



# 2024

# ANNUAL REPORT

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Governor

**ALLEN POOLE**  
Director

Prepared by:

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**Brian P. Kemp**  
GOVERNOR

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January 26, 2025

Ms. Carmen Hayes  
Regional Administrator  
National Highway Traffic Safety Administration  
Atlanta Federal Center  
61 Forsyth Street, S.W.  
Atlanta, Georgia 30303

RE: Federal Fiscal Year (FFY) 2024 Annual Report

Dear Ms. Hayes,

Please find enclosed the 2024 Georgia Governor's Office of Highway Safety annual report. This document provides an overview of the state's highway safety efforts during the 2024 Federal Fiscal Year. The Annual Report summarizes activities funded by the Georgia Governor's Office of Highway Safety (GOHS) in FFY 2024.

Georgia continues to face challenges with the increase of roadway serious injuries and fatality crashes due to speed, distracted drivers, impaired drivers, and the lack of seatbelt use. GOHS program managers continued grant funded projects with innovative approaches on how to provide their programming to the many residents of Georgia.

GOHS is committed to ensuring all highway safety projects in Georgia are driven by data on the numbers and rates of crashes, injuries, and fatalities, and safety belt use in all 159 counties and over 500 cities and towns. This commitment to data-driven initiatives guarantees that communities across Georgia, regardless of location, receive appropriate assistance to address local issues. We are grateful for our numerous partners throughout the state for their commitment to making the GOHS mission a reality.

Sincerely,

Allen Poole, Director

AP/sw

cc: Mr. Maurice Raines, GOHS Deputy Director  
Mrs. Scarlett Woods, GOHS Compliance Manager



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# 1.0 Executive Summary

The Mission of the Georgia Governor's Office of Highway Safety is to educate the public on safe driving behaviors; to implement highway safety campaigns and programs that reduce crashes and eliminate injuries and fatalities on Georgia roadways. Georgia's mission statement shows our commitment to eliminating traffic fatalities and serious injuries on the roadways of Georgia. GOHS has begun to incorporate the Safe System Approach into our programs and will continue to do so into the next grant cycle.

This annual report provides insight into Georgia's progress in achieving traffic safety performance measure targets established in the 2024-2026 Triennial Highway Safety Plan (3HSP), an overview of the projects and activities supported under the Plan, and the amount of funds expended on each prioritized highway safety area and program.

## SUMMARY OF ACCOMPLISHMENTS

### Child Safety Seat Caravan

The 2024 Georgia Child Passenger Safety Week Caravan was held during Child Passenger Safety Week, which was September 15th through the 21st. The Governor's Office of Highway Safety (GOHS) utilized the County Data Sheets to pinpoint locations with higher fatality rates for children under eight. The chosen counties were Newton, Colquitt, and Laurens County. GOHS The events held in Laurens County were a partnership with Shepherd Center and their rural road grant. GOHS worked with law enforcement (LE) networks to provide training opportunities to local law enforcement meetings in Newton and Colquitt County. Students Against Destructive Decisions participated to reach older students in middle and high schools. Through the activities conducted during CPS Week, there were 49 seats checked at three check events and 36 seats replaced. The Governor's Office of Highway Safety participated in one live television interview prior to Child Passenger Safety Week and one phone interview during Child Passenger Safety Week. An exhibit was held in Laurens County. Along with the check events, the COSP provided information and education to daycares, and elementary schools during the week. In addition to hosting check events in these counties, the Public Health's Child Occupant Safety Project (COSP) reported that their mini grantees throughout the state checked 292 seats, distributed 253 seats, and collected 69 unserviceable seats. Through the combined efforts of GOHS,



COSP, and Shepherd Center our partners included the Georgia Department of Early Care and Learning, Safe Kids Georgia, Newton County Sheriff's Office, Colquitt Fire Department, Shepherd Center, Fairview Park Hospital, Students Against Destructive Decisions (SADD), Atlanta Fire Department, and East Newton Elementary School. These partnerships illustrate the significance that everyone plays in reaching the community and educating people on child passenger safety.

