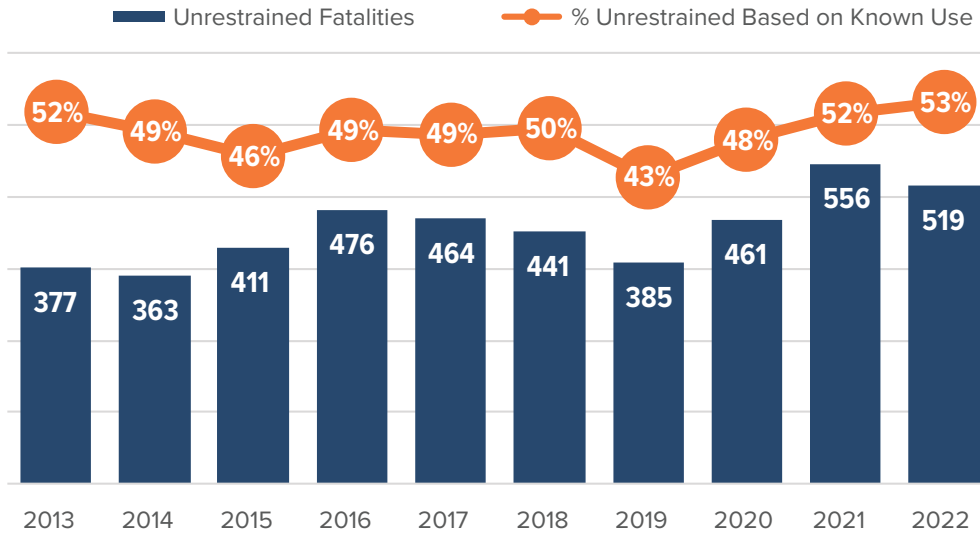
OBJECTIVE

Decrease the number of **unrestrained passenger vehicle occupants** being fatally injured in traffic crashes by December 2029.



6 Georgia Crash Outcomes Data Evaluation System. (2024, August). Risky Driving: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor’s Office of Highway Safety.
7 Rupp, Jonathan. 2024. “2023 Statewide Use of Seat Belt Restraints: An Observational Survey of Seat Belt Use in Georgia.” The Injury Prevention Research Center at Emory (IPRCE), Emory University: Atlanta, Georgia.

Percent and Number of Unrestrained* Passenger Vehicle Occupants Fatally Injured (All Ages), 2013-2022



*Percent is calculated based on known restraint use. The appropriate restraint system for children was not taken into consideration in the restraint classification.
Adopted from the 2022 Occupant Protection GTSF

OCCUPANT PROTECTION

Countermeasures & Strategies

COUNTERMEASURE

STRATEGY

<p>Car Seat Inspection Stations</p>	<p>To combat widespread misuse, the task team will provide parents and other caregivers with “hands-on” assistance from Child Passenger Safety Certified Technicians with properly installing and using child restraints. The task team will also expand these programs to regions with high rates of unrestrained serious and fatal injuries among child passengers and target the high-risk demographic with high car seat misuse and low belt use.</p>
<p>Communications and Outreach/Short High-Visibility Child Restraint/ Seatbelt Enforcement</p>	<p>The task team will support high-visibility enforcement programs that combine communications, education, and outreach strategies. Additionally, the task team will continue to promote media campaigns related to seat belts and child restraint use while implementing community-based programs and other outreach events and supporting high-visibility enforcement efforts.</p>
<p>Supporting Enforcement of Child Seat</p>	<p>The task team will train law enforcement technicians to be certified in child passenger safety to support their high-visibility communications and outreach efforts. The task team will also continue to train technicians in regions with Traffic Enforcement Networks (TEN) and where other law enforcement grantees and partners are based.</p>

DISTRACTED DRIVING



DESCRIPTION

The Distracted Driving Task Team includes members from various fields, including public agencies, universities, law enforcement, engineering, media, law firms, and other key organizations. The team meets regularly to discuss and research ways to raise awareness about distracted driving and promote safer driving habits. The task team is dedicated to working together to significantly reduce distracted driving, crashes, injuries, and fatalities.

Driver distraction occurs when drivers divert their attention from the driving task to engage in another activity. Often, discussions regarding distracted driving centers around cell phone use and texting; however, distracted driving also includes other distraction-related activities that are manual, visual, auditory, or cognitive. Activities, particularly cell phone use, can cover multiple types of distraction.



PROBLEM IDENTIFICATION⁸

According to the 2023 Georgia Distracted Driving Observational Survey, 19.6% of all drivers were observed to have some form of distraction (i.e., talking, texting, dialing, or eating). In 2022, 53% of all motor vehicle traffic crashes and 30% of all serious injury crashes had at least one confirmed or suspected distracted driver. According to FARS, 74 fatal crashes involved at least one confirmed distracted driver in 2022. In these confirmed distraction-related crashes, 76 fatalities occurred.

OBJECTIVE

Decrease the number of **confirmed and suspected distracted driving-related** motor vehicle traffic crashes by December 2029.

Decrease the number of **distracted driving-related** fatalities and serious injuries by December 2029.

