

Governor's Office  
of Highway  
Safety

2012  
Annual  
Report

DECEMBER 2012

# Georgia Governor's Office of Highway Safety

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## Introduction

**Overview** – The Georgia Governor’s Office of Highway Safety (GOHS) is pleased to present its **2012 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. GOHS seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by GOHS are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. GOHS expended approximately \$11.9 million during the federal fiscal year (FFY) 2012 in funds provided by National Highway Traffic Safety Administration (NHTSA) and the state of Georgia.

In this document, the key areas of Impaired Driving/ Speed Enforcement, Occupant Protection, Pedestrian and Bicycle Safety, Traffic Records, and Paid Media will be addressed as suggested by the Governor’s Highway Safety Association (GHSA) Annual Report Template. GOHS has an ongoing evaluation of program outcomes that will be available in February 2013. The evaluation will be added to this document as a supplement containing a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2012 Highway Safety Plan.

### **FFY 2012 Georgia Core Traffic Safety Performance Measures:**

- 1. To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.*  
**Outcome Status:** Traffic fatalities totaled 1,223 in 2011, a 4.7% **decrease** from the 2009 calendar base year count.
- 2. To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year count of 109,685 to 105,326 by December 31, 2012.*  
**Outcome Status:** Serious traffic injuries totaled 104,515 in 2011, a 4.7% **decrease** from the 2009 calendar base year count.
- 3. To decrease fatalities/VMT six percent (6%) from the 2009 calendar base year rate of 1.18 to 1.11 by December 31, 2012.*  
**Outcome Status:** The fatalities/VMT rate was 1.13 in 2011, a 4.2% **decrease** from the 2009 calendar base year rate.
- 4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions ten percent (10%) from the 2009 calendar base year count of 454 to 410 by December 31, 2012.*  
**Outcome Status:** Unrestrained passenger vehicle occupant fatalities totaled 428 in 2011, a 5.7% **decrease** from the 2009 calendar base year count.
- 5. To decrease alcohol impaired driving fatalities ten percent (10%) from the 2009 calendar base year average of 331 to 299 by December 31, 2012.*  
**Outcome Status:** Alcohol impaired driving fatalities totaled 233 in 2011, a 29.6% **decrease** from the 2009 calendar base year average.
- 6. To maintain the steady decrease of speed related fatalities below the 2009 base year count of 238 by December 31, 2012.*  
**Outcome Status:** Speed related fatalities totaled 195 in 2011, a 18.1% **decrease**

from the 2009 calendar base year count.

7. *To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.*

**Outcome Status:** Motorcyclist fatalities totaled 149 in 2011, an *increase* of 6.4% from the 2009 calendar base year count.

8. *To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.*

**Outcome Status:** Un-helmeted motorcyclist fatalities totaled 13 in 2011, which represents an *increase* of 18.2% from the 2009 calendar base year count.

9. *To decrease drivers age 20 or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.*

**Outcome Status:** Drivers age 20 or younger involved in fatal crashes totaled 165 in 2011, an *increase* of 11.4% from the 2009 calendar base year count.

10. *To reduce pedestrian fatalities from the 2009 calendar base year of 150 to 141 by December 31, 2012.*

**Outcome Status:** Pedestrian fatalities totaled 130 in 2011, a *decrease* of 13.3% from the 2009 calendar base year count.

11. *Increase the rate of observed safety belt use of front seat outboard in passenger vehicles from the 2010 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2012.*

**Outcome Status:** The rate of observed safety belt use was 91.5% in 2012, a 2.1% *increase* over the 2010 baseline.

**Crash Summary** – While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, GOHS uses the timeliest sources available to evaluate its effectiveness. For this report, the Fatality Analysis Reporting System (FARS) was used to complete all fatality statistics and injury data. Total vehicle miles traveled (VMT) were derived from the Georgia Department of Transportation (GDOT). As reported by FARS, there were 1,223 traffic fatalities in Georgia in calendar year 2011, a 1.7% decrease from 2010 and a 25.5% drop over the last five years. The reduction in 2011 total deaths marks the sixth straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to GDOT, injuries on Georgia roads dropped 6.1% from 2010, and total injuries fell 18.6% over the last five years. The overall fatality per 100 million VMT rose slightly to 1.13 in 2011, but over the last five years this rate has dropped 22.6%.

According to FARS, 2011 unrestrained fatalities on Georgia roads rose slightly to 428, but this total has decreased 32.8% over the last five years. In 2011, alcohol-impaired driving fatalities dropped 21.8% to 233, and 47.6% over the last five years. In 2011, speed-related fatalities reduced 10.1% to 195 in 2011, and 49.2% over the last five years. Pedestrian fatalities decreased 22.6% in 2011 to 130, and 15.6% over the past five years. The number of drivers under the age of 21 involved in fatal crashes dropped in 2011 to 165, a 5.7% drop, and a 64.7% reduction over the last five years. Motorcyclist fatalities increased 17.3% in 2011 to 149; however, these deaths dropped 8.6% over the past five years. Un-helmeted motorcyclist fatalities dropped slightly in 2011, and these deaths dropped 38.1% over the past five years.

Though this data is preliminary, it is clear that GOHS' concerted efforts, as well as new legislation in Georgia aiming to make roads safer for motorists and non-motorists, and efforts through numerous partnerships have aided in the reduction in fatalities over the past five years.

**Accomplishments** – In FFY 2012, GOHS made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services (GDDS), Georgia Department of Public Safety (GDPS), Georgia State Patrol (GSP), Georgia Department of Public Health (GDPH), Georgia Department of Transportation (GDOT), Georgia Sheriff’s Association, Administrative Office of the Courts (AOC), Prosecuting Attorney’s Council (PAC), and the University of Georgia (UGA). With these committed partnerships, GOHS embraced Strategic Highway Safety Planning by facilitating the *5-E’s Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation*.

**In FFY 2012, Georgia:**

1. The National Highway Traffic Safety Administrative (NHTSA) conducted a **management review** of GOHS for fiscal years 2010, 2011 and 2012. The goal of the Management Review was to ensure efficient administration and effective planning, programming, implementation and evaluation of programs that have potential for saving lives. NHTSA concluded that GOHS continues to satisfactorily perform the functions and activities as required.
2. Completed grants achieved 88.9% of the **stated objectives** in FFY 2012. Of these completed grants, 100% achieved at least half of the stated objectives, and 47.9% achieved all of the stated objectives.
3. Completed grants achieved 83.3% of the **stated milestones** in FFY 2012. Of these completed grants, 97.9% completed at least half of the stated milestones, and 47.9% completed all of the stated milestones.
4. Maintained a safety belt usage rate of over 90% for two straight years. Recorded the highest safety belt usage in the State’s history at 93.0% in 2011 with a usage rate of 91.5% for 2012, which is 3 percentage points higher than the previous high of 90.0% in 2006. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect on July 1, 2010. The law requires both drivers and passengers of pickup trucks to buckle-up in their vehicles. Since this law was passed, observed safety belt usage rate for pickup truck occupants rose from 73.2% to 85.8%, a 12.6% increase.
5. Conducted the **2012 Occupant Safety Caravan event** in Bibb County during National CPS week (September 17-19). All GOHS occupant safety grantees participated and collaborated on this event. Booster seat and school bus safety education programs were offered to 883 Pre-K – 3rd grade students at Ingram Pye and Sonny Carter Elementary Schools. A child passenger safety education and car seat distribution class was conducted at Bibb County Health Department to 10 parents and 15 car seats were provided to children. Child passenger safety education was offered to 11 childcare transportation employees. Caravan participants attended a Middle Georgia TEN meeting and participated in 2 road checks where 112 car seats were checked and 38 car seats were replaced or provided. Rutland High School and Howard High School were offered education on consequences of not being seat belted during a rollover crash educating 645 students. A seat checkup event was conducted in which 88 car seats were checked

and 32 car seats were replaced or provided.

6. Held a **hyperthermia news conference** event at the Medical Center of Central Georgia for the national hyperthermia campaign hosted by NHTSA Administrator David Strickland in partnership with SafeKids. Coverage was extensive both in the Macon market and other major media markets in Georgia, including Atlanta, Columbus, Albany, Savannah, Augusta and Chattanooga, TN.
7. Launched the “**Increasing Georgia’s Yield Behind the Wheel**” campaign in November 2011. GOHS Director Harris Blackwood and Zippy Duvall from the Georgia Farm Bureau joined Georgia Agriculture Commissioner Gary Black for a news conference in Early County, Georgia to encourage motorists to slow down around slow-moving farm equipment. “Yield Behind the Wheel” was covered extensively by the media in Macon and south Georgia where farming communities and other agricultural endeavors are most prevalent.
8. Partnered with the Florida Highway Patrol and the Georgia State Patrol to create a Public Service Announcement (PSA) that aired during the annual **Georgia-Florida game** in Jacksonville, FL to prevent drinking and driving before and after the game. The PSA was aired locally for an estimated media value of \$35,000.
9. Held a **CarFit event** on July 20<sup>th</sup> at Lakewood Baptist Church in Gainesville with Georgia Mountain Regional Commission, and GTIPI staff. 27 participants including Governor Nathan Deal and First Lady Sandra Deal were checked at this event. A local press conference was held afterwards featuring Senator Butch Miller and Governor Deal promoting CarFit to seniors in the area. An article covering the event was written in the Gainesville Times (Approximate readership on Saturday 24000) the following day and was posted to access North Georgia (Approximate daily hits to website - 125,000).
10. Launched the “**Stop Means Stop**” **School Bus Safety Campaign**. GOHS Director Harris Blackwood and Georgia’s First Lady, Sandra Deal, conducted a multi-city media tour at schools across the state to educate students, teachers, parents and the public about the dangers and the importance of safety around school buses. The GOHS Law Enforcement Services Division coordinated a statewide enforcement campaign to further educate the public about the laws pertaining to school bus safety. Law enforcement agencies used various strategies to conduct the enforcement. Some agencies had officers riding on buses, calling in violations and some simply followed school buses along their route, enforcing observed stop arm and other traffic violations. The week long campaign resulted in 180 stop arm violations, 787 safety belt citations, 120 DUI arrests, and 2,372 speeding citations.
11. Hosted a delegation of 24 representatives of the **Liaoning Provincial Department of Transport in China**. The group visited GOHS to learn more about Georgia’s highway and transportation systems.
12. Combated distracted driving by enforcing the **Texting While Driving Ban** (SB 360) and the **Teen Cell Phone Driving Ban** (HB 23). The texting ban applies to all drivers who may be subject to a penalty of \$150 fine and one point on their driver’s license for writing, sending or reading text messages, or emailing or using the internet on any wireless device. The teen cell phone ban prohibits drivers under age 18 from talking on cell phones and texting while driving. According to the fall

2012 Georgia Poll conducted by the University of Georgia (UGA), cell phone use and texting emerged as the number one traffic safety problem on Georgia roads with 27.2% of open-ended responses. In the same poll, 90% of participants were aware of the texting ban, and 88% of those who texted responded that they would stop texting while driving due to the law.

13. Combated aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Twenty (20) H.E.A.T. grants were allocated in FFY 2012. The expansion of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carried out GOHS' mission of education and enforcement. In FFY 2012, HEAT officers arrested 8,414 impaired drivers, issued 95,226 citations for speeding, cited 12,604 drivers for occupant protection violations, and conducted 837 educational events and 1,044 saturated checkpoints.
14. Served as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional **Traffic Enforcement Networks (TENS)**, which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY 2012 was the fourteenth year of success for the TENS, and all sixteen (16) regional networks continued to be strong and active. The GATEN listserv has over 1,100 subscribers. GATEN has proven to be an effective communication and education tool among Georgia's traffic enforcement officers and prosecutors. This was due to GOHS staff's diligent efforts in implementing innovative programs that address vehicle crashes.
15. Coordinated the "**100 Days of Summer HEAT**", a multi-jurisdictional campaign designed to reduce speeding, impaired driving and occupant protection violations in counties with major traffic safety problems. Georgia was the inspiration for this program being adopted by the NHTSA Southeast Region. The campaign began with May Click It or Ticket, continued with the 4<sup>th</sup> of July Operation Zero Tolerance campaign, and concluded with the Labor Day Impaired Driving mobilization. During the "100 Days of Summer HEAT" program, law enforcement cited 67,885 vehicle occupants for safety belt violations, arrested 15,517 drivers for DUI, and ticketed 207,343 drivers for speeding. Approximately 75% of law enforcement jurisdictions in Georgia participated in the "100 Days of Summer HEAT" program.
16. Emphasized **Night Time Safety Belt Enforcement** as part of the "100 Days of Summer HEAT" campaign. During the Summer HEAT campaign, Georgia law enforcement conducted 233 Night Time Safety Belt enforcement events across the state, citing 1,811 vehicle occupants for safety belt violations and citing 289 drivers for child restraint violations. Georgia was featured in a NHTSA document, along with five other states, titled *Night Time Safety Belt Enforcement Case Studies*, highlighting Georgia's Night Time Safety Belt enforcement efforts as a "Best Practice".
17. Mobilized **Operation Rolling Thunder** by the GOHS Thunder Task Force in areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law enforcement presence in high crash corridors. In FFY 2012, Operation Rolling Thunder conducted "mini-

Thunder” mobilizations in Union City, Atlanta, Port Wentworth, Henry County, and two mobilizations in Macon-Bibb County. Through the campaign law enforcement arrested 31 drivers for DUI, ticketed 30 drivers for suspended licenses, cited 46 drivers for safety belt violations, ticketed 84 drivers for child restraint violations, arrested 1 driver for a stolen vehicle, and arrested 8 drivers for drug violations in addition to apprehending 2 fugitives.