## **Governor's Challenge**

The FFY2024 grant year marked the 25th anniversary of the Georgia Governor's Challenge, an annual banquet hosted by the Governor's Office of Highway Safety. The awards program recognizes statewide law enforcement agencies in nine distinct categories based on department size, as well as in several other specialty categories. Winners were announced during the awards banquet in Macon, Georgia on October 25, 2024.

## **NASCAR – Ross Chastain partnership**

GOHS continued partnering with NASCAR driver Ross Chastain to promote seatbelt use through community engagement events at Atlanta Motor Speedway and local schools

## **Military Partnership**

GOHS was invited to Fort Eisenhower Army Installation to participate in their annual Safety Day. This is an installation wide event that is attended by military members, as well as civilian workers. The GOHS provides education for the attendees in several ways. The rollover simulator is utilized to demonstrate the importance of wearing a seat belt every trip every time and the consequences of failing to buckle up. The seatbelt convincer is utilized to provide participants with firsthand experience of seatbelts and how they work in a frontal crash. Educational material is also available to the participants in a wide variety of topics, such as impaired driving, motorcycle safety, child passenger safety, and distracted driving. Members of the GOHS, as well as grantees from the local area, were available to discuss traffic safety with the attendees and offer their expert advice to them.

## **2024 Occupant Protection Assessment**

Georgia, in cooperation with the National Highway Traffic Safety Administration (NHTSA), initiated a comprehensive assessment of the occupant protection component of its highway safety program. NHTSA recommended a team of five individuals with demonstrated subject matter expertise in the areas of Program Management; Legislation, Regulation, and Policy; Law Enforcement; Communication; Occupant Protection for Children; Outreach; and Data and Evaluation. This assessment was intended to guide the GOHS towards programmatic improvements intended to increase occupant restraint use and decrease injuries and fatalities statewide. The assessment consisted of a thorough review of State-provided OP program briefing materials and interviews with State and community-level program directors,

coordinators, advocates, traffic safety partners, law enforcement personnel and GOHS staff. The final 2024 Occupant Protection Assessment report identified Georgia's strengths and challenges and provided recommendations for each of the specific areas of the subject matter experts.

### ***It's About US – Shepherd Center***

Shepherd Center and the Georgia Governor's Office of Highway Safety partnered with the Center for Health and Safety Culture on an effort to increase seat belt use in rural Georgia. Specifically, a social norms marketing campaign was developed to increase two key behaviors: (1) always wearing seat belt and (2) asking others to wear a seat belt. The campaign, Rural Roads Georgia It's About Us was developed and placed in Laurens Georgia in September 2024.

## **CHALLENGES**

### **Grant Management System**

In FFY2023, the Governor's Office of Highway Safety migrated the grant management software (eGOHS – Electronic Grants of Highway Safety) to a new platform designed by Scope IT. The migration process resulted in a temporary system shutdown from September 8, 2023, to October 2, 2023. GOHS is continually working with Scope IT to provide GOHS and our grantees with an updated program.

### **COVID-19**

In March 2020, the World Health Organization declared coronavirus (COVID-19) a world-wide pandemic, and the first detected case of COVID-19 in the state of Georgia was on March 2, 2020. The measures taken to control the spread of the virus greatly impacted GOHS-funded programs and activities. The full impact of COVID-19 on traffic fatalities and implementation of programs cannot be determined at the time of this report. Driver behavior changed tremendously during that time and continues to be problematic on the roadways and some measures and targets are still being affected by the 5-year moving averages.

### **Hurricane Helene**

Arriving in Georgia shortly after Hurricane Francine, Hurricane Helene severely impacted many GOHS grantees in September 2024, and those impacts continued well into FFY 2025. The disaster declaration issued September 26, 2024, covered all 159 Georgia counties. A major disaster was declared for 41 counties on October 2, 2024.