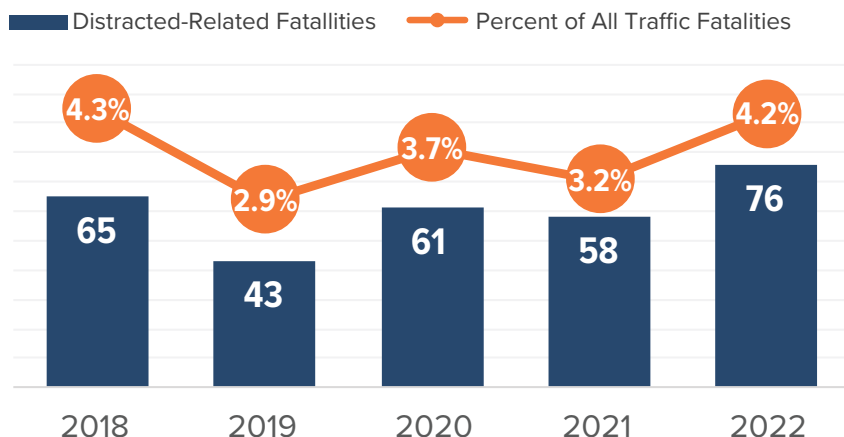
20%

of all drivers were observed to have some form of distraction. In other words, at least 1 out of 5 drivers at any time and location on Georgia roadways may be distracted

53%

of all motor vehicle traffic crashes had at least one confirmed or suspected distracted driver in 2022

Percent and Number of Distraction-Related Passenger Vehicle Occupants Fatally Injured (All Ages), 2018-2022



⁸ Crash Outcomes Data Evaluation System. (2023, April). Distracted Drivers: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Communications and Outreach on Distracted Driving	Support media campaigns and educational outreach events that include messaging to raise awareness of Georgia’s Hands-Free Law. Media campaigns, communications, education, and outreach strategies that include messages like #UDriveUTextUPay, #HeadsUpGeorgia, and “Drive Alert, Arrive Alive” will be used to increase awareness about the dangers of texting and driving and to foster a negative view of texting and driving among all Georgians.
High-Visibility Cell Phone/Text Messaging Enforcement	The law enforcement members of the impaired driving task team will implement high-visibility enforcement campaigns coupled with communications and outreach to deter alcohol-impaired driving, increase seat belt use among drivers, and reduce hand-held cell phone use and texting among drivers.
GDL Requirements for Beginning Drivers	The task team will work with the Georgia Department of Driver Services to improve state driving exams by adding questions about the Hands-Free Law to the tests for a provisional license. Research shows that certain parts of the graduated driver licensing (GDL) pro-gram help reduce distractions for new drivers, such as limiting cell phone use and the number of teen passengers in the vehicle.
Distracted Driving Studies	Task team members will continue to support the annual administration of the statewide Distracted Driving Observational Study and share key findings from the research.
Engineering Countermeasures	The task team will maintain its support for implementing engineering countermeasures, such as rumble strips and widened shoulders, de-signed to enhance recovery opportunities in cases of roadway departures due to driver distraction. These measures aim to improve safety by reducing the risk of crashes and enabling safer outcomes when unintentional lane departures occur.
Distracted Driving Training	Task team members will develop training materials to educate law enforcement officers and judges on enforcing distracted driving laws and correctly applying the OCGA codes to relevant traffic violations. This initiative aims to strengthen the understanding and consistent application of these laws to enhance roadway safety and reduce distracted driving incidents.



53% of all motor vehicle traffic crashes and 30% of all serious injury crashes had at least one confirmed or suspected distracted driver.

YOUNG ADULT DRIVERS



DESCRIPTION

The Young Adult Driver Task Team (YADTT) includes several key agencies and organizations in Georgia working to reduce the number of injuries and deaths among young adults (including young drivers 15 and 20 years of age) involved in motor vehicle crashes. The team understands the higher risk young drivers face and focuses on implementing evidence-based programs. The task team also uses and frequently adjusts its social media and mass media strategies to communicate effectively with young drivers.



in fatal crashes, and 10% of all drivers involved in motor vehicle crashes. In 2022, there were 192 young drivers aged 15-to-20 years old involved in fatal crashes – a 12% decrease since 2021 (26 fewer drivers). Seventy-two percent of young drivers involved in fatal crashes were 18-to-20 years of age. Among drivers aged 15-to-20 years involved in fatal crashes, 6% consumed alcohol (0.01+ g/dL BAC), and 4% had a BAC of 0.08+ g/dL.

OBJECTIVE

Decrease the number of **young drivers (aged 15-to-20 years)** involved in serious injury or fatal traffic crashes by December 2029.

PROBLEM IDENTIFICATION⁹

Young drivers accounted for 8% of all licensed drivers, 8% of all drivers involved

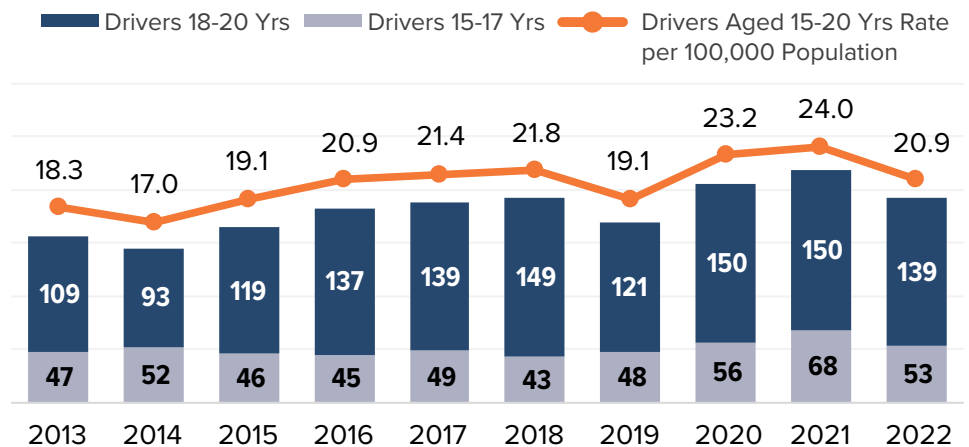
12%

decrease in young drivers involved in fatal crashes from 2021 to 2022

53%

of all motor vehicle traffic crashes had at least one confirmed or suspected distracted driver in 2022

Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2013-2022



Adopted from the 2022 Young Drivers GTSF

⁹ Georgia Crash Outcomes Data Evaluation System. (2024, August). Young Drivers: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor's Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
<p>Pre- and Post-Licensure Driver Education</p>	<p>The task team will continue implementing youth programs aimed at educating teenagers about the dangers they face while driving, such as distractions, speeding, not wearing seat belts, and impaired driving. These programs, including Students Against Destructive Decisions (peer-led initiatives), Teens in the Driver’s Seat, and Cinema Drive, are designed to create impactful learning experiences that resonate with teens and reinforce the importance of making safe choices behind the wheel. The task team will expand these programs to regions and high schools with high rates of young drivers involved in motor vehicle crashes and high licensure.</p>
<p>Enforcement of GDL and Zero Tolerance Laws</p>	<p>In 1997, the Georgia General Assembly passed the Teenage and Adult Driver Responsibility Act (TADRA), which created the Graduated Driver Licensing (GDL) system to limit teen driving privileges while they gain experience and maturity. The task team will continue to partner with law enforcement and peer programs (like SADD and Teens in the Driver Seat) to educate new young drivers, parents, and guardians about Georgia’s GDL.</p>
<p>Programs for Older Children</p>	<p>The task team will continue implementing programs and campaigns to increase seatbelt use among school-aged children (aged 8-15 years). These initiatives include the Rollover Simulator and the GOHS Seatbelt Convincer, both of which emphasize the critical importance of seatbelt use in saving lives. These programs are designed to engage older children through interactive and educational experiences, reinforcing that wearing a seatbelt is essential for their safety in any vehicle.</p>

In 2022, there were 192 young drivers aged 15-to-20 years old involved in fatal crashes—a 12% decrease since 2021.



INTERSECTION AND ROADWAY DEPARTURE



DESCRIPTION

The Roadway Departure and Intersection Safety Task Team is a multi-disciplinary group dedicated to recommending safety improvements and reducing fatal and serious injuries from roadway departure and intersection crashes across Georgia’s roadways. Comprised of key agencies and organizations statewide, the team adopts the “Safety E’s” approach—addressing engineering, education, enforcement, and emergency response. By working both systemically and proactively, the team aims to lower injury and fatality rates related to roadway departures and intersections, enhancing overall road safety.

PROBLEM IDENTIFICATION¹⁰

In 2022, 21% of all traffic fatalities (386 out of 1,797) occurred at an intersection or within 50 feet of an intersection perimeter (intersection-related)—a slight decrease from 22% of all fatalities in 2018.



The number of fatalities in multi-vehicle crashes that occurred at an intersection or intersection-related decreased by 3%, from 98 in 2018 to 95 in 2022.

Half of all traffic fatalities (897 out of 1,797) were a result of a vehicle departing the roadway by crossing an edge line or a center line and can result in a head-on collision when a vehicle enters an opposing lane of traffic. This is a slight decrease from 51% of all fatalities in 2018. Single-vehicle roadway departure fatalities increased by 27%, from 537 in 2018 to 683 in 2022.

OBJECTIVE

Decrease the number of **intersection-related** fatalities and serious injuries by December 2029.

Decrease the number of **roadway departure** fatalities and serious injuries by December 2029.

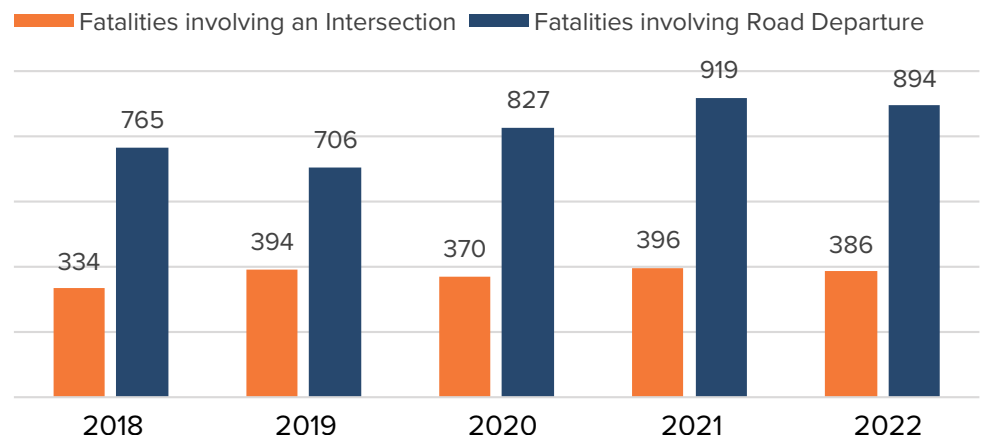
21%

of all traffic fatalities occurred at an intersection or within 50 feet of an intersection perimeter (intersection-related)