18. Organized the 21<sup>st</sup> **Hands Across the Border Campaign (HATB)** from August 26, 2012 through August 30, 2012. HATB was combined with the kickoff of the Labor Day campaign of Drive Sober or Get Pulled Over. HATB traditionally is a series of media events at Welcome Centers around the state borders. Law enforcement officers from states bordering Georgia came together for a special program at the Georgia Welcome Center before a motorcade to the adjoining state’s welcome center for a continuation of the program. Media events were combined with nightly network meetings, checkpoint briefings and sobriety checkpoints near each state line. In 2012, a total of 706 officers participated from 203 agencies for 21 media events and enforcement rollouts. Through the campaign law enforcement arrested 11 drivers for DUI, ticketed 33 drivers for suspended/ revoked licenses, cited 31 drivers for safety belt violations, and ticketed 49 drivers for child restraint violations in addition to apprehending 3 fugitives.
19. Expanded within Georgia State Patrol two new **Nighthawks DUI Task Forces** (Muscogee County and Bibb County). First formed in 2004, the Nighthawks were formed to reduce impaired driving traffic crashes by concentrating on the apprehension of DUI offenders during the peak hours when statistics have shown DUI-related incidents occur. Currently, there are Nighthawks in metropolitan Atlanta, Savannah and, now, Columbus and Macon.
20. Recognized nationally, the **Georgia State Patrol** was selected as the top state police/highway patrol agency in the country in the category of 501 to 1,000 sworn officers, as part of the National Law Enforcement Challenge (NLEC) sponsored by the International Association of Chiefs of Police. The NLEC focuses on agencies’ efforts to enforce laws and educate the public about occupant protection, impaired driving and speeding.
21. Held the Special Operations Division’s annual **Governor’s Challenge Awards Program** at the Macon Centroplex. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 78 original applications received, 12 different law enforcement agencies were recognized with a total of 15 awards. Cobb County Police Department was the grand prize winner of the 2012 Governor’s Challenge and a fully equipped Dodge Charger.
22. Brought together over 130 advocates, business leaders, on-road and off-road recreational cyclists and commuters, and elected officials from across Georgia to the first **Georgia Bike Summit** hosted by Georgia Bikes! in Athens October 7- October 9, 2011. Attendees were able to network, collaborate, educate, and empower advocates, and identify common issues in local communities and set priorities for Georgia Bikes! in 2012.
23. Sponsored the seventh annual **“Georgia Rides to the Capitol”** event when over 1,000 bicyclists from the metro Atlanta region rode to the Capitol in order to raise



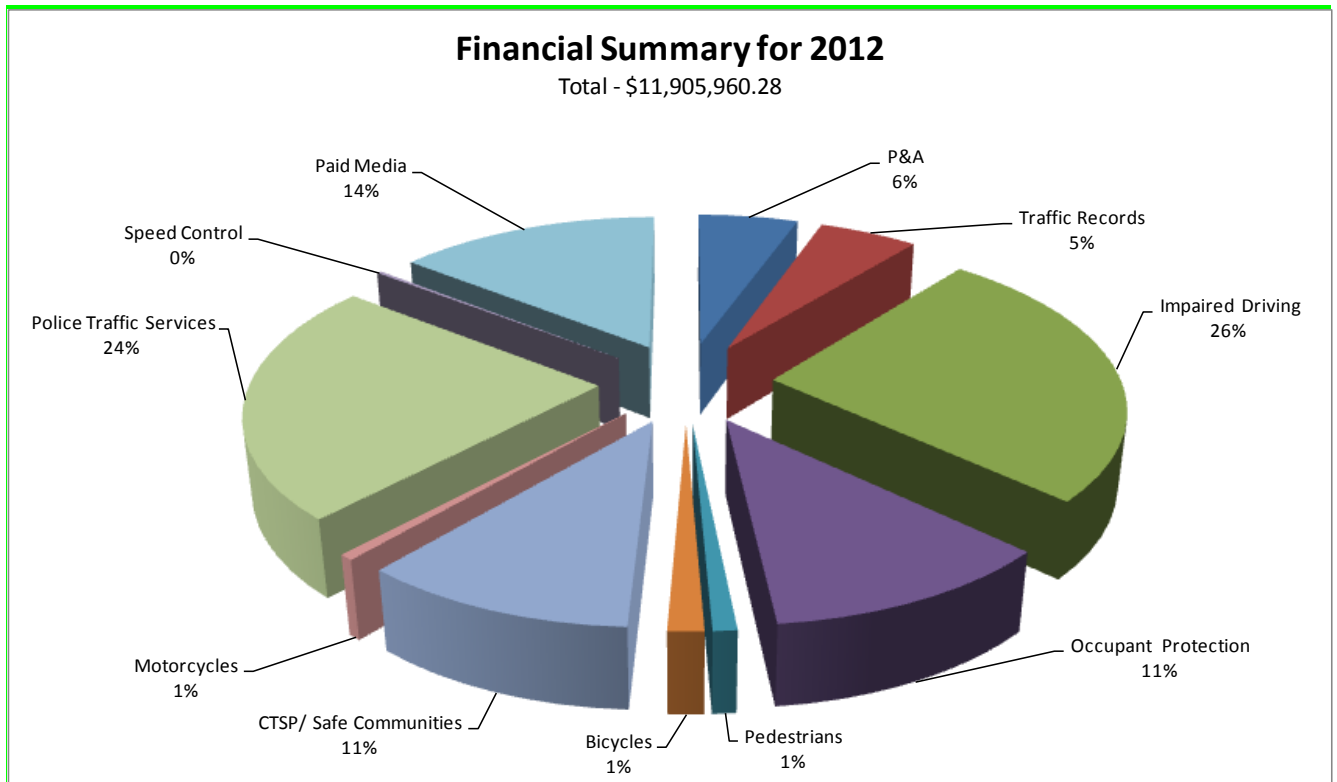
support for improved conditions for cycling. Issues raised were the development of regional systems of both on-road and off-road bicycling facilities, multi-use trails, and cycling connections to major transit facilities, activity centers and schools.

24. Supported GDOT's adoption of a **Complete Streets Design Policy** for all transportation projects managed by GDOT. Complete Streets Designs ensure that wherever possible, road designs will properly integrate and balance the needs of all citizens regardless of the mode of transportation used. The adoption of this policy is an important first step to seeing real improvements for bicycle and pedestrian safety in Georgia.
25. Launched in December 2011 the **Drive Sober Georgia** app for smartphones. Available on both the Android and iPhone markets, this app provided a listing of free sober ride programs across the state. The smartphone app was promoted by Governor Nathan Deal in a 60-second commercial that aired free of charge on NBC affiliate stations throughout Georgia on Super Bowl Sunday. In less than one week from the time it was launched, the new app was downloaded, nearly one thousand times in the Android market alone.
26. Assisted TEAM Georgia in launching the Holiday 2011 **Safe Holiday and Tow to Go Campaign**. Promoting safe and sober transportation, the campaign included public education messages and a keynote address by a victim of impaired driving. The Safe Holiday Campaign reached thousands of Georgia businesses and private hosts with safe celebration suggestions and legal reminders for partygoers.
27. Coordinated with GDDS to increase **motorcycle training and education** across the state. The demand for motorcycle training is growing based on increased motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and GDDS are dedicated to opening additional training sites and training more instructors across the state.
28. Announced the formation of the **Governor's Commission on Teen Driving**. In the fall of 2012, Governor Nathan Deal appointed 22 high school students from throughout the State to the Governor's Commission on Teen Driving. The ultimate goal of the Commission is to reduce the number of teen crashes, injuries and fatalities on Georgia roadways. The Commission is developing a statewide strategy for educating teen drivers on the risks and consequences associated with texting and driving, driving while distracted and driving while impaired by alcohol. By the end of its term in April 2013, the Commission will present a report to Governor Deal and the Transportation Committee in the Georgia House and Senate.
29. Organized the **Youth and Young Adult Conference**, which took place on February 3rd and 4th at Callaway Gardens. The two-day conference, which was attended by 400 students and advisors from nearly 60 high schools and colleges across Georgia, was designed to bring together student-advocates of highway safety, and focus on new ways to communicate life-saving ideas to their fellow students. GOHS launched the youth safety conference concept nearly ten years ago. The goal is to spread the important messages of buckling up, slowing down in your vehicle, not drinking and driving, and not texting while driving. The conference lined up local and nationally recognized motivational speakers and presented workshops targeted for high school and college students. Special exhibitors helped to spread the targeted message of safety to all participants.

30. Funded 19 peer-education programs through the **Georgia Young Adult Program**. This program focused primarily on reducing impaired driving among young adult drivers. Schools coordinated impaired driving prevention programs including DUI simulators and professional speakers. Programming often surrounded event such as National Collegiate Alcohol Awareness Week, Safe Spring Break, graduation, summer orientation, and football tailgates.
31. Participated in the **National Collegiate Alcohol Awareness Week** in October 2011. Seven universities from around the state joined this national campaign promoted by the Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) and by the Coalition of Higher Education Association for Substance Abuse Prevention. The purpose of the week was to provide an opportunity to showcase healthy lifestyles free from the abuse or illegal use of alcohol and to combat negative stereotypes of college drinking behavior.
32. Improved the state's **traffic data systems** to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to install the electronic citation and crash reporting system TraCS, train Law Enforcement Agency (LEA) personnel, and provide essential support for those LEAs that wish to use TraCS. The Office of Health Information and Policy made available, over the Division of Public Health's publicly accessible internet based system, its data system OASIS, which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The GDDS initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.
33. Released the latest **Georgia Crash Analysis Statistics and Information (CASI)** report by the Georgia Department of Transportation. The purpose of the CASI report is to present important, data driven information to the general public, governing bodies and policy makers.

**Financial Summary Details** (Expended)

	402	405	406	408	410	200STR (State)	2010K6	Total	% of Total
P&A	\$377,003.92		\$263,583.05					\$640,586.97	5.38%
Traffic Records			\$307,739.90	\$326,883.15				\$634,623.05	5.33%
Impaired Driving	\$148,061.25				\$2,917,074.94			\$3,065,136.19	25.74%
Occupant Protection	\$600,932.72	\$738,037.81						\$1,338,970.53	11.25%
Pedestrians	\$109,334.26							\$109,334.26	0.92%
Bicycles						\$163,147.16		\$163,147.16	1.37%
CTSP/ Safe Communities	1,198,853.58		\$215,337.71					\$1,414,191.29	10.48%
Motorcycles							\$68,212.75	\$68,212.75	0.57%
Police Traffic Services	\$2,697,212.41		\$63,757.44					\$2,760,969.85	23.19%
Speed Control	\$27,986.76							\$27,986.76	0.24%
Paid Media	\$1,188,484.73				\$494,316.74			\$1,682,801.47	14.13%
<b>Total</b>	<b>\$6,347,869.63</b>	<b>\$738,037.81</b>	<b>\$850,418.10</b>	<b>\$326,883.15</b>	<b>\$3,411,391.68</b>	<b>\$163,147.16</b>	<b>\$68,212.75</b>	<b>\$11,905,960.28</b>	<b>100.00%</b>
Check Total (eGOMS Batch)	\$6,347,869.63	\$738,037.81	\$850,418.10	\$326,883.15	\$3,411,391.68	\$163,147.16	\$68,212.75	\$11,905,960.28	
Variance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		



(Note: This information reflects Federal and some State Expenditures.)

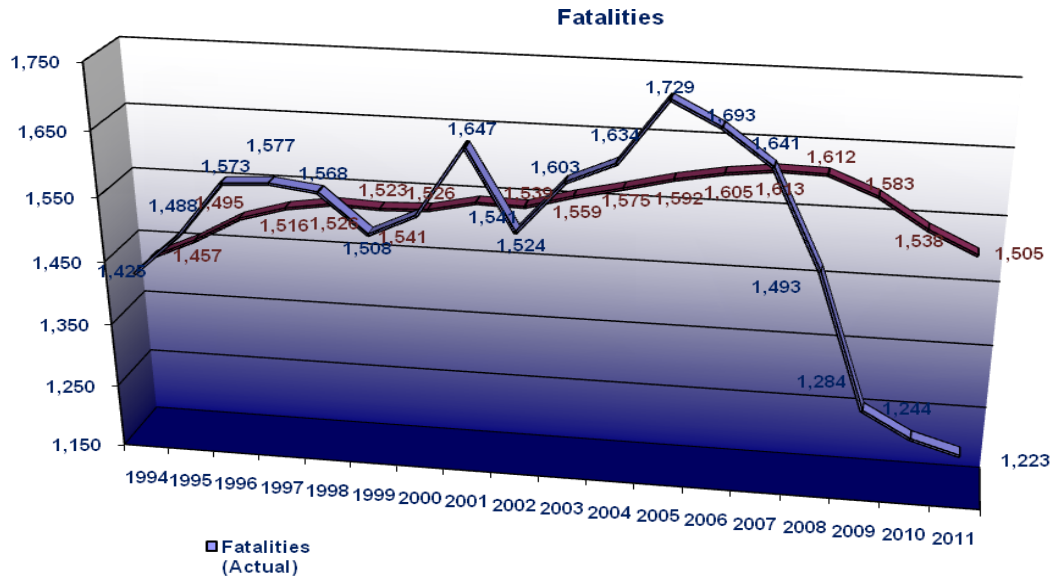
Core Outcome Measures / Trends	Baseline Data 1994-2001					Progress Report Data 2002-2011												
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities (Actual)	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1,634	1,729	1,693	1,641	1,493	1,284	1,244	1,223
Fatality Trend	1,425	1,457	1,495	1,516	1,526	1,523	1,526	1,541	1,539	1,559	1,575	1,592	1,605	1,613	1,612	1,583	1,538	1,505
Injuries (Actual)	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996	139,262	133,399	128,318	115,737	109,685	111,290	104,515
Injury Trend			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119	133,716	133,049	132,333	131,460	129,135	126,800	123,677
Fatality Rate /100 million VMT	1.72	1.74	1.76	1.68	1.62	1.53	1.47	1.53	1.41	1.47	1.46	1.52	1.49	1.47	1.38	1.17	1.11	1.13
Fatality Rate Trend	1.72	1.73	1.74	1.73	1.70	1.68	1.65	1.63	1.61	1.58	1.55	1.52	1.50	1.48	1.47	1.43	1.39	1.36
Unrestrained Fatalities	706	767	767	740	622	659	649	609	596	592	621	669	649	637	575	454	427	428
Unrestrained Fatality Trend	706	737	747	745	720	710	701	690	679	667	651	640	630	631	622	600	580	561
Alcohol Related Fatalities	378	393	429	412	371	386	434	406	383	355	403	433	454	445	405	331	298	233
Alcohol Related Fatality Trend	378	386	400	403	397	395	400	401	399	397	398	398	403	411	413	402	390	373
Speed-Related Fatalities	349	372	401	375	337	322	347	343	313	328	335	340	407	384	309	238	217	195
Speed-Related Fatality Trend	349	361	374	374	367	359	358	356	351	349	345	338	341	347	345	333	319	306
Motorcycle Fatalities	55	44	47	56	66	59	61	95	85	103	111	144	154	163	178	140	127	149
Motorcycle Fatality Trend	55	50	49	51	54	55	55	60	63	68	76	87	98	108	122	130	134	141
Unhelmeted Motorcycle Fatalities	14	7	4	12	7	11	8	18	11	12	8	15	21	21	15	11	14	13
Unhelmeted Motorcycle Fatality Trend	14	11	8	9	9	9	9	10	10	10	10	11	12	14	14	15	14	14
Driver Under Age 21 Fatal Crashes	272	320	344	297	293	320	286	330	282	301	310	326	298	284	221	148	175	165
Driver Under Age 21 Fatal Crash Trend	272	296	312	308	305	308	305	308	305	308	307	305	305	304	293	278	261	248
Pedestrian Fatalities	163	164	161	183	167	159	137	156	161	156	153	150	148	154	147	150	168	130
Pedestrian Fatality Trend	163	164	163	168	168	166	162	161	161	160	159	158	154	153	151	153	154	151