## Grants Closed Out Early or Not Implemented

**Demorest Police Department (TEN-2024-402 PT-009)** closed out early due to the network agency changing to Alto Police Department (TEN-2024-402 PT-026).

**Fulton County Sheriff's Office (GA-2024-402 PT-074)** was unable to fulfill the terms of the grant because their county commission voted to not accept the HEAT grant after it was awarded. This caused Director Poole to cancel the grant, and all activities associated with it. No funds were spent.

**GAGOHS – Grantee (GA-2024-405h M12BDAT-115)** to pilot a roadside safety project utilizing digital alerting in law enforcement vehicles. Due to problems with the procurement and bidding process, it became impossible to implement the project and have the technology installed during FFY2024.

**Georgia Operation Lifesavers, Inc (GA-2024-Georgia Op-00085-C)** was originally listed in the 2024 Annual Grant Application; however, it was never awarded due to the terminal illness of the project director.

## **CHANGES TO THE FY2024-FY2026 TRIENNIAL HIGHWAY SAFETY PLAN**

The 2021–2024 target projections indicate that Georgia is not on track to meet any of the 12-core traffic safety performance measures (five-year moving average), despite annual reductions in fatalities across each measure.

In August 2024, the Georgia Governor’s Office of Highway Safety (GOHS) submitted a response to NHTSA’s Request for Comments on “Minimum Performance Measures for the State Highway Safety Grant Program.” GOHS requested that states be allowed to express targets in terms of annual totals. Under the new framework, states now have the flexibility to select the time period most appropriate for their needs, provided the targets cover the three-year Highway Safety Plan (HSP) period. In line with these new guidelines, GOHS will establish targets using annual metrics normalized by the appropriate denominator to accurately measure change.

In the FFY24-FFY26 Triennial Highway Safety Plan, Georgia will concentrate efforts on addressing all performance areas with a specific focus on these measures using a comprehensive approach that includes enforcement, education, and engineering strategies. GOHS will continue to support and fund programs and activities that successfully address each identified traffic safety concern.

# 2.0 About GOHS

## MISSION & VISION STATEMENTS

The Mission of the Georgia Governor's Office of Highway Safety is to educate the public on safe driving behaviors; to implement highway safety campaigns and programs that reduce crashes and eliminate injuries and fatalities on Georgia roadways. Georgia continues to show our commitment to eliminating traffic fatalities and serious injuries on the roadways of Georgia. GOHS has begun to incorporate the Safe System Approach into our programs and will continue to do so into the next grant cycle.

The history of GOHS follows that of highway safety in the USA as a whole. In 1966, 50,894 people were killed in motor vehicle crashes in the U.S. and the rate of fatalities per 100 million miles of travel was 5.5. It was projected that, over a 9-year period, the number of fatalities would increase to 100,000 a year if Congress did not do anything to address the problem. Taking heed of these dire predictions, Congress enacted the Highway Safety Act of 1966. This legislation created a unique partnership among federal, state and local governments to improve and expand the nation's highway safety activities.

The Highway Safety Act of 1968 required governors to be responsible for the administration of the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally funded highway program. We design our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority, and we must persuade all Georgians to adopt a similar goal.

## PROGRAM OVERVIEW

GOHS conducts enforcement and education campaigns (Click It or Ticket, Drive Sober or Get Pulled Over, H.E.A.T., 100 Days of Summer H.E.A.T., Hands Across the Border, and the Thunder Task Force), Young Adult and S.A.D.D. programs, Older Driver safety programs, the Yield Behind the Wheel campaign for farm equipment road safety (in partnership with the Georgia Department of Agriculture), Traffic Enforcement Networks, Safe Communities programs, bicycle and pedestrian safety programs, and child passenger safety programs.

To assist in its work of coordinating the state's Strategic Highway Safety Plan, GOHS has assembled 9 Task Teams corresponding to the emphasis areas in the SHSP. GOHS also hosts the Georgia Highway Safety Conference every other year, to bring state leaders in traffic safety together to network, build partnerships, and share the latest traffic safety information with stakeholders from around the state.