50%

of all traffic fatalities was a result of a vehicle departing the roadway

Traffic Fatalities by Crash Type



¹⁰ Georgia Crash Outcomes Data Evaluation System. (2024, October). Overview of Motor Vehicle Crashes in 2022: 2022 data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor’s Office of Highway Safety.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
Roadway Safety Countermeasures	Promote and implement safety countermeasures through alternative intersection designs, including roundabouts, reduced conflict U-turns, diverging diamonds, and high-T intersections. These innovative de-signs are intended to improve traffic flow and reduce collision points, enhancing safety for all roadway users at intersections.
Stakeholder Education	Educate the public on vehicle and road safety through initiatives like the Keep Georgia Safe program and Safe Driving Summits. Provide training on Intersection Control Evaluation (ICE) policy and tools for both internal and external audiences within the Georgia Department of Transportation (GDOT) to enhance safety awareness and prepared-ness across the state.
Intersection Control Evaluation Tool	Integrate Safe System Intersection models into the Intersection Control Evaluation (ICE) tool to enhance decision-making for intersection de-sign. Introduce the use of a Kinetic Energy model to analyze conflict points, allowing for a detailed evaluation of preferred intersection alter-natives based on energy transfer and potential crash severity, thus promoting safer intersection configurations.
Law Enforcement	Collaborate with law enforcement agencies to address critical traffic safety issues, including speeding, distracted driving, and impaired driving. This partnership will focus on targeted enforcement, public aware-ness campaigns, and data-driven strategies to reduce risky behaviors and improve overall roadway safety.
Emergency Medical Services (EMS)	Coordinate with EMS providers to gain insights into their specific needs for responding effectively to intersection and roadway departure crashes.
Safe design of Rumble Strips, Cable Barriers, and Guardrails	Continue refining GDOT policies to ensure that rumble strips, cable barriers, and guardrails are installed in ways that preserve pavement integrity, enhance roadway safety, and effectively reduce roadway departure crashes and fatalities.
Statewide Systemic Sharp Curve Improvements	Implement visibility enhancements and friction improvements on sharp curves throughout Georgia to increase driver awareness and control, particularly in challenging road sections.
Data Availability Intersection Analysis	Develop new analytical tools within GDOT’s publicly available crash data software (AASHTOWare Safety) and offer comprehensive training on their use to enhance data accessibility and usability. Additionally, the task team will continue to support the expansion of GDOT datasets, including near-miss data and curve inventory, to enable proactive safety assessments and identify potential risks before incidents occur, supporting data-driven safety planning across Georgia’s roadways.



In 2022, 21% of all traffic fatalities (386 out of 1,797) occurred at an intersection or within 50 feet of an intersection perimeter.

COMMERCIAL MOTOR VEHICLES (HEAVY TRUCKS)



29%

increase in the number CMV fatalities and a 47% increase in the CMV fatality rate from 2018 to 2022

4TH

Georgia's national ranking for the highest number of large truck-related fatal crashes

DESCRIPTION

The Department of Public Safety's Motor Carrier Compliance Division (MCCD) is responsible for implementing and complying with the Motor Carrier Safety Assistance Program (MCSAP) guidelines in the state of Georgia. MCSAP aims to reduce crashes, fatalities, and injuries involving commercial motor vehicles (CMVs) through consistent and effective safety programs. MCCD focuses on improving highway safety by conducting detailed inspections of commercial vehicles, drivers, and their loads to ensure they do not pose an identifiable safety risk to other drivers.

PROBLEM IDENTIFICATION

Georgia continues to experience unparalleled economic and population growth. The Port of Savannah now handles



one in five containers crossing East Coast docks and is the nation's third busiest gateway for containerized freight. Further, Georgia's second deep-water port, the Port of Brunswick, is the nation's second busiest auto port.

In 2022, there were 262 fatalities involving commercial motor vehicles (including large trucks and buses) on Georgia roads—59 more fatalities compared to 2018. This represents a 29% increase in CMV-related deaths and a 47% increase in the fatality rate from 2018 to 2022, ranking Georgia fourth in the number of CMV fatalities.

OBJECTIVE

Reduce the number and severity of crashes, injuries, and fatalities involving **commercial motor vehicles**.

Commercial Motor Vehicle Fatality Rate, 2013-2020

Year	Fatalities	VMT	CMV Fatality Rate
2013	173	109,355	0.16
2014	162	111,535	0.15
2015	188	118,107	0.16
2016	199	122,802	0.16
2017	239	124,733	0.19
2018	203	131,456	0.15
2019	217	133,128	0.16
2020	242	115,944	0.21
2021	237	120,604	0.20
2022	262	119,105	0.22

Source: <https://ai.fmcsa.dot.gov/crashstatistics/TruckBusFatalityRate.aspx>
 Fatality Rate is equal to the "Number of Fatalities Involved in Commercial Motor Vehicle Fatal Crashes" divided by the "State Total VMT" multiplied by 100. VMT was estimated for the year 2023.

Countermeasures & Strategies

COUNTERMEASURE	STRATEGY
<p>Conduct New Entry Safety Audits</p>	<p>Region 10 personnel will be required to conduct safety audits to keep pace with the ever-increasing number of new carriers in the new entrant program.</p>
<p>Public Education and Outreach</p>	<p>The MCCD will continue to conduct public education and awareness activities to raise drivers' awareness of their responsibility to share the roads safely on Georgia's highways. These activities target the general public and teen drivers, concentrating on "Share the Road," "Leave More Space," and deterrence from distracted driving (including cell phone use while driving).</p>
<p>Traffic Enforcement</p>	<p>The MCCD will carry out public education and awareness efforts to remind drivers of their responsibility to share the road safely on Georgia's high-ways. These efforts will focus on the general public and teen drivers, promoting messages like "Share the Road," "Leave More Space," and avoiding distracted driving, including cell phone use while driving.</p>



Georgia's crash reduction goal is to reduce the CMV fatality rate per 100 Million Vehicle Miles Traveled (VMT) by 0.01 each year, which equates to 1% each year.



CRASH OUTCOME DATA EVALUATION SYSTEM (CODES)



The Georgia **CODES** (Crash Outcome Data Evaluation System) project aims to better understand the populations at risk for traffic-related injuries, assess hospitalization charges linked to specific crash types and vehicles, and analyze driver and occupant behaviors that contribute to crashes.

What is CODES?

