



## 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 members/agencies make up the SHSP Executive Leadership Board:

- Commissioner Russell McMurry - Georgia Department of Transportation
- Director Harris Blackwood - Governor's Office of Highway Safety
- Colonel Mark McDonough- Department of Public Safety
- Dr. Patrick O'Neal- Department of Public Health
- Commissioner Brenda Fitzgerald- Department of Public Health
- Lisa Dawson- Department of Public Health
- Commissioner Spencer Moore- Department of Driver Services
- Director Christopher Tomlinson- Georgia Regional Transportation Authority
- Division Administrator Rodney Barry- Federal Highway Administration
- Regional Administrator Carmen Hayes- National Highway Traffic Administration (Ex-Officio)
- Division Administrator Clinton Seymour- Federal Motor Carrier Safety Administrator
- Director Lamar Norton- Georgia Municipal Association
- Vice President Robert Bolden- Georgia Hospital Association

- Director Cynthia Clanton- Administrative Office of the Courts
- Director Frank Rotondo- Georgia Association of Chiefs of Police
- Director Craig Young- Brain & Spinal Injury Trust Fund
- Commissioner Lynne Riley- Department of Revenue
- Director Charles Spahos- Prosecuting Attorneys' Council
- Director J. Terry Norris- 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 and make effective use of 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 (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes.

Georgia 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 focus 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 consider 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 review 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 team. Emphasis area task teams are working groups that establish implementation plans based on current data and includes common goals and objectives. Once goals and objectives have been identified, strategies and countermeasures for achieving each objective is established and put into the task team implementation plan document.

The implementation plan document that we use in Georgia includes at least one strategy for each objective and have the following categories listed below:

2017 SHSP (Task Team) STRATEGIES								
VISION	Georgia will take decisive and sustained action Toward Zero Deaths...							
GOAL:								
	Strategy	Five E Category	Champion	2015 Priority	Status (as of date)	Next Steps (as of date)	Timeline	Funded

OBJECTIVE 1:								
Strategy 1								
Strategy 2								

## Evaluation

Georgia’s SHSP is evaluated on a regular basis to ensure the accuracy of the data and priority of proposed strategies. The SHSP process logic model was developed to organize the process evaluation and related safety program inputs. The purpose of the evaluation is to identify the programs associated with the SHSP and align the program activities according to the four safety E’s. SHSP evaluation will seek to:

- ✓ Conduct data analysis to confirm the validity of emphasis areas or if they should be modified based on the results.
- ✓ Measure progress in meeting SHSP goals and objectives (reduction in the number and rate of crashes, fatalities and serious injuries in the SHSP emphasis areas).
- ✓ Review strategies and actions to determine their effectiveness and help to determine if strategies should be modified in the SHSP update.
- ✓ Determine if new research and data were considered in the strategy selection.

## Update Schedule

Georgia submitted its most recent SHSP update to the FHWA Division Administrator in 2015. Georgia will update the SHSP document every three years as agreed upon by the SHSP Executive Leadership Board. The next update to Georgia’s SHSP will occur in 2018. This document serves as the process for which we use to update the plan and is consistent with the requirements of section 148 (a) (11) and 148(d) of title 23, United States Code, and with the HSIP Implementing regulations at 23 CFR Part 924.