## LEGISLATIVE UPDATE

The Georgia General Assembly continued the 2023-2024 session on Monday, January 8, 2024. All bills and resolutions filed during the 2023 session were still considered viable during the second 40-day period of the two-year legislative session as well as all bills and resolutions filed during the 2024 session.

In response to the tragic death of eight-year Adalynn "Addy" Pierce, who was hit by a vehicle while crossing a road to board school bus in February 2024, the Georgia General Assembly passed HB 409, which was signed into law by Governor Brian P. Kemp on April 23, 2024. Known as 'Addy's Law', HB 409 prohibits school bus stops from being established that would require students to cross roads and highways where the speed limit is 40 miles per hour or higher. HB 409 also increased the fine for those convicted of illegally passing a school bus to \$1,000.00 on July 1, 2024. The fine applies to those convicted in criminal courts and those who are cited in civil action using electronic photographic cameras placed on school buses.

The State of Georgia continues its efforts to protect those working on and along state highways and roads with the passage of HB 1193, which was signed into law by Governor Kemp on May 1, 2024, and took effect on July 1, 2024. HB 1193 seeks to improve the visibility of tow/recovery vehicles, utility vehicles, and highway transportation department vehicles when parked or stationary on the side of highways and roads with the use of yellow or amber revolving lights.

The State of Georgia is also working to stem the recent increase across the nation in illegal street and drag racing events. SB 10 passed and signed on May 1, 2024, by Governor Kemp makes it crime to be a spectator at an illegal street racing or drag racing event. It is the hope that being able to charge attendees will discourage people from showing up to these illegal events and perhaps deter people from planning and holding such events.

A bill that would require front and back seat passenger vehicle occupants to wear a seat belt did clear a committee but was never called to the floor for a vote. There were several bills introduced with the goal to repeal or revise the use of automated speed enforcement cameras in school zones but none of these bills were able to make it out of both chambers.

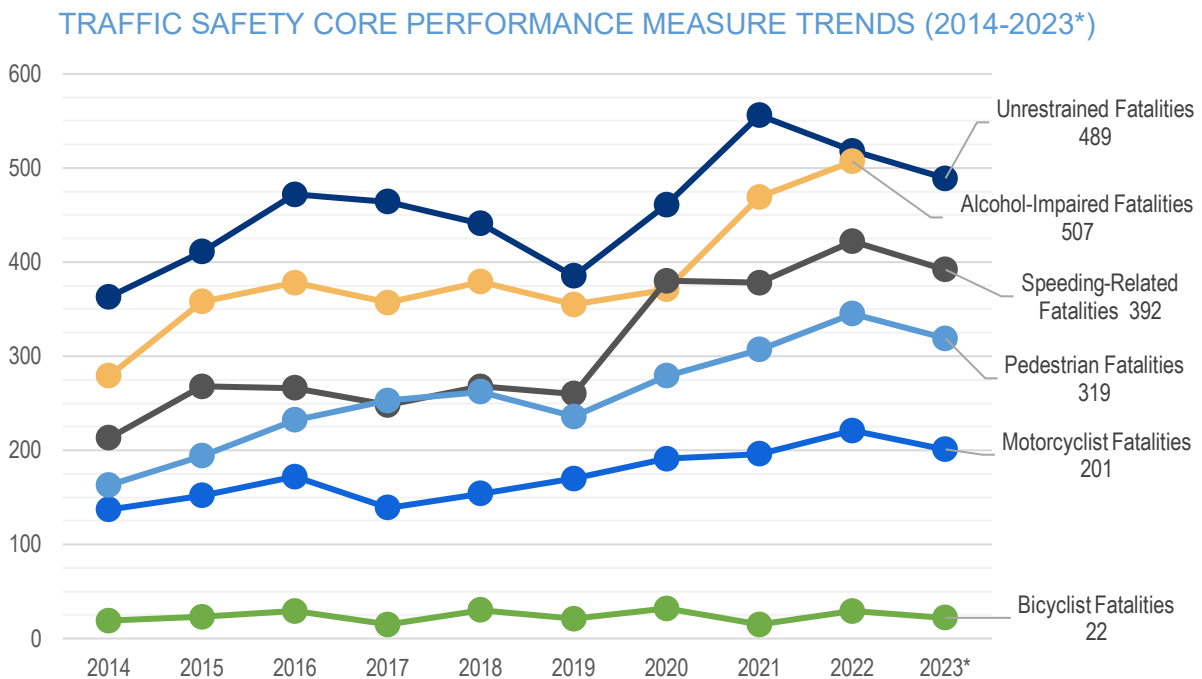
The 2023-2024 Georgia General Assembly Legislative Session closed on March 28, 2024. All bills and resolutions filed during this two-year period are no longer viable and under consideration.