\*Source: FARS

## Performance Goals and Trends

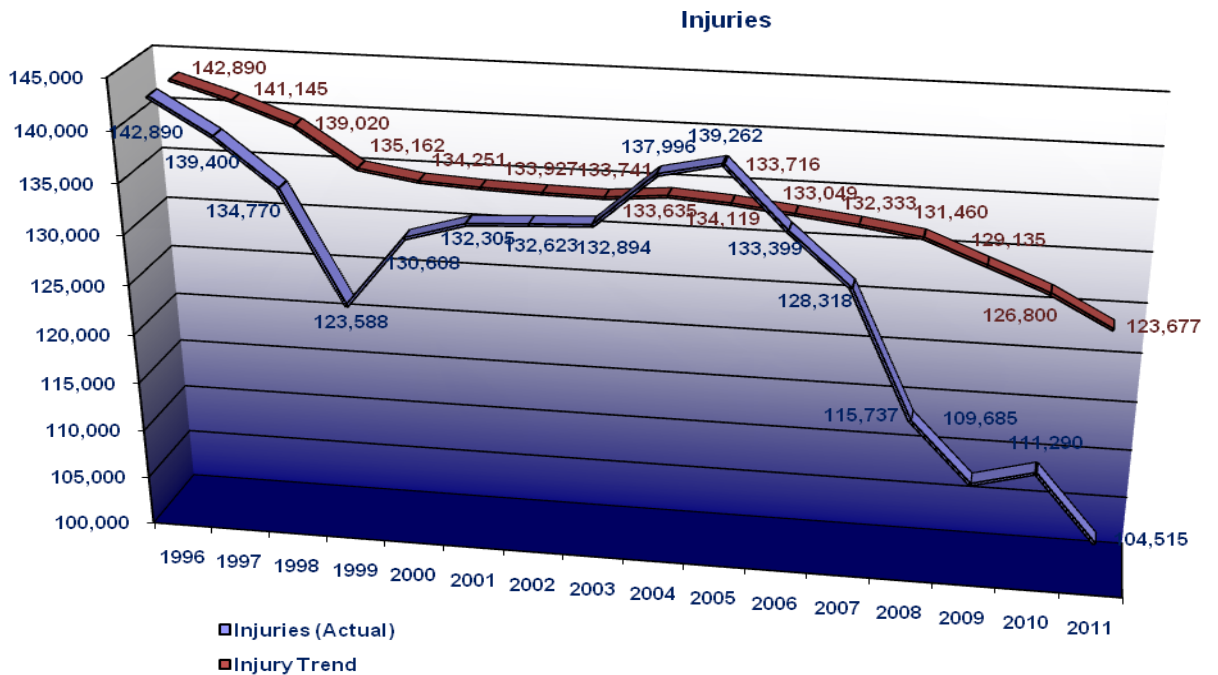
**Goal: Fatalities** To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.

**Baseline** 1,284 fatalities in 2009.



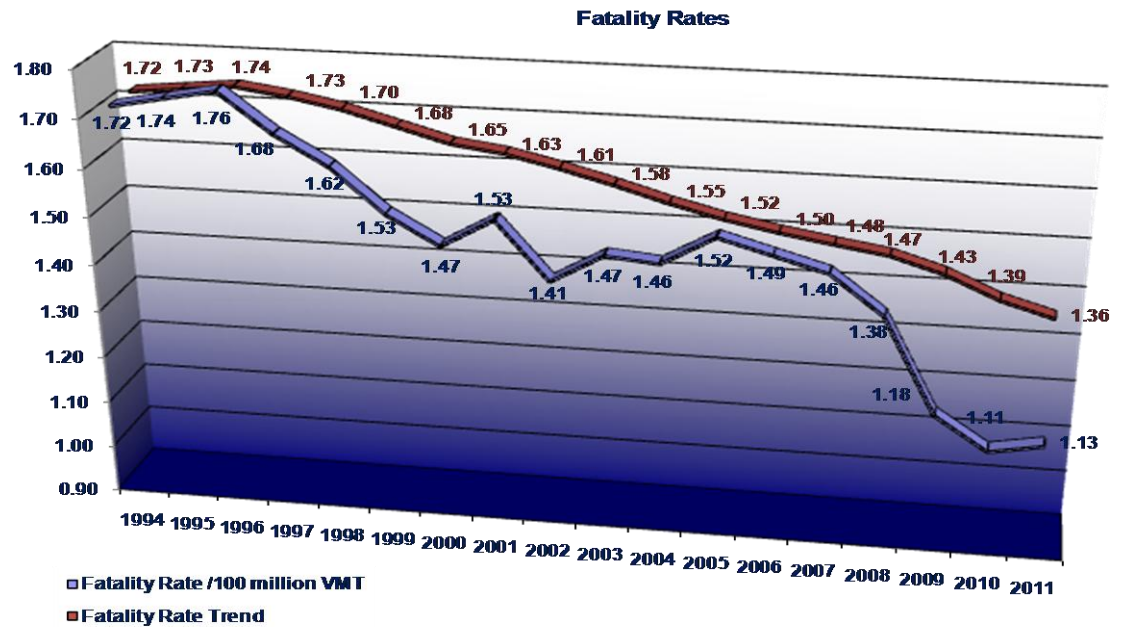
**Goal: Injuries** To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year count of 109,685 to 105,326 by December 31, 2012.

**Baseline** 109,685 injuries in 2009.



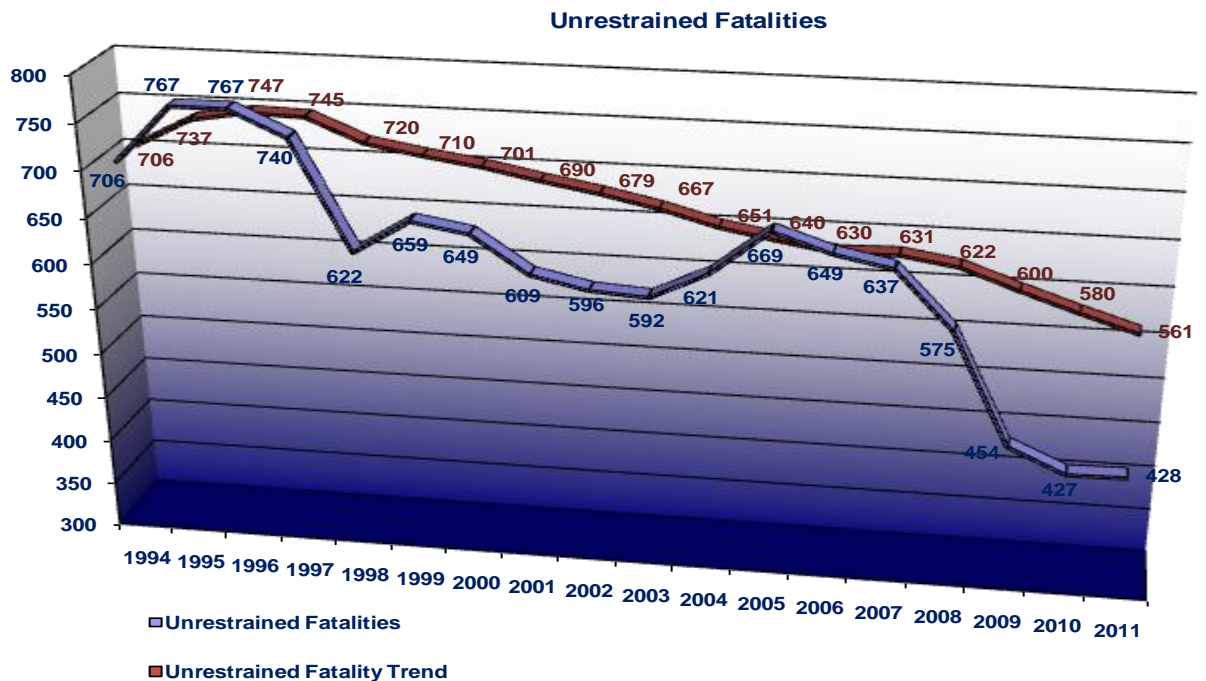
**Goal: Fatality Rate/VMT** To decrease fatalities/VMT six percent (6%) from the 2009 calendar base year rate of 1.18 to 1.11 by December 31, 2012.

**Baseline** 1.18 fatalities/VMT in 2009



**Goal: Unrestrained Fatality Trends** To decrease unrestrained passenger vehicle occupant fatalities in all seating positions ten percent (10%) from the 2009 calendar base year count of 454 to 410 by December 31, 2012.

**Baseline** 410 unrestrained fatalities in 2009.



**Goal: Alcohol-Related Fatalities**

To decrease alcohol impaired driving fatalities ten percent (10%) from the 2009 calendar base year average of 331 to 299 by December 31, 2012.

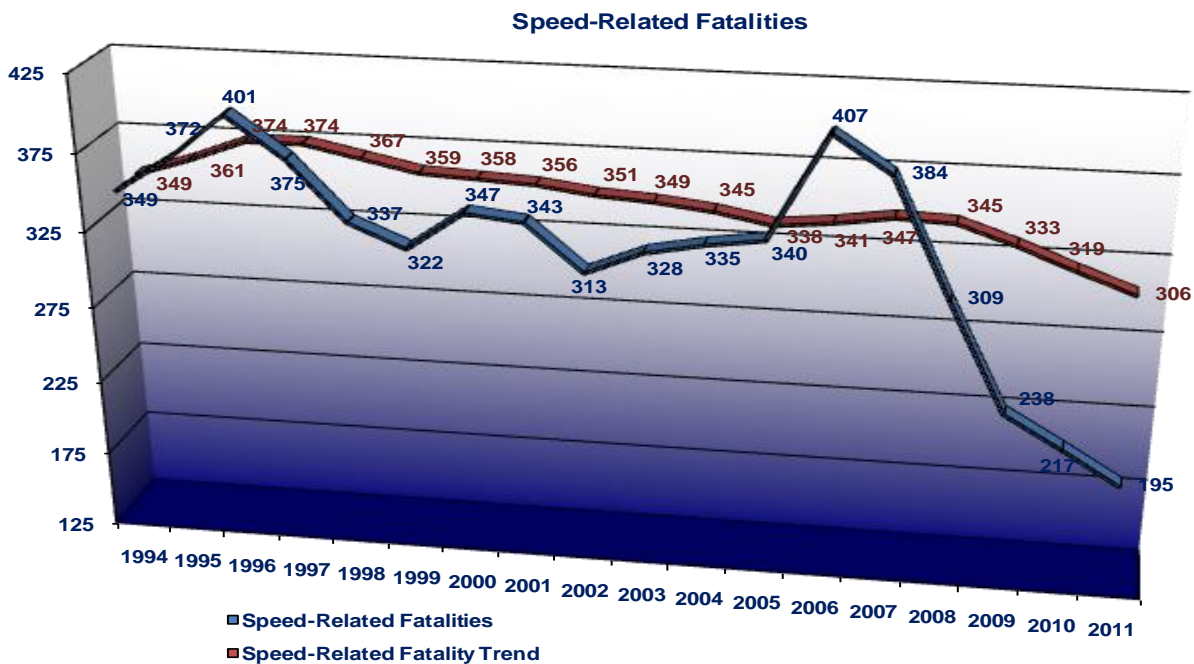
**Baseline** 331 alcohol-related fatalities in 2009.



**Goal: Speed-Related Fatalities**

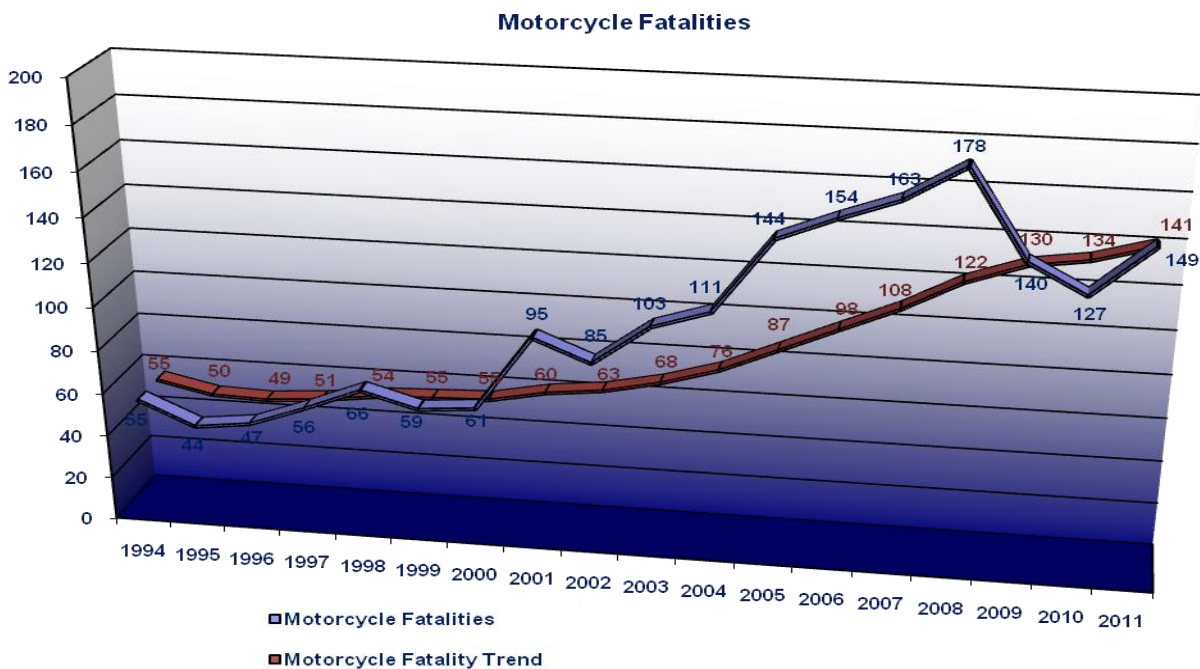
To maintain the steady decrease of speed related fatalities below the 2009 base year count of 238 by December 31, 2012.