No single dataset provides a complete view of the risk and protective factors influencing traffic-related injuries and fatalities. By linking crash data, vehicle information, driver history, and data on risk factors (e.g., DUI, speeding) alongside protective factors (e.g., driver education, restraint use) to their associated medical and financial outcomes, a more comprehensive understanding of crash injuries emerges. **CODES** analyzes and uses probabilistic techniques to link electronic crash and other traffic records data with information related to factors before, during, and after a crash. This integrated perspective enables the identification of targeted prevention opportunities, supporting more effective strategies to reduce traffic injuries and fatalities.

Risk Analysis & Evaluation Team

Georgia **CODES** brings together multiple agencies and traffic records data owners to identify opportunities for crash prevention by linking and analyzing crash, vehicle, and behavioral characteristics to medical and financial data. Georgia **CODES** has developed and maintained relationships with traffic records data owners, users, and injury prevention stakeholders by establishing two groups, the **CODES** Board and **CODES** Data Subcommittee. This improves the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria and provides a path for public health, highway safety, and other partners to collaborate on preventing these crashes.



Georgia Traffic Safety Facts

The **CODES** Data Subcommittee is the Risk Analysis & Evaluation Team that produces the Georgia Traffic Safety Facts (GTSF), GTSF Issue Briefs, and GTSF Quick Facts for the identified Georgia emphasis areas.

Georgia Traffic Safety Facts (GTSF)

The **detailed** GTSFs are for practitioners and not only include crash and fatal data but also other traffic record data (e.g., hospitalizations and license).

GTSF Issue Briefs

The GTSF **Issue Briefs** provide in-depth investigations into specific traffic safety questions, often requiring data linkage integration across multiple sources or advanced data analysis techniques.

GTSF Quick Facts

The GTSF **Quick Facts** are for public consumption—a one-page front-and-back document that includes data, prevention, and resources.

TIME TASK FORCE



Traffic Incident Management Enhancement Task Force

The TIME Task Force started in 2002 to facilitate a dialogue of inter-agency coordination and cooperation among agencies responding to highway emergencies, such as Police, EMS, Fire, Haz-Mat, Towers, etc. The TIME Task Force is dedicated to creating opportunities for multi-agency training that promotes teamwork and serves as a platform for participants to develop common operational strategies and better understand other agencies' roles and responsibilities.

TIME Mission & Objectives

TIME's mission is to develop and sustain a statewide incident management program that facilitates the safest and fastest roadway clearance, lessening the impact on emergency responders and the motoring public. The purpose of the TIME Task Force is three-fold:

1. To continue the dialogue on ways to improve inter-agency coordination and cooperation.
2. To create an opportunity for multi-agency training that promotes teamwork.
3. To serve as a platform for participants to develop common operational strategies and a better understanding of other agencies' roles and responsibilities.

The underlying objectives of TIME's programs and outreach align with the widely accepted National Unified Goal for Traffic Incident Management— 1) responder safety; 2) safe, quick clearance, and 3) prompt, reliable, and interoperable communications. TIME has worked with the Atlanta Regional Commission (ARC) and the Georgia Department of Transportation (GDOT) to obtain federal funding to complete its training and outreach program objectives.

Open Roads Policy

TIME continues to promote adoption of the Georgia Open Roads Policy, which boosts efforts to reduce traffic congestion while increasing driver safety. The Georgia Open Roads Policy states that whenever a roadway or travel lane is closed or partially blocked by a traffic incident, the Georgia State Patrol, Department of Transportation, local law enforcement, and other public safety agencies will re-open the roadway as soon as possible and in an urgent manner. The safety of the public and responders is the highest priority and will be preserved.

Towing and Recovery Incentive Program (TRIP)

In 2007, the Task Force concentrated on developing a towing incentive program to improve the clearance time of large commercial vehicle incidents on the freeways within Metro Atlanta. This Towing and Recovery Incentive Program (TRIP) was implemented in January 2008 to allow pre-approved, highly trained operators with specialty equipment an opportunity to receive a monetary bonus of up to \$3,500 for clearing commercial vehicle wrecks within 90 minutes. TIME worked to implement and maintain TRIP by approving qualified tow companies, inspecting equipment, working with numerous agencies to facilitate program cooperation, and conducting after-incident reviews of TRIP activations to ensure the program's success. TRIP has resulted in cumulative congestion savings in clean-up time for commercial vehicle incidents. In addition, the TRIP program has reduced each incident's roadway clearance time.

TIM Teams

TIME actively engages with Traffic Incident Management (TIM) teams throughout Georgia. Outreach efforts are underway to encourage team development in non-Atlanta areas. TIME seeks to overcome the ongoing challenge of maintaining strong ties and interest in the teams by establishing "champions" to help support growth. Unfortunately, with job transfers, retirements, and promotions, the champions move on, leaving a void on the team's goals. The TIM teams benefit from free training and meet quarterly to address key issues affecting emergency response. These meetings provide a platform for discussing innovative ideas and improving coordination among all responders.

GEORGIA TRAFFIC RECORDS PROGRAM



Georgia’s Traffic Records Program includes data on the state’s roadway transportation network as well as information about the people and vehicles that utilize it. Such data enables problem identification, countermeasure development and application, and outcome evaluation. In cooperation with local, regional, and federal partners, Georgia maintains a comprehensive traffic records system that supports data-driven, science-based decision-making and practices to decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia’s traffic records system assists the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries on Georgia’s roadways. Data-driven improvements rely on Georgia’s traffic records system to 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.

Traffic Records System Components

Georgia’s traffic records system collects, manages, and analyzes traffic safety data. It is comprised of six core data systems—crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—and the organizations and people responsible for them.

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.