# 3.0 State Performance Measures

## PROBLEM IDENTIFICATION

According to preliminary data, Georgia experienced 1,674 motor vehicle traffic fatalities in 2023—a 7% decrease from the 1,797 roadway fatalities in 2022. The estimated rate of traffic fatalities for every 100 million vehicle miles traveled (VMT) also decreased— from 1.39 in 2022 to 1.22 in 2023.

GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities. The figure below shows the trend of each measure across the past decade (2014-2023).



\*2023 Preliminary numbers from Traffic Safety Research and Evaluation Group (TSREG) Preliminary Fatality Data

- **Unrestrained Fatalities:** The number of unrestrained passenger fatalities decreased by 6%, from 518 unrestrained fatalities in 2022 to 489 in 2023. However, the proportion of fatally injured occupants who were unrestrained remains relatively consistent at 46.7% in

2023 compared to 47.4% in 2022. The statewide safety belt usage in 2024 for drivers and passengers of passenger cars, trucks, and vans was 88.8% — a 1.2% net increase from 2023.

- **Alcohol-Related Fatalities:** *Alcohol test results are imputed values; therefore, 2023 final FARS values may differ from the estimated 2023 TSREG Preliminary Fatality Data values.* In 2022, there were 507 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol-impaired driving fatalities accounted for 29% of all motor vehicle traffic fatalities in Georgia in 2023. According to preliminary data, fatalities in alcohol-impaired-driving crashes decreased by 23% between 2022 and 2023 (507 to 392 fatalities).
- **Speed-Related Fatalities:** Speed-related fatalities decreased by 7%, from 422 in 2022 to 392 in 2023. Nearly a quarter of all traffic fatalities (23%) were speeding-related in 2023. Georgia counties with the highest number of speed-related fatalities in 2022 are Fulton (31), DeKalb (31), Gwinnett (28), and Muscogee (12).
- **Pedestrian Fatalities:** In 2023, 311 pedestrians were fatally injured in Georgia, accounting for 19% of all traffic fatalities that year. Pedestrian fatalities decreased by 8% in 2023 compared to 2022— 345 pedestrian fatalities in 2022. In 2023, the Georgia counties with the highest number of pedestrian fatalities were DeKalb (56), Fulton (30), Cobb (18), and Richmond (18).
- **Motorcyclist Fatalities:** Motorcyclist fatalities increased steadily from 2017, peaking at 221 in 2022. However, preliminary data for 2023 shows a 9% decrease, with motorcyclist fatalities dropping from 221 in 2022 to 201 in 2023. The number of un-helmeted motorcyclist fatalities decreased by ten between 2022 and 2023. The Georgia counties with the highest number of motorcyclist fatalities in 2023 are Fulton (17), DeKalb (13), Richmond (11), and Chatham (10).
- **Bicyclist Fatalities:** In 2023, 22 bicyclists were fatally injured in the state of Georgia. The number of bicyclist fatalities decreased from 29 in 2022 to 22 in 2023. In 2023, Chatham and Richmond counties had the highest number of bicyclist fatalities in Georgia (4 in each county).

Although these crash statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries, and fatalities. Strong law enforcement, effective highway safety legislation, improved road designs, public education and information, and community support are among the proven means of reducing crashes and eliminating serious injuries and fatalities.