**Baseline** 238 speed-related fatalities in 2009.



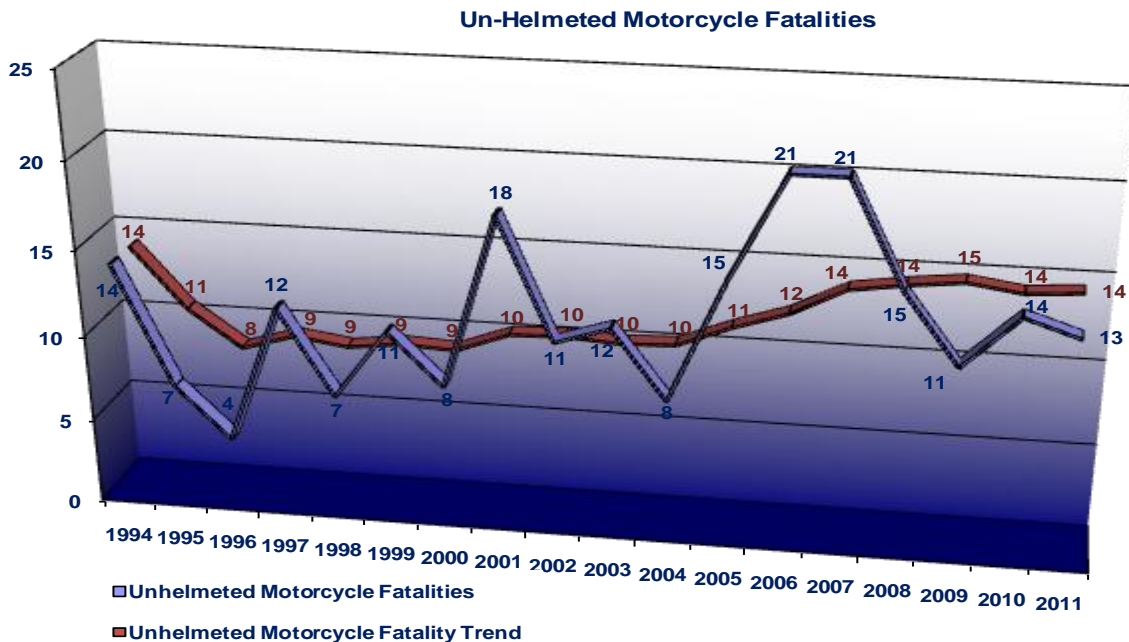
**Goal: Motorcycle Fatalities** To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.

**Baseline** 140 motorcycle deaths in 2009.



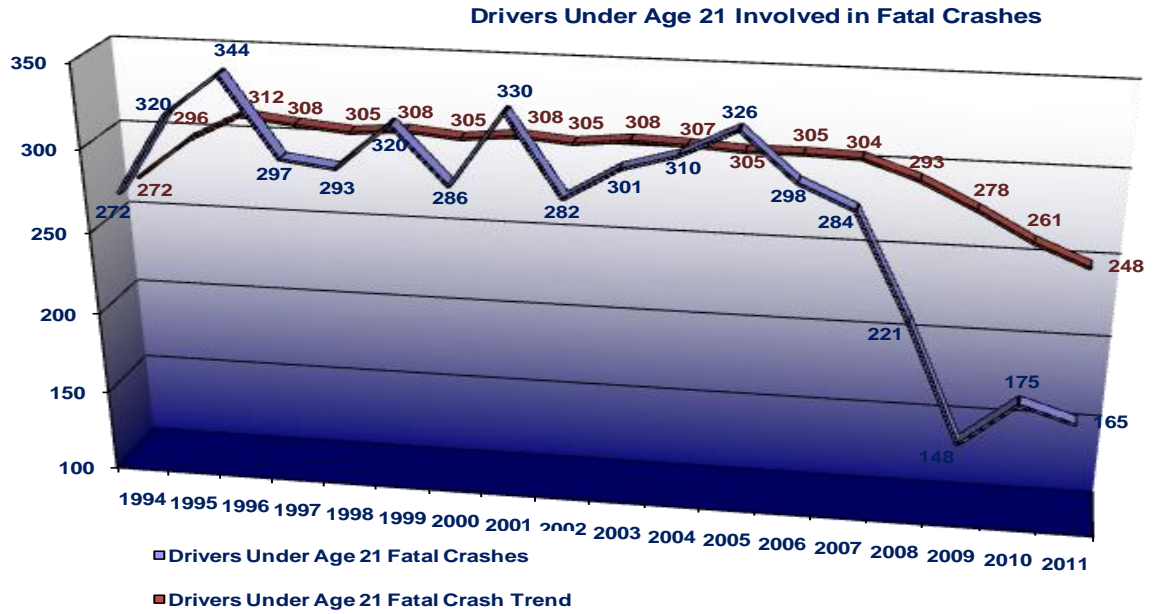
**Goal: Unhelmeted Motorcycle Fatalities** To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.

**Baseline** 11 un-helmeted motorcyclist fatalities in 2009.

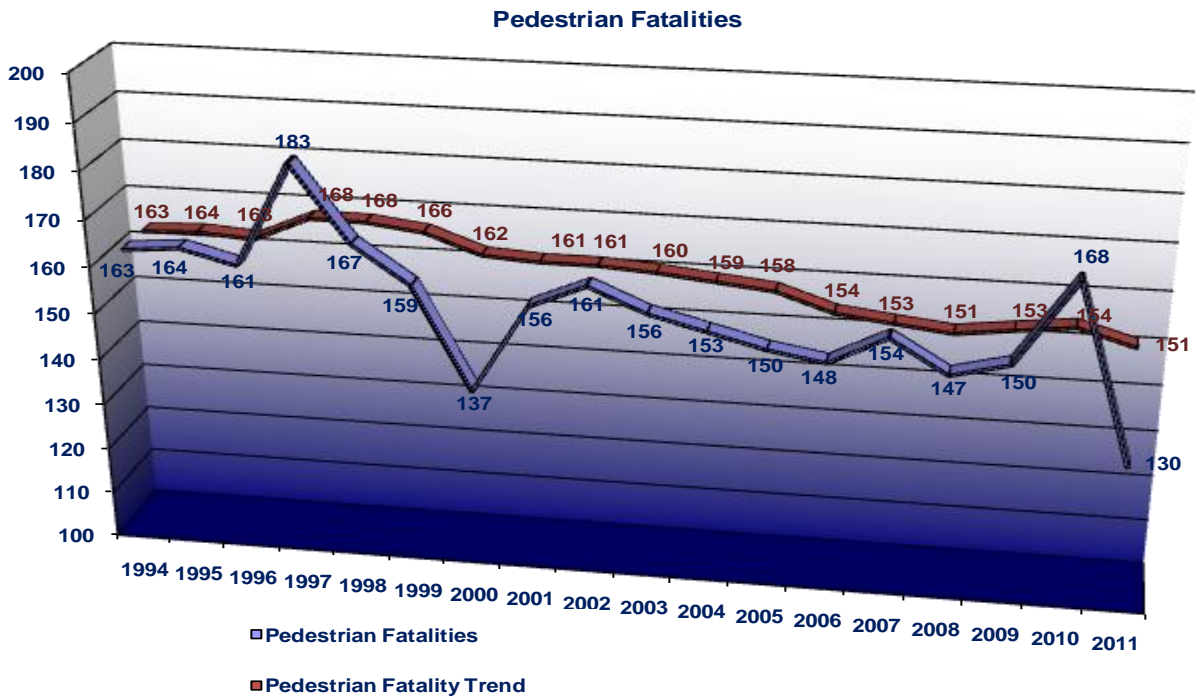




**Goal: Drivers Age 20 or Under Fatal Crashes** To decrease drivers age 20 or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.  
**Baseline** 148 drivers age 20 and under involved in fatal crashes in 2009.



**Goal: Pedestrian Fatalities** To reduce pedestrian fatalities from the 2009 calendar base year of 150 to 141 by December 31, 2012.  
**Baseline** 150 pedestrian fatalities in 2009.

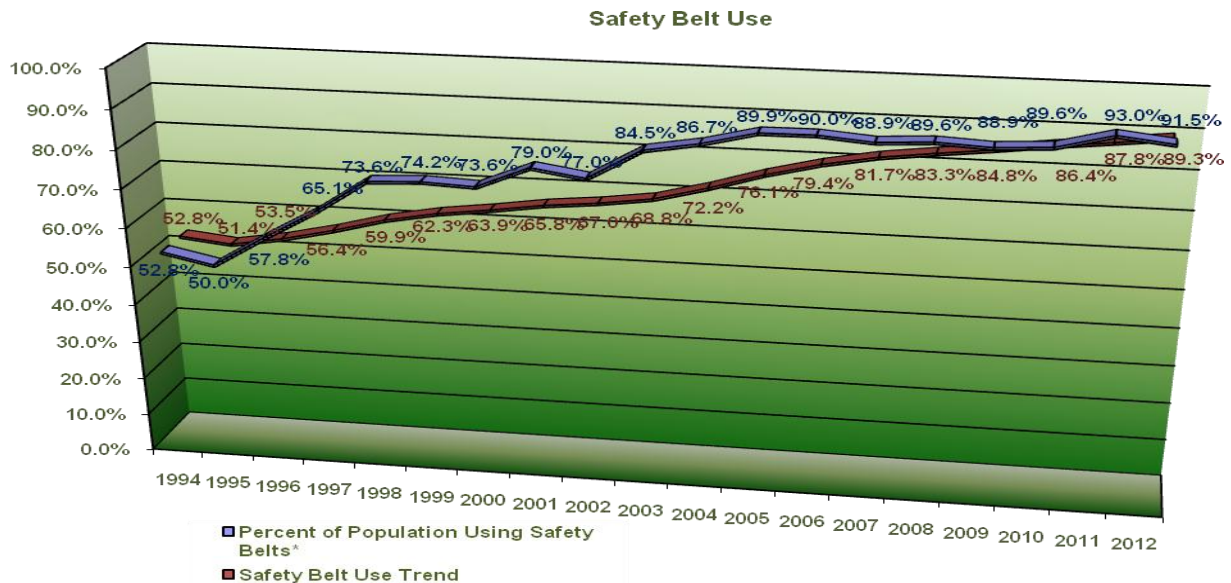


Core Behavior Measure / Trends	Baseline Data 1994-2002										Progress Report Data 2003-2012									
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2011	
Percent of Population Using Safety Belts*	52.8%	50.0%	57.8%	65.1%	73.6%	74.2%	73.6%	79.0%	77.0%	84.5%	86.7%	89.9%	90.0%	88.9%	89.6%	88.9%	89.6%	93.0%	91.5%	
Safety Belt Use Trend	52.8%	51.4%	53.5%	56.4%	59.9%	62.3%	63.9%	65.8%	67.0%	68.8%	72.2%	76.1%	79.4%	81.7%	83.3%	84.8%	86.4%	87.8%	89.3%	

## Core Outcome Goals

**Goal: Speed-Related Fatalities** Increase the rate of observed safety belt use of front seat outboard in passenger vehicles from the 2010 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2012.