CRASH

The Georgia Department of Transportation (GDOT) is responsible for crash re-
porting. LexisNexis developed and maintained the Georgia Electronic Accident Reporting System (GEARS). GEARS is 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 input methods vary. Crashes are entered electronically through the State user interface, transmitted via third-party vendors, or submitted via paper reports. Currently, over 95% of the state’s crash reports are transmitted electronically.



ROADWAY

The Georgia Department of Transportation (GDOT) collects and maintains the state’s roadway information system. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of Georgia’s 121,500 miles of public roads. 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 view Georgia roadways comprehensively. Through this system, GDOT maintains data on all 121,500 miles of public road, enabling linkages between roads, traffic data, crashes, and other databases.



DRIVER

The Georgia Department of Driver Services (DDS) is custodial of the driver data system. The driver system maintains commercially licensed driver data and critical information, including the driver’s personal information, license type, and endorsements, as well as 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 reporting citations from the Georgia Electronic Citation Processing System (GECPS).



CITATION & ADJUDICATION

The State of Georgia has a non-unified court system where local courts are au-tonomous. 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, Georgia courts can securely and accurately transmit conviction data electronically to the State through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services. This is a significant step in overcoming the difficul-ties of various systems that are not interoperable.



VEHICLE

The Georgia Department of Revenue (DOR) Motor Vehicle Division is custodial of the State vehicle records. Georgia’s vehicle system — Driver Record and Inte-grated Vehicle Enterprise System (DRIVES) — is an inventory of data that ena-bles the titling and registration of each vehicle under the State’s jurisdiction to en-sure 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. Vehicle infor-mation related to makes, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.



INJURY SURVEILLANCE

The Georgia Department of Public Health (DPH) is responsible for the Injury Sur-veillance System (ISS). Georgia’s comprehensive Injury Surveillance System (ISS) has data from five core components: pre-hospital emergency medical ser-vices (EMS), trauma registry, emergency department, hospital discharge, and vital records. These datasets enable a wide variety of stakeholders to 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 data-base system as Georgia’s pre-hospital care reporting system, (b) the Online Ana-lytical 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 a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

Traffic Records Coordinating Committee (TRCC)

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

Georgia’s TRCC strives to create a technically state-of-the-art and fully integrated traffic records system. 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. Georgia’s TRCC continues to support current traffic records projects, identify new projects, and establish performance measures for each core data system to address the 2024 Traffic Records Assessment recommendations.

RAILWAY SAFETY EDUCATION



Operation Lifesaver Authorized Volunteers (OLAVs) facilitate free presentations to educate children and adults about rail safety.

Georgia Operation Lifesaver Railroad Safety Education Program

Operation Lifesaver is a national, non-profit education and awareness program dedicated to ending tragic collisions, fatalities, and injuries at highway-rail grade crossings and on railroad rights of way. To accomplish its mission, Operation Lifesaver promotes 3 Es of safety.

3 Es of Safety

1

Education

Operation Lifesaver strives to increase public awareness about the dangers around the rails. The program seeks to educate both drivers and pedestrians to make safe decisions at crossings and around railroad tracks.

2

Enforcement

Operation Lifesaver promotes active enforcement of traffic laws relating to crossing signs and signals and private property laws related to trespassing.

3

Engineering

Operation Lifesaver encourages continued engineering research and innovation to improve the safety of railroad crossings.

Georgia Operation Lifesaver began in 1974 under the auspices of the Georgia Safety Council until 1988, when a full-time state coordinator was retained to reorganize the state program. Georgia Operation Lifesaver is now incorporated in Georgia as a non-profit, tax-exempt educational organization for highway-rail grade crossing safety and trespass prevention.

Affiliate members include federal, state, and local governmental agencies; businesses (including the state's railroads); civic and service organizations; and other volunteer groups dedicated to safety at grade crossings and around tracks.

Free programs are presented to schools, businesses, and civic organizations, as well as specialized programs for school bus drivers, professional drivers, law enforcement, and emergency responders. Operation Lifesaver Authorized Volunteers (OLAVs) facilitate free presentations to educate children and adults about rail safety.



The Georgia Department of Transportation - Office of Utilities' Railroad Safety

The Georgia Department of Transportation (GDOT) Office of Utilities' Railroad Safety Team administers the federally funded Section 130 program to evaluate and fund railroad-highway grade crossing safety improvements at public at-grade railroad crossings throughout Georgia. Improvements under this Program may include the installation of new or upgraded train-activated warning devices (bells, gates, and flashing lights); signing and pavement marking upgrades; elimination of redundant or unnecessary crossings; and other measures to enhance the safety and operational characteristics of Georgia's public railroad-highway at-grade crossings. The Department routinely partners with local road authorities to provide roadway improvements or other modifications needed to accommodate the warning device installations.

Crossings are added to the program based on several factors, including, but not limited to, hazard index formulas, accident history, vehicular traffic, train traffic, school bus traffic, truck traffic, sight distance, consolidation opportunities, traffic/economic growth, and roadway conditions at a crossing. The program consists of a living list of potential projects, which are reprioritized as crossing conditions change. Cost and scheduling determine where a project may fall in the program.

The Railroad Safety team also reviews and interprets state and federal laws related to RR Safety, hosts Diagnostic Team meetings, reviews and provides comments for Quiet Zone requests, maintains railroad inventory information as required by FRA, and manages a state-funded Crossing Surface program when funds are available.



GDOT Office of Utilities' Railroad Safety Team administers the federally funded Section 130 program to evaluate and fund railroad-highway grade crossing safety improvements at public at-grade railroad crossings throughout Georgia.