## FY2023-FY2024 TARGET ASSESSMENT OVERVIEW

Each year, GOHS assesses the Highway Safety Plan (HSP) targets for 12 core traffic safety outcomes and behavioral measures. These measures are developed by the National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA). GOHS uses these targets and the annual assessment of the targets to develop, implement, and support programs that reduce traffic crashes, injuries, and fatalities on Georgia roadways.

According to TREG's 2023 preliminary fatality data,<sup>1</sup> all 12 traffic safety measures demonstrated progress in comparison to the previous year:

- |   |  |
|---|--|
| 1. Overall fatalities (-7%, 124 fewer)  | 6. Speeding-related fatalities (-7%, 30 fewer)             |
| 2. Serious injuries (-6%, 489 fewer)  | 7. Motorcyclist fatalities (-9%, 20 fewer)                 |
| 3. Fatalities per 100M VMT (-12%)   | 8. Un-helmeted motorcyclist fatalities (-37%, 10 fewer)    |
| 4. Unrestrained passenger vehicle fatalities (-6%, 29 fewer)  | 9. Young drivers involved in fatal crashes (-5%, 11 fewer) |
| 5. Alcohol-related fatalities (-37%, 187 fewer) *   | 10. Pedestrian fatalities (-8%, 26 fewer)                  |
| Alcohol test results are imputed values; therefore, 2023 final FARS values may differ from the estimated 2023 TSREG Preliminary Fatality Data values. | 11. Bicyclist fatalities (-24%, 7 fewer)                   |

Despite a decrease in annual fatality counts in 2023, Georgia only met half (6 out of 12) of the HSP traffic safety performance measure targets set for FY2023 (5-year moving average metric). Preliminary data and projections show that Georgia is not on track to meet any of the 12 traffic safety performance measures in FY2024.

The tables on the next page provide the FY2023 and FY2024 statuses of the core performance measures as the state of Georgia continues to work toward the ultimate goal of zero roadway fatalities. The assessment was conducted for the targets with 5-year moving average metrics, as required by the Code of Federal Regulations (§490.207), and annual targets aligned with the Vision Zero Initiative.

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<sup>1</sup> At the time of this report, the 2023 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2023 preliminary fatality data obtained from the University of Georgia's Traffic Safety Research and Evaluation Group (TSREG). The data included in TSREG's data were derived from the Georgia Department of Transportation's (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System's (GEARS) online database, and validated with GDOT's Fatal Crash Recording System (FCRS) database.

## FY24 & FY23 Performance Targets Assessment | 5-Year Moving Average Metric

Traffic Safety Performance Measure		FY2024				FY2023			
		Target Year(s)	Target Value	Projected Value <sup>2</sup>	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
C-1	Number of traffic fatalities (FARS)	5-year: 2020-2024	1,600	1,727	● Not on Track	5-year: 2019-2023	1,680	1,686	● Did Not Meet
C-2	Number of serious injuries <sup>3</sup> in traffic crashes (GDOT)	5-year: 2020-2024	7,109	8,637	● Not on Track	5-year: 2019-2023	8,966	8,139	● Met
C-3	Fatalities per 100M VMT (FARS)	5-year: 2020-2024	1.25	1.34	● Not on Track	5-year: 2019-2023	1.36	1.33	● Met
C-4	Number of unrestrained passenger vehicle occupant fatalities (FARS)	5-year: 2020-2024	461	492	● Not on Track	5-year: 2019-2023	481	482	● Did Not Meet
C-5	Number of fatalities in crashes involving a driver or motorcyclist with a BAC of .08+ (FARS)	5-year: 2020-2024	371	434	● Not on Track	5-year: 2019-2023	404	413	● Did Not Meet
C-6	Number of speeding-related fatalities (FARS)	5-year: 2020-2024	305	401	● Not on Track	5-year: 2019-2023	345	367	● Did Not Meet
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2020-2024	167	218	● Not on Track	5-year: 2019-2023	203	199	● Met
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2020-2024	15	19	● Not on Track	5-year: 2019-2023	18	19	● Did Not Meet
C-9	Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-year: 2020-2024	198	204	● Not on Track	5-year: 2019-2023	210	200	● Met
C-10	Number of pedestrian fatalities (FARS)	5-year: 2020-2024	267	311	● Not on Track	5-year: 2019-2023	305	297	● Met
C-11	Number of bicyclist fatalities (FARS)	5-year: 2020-2024	22	25	● Not on Track	5-year: 2019-2023	33	25	● Met
B-1	Observed seat belt use for passenger vehicles (State observational survey)	1-year: 2024	90.0%	88.8%	● Not Met	1-year: 2023	90.0%	87.6%	● Did Not Meet