**Baseline** 89.6% observed safety belt usage in 2010.



Core Activity Measures / Trends	Baseline Data FFY2009 - FFY2012			
Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS Online Reporting System.				
	FFY 2009	FY2010	FY2011	FY2012
Safety Belt Citations	186416	199347	193727	190042
Safety Belt Citations Trend	186416	192882	193163	191885
Impaired Driving Arrests	52270	52775	51165	48270
Impaired Driving Arrests Trend	52270	52523	52070	49718
Speeding Citations	661908	631643	595387	641849
Speeding Citations Trend	661908	646776	629646	618618

## Georgia's Survey Pole Results

### Core Survey Questions

**Impaired Driving Question 1:** In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? (Pre: Dec 5, 2011; Post Jan 12, 2012)

	Pre		Post	
0 Time	94.5%		93.3%	
1 - 2 Times	2.5%		4.4%	
3 or more Times	3.0%		2.2%	

**Impaired Driving Question 2:** In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? (Pre: Dec 5, 2011; Post: Jan 12, 2012)

	Pre		Post	
Yes	39.7%		54.2%	
No	60.3%		45.8%	

**Impaired Driving Question 3:** What do you think the chances are of someone getting arrested if they drive after drinking? (Pre: Dec 5, 2011; Post Jan 12, 2012)

	Pre		Post	
Almost Certain	22.5%		17.0%	
Very Likely	29.9%		26.7%	
Somewhat Likely	31.6%		38.1%	
Somewhat Unlikely	8.7%		14.8%	
Very Unlikely	7.4%		3.4%	

**Safety Belt Question 1:** How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up? (Pre: May 16, 2012; Post June 26, 2012)

	Pre		Post	
All of the time	94.6%		90.2%	
Most of the time	1.5%		7.1%	
Some of the time	3.1%		1.8%	
Rarely	0.8%		0.9%	
Never	0.0%		0.0%	

**Safety Belt Question 2:** In the past 60 days, have you read, seen or heard anything about safety belt law enforcement by police? (Pre: May 16, 2012; Post June 26, 2012)

	Pre		Post	
Yes	27.0%		30.8%	
No	73.0%		69.2%	

**Safety Belt Question 3:** What do you think the chances are of getting a ticket if you don't wear your safety belt? (Pre: May 16, 2012; Post June 26, 2012)

	Pre		Post	
Always	23.4%		23.1%	
Most of the Time	27.3%		25.0%	
Half of the Time	20.3%		23.1%	
Rarely	22.7%		24.1%	
Never	6.2%		4.6%	

<b>Speeding Question 1:</b> On a road with a speed limit of 65mph, how often do you driver over the speed limit? (Pre: Apr 8, 2012; Post: Sept 14, 2012)				
	Pre		Post	
Always	8.9%		3.1%	
Most of the Time	8.3%		14.4%	
Half of the Time	11.7%		10.8%	
Rarely	46.1%		32.0%	
Never	25.0%		39.7%	

<b>Speeding Question 2:</b> In the past 30 days, have you read, seen or heard anything about speed enforcement by police? (Pre: Apr 8, 2012; Post: Sept 14, 2012)				
	Pre		Post	
Yes	40.7%		38.9%	
No	59.3%		61.1%	

<b>Speeding Question 3:</b> What do you think the chances are of getting a ticket if you drive over the speed limit? (Pre: Apr 8, 2012; Post: Sept 14, 2012)				
	Pre		Post	
Always	12.9%		5.0%	
Most of the Time	28.1%		29.6%	
Half of the Time	24.2%		37.2%	
Rarely	32.0%		26.1%	
Never	2.8%		2.0%	

Despite reductions in impaired or speed related crashes through a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, any number of impaired driving and speed-related crashes, injuries and fatalities is unacceptable. Fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. To reduce impaired driving and speed-related deaths, in FFY 2012, GOHS established clear, measurable objectives in this area by utilizing NHTSA Sections 402, 406 and 410 funding to accomplish the following objectives.

**Objectives**

1. To provide DUI countermeasure funding to counties that make up 55% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
3. To maintain H.E.A.T. programs in areas across the state that demonstrate high risk for aggressive and impaired driving.
4. To provide funding to 15% of Georgia public high schools.
5. To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
6. To provide funding to at least nineteen (19) accredited colleges and universities within Georgia based on data where crash, injury and fatality rates are the highest.
7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To continue funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Troup, Gwinnett, Rockdale, Richmond and Liberty).
10. To fund counties that represent 50% of speeding fatalities for the purpose of reducing speed related motor vehicle crashes, injuries and fatalities.
11. To continue strategic enforcement in high-risk statewide locations through specialized H.E.A.T. (Highway Enforcement of Aggressive Traffic) units.
12. To conduct three (3) special emphasis mobilizations targeting motorcyclists who drive excessive speeds.

**Noteworthy Programs**

In FFY 2012, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. "DUI Courts Program" – A continuation of the DUI adjudication program, six (6) DUI Courts (Cherokee, Troup, Gwinnett, Rockdale, Richmond and Liberty) were continued with GOHS funding in FFY 2012.
2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 20 county and/or local agencies that aims at reducing aggressive traffic violations, speeding and DUI's. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.

3. “Operation Zero Tolerance” (OZT) – A model statewide initiative which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHS’ Regional Traffic Enforcement Networks and required of all the FFY 2012 law enforcement grants targeting impaired drivers and all of the educational grants as well.
4. “Students Against Destructive Decisions (SADD)”- A program which raises awareness among high school students of the dangers of impaired and unrestrained driving.
5. “The Georgia Young Adult Program (GYAP)”- A program comprised of proven successful strategies such as training peer-educators, providing educational programs to the schools, and encouraging schools to develop creative, innovative techniques to reduce young adult crashes, injuries and fatalities in their communities.
6. Training initiative – Through a grant to the Georgia Public Safety Training Center (GPSTC), funding was provided to train law enforcement officers in impaired driving and speeding countermeasures including the administration of Standardized Field Sobriety Tests, certification of Drug Recognition Experts, and use of RADAR and LIDAR.
7. “Mothers Against Drunk Driving (MADD)” – In FFY 2012, funds were provided to MADD for the successful recruitment of new volunteers. MADD undertook the development of volunteers and community action sites, as well as implementation of MADD core programs and relaying of MADD/GOHS messages.
8. “Georgia Responsible Alcohol Sales and Service (RASS)” – In FFY 2012 the Council on Alcohol and Drugs educated stakeholders about the need for Responsible Alcohol Sales and Service training and provided such training for alcohol retail outlet owners and licensees.

### **Funding Sources**

1. NHTSA Section 402AL Funding: A total of \$148,061.25 was expended to fund alcohol and drug programs across the state, including the Fulton, DeKalb, Clayton School Systems and Pioneer RESA SADD projects.
2. NHTSA Section 402PT Funding: A total of \$2,697,212.41 was expended to fund H.E.A.T. programs, Traffic Enforcement Networks (TENs), Small Agency Incentive Grants and Law Enforcement Liaisons.
3. NHTSA Section 402SC Funding: A total of \$27,986.76 was expended to train officers in the use of RADAR and LIDAR for speed enforcement at the Georgia Public Safety Training Center.
4. NHTSA Section 406PT Funding: A total of \$63,757.44 was expended to fund the Thunder Task Force.
5. NHTSA Section 410K8 Funding: A total of \$2,917,074.94 was expended to fund DUI Courts, SADD, and Young Adult programs and other alcohol and drug programs across the state.

### **Results**

Utilizing the noteworthy programs mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. The “DUI Court” program was continued in FFY 2012 with six (6) DUI Courts funded in Cherokee, Troup, Gwinnett, Rockdale, Richmond and Liberty counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2012, the DUI Courts served 1,859 participants. A total of 374 new participants joined the program, 163 participants graduated, 68 interlock devices were installed, 128 participants became

eligible for re-licensure, and 164 participants completed DUI School. Also, 24 participants were terminated for non-compliance, giving the program a retention rate of 98.7%.

2. “Operation Zero Tolerance” – In FFY 2012, concerted statewide efforts coordinated by GOHS had a 70% participation rate in all areas of the state. Through the campaign 21,281 safety belt citations were written, 3,869 child safety restraint citations were issued, 5,536 DUI arrests were made, 6,518 suspended license violations were written, 70,150 speeding tickets were issued, 3,372 felony arrests were made, 2,630 drug arrests were made, and 3,558 fugitives were apprehended. In a poll conducted by the Survey Research Center at the University of Georgia, 77% of respondents had heard of OZT, and 82% of respondents indicated that it was at least somewhat likely that they would be stopped by police when drinking and driving.
3. In FFY 2012, GOHS funded 22% (n=99) of Georgia high schools to discourage drinking while driving. Out of the completed SADD grantees, 96% achieved at least 50% of the stated milestones and objectives.
4. There were 19 colleges and universities funded in FFY 2012 to implement peer education programs to discourage drinking and driving. Of Young Adult grantees, 79% achieved at least 50% of the stated milestones and objectives.
5. During the “100 Days of Summer Heat” campaign from May to September 2012, law enforcement personnel apprehended 15,517 DUI violators statewide, and made an additional 7,374 drug arrests. In addition, law enforcement personnel gave out 207,343 speeding citations. For the FFY 2012, all reporting agencies apprehended 48,270 DUI offenders, made 24,456 drug arrests, and issued 641,849 speeding citations. In addition, 31,479 fugitives were apprehended, and 14,181 stolen vehicles were recovered due to concerted efforts on the part of law enforcement to police traffic.
6. The total number of officers trained for impaired driving countermeasures in FFY 2012 was 1,231 through GPSTC.
7. The total number of officers trained for speeding countermeasures in FFY 2012 was 2,225 through GPSTC.
8. In FFY 2012, 20 H.E.A.T. grants received funding. 100% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones.
9. In FFY 2012, MADD Georgia implemented 11 environmental strategies in high schools, developed and distributed brochures, and created mass media alerts regarding DUI prevention strategies.
10. In FFY 2012, the Georgia RASS program successfully worked with stakeholders in six counties in the Atlanta area (Fulton, Hall, Rockdale, Spalding, Fayette and Pike).
11. Enforced the **Super Speeder Law** (HB 160), which discourages trauma-causing behavior by adding an additional \$200 fine for drivers driving over 85 mph anywhere in the state and for driving 75 mph or more on two lane roads. Super Speeder also increased driver’s license reinstatement fees for violators committing a second and third offense.

### **2013 Strategies**

Georgia looks to employ the following strategies in FFY 2013:

1. Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
2. Conduct three (3) waves of statewide enforcement with the “*Drive Sober or Get Pulled Over.*” campaign.

3. Conduct concentrated patrols in areas identified for high impaired driving violations.
4. To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
5. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
6. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center.
7. Assist with the funding of Young Adult programs at colleges and universities for the training of peer educators and educating the students on highway safety issues.
8. Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions to address teen driving issues.
9. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
10. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
11. Utilize Georgia SADD's Student Leadership Committee in our public education and information campaigns and community coalitions.
12. Continue "100 Days of Summer H.E.A.T.," a sustained impaired driving enforcement campaign.
13. Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
14. Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
15. Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and additional National Highway Safety campaigns and report numbers for each campaign to GOHS online.
16. Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
17. Identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving.
18. To maintain six (6) DUI Courts with a focus on public safety in an effort to reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision.
19. Provide funding to local law enforcement agencies that are located in jurisdictions that represent high numbers of speed-related deaths.
20. Provide funds to increase public information and education and enforcement of traffic laws through a specialized traffic enforcement unit in high-risk locations.
21. 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.
22. The Commission will develop a statewide strategy for educating teen drivers on the risks and consequences associated with texting and driving, driving while distracted and driving while impaired by alcohol. By the end of its term in April 2013, the



Commission will present a report to Governor Deal and the transportation committees in the Georgia House and Senate.

Approximately 45% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supports efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2012 through utilizing NHTSA Sections 402 and 405 funding.

**Objectives**

1. To maintain the statewide safety belt usage rate of 93% in FFY 2012.
2. To increase the use of child safety restraint systems for children age seven and under to 95% by calendar year 2012.
3. To increase the use of child safety restraint systems for children age six to eight by 10% in FFY 2012.
4. To increase safety belt use rate by 2% for rural drivers and passengers in FFY 2012.
5. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

**Noteworthy Programs**

In FFY 2012, GOHS implemented a number of noteworthy programs to focus on occupant protection initiatives. Enumerated below are programs that had significant impact.

1. "Georgia Traffic Injury Prevention Institute (GTIPI)" – A statewide educational outreach system of the University of Georgia building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, safety belt use, teen driving, and elderly driving. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education.
2. "Click-It or Ticket" – The "Click It or Ticket" campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists.
3. "Child Safety Seat Fitting Station Program" – A program through the Atlanta Fire Department designed to provide technician training, recertification of Fire Department staff and free car safety seat inspection and installation services to the general public in the Atlanta metro area.
4. "Department of Public Health Child Occupant Safety Program" – Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Public Health in more than 142 Georgia counties. There are six (6) successful IPS programs that address child passenger safety: 1) Mini Grants with local agencies to provide education and distribute child seats to low income families; 2) Teddy Bear Sticker Program documenting lives saved from serious injury or death distributed to program funded child seats distributed; 3) Keeping Kids Safe Hospital and Healthcare Provider training; 4) Special Medical Needs program building capacity and distributing child restraints for children with special healthcare needs; 5) Safe Transportation of Children in School and Childcare program ; and 6) Law Enforcement training on critical CPS violations to increase understanding and enforcement. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, EMS, fire departments, law enforcement, hospitals, and Safe Kids organizations.

5. “Injury Free Coalition for Kids Atlanta” – The Injury Free Coalition provides a bilingual child passenger safety program that encourages parents/caregivers to follow NHTSA guidelines related to the safety and well-being of their child in a motor vehicle.
6. “Georgia Mountains CarFit Program” – The CarFit Program implemented through the Georgia Mountain Regional Commission is designed to educate the elderly population on the proper use of vehicle occupant safety devices.
7. “Pioneer RESA’s Rural Roads Initiative (RRI)”- Pioneer RESA operates the North East Georgia Rural Roads initiative grant with the objective to build community mobilizations in Region 2 Health District to reduce injuries and fatalities in motor vehicle crashes. The Coordinator assists local communities with obtaining car seats, technician and instructor certifications, educational highway safety materials, and local crash data.
8. “Safe Communities of DeKalb”- DeKalb Safe Communities has two main programs dedicated to Child Passenger Safety. Car Seat 101 is a class designed to teach DeKalb County parents, grandparents and caregivers how to properly install a child safety seat, including booster seats. Safe Communities Booster Seat/ Safety Belt program is designed to educate children in Pre K- 2nd grade about the importance of wearing a seat belt while riding in a car. Additionally, the grant assists local SADD chapters with program planning and implementation of events such as Ghost Outs and safety belt surveys. The program also offers P.R.I.D.E courses to educate families on safe teen driving.
9. “Department of Public Health Georgia Older Driver Safety Program”- The program works to identify and evaluate activities that support the reduction of older driver crashes and severity of injuries experienced in such crashes statewide.
10. “Safe Community Cobb County”- A local program through Safe America with the goal of reducing highway crashes, fatalities, and injuries in Cobb County through programs and media campaigns aimed at teenagers, Senior Citizens and businesses.

### **Funding Sources**

1. NHTSA Section 402OP Funding: A total of \$609,932.72 was expended to fund the Georgia Traffic Injury Prevention Institute (GTIPI), Atlanta Fire Rescue Department Car Seat Fitting Station, and other GOHS occupant protection programs.
2. NHTSA Section 402CP Funding: A total of \$452,479.75 was expended to fund two (2) Safe Communities programs, 2 Public Health programs, a Drive Smart Project (Duluth), 2 Rural Road programs, and the Georgia Mountains Regional Commission CarFit Program with a major focus of addressing occupant protection. A difference of \$746,373.83 was used to fund non-occupant protection initiatives in 402 CP funding. The \$215,337.71 was a GOHS in-house grant.
3. NHTSA Section 405K2 Funding: A total of \$738,037.81 was expended to fund the Department of Public Health Child Occupant Safety Program, the Injury Free Coalition for Kids Atlanta, and GTIPI.