APPENDIX

APPENDIX A

SHSP UPDATE PROCESS

Update Process

Successful SHSP development and implementation requires leadership, collaboration, and communication. The Georgia SHSP structure provides the essential organizational support to advance a comprehensive highway safety plan. Georgia follows the Integrated Safety Management Process (ISMP) model established by the National Cooperative Highway Research Program. The ISMP promotes the executive level direct involvement, working group technical support and implementation, data analysis and evaluation, and the specialized safety area task team efforts.

Consultative Process

The State of Georgia consults with stakeholders early in the Strategic Highway Safety Plan (SHSP) update process via emphasis area task team meetings, task team leader meetings, the SHSP Executive Leadership Board Meetings, and the annual SHSP Safety Summit. The Georgia Department of Transportation (GDOT) works closely with the Governor's Office of Highway Safety (GOHS) to develop the SHSP. The SHSP is implemented through the Highway Safety Improvement Plan (HSIP).

Emphasis area task teams are identified based on analysis of available safety data and include representation from the 4 E's of safety (engineering, education, enforcement, and emergency medical). Task teams meet 3 to 12 times per year and are instrumental in developing specific emphasis area objectives, strategies, and countermeasures.

At least one leader/champion is assigned to each of the emphasis area task teams. Leaders provide enthusiasm and support for the SHSP and present group recommendations to the Executive Leadership Board for final approval.

The SHSP Executive Leadership Board meets at least twice per year and gives higher level input; vote on action items related to SHSP, and give agency and transportation updates. The following agencies make up the SHSP Executive Leadership Board:

- Georgia Department of Transportation
- Governor's Office of Highway Safety
- Department of Public Safety
- Department of Public Health
- Department of Public Health (Injury Prevention)
- Department of Driver Services
- Georgia Regional Transportation Authority
- Federal Highway Administration

- National Highway Traffic Administration (Ex-Officio)
- Federal Motor Carrier Safety Administrator
- Georgia Municipal Association
- Georgia Hospital Association
- Georgia Administrative Office of the Courts
- Georgia Association of Chiefs of Police
- Brain & Spinal Injury Trust Fund
- Georgia Department of Revenue
- Prosecuting Attorneys' Council of Georgia
- Georgia Sheriff's Association

Existing highway safety plans are aligned and coordinated with the SHSP. The plans include the GOHS Highway Safety Plan (HSP), GDOT Highway Safety Improvement Program (HSIP), Department of Public Safety (DPS) Commercial Vehicle Safety Plan (CVSP), the Metropolitan Planning Organizations (MPO's) and local agencies' safety plans.

Data-Driven Process

Georgia's SHSP is a data-driven process that effectively uses State, local, and regional data. When developing, implementing, and evaluating the SHSP, the best available data is analyzed to identify critical highway safety issues and safety improvement opportunities on all public roads and for all road users. Data is obtained through multiple databases, which include:

- Fatality Analysis Reporting System (FARS) - this is a nationwide census providing National Highway Traffic Safety Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes.
- Georgia Electronic Crash Reporting System (GEARS) - The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. Queries can be pulled to identify geographic regions where crashes occur, specific population groups that are disproportionately affected, and identify risk factors associated with specific crashes.
- Crash Outcomes Data Evaluation System (CODES) - CODES uniquely uses probabilistic methodology to link crash records to injury outcome records collected at the scene and in route by emergency medical services, by hospital personnel after arrival at the emergency department or admission as an inpatient and/or, at the time of death, on the death certificate.

- Georgia Emergency Medical Services Information System (GEMSIS) – This database is an electronic system that provides timely, accurate, and efficient data from the EMS patient care reports. The goal of GEMSIS is to develop an effective and efficient statewide infrastructure, data collection and reporting, evaluation, and quality improvement initiative that focuses on Emergency Medical Services as an integrated component of the overall healthcare system.

Safety data collection is a complex process that requires collaboration among various agencies, organizations, and modes of transportation. The SHSP considers the safety needs of, and high-fatality segments of, all public roads, including non-state-owned public roads. Georgia’s collaboration efforts are accomplished through the Traffic Records Coordinating Committee (TRCC). The state also utilizes Road Safety Audits (RSA) findings to identify common countermeasure recommendations for systemic improvements. Emphasis areas are selected based on the top factors contributing to crashes in Georgia. The data analysis team reviews statewide data to determine emphasis areas and corresponding task teams.

Performance-Based Approach

Georgia utilizes safety data to identify emphasis areas and establish strategic goals, objectives, and set performance measures. Setting performance measures for Georgia is coordinated through the Strategic Highway Safety Plan (SHSP). The Safety PM Final Rule establishes five performance measures as the five-year rolling average to include:

1. Number of Fatalities
2. Rate of Fatalities per 100 million Vehicle Miles Traveled (VMT)
3. Number of Serious Injuries
4. Rate of Serious Injuries per 100 million Vehicle Miles Traveled (VMT)
5. Number of Non-motorized Fatalities and Non-motorized Serious Injuries

Multi-year SMART (Specific, Measurable, Attainable, Relevant, and Timely) objectives are set for each emphasis area task team, which encourages monitoring of the status and progress of SHSP implementation efforts. The comprehensive SHSP implementation focuses on the task team efforts to develop detailed action plans. Important task team activities require regular meetings and progressive development of program-specific implementation plans. The Governor’s Office of Highway Safety and relevant agencies are involved with developing SHSP goals and objectives to create consistency among safety plans and programs.

Strategy Selection

The highway safety emphasis areas are based on the top factors contributing to crashes in Georgia. Each emphasis area has one or more corresponding task teams. Emphasis area task teams are working groups that establish implementation plans based on current data and include common goals and objectives. Once goals and objectives have been identified, strategies and countermeasures for achieving each objective are established and included in the task team implementation plan document. The implementation plan document that we use in Georgia includes at least one strategy for each objective.

