

# GEORGIA'S VISION

Every Life Counts— Strive for Zero Deaths and Injuries on Georgia Roads.

## GEORGIA'S GOALS

Georgia's annual fatality goal was most recently revised in 2012. Previously, GOHS goals were set for five year periods. The goal period has been reduced from five years to three years. For 2015 Georgia's goal is to experience no more than 1,077 roadway fatalities, corresponding to 1,111 roadway fatalities based on a three-year average. One annual fatality is too many, but reducing the number of annual fatalities to 1,077 or fewer will indicate progress Towards Zero Deaths.

The following is a summary of the GOHS's Federal Fiscal Year (FFY) 2015 Priority Goals and traffic safety performance measures as published in the GOHS Highway Safety Plan.

GOHS FFY2015 Core Performance Measures and Goals (FFY 2015 **Priority Goals** are in bold):

- C-1: To reduce total traffic fatalities by 9% from 1,222 (2010-2012 average) to 1,111 (2013-2015 average) in 2015.
- C-2: To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by 2015.
- C-3: To reduce fatality rate per 100M VMT by 4.8% from 1.12 (2010-2012 average) to 1.07 (2013-2015 average) in 2015.
- C-4: To reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 406 (2010-2012 average) to 314 (2013-2015 average) in 2015.
- **C-5: To reduce alcohol impaired driving fatalities by 5% from 290 (2010-2012 average) to 276 (2013-2015 average) in 2015.**
- **C-6: To reduce speed related fatalities by 29% from 206 (2010-2012 average) to 145 (2013-2015 average) in 2015.**
- C-7: To reduce motorcyclists fatalities by 1.8% from 137 (2010-2012 average) to 135 (2013-2015 average) in 2015.
- C-8: To reduce the count of un-helmeted motorcyclists fatalities from 8 in calendar year 2012 to 7 in calendar year 2015.
- C-9: To reduce drivers age 20 or younger involved in fatal crashes by 2.4% from 166 (2010-2012 average) to 162 (2013-2015 average) in 2015.
- C-10: To decrease the count of pedestrian fatalities from 167 in calendar year 2012 to 166 in calendar year 2015.
- B-1: Increase the three-year average rate of observed safety belt use from baseline average 93% (2011-2013) to 96% (2013-2015) for drivers and front seat outboard passengers.
- To reduce bicyclist fatalities by 15.5% from 16 (2010-2012 average) to 14 (2013-2015 average) in 2015.
- **Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia**

The following table tracks the progress towards the 2015 goals.

**Traffic Safety Performance Measures\*:**

Core Outcome Measures	Year						Target
	2007	2008	2009	2010	2011	2012	2015
<b>Traffic Fatalities</b>	1,641	1,495	1,292	1,244	1,223	1,192	1,077
<i>3-year moving average</i>	1,688	1,610	1,476	1,344	1,253	1,220	1,111
<b>Fatalities Per VMT</b>	1.46	1.37	1.18	1.12	1.13	1.11	1.05
<i>3-year moving average</i>	1.49	1.44	1.34	1.22	1.14	1.12	1.07
<b>Injuries</b>	128,315	115,878	122,961	110,132	104,529	115,619	113,000
<i>3-year moving average</i>	130,935	125,916	122,385	116,324	112,541	110,093	112,256
<b>Aged Under 21</b>	284	221	148	175	165	158	164
<i>3-year moving average</i>	303	268	218	181	163	166	162
<b>Alcohol-Impaired Driving Fatalities</b>	445	405	333	298	277	301	264
<i>3-year moving average</i>	444	435	394	345	303	292	276
<b>Speeding-Related Fatalities</b>	384	309	239	217	220	180	128
<i>3-year moving average</i>	377	367	311	255	225	206	145
<b>Motorcyclist Fatalities</b>	163	178	140	127	149	134	135
<i>3-year moving average</i>	154	165	160	148	139	137	135
<b>Un-helmeted Motorcyclist Fatalities</b>	21	15	11	14	15	8	8
<i>3-year moving average</i>	19	19	16	13	13	12	8
<b>Pedestrian Fatalities</b>	154	147	152	168	130	167	167
<i>3-year moving average</i>	151	150	151	156	150	155	167
<b>Daytime Front Seat Passenger Vehicle Occupants Observed</b>	89%	90%	89%	90%	93%	92%	92%
<i>3-year moving average</i>	90%	90%	89%	90%	91%	92%	92%

\* These Performance Measures Were Developed By the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA)

\*\*\* Based on the BAC of All Involved Drivers and Motorcycle Riders Only