### **Results**

Utilizing the noteworthy programs mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. The overall safety belt usage rate reported by the UGA Survey Research Center’s observational study conducted in August 2012, including trucks, was 91.5%. Safety belt usage rates were 95% for cars and 94.7% for vans. Pick-up truck safety belt usage was 85.8%, the highest rate for pickups ever recorded.

2. Safety belt usage in rural areas was 93.1% in 2012, up 5.6% from 2011, and also higher than safety belt use in urban areas.
3. Child safety seat usage increased in 2012 to 98.5%. Observed child safety seat usage in rural areas was 100% in 2012.
4. During FFY 2012, there were two (2) “Click-It or Ticket (CIOT)” campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations. In a 2012 poll conducted by the Survey Research Center at the University of Georgia, 93% of respondents reported hearing of CIOT, and 95% reported always wearing safety belt.
5. During the FFY 2012, “100 Days of Summer HEAT” campaign, law enforcement officers from across the state handed out 67,885 safety belt violations, and 11,796 child restraint citations. For the year, agencies reporting cited 190,042 occupants for safety belt violations, and 33,787 for child restraint violations.
6. During FFY 2012, 98.2% of respondents to the annual occupant protection survey were aware of Georgia’s primary safety belt law. Of respondents, 100% agreed that wearing a safety belt in a crash would reduce severity of injuries, and 92% stated they would wear a safety belt if NOT required by law.
7. During FFY 2012, GTIPI trained 202 new child passenger safety technicians, including 14 new Spanish-speaking technicians. GTIPI educated 383 participants at 17 car seat checkpoints. GTIPI facilitated 17 CPST classes. To promote safety belt and booster seat use, GTIPI conducted 288 rollover simulations. GTIPI inducted 1,017 new members to the Saved by the Belt Club, a group for those who have been saved from injury or death by safety belts. GTIPI trained 101 CarFit technicians at 8 CarFit trainings to promote occupant protection among the elderly. GTIPI trained 188 Georgia Teens Ride with P.R.I.D.E. instructors and helped facilitate 170 P.R.I.D.E. classes, reaching 2,846 young drivers across the state.
8. During FFY 2012, the Atlanta Fire Department distributed 2,650 child safety seats at 31 checkpoints and other events. They also trained and recertified 217 firefighters as child passenger safety technicians and checked 2,542 seats at fitting stations.
9. During FFY 2012, the Department of Public Health Child Occupant Safety Program distributed 9,957 child safety seats, including 53 seats for children with special medical needs, through its 142 County Mini-Grant recipients, and assisted in the recertification of 152 certified child passenger safety technicians.
10. During FFY 2012, the Georgia Mountains CarFit Program trained 104 seniors in the proper use of occupant safety devices at local churches, city halls, courthouses, and senior centers in north Georgia.
11. Pioneer RESA participated in 34 events with the community mobilization groups (CMG) including child safety seat checks and road checks throughout northeast Georgia and trained 240 CPSTs.
12. DeKalb Safe Communities conducted 5 Ghost Outs and safety belt surveys with local high schools, educated 4,161 elementary school students through 9 booster seat presentations, conducted 22 child passenger safety classes for caregivers, participated in 4 CIOT events, and hosted 2 P.R.I.D.E classes.
13. During FFY 2012, the Department of Public Health Older Driver Safety Program hosted the Older Driver Design Workshop for engineers at the Loudermilk Center in Atlanta, GA for a total of 24 attendees. The Older Driver Task Force convened a total of 10 times and the number of new partnerships increased. The program reached a total of 48,764 people and a total of 24,172 public information and education was distributed throughout the year.

### **2013 Strategies**

Georgia looks to employ the following strategies in FFY 2013:

1. Sponsor a minimum of four (4) attendees to highway safety conferences such as LifeSavers.
2. Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
3. Continue to build collaborative partnerships with community groups, organizations and law enforcement agencies for the purpose of addressing highway safety initiatives at the local level.
4. Develop an occupant protection initiative within law enforcement agencies and educational grants funded by GOHS.
5. Facilitate an annual meeting for Georgia's certified CPST Instructors to provide program updates and improve CPS class instructions.
6. Implement a Georgia Child Passenger Safety Advisory Board, meeting annually while hosting a website for technicians in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety.
7. Host a minimum of two Child Passenger Safety Caravans with representatives from each of the CPS focus grant, saturating communities most at risk with CPS public information and education programs.
8. Provide occupant and child safety seat education to communities and address occupant safety use among young adults through funds awarded to DeKalb Safe Communities, numerous SADD and Rural Road Initiative grants to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.
9. Provide funds to the University of Georgia to implement public information and education strategies to increase the public's awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 PI&E materials and (b) the development of materials targeting at-risk populations.
10. Provide funds to the University of Georgia to conduct seventeen Child Passenger Safety Technician (CPST) Certification Courses, certifying 195 new technicians and to offer 7 CEU credit workshops in FFY 2013 to encourage recertification.
11. Provide funds to the University of Georgia to provide training during scheduled CPST courses to a minimum of six bilingual (Spanish-speaking) students.
12. Facilitate the presentation of Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Drivers Error) Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors, reaching an average of 125 participants per month.
13. Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
14. Provide funds to the University of Georgia: (1) to coordinate and conduct two CPS awareness presentations for Spanish-speaking communities with high Hispanic/Latino populations; (2) to present "Safe Transportation of Children in Child Care" to child care providers, and (3) host a Law Enforcement Mandate train-the-trainer workshop with updated CPS curriculum focused on teaching instructors how to teach CPS to law enforcement trainees.
15. Provide funds to the University of Georgia to coordinate and host a minimum of two combined CarFit Event Coordinator/Technician trainings, certifying 20 individuals to conduct events at local senior centers, churches and other locations

where older drivers frequently visit in an effort to help older drivers become safer drivers for a longer time.

16. Provide funds to the Department of Public Health to continue researching, developing and implementing strategies for occupant protection among elderly drivers to include activities such as conducting a bimonthly meeting of the Older Driver Task Force and an Older Driver Design Workshop.
17. Provide funds to facilitate occupant safety education in 142 counties (out of 159), representing approximately 89% of the state.
18. Provide funds to the Department of Public Health's Child Occupant Safety Program to teach two "Transporting Georgia's Special Children Safely" special needs CPS training courses.
19. Provide funds to the Department of Public Health's Child Occupant Safety Program to train and assist partners with (1) safely transporting children on school buses, (2) to participate in the Georgia Association for Pupil Transportation special needs roadeo and (3) school bus conference to allow visibility and encourage building capacity for safe school bus transportation.
20. Distribute and/or properly install an average of 7 child safety seats at each of the thirty-six (36) Atlanta Fire Department inspection stations monthly while also participating in community events resulting in the distribution of over 2,500 seats to low income families in the Atlanta area. Educational materials will also be distributed to parents and caregivers.
21. Provide funds to the Atlanta Fire Department to host at least fifteen (15) Child Passenger Safety Technician (CPST) courses, certifying 200 fire personnel as new technicians and/or re-certification.
22. Provide funds to the University of Georgia Survey Research Center to conduct GOHS Annual Statewide Safety Belt Use Rate Survey in accordance with NHTSA's criteria.

Pedestrians and bicyclists are among the most vulnerable of all citizens who use Georgia roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of motor vehicles. To combat this, GOHS utilized NHTSA Section 402 and state funding to accomplish these objectives.

**Objectives**

1. To provide funds to agencies for the purpose of increasing pedestrian safety education, enforcement, and engineering considerations.
2. To provide funds to agencies for the purpose of increasing bicycle safety education, enforcement, and engineering considerations to encourage the ability for vehicles and cyclists to safely “share the road”.

**Noteworthy Programs**

In FFY 2012, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. “Pedestrians Safety Initiative” – In FFY 2012, GOHS supported an initiative to encourage communities to examine and plan strategies using the three (3) E’s for countering pedestrian death and injuries.
2. “Pedestrians Educating Drivers on Safety (PEDS)” – Focused on raising awareness for pedestrian safety issues in the metro Atlanta area by advocating for the need for investment in pedestrian facilities, improved street design, and the modification of driver behavior. During FFY 2012, PEDS included a radio campaign, crosswalk crackdowns and pedestrian-friendly design training for engineers.
3. “Atlanta Bicycle Coalition Share the Road Awareness” – During FFY 2012, the Atlanta Bicycle Coalition provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to “Share the Road” was emphasized.
4. “Georgia Bikes!” – A multi-faceted, statewide, bicycle safety project using remedies found in the Georgia Bicycle and Pedestrian Action Plan and the “Share the Road” Specialty tag program.
5. “No Kidding! Pay Attention in a School Zone” – A program in Athens, GA dedicated to reducing the number of vehicles speeding in school zones, endangering child pedestrians and others.

**Funding Sources**

1. Share the Road Specialty Tag Program: A total of \$163,147.16 was expended to fund “Georgia Bikes!”
2. NHTSA Section 402PS Funding: A total of \$109,334.26 was expended to fund the “No Kidding! PAY Attention in a School Zone” (Athens-Clarke County) program, Pedestrians Educating Drivers on Safety (PEDS), and the Atlanta Bicycle Campaign (ABC).

**Results**

Utilizing the noteworthy programs mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. During FFY 2012, the PEDS advocacy program participated in 45 conferences, seminars, workshops, task force meetings, and professional luncheons with stakeholders, traffic engineers and government officials, speaking about pedestrian safety, access and/or transportation issues. PEDS personnel spoke 9 times on television or radio news, talk or public affairs programs, including radio programs for Hispanic audiences. PEDS produced material discouraging speeding, encouraging stopping at crosswalks, and educating motorists on traffic laws regarding pedestrians. It is estimated that PEDS reached nearly 4 million Georgians during their FFY 2012 campaign.
2. During FFY 2012, the Atlanta Bicycle Coalition (ABC) reached an estimated 7 million individuals, most of whom were drivers, with the "Share the Road" message. ABC conducted 23 trainings for bicyclists, including 4 on college campuses. ABC distributed over 8,000 pieces of bicycle safety materials, including hundreds of free lights during the annual bicycle lights and visibility campaign.
3. During FFY 2012, Georgia Bikes! distributed 10 "seed grants" of \$1,500 each to new bicycle advocacy organizations throughout the state, and provided funding for signage to local governments in Albany, Savannah and Tifton. Georgia Bikes! created a PSA media campaign, reaching Atlanta, Columbus and Macon.
4. During FFY 2012, the Athens-Clarke County "No Kidding! Pay Attention in a School Zone" program was able to reduce vehicles speeding through school zones by approximately 30% through a combination of engineering, enforcement, award-winning PSAs, and new safety equipment for crossing guards.

### **2013 Strategies**

Georgia will look to employ the following strategies in FFY 2013:

1. Increase awareness of motorists and cyclists safe and legal road use through enforcement and education.
2. Provide funding for pedestrian and bicycle safety educational materials as requested.
3. Provide funding for pedestrian safety through enforcement and training.
4. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
5. Provide funding to the Atlanta Bicycle Coalition to improve bicycle safety through education/outreach to drivers and bicyclists on sharing roadways safely and legally, through media safety campaigns, and through law enforcement partnerships to reduce dangerous behaviors.
6. Collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.
7. Utilize state funds to implement pedestrian and bicyclist safety programs to include: Georgia Bikes! Share the Road Projects, City of Alpharetta Police Department, Bike Athens and Fulton County Sheriff's Office.



In FFY 2012, GOHS continued to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interface that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA section 406 and 408 funding to support traffic records programs.

### **Objectives**

1. To continue implementation of the long-range Strategic Plan for traffic records improvement in Georgia.
2. To co-sponsor the Georgia Traffic Records Coordinating Committee for continued synchronization and cooperation among various governmental and law enforcement entities.
3. To support the Georgia Traffic Records Coordinator to provide leadership in the implementation of the long-term strategic plan.
4. To promote and support research initiatives related to highway safety in Georgia.

### **Noteworthy Programs**

In FFY 2012, GOHS provided funding for programs to improve traffic records:

1. “The Traffic Records Coordinating Committee (TRCC)” – Responsible for coordinating and facilitating the state’s traffic records activities, funded through the Administrative Office of the Courts. The State Traffic Records Coordinator operates from a strategic plan that guides the Committee’s mission. The long-range plan includes: support to the Traffic Records Coordinator, improvements in the process of crash locations, and better communication to reporting agencies.
2. “Electronic Crash Reporting” – GDOT continues the transition from a paper based crash reporting system to one in which crash reports are submitted electronically, through their contractor Appriss (formerly Open Portal Solutions). This initiative addresses the timeliness of the crash database, measured in the number of days between the date of a crash and the entry of the report into the state database.
3. “Public Access to Crash Data- the OASIS Web Query System” – The Department of Public Health provides continuous public access to Hospital Emergency Room visit and discharge data and motor vehicle crash data and analysis through OASIS, an online query system for public health data, decreasing the demand on staff for data requests.
4. “LEA Technology Grant” – The Georgia Association of Chiefs of Police provides selected small law enforcement agencies with computer hardware needed to submit crash reports electronically. Selection is based on agency participation in GOHS traffic networks, mobilizations, and education/enforcement activities. Agencies must commit to use the equipment for electronic crash reporting for at least three years, and must inform local media of the program implementation.
5. “Statewide Vital Records Reporting System” – GOHS supported the continuing implementation of the Georgia Coroner’s Statewide Vital Records Reporting System, the electronic system to collect, store, and analyze data from coroners, including an emphasis on increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

### **Funding Sources**

1. NHTSA Section 406K4TR Funding: A total of \$307,739.90 was expended to fund traffic records programs under the Georgia Department of Public Health.
2. NHTSA Section 408K9 Funding: A total of \$326,883.15 was expended to fund the traffic records initiatives, including the Traffic Records Coordinating Committee, Georgia Association of Chiefs of Police, and the Georgia Coroner's Association.