Update Schedule

Georgia submitted its most recent SHSP update to the FHWA Division Administrator in 2024. Georgia will update the SHSP document every five years as agreed upon by the SHSP Executive Leadership Board. This SHSP document will be in place from 2025-2029.

APPENDIX B

GEORGIA SHSP EVALUATION APPROACH

The evaluation of the Strategic Highway Safety Plan is a requirement set forth by the Federal Highway Administration to help confirm the validity of the emphasis areas, the effectiveness of strategies, and identify any issues related to the SHSP process, implementation, and progress.

Evaluation Goals

The evaluation is modeled after the SHSP Evaluation Process Model and focuses on the emphasis areas and implementation efforts in FFY2022-2024. The primary purpose of the evaluation is to demonstrate the SHSP's contribution to transportation safety. The evaluation is designed to:

- A. Describe the characteristics of high-functioning emphasis area task teams;
- B. Identify effective or ineffective processes/strategies/programs in the SHSP that are either achieving or not achieving the intended results; and,
- C. Assess the progress in meeting transportation safety objectives and goals within each emphasis area.

SHSP Contribution to Traffic Safety | Conceptual Framework

The evaluation goals and objectives map onto the conceptual framework of how the SHSP emphasis area task teams contribute to transportation safety in Georgia. The conceptual framework (depicted below) shows that emphasis area task teams develop and/or support comprehensive traffic strategies, programs, and countermeasures to reduce traffic fatalities and injuries. The task team's collective effort is intended to reduce traffic fatalities and injuries measured by the progress achieved within each objective (short-term outcomes and intermediate outcomes) and traffic safety performance measures (long-term outcomes).

The four primary evaluation questions that are aligned with this conceptual framework are:

1. What are the characteristics of high-functioning SHSP emphasis area task teams?
2. What are the effective or ineffective processes, strategies, and programs in the SHSP that are either achieving or not achieving the intended results?
3. To what extent are the emphasis areas making measurable progress toward the short-term and intermediate outcomes?
4. To what extent were the traffic safety performance measure targets met?

SHSP Contribution to Traffic Safety (Conceptual Framework) and Evaluation Questions

Evaluation results will be used to enhance the SHSP process, improve traffic safety performance measures, facilitate decision-making with an emphasis on task teams, and inform key stakeholders of the SHSP impact. The intended use of the evaluation findings will be to:

1. Identify effective processes, strategies, and programs for replication and direct resources to areas with the highest probability of improving safety;
2. Revise and enhance SHSP emphasis area task team action plans (strategies, activities, and objectives);
3. Identify potential leaders and partners across disciplines to support the SHSP effort; and (4) Inform key stakeholders, elected officials, the media, and the public about the SHSP's impact.

APPENDIX C

SPECIAL RULE -23 U.S.C 148 (G) (3): VULNERABLE ROAD USER SAFETY

23 U.S.C. 148 (g) (3) provides: “If the total annual fatalities of vulnerable road users in a State represents not less than 15 percent of the total annual crash fatalities in the State, that State shall be required to obligate not less than 15 percent of the amounts apportioned to the State under section 104(b)(3) for the following fiscal year for highway safety improvement projects to address the safety of vulnerable road users.”

According to Fatality Analysis Reporting System (FARS) data, there were 345 pedestrians and 29 bicyclists fatally injured in motor vehicle traffic crashes in 2022.¹¹ This represented 21% of all Georgia traffic fatalities. In 2022, non-motorists represented 20% of traffic fatalities in the nation. For every 100,000 population in Georgia, there were 3.43 pedestrian and bicyclist fatalities, compared to 2.59 non-motorist fatalities for every 100,000 population nationwide.¹² The number of pedestrian fatalities in traffic crashes has nearly doubled in the past decade and increased by 12%, from 307 pedestrian fatalities in 2021 to 345 in 2022. There was an average of 25 bicyclist fatalities in traffic crashes per year between 2018-2022.

The Georgia Department of Transportation (GDOT) recognizes that the increased number of crashes involving vulnerable road users (VRU) must be addressed. To eliminate VRU fatalities, GDOT conducted a VRU assessment to 1) Summarize historical trends related to VRU safety; 2) Develop data-driven analysis techniques to assess VRU safety; 3) Establish a list of partner organizations to aid in the reduction of VRU fatalities; and 4) Outline a series of projects to reduce VRU fatalities.

GDOT includes the Safe System Approach when designing projects. To combat the VRU crash trends, GDOT increased VRU safety funding, focusing on infrastructure and education. Projects or countermeasures that can help counteract these types of risk factors include but are not limited to complete street initiatives, lighting initiatives, systemic transit stops, road safety audits, vehicle speed-related data, and educational campaigns (e.g., Safe Routes to Schools, See and Be Seen, and media campaigns).

In **FFY2024**, the Safety Engineering Program within the Georgia Department of Transportation - Office of Traffic Operations conducted the “Vulnerable Roadway User (VRU) Safety Assessment.” The report takes a data-driven approach that is necessary to address VRU safety systemically and equitably. To combat the VRU crash trends, GDOT increased VRU safety funding, focusing on infrastructure and education.

The full report that summarizes the VRU trends, engineering projects, and educational initiatives can be found on the GDOT and GOHS websites (<https://www.gahighwaysafety.org/shsp/>).

¹¹ Georgia Crash Outcomes Data Evaluation System. (2024, April). Pedestrians and Bicyclists: 2022 Data. (Georgia Traffic Safety Facts). Atlanta, GA: Governor’s Office of Highway Safety.

¹² 2022 Census





Floyd Building, Twin Towers
2 Martin Luther King Jr., Drive, SE
Suite 370, East Tower
Atlanta, Georgia 30334
(404) 656-6996
gahighwaysafety.org

