

# SHSP EMPHASIS AREA TASK TEAMS

The ten highway safety emphasis-areas are based on the top ten factors contributing to crashes in Georgia. Each emphasis area has one or more corresponding task team. The emphasis areas (and task teams) are: aggressive driving (Thunder Task Force), impaired driving (Impaired Driving Task Team), occupant protection (Occupant Protection Task Team), serious crash type (Intersection Task Team and Roadway Departure Task Team), age-related (Young Adult Task Team and Older Adult Task Team), non-motorized users (Pedestrian Task Team and Bicyclist Task Team), vehicle type (Heavy Truck Task Team and Motorcycle Task Team), Trauma Systems (Trauma Systems Task Team), crash records (Crash Records Task Team), and traffic incident management (Traffic Incident Management Enhancement Task Team).

## AGGRESSIVE DRIVING

**PROGRAM GOALS:** To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal to reduce speed related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.



### Problem Identification and Program Justification

Excess speed can contribute to both the frequency and severity of motor vehicle crashes. At higher speeds, additional time is required to stop a vehicle and more distance is traveled before corrective maneuvers can be implemented. Speeding reduces a driver's ability to react to emergencies created by driver inattention, by unsafe maneuvers of other vehicles, by roadway hazards, by vehicle system failures (such as tire blowouts), or by hazardous weather conditions. The fact that a vehicle was exceeding the speed limit does not necessarily mean that this was the cause of the crash, but the probability of avoiding the crash would likely be greater had the driver or drivers been traveling at slower speeds.

The Governor's Office of Highway Safety, along with state and local law enforcement conducts a 100-day sustained education and enforcement program entitled "100 Days of Summer HEAT" from Memorial Day until Labor Day. H.E.A.T stands for Highway Enforcement of Aggressive Traffic. National Highway Traffic Safety Administration (NHTSA) safety experts estimate that nationally in 2011, 30% of all fatal crashes involve drivers who were exceeding the speed limits or driving too fast for conditions. The economic cost to society of speed-related crashes in the U.S. is estimated at \$40.4 billion every year.

**Total Fatalities, Speeding-Related Fatalities, and Percentage Speeding Related**

Region		2010	2011	2012
<b>Georgia</b>	Speed-Related Fatalities	217	220	180
	% Speed-Related	17%	18%	15%
	Annual % Change in	-9%	1%	-18%
<b>National</b>	Speed-Related Fatalities	10,508	10,001	10,219
	% Speed-Related	32%	31%	30%
	Annual % Change in	-1%	-5%	+2%

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2012, 32 percent of the 15 to 20 year olds and 35% of 21 to 24 year old male drivers who were involved in fatal crashes were also speeding at the time of the crash. During the same year, 37% of all motorcycle riders involved in fatal crashes were speeding, as compared to 24% for passenger car drivers. Georgia had 180 speed-related crash deaths (15% of all roadway fatalities) in 2012 – This is a significant decrease since 2011 with 220 speed related fatalities (18% of all roadway fatalities) in 2011.

## Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Law Enforcement Services Team. The Thunder Task Force is deployed to areas of the state where data indicates unusually high incidences of traffic fatalities and serious injuries.

The task force is made up of selected members of the Georgia State Patrol, Motor Carrier Compliance Division, and the Governor's Office of Highway Safety H.E.A.T. (Highway Enforcement of Aggressive Traffic) Teams. The concept is to identify a county or area of the state to deploy the task force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the region with three months of high visibility enforcement and earned media.

The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process. With this continued effort of putting resources where the problems are, then moving to the next location once the problem is stabilized. The Thunder Task Force has proven to be a very effective and cost efficient method of saving lives and reducing the projected numbers of annual fatalities in the State of Georgia.

## Target Population

The target population is the motoring public of Georgia.

## FFY 2015 Performance Objectives

- Objective 1: To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries, and deaths.
- Objective 2: To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T (Highway Enforcement of Aggressive Traffic) units.
- Objective 3: To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.

## Ultimate Measure

Reduce the count of speed related fatal crashes from baseline 220 fatalities in 2011 to 217 by the end of December 31, 2015

## FFY 2015 Key Performance Measures

- To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.
- To decrease the number of traffic injuries below the 2012 calendar base year average of 115,619 to 112,256 by 2015.
- To reduce speed related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.

## Strategies

1. Provide funding to local law enforcement agencies that are located in jurisdictions that represent high numbers of speed-related deaths.  
*[Note: All Alcohol and Other Drug Countermeasures law enforcement grants will have a speed sub-component.]*
2. Provide funds to increase public information & education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
3. In conjunction with strategic enforcement, media messages as well as press releases will be issued to raise awareness to the general public about the dangers of speeding and the consequences if this action is taken.