### **Results**

Utilizing the noteworthy programs noted above, and a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. Online Reporting – As of December 2012, the percentage of Georgia crash reports being submitted electronically is approximately 75%, and the average length of time between the date of a crash and the entry of the report into the crash database has decreased from 81 days to 49 days. Electronic submissions are being made by 241 law enforcement agencies.
2. Under initiatives by the TRCC and the Administrative Office of the Courts during FFY 2012, GOHS facilitated the electronic submission of citation data from law enforcement agencies to the courts and from courts to the citation data warehouse. The “Express” web site provides a method for vendors to develop and implement web services for citation management.
3. During FFY 2012, the Department of Public Health enhanced the crash reporting public access interface with updated data and an increased number of data metrics that can be used for analysis, and promoted the interface at various forums and conferences.
4. During FFY 2012, the Georgia Association of Chiefs of Police awarded technology to approximately 30 small law enforcement agencies in Georgia.
5. During FFY 2012, the Georgia Coroner's Association maintained and expanded the use of Georgia Coroners Statewide Vital Records Reporting System. At least 71% of coroner's offices statewide are using the system to some extent.

### **2013 Strategies**

Georgia will look to employ the following strategies in FFY 2013:

1. Provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Provide funding to promote the continued installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Support the utilization of the Records Management System (RMS) provided by Appriss for interested LEAs that lack electronic RMS.
4. Support the vendors of electronic RMSs in developing electronic crash reporting capacity for their clients by working with Appriss to implement data transfer interfaces for crash reports.
5. To expand the electronic system that collects, stores, and analyzes data from coroners, including an increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

Paid media programs represent a major component of GOHS' efforts to reduce the incidence and prevalence of motor vehicle crashes, injuries and fatalities on Georgia's roadways. GOHS employs a variety of innovative paid media programs with memorable names designed to remind motorists of their need to obey traffic safety laws and of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during vacation periods when large numbers of motorists fill Georgia's roadways, many GOHS campaigns target those holiday periods. By coordinating media and enforcement campaigns, Georgia frequently enjoys reductions in traffic crash morbidity and mortality during those periods. GOHS utilized NHTSA section 402 and 410 funding to support Paid Media.

### **Objective**

To provide funds for the procurement of a "year round message" delivered through a statewide Paid Media Campaign to foster lifesaving highway safety awareness, promote safety belt use, and encourage safe and sober driving.

### **Noteworthy Programs**

1. "Click It or Ticket (CIOT)" - A two-week national and statewide safety belt enforcement campaign. In Georgia, we have two major mobilizations in May and November. GOHS utilizes paid and earned media to reach both major markets and smaller communities in Georgia. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
2. "Drive Sober or Get Pulled Over" and "Operation Zero Tolerance (OZT)" - OZT is a two week statewide impaired driving enforcement campaign that is coupled with the national Drive Sober or Get Pulled Over campaign. OZT uses the "Over the Limit, Under Arrest" messaging in both earned and paid media during campaigns at Memorial Day, Independence Day, Labor Day and the Christmas/New Year's holiday season. The primary target during this campaign is males ages 18-34, with secondary focus spread across other demographics.
3. "100 Days of Summer H.E.A.T." - The campaign is launched in late May and runs throughout the summer to focus on Highway Enforcement of Aggressive Traffic (H.E.A.T). While news conferences for this campaign are not usually dedicated solely to this campaign, its messaging of increased targeted enforcement is integrated into the CIOT mobilization, which often launches simultaneously around the Memorial Day holiday. H.E.A.T. earned media focuses mainly on warning drivers about the dangers of impaired driving, aggressive speeding, and overall irresponsible motoring behavior.
4. "Operation Thunder" - A coordinated campaign through the Law Enforcement Services Division at GOHS that uses crash and citation data to choose an area of the state to launch targeted mobilizations to drive down crash and impaired driving rates. An operation is usually launched in a specific county or two adjacent counties. Only earned media is used to bring awareness to this campaign, but it is well covered by local media markets. A full campaign is 90 days and a mini campaign is a weekend.
5. University of Georgia Survey Research Center's telephone surveys - The Survey Research Center at the University of Georgia conducted the 2011-2012 *Drinking and Driving Survey* between December 5<sup>th</sup>, 2011 and January 12<sup>th</sup>, 2012. Data was generated from a telephone interview of a Random Digit Dial (RDD) probability

sample of 416 Georgia residents 18 years old or older. Data for the pre-survey were conducted between December 1<sup>st</sup> and 2<sup>nd</sup>, 2011 (n = 236), and data for the follow-up survey were conducted between January 6<sup>th</sup> and 12<sup>th</sup>, 2012 (n = 180).

Conducted the 2012 *Click it or Ticket Survey* between May 16<sup>th</sup> and June 26<sup>th</sup>, 2012. Data were generated from a telephone interview of an RDD probability sample of 271 Georgia residents 18 years old or older. Data for the pre-survey were conducted between May 16<sup>th</sup> and 24<sup>th</sup>, 2012 (n =145), and data for the follow-up survey were conducted between June 24<sup>th</sup> and 26<sup>th</sup>, 2012 (n = 126).

Conducted the 2012 *100 Days of Summer Heat Survey* between April 8<sup>th</sup> and September 14<sup>th</sup>, 2012. Data were generated from a telephone interview of an RDD probability sample of 387 Georgia residents 18 years old or older. Data for the pre-survey were conducted between April 8<sup>th</sup> and 1<sup>2<sup>3</sup>rd</sup>, 2012 (n =184), and data for the follow-up survey were conducted between September 4<sup>th</sup> and 18<sup>th</sup>, 2012 (n = 203). The purpose of these surveys was to assess attitudes and knowledge of Georgia residents about laws governing speeding, and general information about knowledge of highway safety in Georgia.

### **Funding Sources**

1. NHTSA Section 402PM Funding: A total of \$1,188,484.73 was expended to fund Safety Belts Paid Media.
2. NHTSA Section 410K8PM Funding: A total of \$494,316.74 was expended to fund Impaired Driving Paid Media.

### **Results**

1. Expended approximately \$1.7 million to purchase paid media. GOHS utilized \$942,537 on television (TV) advertisements, with \$713,586 on local networks, and \$228,951 on local cable stations. GOHS spent \$620,474 on radio advertisements, and a total of \$118,597 was spent on out-of-home advertisements, including \$43,294 at sports arenas.
2. Spent \$296,841 for paid media in November, 2011 “Click-It or Ticket” initiative in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 3,899 television and radio spots at an estimated added value of \$66,601. Combined coverage formed a media blitz that reached television, radio, cable, sporting event and cinema audiences throughout the most populous regions of the state. Television spots during the campaign reached 52.3% of the statewide target population 4.7 times each, for a total of 3.1 million impressions. Radio advertisements reached 73.1% of the statewide target population 5.7 times each, for a total of over 3.5 million impressions.
3. Employed paid media throughout the December 2011 “Operation Zero Tolerance” initiative. GOHS spent \$297,103 for paid media in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 3,292 TV and radio spots at an estimated added value of \$67,057. Combined coverage formed a media blitz that reached television, radio, cable, and out of home audiences throughout the most populous regions of the state. Television spots during the two campaigns reached 55.4% of the statewide target population 5 times each, for a total of approximately 3.2 million impressions. Radio advertisements reached 63.9% of the statewide target population 6 times each, for a total of over 4.1 million impressions.
4. Purchased radio, television, and cable paid media for the May 2012 “Click It or Ticket” media initiative, for \$393,592. GOHS received an additional 5,594 TV and

radio spots at an estimated added value of \$73,833. Messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through television purchases, GOHS reached 54.5% of households in targeted markets approximately 5.2 times each, making over 3.5 million total impressions. Through radio spots, GOHS reached 67.9% of target audiences approximately 4.9 times each, for over 3.5 million impressions.

5. Utilized radio, television, and cable paid media for the 4th of July, 2012 “Operation Zero Tolerance” media initiative for approximately \$296,324. GOHS received an additional 3,555 TV and radio spots at an estimated added value of \$55,022. Messages were delivered statewide and to major metropolitan areas. Through television purchases, GOHS reached 62.6% of households in targeted markets at a frequency of 4.6 times each, for a total of 4.3 million impressions. Through radio spots, GOHS reached 65.2% of the target audience approximately 4.9 times each, making 2.9 million total impressions.
6. Employed \$397,748 worth of television, radio, cable and sports-venue advertising in metropolitan areas and statewide for the Labor Day 2012 “Drive Sober or Get Pulled Over” initiative. GOHS received an additional 3,103 TV and radio spots at an estimated added value of \$64,125. Television advertisements reached 58.3% of the target audiences approximately 4.1 times each, and radio spots reached 64.4% of the target market approximately 6.9 times each. For this campaign, television spots made a total of 3.5 million impressions, while radio advertisements made over 3.6 million impressions.
7. Continued the innovative program, “100 Days of Summer H.E.A.T.,” designed to link several traffic safety campaigns into a sustained-enforcement media-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement officers and data from previous paid media campaigns, GOHS staff created a combined Public Information and Education (PI&E) and enforcement campaign. This campaign was designed to overlay a sustained speeding-reduction initiative on programs that included occupant protection and impaired-driving components. Because this campaign involved earned media, not paid media, reach is difficult to quantify, however coverage was seen statewide.
8. Conducted a “Drinking and Driving Survey” through the Survey Research Center (SRC) at the University of Georgia before and after the 2011 OZT campaign. According to the post survey, 76.7% of respondents had heard of OZT, a 5.9% increase in awareness over the pre survey, and 54.2% had heard of “Driver Sober or Get Pulled Over,” a 36.5% increase over the pre survey. An increase of 16.7% was recorded among those hearing of sobriety checkpoints. Over half had heard of checkpoints on TV, 12.9% heard on radio, 12.9% read in newspapers, and 25.7% heard by word-of-mouth.
9. Conducted a telephone survey through SRC before and after the GOHS May 2012 Click-It-or-Ticket campaign. According to this survey, 93% of respondents heard of Click-It-or-Ticket. An increase of 14.1% was recorded among those hearing of safety belt enforcement. Over half surveyed, heard of enforcement messages on TV, 11.4% heard on radio, and 17.1% read in newspapers.
10. Conducted a telephone survey through SRC before and after the GOHS “100 Days of Summer HEAT” campaign from May to September 2012. According to the post survey, 65.7% heard of the Governor’s Office of Highway Safety, a 9.3% increase over the pre survey. About 40% of respondents had heard of law enforcement efforts in the past 30 days on the pre and post surveys, and 42% heard of enforcement on TV, 16.5% on radio, and 22.8% in newspapers.

11. Implemented a number of media events throughout FFY 2012. These included “Operation Thunder” kickoff media events to announce the beginning of the specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. School Bus Safety media events coordinating a statewide campaign to further educate the public on laws pertaining to school bus safety. “Hands Across the Border” media events were conducted at Welcome Centers around Georgia borders. In addition to these, media events were conducted in association with Nighthawks DUI units, “Ride Straight State-to-State” motorcycle awareness; “Don’t Text, Just Drive”; CarFit demonstration event, hyperthermia awareness event, Occupant Safety Caravan, and “Yield behind the Wheel” promoting safety concerning farm vehicles.
12. Coverage of the 2012 Occupant Safety Caravan was earned through a press release from GOHS sent to local media and also appearances by Harris Blackwood, GOHS Director on: NBC 41 and FOX 24/ABC 16 on September 19th; WMAZ (CBS 13) on September 20th. Additional coverage of the following events was aired on WMAZ 13 (CBS) and WGXA 24 (Fox): Howard High School, Sonny Carter Elementary School, and Bibb County Health Department. 5 Billboards were placed on September 1st advertising the CPS checkup event conducted during the Caravan (115214 Daily Effective Circulations) (Total Impressions: 413897 Eyes on Impressions). Newspaper ads in the following newspapers ran September 12th: Macon Telegraph – (75,200) Jones County News – (12,400) Monroe County Reporter – (10,000) Houston Home Journal – (12,145); flyers were sent home September 18th with 1650 elementary students at Springdale, Sonny Carter, Heritage, and Ingram Pye Elementary Schools advertising the CPS checkup event conducted during the Caravan.

### 2013 Strategies

Georgia will look to employ the following strategies in FFY 2013:

1. To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgia’s highways, while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.
2. To use Paid Media to support ongoing OZT enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality and injury rate.
3. To use Paid Media to support the GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia’s secondary audience with a motorcycle safety and awareness message.
4. To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.
5. To base Georgia’s year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to correlate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
6. To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.
7. GOHS will conduct a minimum five Paid Media initiatives during Federal Fiscal Year (FFY) 2013, to include:
  - a. The CIOT Thanksgiving 2012 Campaign
  - b. The OZT Christmas-New Year 2012/2013 Campaign
  - c. The CIOT Memorial Day 2013 Campaign
  - d. The OZT Independence Day 2013 Campaign.

- a. The OZT Labor Day 2013 Campaign (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*).

## Noteworthy Practices

**Project Title:** Georgia Highway Safety Programs Evaluation – Traffic Safety Research and Evaluation Group (TSREG).

**Target:** Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2012.

**Program Area:** Evaluation

### **Problem Statement**

In FFY 2012, GOHS emphasized to grantees that projects and evaluation measures must be impact driven. It can be difficult to collect data, maintain databases, analyze data, and report program data that is useful for determining program effectiveness or in making recommendations for program revisions. Nevertheless, in the current climate of budget shortfalls and limited resources, utilizing data is essential in defending the institutionalization of continuing programs and in supporting the initiation of new programs. The Traffic Safety Research and Evaluation Group is dedicated to supporting the implementation of impact evaluation measures for all GOHS grantees in order to ensure the continued and future success of reducing morbidity and mortality on Georgia roadways.

### **Objectives**

1. Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs.
2. Submit final reports on current and previous grant years, summarizing and interpreting all data collected on grantees, and evaluating the success of GOHS in reducing crashes, injuries and fatalities in Georgia.
3. Draft and submit for review the GOHS Annual Report.
4. Coordinate the contractual agreement for the statewide observational safety belt survey with the Survey Research Center of the University of Georgia.
5. Coordinate the contractual agreement with the Survey Research Center of the University of Georgia to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by GOHS initiatives.
6. Provide three questions to be added to the Georgia Poll concerning the impact of the economic downturn on Georgia driver behavior. This information will be vital in explaining the recent decreases in crashes, injuries and fatalities, and determining whether an economic turnaround would cause a rise in traffic incidents in Georgia.
7. Continue to support the Regional Community Liaisons (RCLs) in District 2 (Northeast Georgia) and District 9 (Southeast Georgia) by providing resources for meetings, attending meetings, and providing technical assistance.
8. To facilitate traffic safety in local communities by participating in GOHS' mobilizations during the grant period.
9. To monitor real-time data from the GDOT on a daily basis in order to describe areas of need to GOHS throughout the year.
10. To provide evaluation services to other GOHS grantees as requested.

### **Strategies/Results**

1. TSREG reviewed all grantees throughout FFY 2012 and reported on progress at midpoint and endpoint. TSREG developed a scoring and grading system for



grantees to provide better real-time evaluation. All final reports, were submitted on time.

2. TSREG reviewed and reported results of all surveys conducted by the UGA SRC. TSREG also changed a number of questions on the impact surveys to comply with NHTSA guidelines.
3. TSREG gave data support and technical assistance to both RCLs throughout FFY 2012, and took part in District 9 (Southeast GA) annual stakeholder's meeting in May 2012.
4. In FFY 2012, TSREG participated in all GOHS mobilizations with materials (brochures, handouts, posters, promotional materials) available at the TSREG offices throughout the year. In October 2011, TSREG visited two schools to teach kids about pedestrian safety during Halloween, approximately 1,000 children impacted and distributed glow in the dark bracelets. In January, 2012, TSREG became acting board members of SafeKids Athens to foster collaboration. TSREG wrote an article for Georgia Bikes! newsletter in February 2012. In May 2012, TSREG began assisting Athens-Clarke County Police Department with crash reports in order to strengthen local law enforcement efforts. In July 2012, TSREG began partnership with Community Prevention Alliance Workgroup (CPAW) Athens, an initiative to help stop drinking among Athens' youth and fight drunk driving.
5. Throughout FFY 2012, TSREG provided real-time data to GOHS regarding Super Speeder Law, Texting Law, child pedestrians, motorcyclists and impaired driving.
6. Throughout FFY 2012, TSREG responded to all requests by GOHS grantees for data or technical support. Grantees requesting assistance included: Georgia Bikes!, Motorcycle Training Program, and Rockdale County DUI Court.
7. During FFY 2012, TSREG conducted three major surveys: the first was distributed to law enforcement personnel regarding the enforcement of the texting ban; the second was distributed to motorcyclists to measure knowledge, attitudes and behaviors of riders; the third was distributed to scooter riders on the University of Georgia campus. All survey results were reported to GOHS and presented at national conferences.

**Cost:** \$285,273.41

**Funding Source(s):** NHTSA Section 402CP (Community Traffic Safety Project)

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## Noteworthy Practices *(continued)*

**Project Title:** Rural Roads Initiative - Georgia Department of Public Health and Pioneer RESA

**Target:** Coordinate traffic enforcement on rural roads in Georgia to reduce fatalities.

**Program Area:** Law enforcement, highway safety planning and assessment.

### **Problem Statement**

Georgians traveling on rural roads and living in rural communities are at an increased risk for motor vehicle crash-related deaths. Rural roads in Georgia have consistently scored higher than urban roads for the number of persons killed per crash. The increased risk of death may be attributed to numerous factors, including: 1) individual behavior choices; 2) highway design, engineering, and construction; 3) traffic safety laws that do not address at-risk populations; and 4) lack of highway safety law enforcement. Furthermore, there is a lack of information available at the local level regarding validated and analyzed data, which affects the ability to successfully address highway safety planning, evaluation, and outcomes. During FFY 2012, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9, through the Georgia Department of Public Health and EMS District 2 through the Pioneer RESA organization.

### **Objectives:**

1. Regions 2 and 9: host traffic safety events and projects within the Rural Roads Initiative regions.
2. Regions 2 and 9: submit traffic safety proposals to GOHS or other funding sources from counties within the region during the program year.
3. Regions 2 and 9: provide crash data reports and crash maps for region counties on risk factors and make available at RTEN meetings.
4. Region 2: establish or maintain rural Community Mobilization Groups (CMGs) in at least 95% of covered counties.
5. Region 9: provide Rural Roads Initiative display at conferences and/or meetings.

### **Strategies/Results:**

1. Region 9: During FFY 2012, District 9 Rural Roads Initiative provided 15 displays at conferences, meetings and events in region and throughout the state.
2. Region 9: During FFY 2012, District 9 maintained 24 CMGs and added two (2) new CMGs, with coverage of 96% of region counties.
3. Region 9: In May 2012, held annual stakeholder's meeting with funding from UGA.
4. Region 9: During FFY 2012, District 9 Rural Roads coordinator provided 179 technical assistance visits to region CMGs.
5. Region 9: During FFY 2012, District 9 Rural Roads personnel conducted 76 events and/or projects at region high schools, including teen driver education programs and safety belt surveys.
6. Region 9: During FFY 2012, 13 funding proposals were submitted aided by the Rural Roads Initiative, which responded to the needs of region counties.
7. Region 9: During FFY 2012, 230 data reports and crash maps with risk factors were provided at RTEN meetings and to requesting agencies.

8. Region 2: During FFY 2012, District 2 Rural Roads Initiative maintained CMGs in 100% of region counties.
9. Region 2: During FFY 2012, District 2 Rural Roads personnel conducted 34 events and/or projects at region police departments, fire departments, schools and other organizations, including child safety seat checks.
10. Region 2: During FFY 2012, 7 funding proposals were submitted aided by the Rural Roads Initiative, which responded to the needs of region counties.
11. Region 2: During FFY 2012, Rural Roads personnel trained 240 community members in child passenger safety.

**Cost:** \$122,531.31

**Funding Sources:** NHTSA Section 402CP (Community Traffic Safety Project)

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**Noteworthy Practices** *(continued)*

**Project Title:** Highway Enforcement Against Aggressive Traffic (H.E.A.T.)

**Target:** To reduce aggressive traffic violations and DUI's in 20 jurisdictions.

**Program Area:** Impaired, speed and aggressive driving countermeasures.

**Problem Statement**

Twenty (20) H.E.A.T. units provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding and aggressive driving, driving under the influence of alcohol or drugs, and driving unrestrained.

**Objectives** *(These objectives are not exhaustive but are representative of all H.E.A.T. grant objectives.)*

1. To maintain officers dedicated 100% of their time to the H.E.A.T. grant. These officers are certified in RADAR/LIDAR, intoxilyzer, Standardized Field Sobriety Testing (SFST), drugs that impair driving and other DUI related classes.
2. To participate in GOHS/NHTSA activities, campaigns, or other programs.
3. To coordinate road checks or saturated patrols with other H.E.A.T. units or local agencies.
4. To initiate a minimum of 30 DUI contacts each month.
5. To initiate a minimum of 200 speed contacts each month.
6. To initiate a minimum of 30 occupant safety restraint non-compliance contacts per month.
7. To conduct safety restraint surveys to gather data to gauge the effects that safety restraint enforcement activities have on citizens during the year.
8. To support child passenger safety programs in the community.
9. To promote traffic safety awareness in the community.

**Strategies/Results:**

All the above sample objectives were met; the following results are programmatic achievements:

1. During FFY 2012, H.E.A.T. units across the state arrested 8,414 DUI offenders, handed out 95,226 speed citations, and cited 12,605 vehicle occupants for safety belt violations. H.E.A.T. units participated in 1,044 road checkpoints in collaboration with other jurisdictions, and held 837 educational events at local schools and other organizations.
2. During FFY 2012, H.E.A.T. units reported a reduction in total fatalities in jurisdictions where programs were implemented. A 9.5% decrease in unbelted fatalities was observed in HEAT jurisdictions, along with a 6.9% reduction in impaired deaths, 5% decline in pedestrian deaths, and 25% decrease in teen fatalities.

**Cost:** \$3,038,532.81

**Funding Sources:** NHTSA Sections 402PT (Police Traffic Services) and 410K8 (DUI Programs).

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## Looking to the Future

### **Significant challenges to be addressed:**

The following are potential challenges to be addressed in order to reach the goals from the FFY 2013 Highway Safety Plan:

1. **Reducing highway safety fatalities.** To respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year, GOHS will develop a strategic plan to reduce fatalities on Georgia roads to less than 1,000 per year.
2. **Obtaining real-time crash data.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to increase electronic reporting and complete traffic records data.
3. **Staffing of enforcement agencies due to budget cuts.** Continue monitoring and providing funds to law enforcement agencies in high crash areas and encourage collaboration among partners.
4. **Educating and increasing knowledge level among citizens regarding traffic safety laws.** Continue to educate ongoing current and proposed traffic safety legislation through grant funded programs and PI&E efforts.
5. **Rising motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and the motoring public. Research inherent causes behind motorcycle deaths to enhance the safety of Georgia roadways.
6. **Educating teens on the dangers of unsafe driving habits.** Support teen focused programs and foster innovative solutions to reduce teen driving related crashes.
7. **Improving safety on rural roads.** Fund Rural Roads Initiative programs which highlight options to help reduce morbidity and mortality on Georgia rural roads. Direct media and educational efforts within rural regions.

### **Significant training, technical assistance, expertise and other resources necessary for success:**

1. Electronic citation and crash reporting.
2. Evaluation consultation expertise.
3. Train grantees/GOHS personnel on programmatic planning, including writing measurable goals and objectives.
4. Training GOHS personnel on available data resources for program planning.
5. Law enforcement training.
6. Teen driver training.
7. Motorcyclist training.
8. Occupant safety observational survey implementation.
9. Salary levels and job descriptions that will attract and retain qualified agency personnel.
10. Cooperative access to other agencies' data.

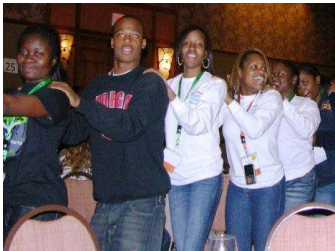
### **FFY 2013 Core Performance Measures and Goals**

1. To maintain the steady decrease of traffic fatalities below the 2010 calendar year of 1,244 fatalities by December 31, 2013 to 1,142 fatalities.
2. To maintain the steady decrease of serious traffic injuries below the 2010 calendar base year average of 115,737 to 114,580 by December 31, 2013.
3. To decrease overall fatality rates in rural and urban areas.

- a. To decrease fatalities/VMT by eight-percent (8%) from the 2010 calendar year of 1.11 to 1.05 by December 31, 2013.
  - b. To decrease rural fatalities/VMT by nine-percent (9%) from the 2010 calendar base year average of 1.78 to 1.53 by December 31, 2013.
  - c. To decrease urban fatalities/VMT by six-percent (6%) from the 2010 calendar base year average of 0.79 to 0.78 by December 31, 2013.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by nine-percent (9%) from the 2010 calendar base year of 427 to 389 by December 31, 2013.
  5. To decrease alcohol-related fatalities by ten-percent (10%) from the 2010 base year of 298 to 268 by December 31, 2013.
  6. To decrease speeding related fatalities by sixteen-percent (16%) from the 2010 base year of 217 to 183 fatalities by December 31, 2013.
  7. To maintain the steady decrease of motorcyclist fatalities below the 2010 calendar base year count of 127 by December 31, 2013.
  8. To maintain the steady decrease of un-helmeted motorcyclist fatalities below the 2010 calendar base year count of 14 by December 31, 2013.
  9. To decrease drivers age 20 or younger involved in fatal crashes from the 2010 calendar base year of 175 to 143 by December 31, 2013.
  10. To maintain the steady decrease of pedestrian fatalities below the 2010 calendar base year count of 168 by December 31, 2013.



# “2012 Pictorial Review”



The 2012 **Youth and Young Adult Conference** was hosted by the Governor's Office of Highway Safety so that student-advocates could focus on new ways to communicate life-saving ideas to their fellow students in Georgia high schools and colleges. GOHS launched the annual youth safety conference concept nearly ten years ago to spread the important messages of buckling up, slowing down in your vehicle, not drinking and driving, and avoiding texting while driving.



The 2012 **Golden Shield Honors** is MADD (Mother's Against Drunk Driving) Georgia's way of saying "thank you" for all you do to stop drunk driving, support the victims of this violent crime, and prevent underage drinking. Awards were given to recognize law enforcement agencies, officers, and individuals in the community who make a difference. Honorees were able to dedicate their award to a victim of drunk driving that has touched their lives (family, friend, co-worker, or other) in a special way.





For six days leading up to the Labor Day holiday weekend, the Georgia State Patrol and local police and sheriffs deputies participate in the ***Hands Across the Border*** highway safety awareness campaign. Georgia law enforcement joined their partners from bordering states Alabama, Florida, North Carolina, South Carolina and Tennessee in a major southeastern Zero Tolerance impaired driving enforcement effort.



2012 *National Child Passenger Safety Week and GOHS Safety Caravan*. The Traffic Safety Caravan is a series of events designed to increase safety awareness which include law enforcement check points, child safety seat checks, educational classes for caregivers, and school safety presentations.



The Department of Agriculture and the Governor's Office of Highway Safety kicking off the ***'Improving Georgia's Yield Behind the Wheel'*** campaign with the help of Zppy Duvall, President of the Georgia Farm Bureau, which is the largest farm organization in the state of Georgia.



2012 **Governor's Commission on Teen Driving**, a panel of Georgia teens who will help in developing a statewide strategy, using non-traditional methods, to educate teen drivers on the risks and consequences of behaviors like texting and driving, distracted driving and alcohol-impaired driving.



**The Governor's Challenge** is a Governor's Office of Highway Safety incentive program designed to award outstanding achievements in highway safety enforcement and education. Georgia law enforcement agencies are judged on both the approach and effectiveness of their overall highway safety programs. The law enforcement agency with the highest overall evaluation will be presented with the "Governor's Cup."





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