\*\*The 2022 FARS was used to determine the progress states and project the 5-year moving average of alcohol-related fatalities for 2019-2023 and 2020-2024.

<sup>2</sup> 2024 target performance status was determined using statistical projections. See [Appendix A](#) for projection calculations and a description of trends for each performance measure.

<sup>3</sup> Note that the GDOT, GOHS, and the State Highway Safety Plan (SHSP) data teams are currently standardizing the definition of 'serious injury,' which is subject to change. Any changes in the 'serious injury' definition as a result of using the updated crash form will impact the final datasets. This will lead to changes in the final counts presented in future data reporting and calculations of annual targets.

## FY24 & FY23 Performance Targets Assessment | *Annual Metric*

In addition to implementing 5-year moving average performance metrics, Georgia GOHS has also set annual targets aligned with the Vision Zero initiative. According to preliminary data, GOHS has met all annual traffic safety performance targets for FY2024 and demonstrated a decrease in traffic fatalities and serious injuries across all performance measures.

Traffic Safety Performance Measure		Annual Fatalities					Proposed Vision Zero (in 80 years) Annual Targets (FFY24-FFY26)		FY24 Progress Status	
		2019	2020	2021	2022	2023				
C-1 HSIP-1	Number of traffic fatalities	1,492	1,658	1,809	1,797	1,673	Reduce the number of traffic fatalities by <b>2.4%</b> from 1,797 in 2022 to <b>1,753</b> by 2024.	<b>22 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-13	166	151	-12	-124				
C-2 HSIP-2	Number of serious injuries in traffic crashes	7,319	7,606	8,937	8,660	8,171	Reduce the number of serious traffic injuries by <b>2.5%</b> from 8,660 in 2022 to <b>8,444</b> by 2024.	<b>108 fewer serious injuries per year</b> in 2023 and 2024	<div></div>	Met
		1,008	287	1,331	-277	-489				
C-3 HSIP-4	Fatalities per 100M VMT	1.12	1.43	1.49	1.39	1.22	Reduce the number of fatalities per 100M VMT by <b>0.7%</b> from 1.39 in 2022 to <b>1.38</b> by 2024.	<b>22 fewer fatalities per year</b> in 2023 and 2024 (assuming similar VMT)	<div></div>	Met
		-0.02	0.31	0.06	-0.10	-0.17				
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	385	461	556	518	489	Reduce the number of unrestrained passenger vehicle occupant fatalities by <b>2.3%</b> from 518 in 2022 to <b>506</b> by 2024.	<b>6 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-56	76	95	-38	-29				
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	355	371	469	507	320	Reduce the number of alcohol-related fatalities by <b>2.4%</b> from 507 in 2022 to <b>495</b> by 2024.	<b>6 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-24	16	98	38	-187				
C-6	Number of speeding-related fatalities	260	380	378	422	392	Reduce the number of speeding-related fatalities by <b>2.4%</b> from 422 in 2022 to <b>412</b> by 2024.	<b>5 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-8	120	-2	44	-30				
C-7	Number of motorcyclist fatalities	170	191	196	221	201	Reduce the number of motorcyclist fatalities by <b>1.8%</b> from 221 in 2022 to <b>217</b> by 2024.	<b>2 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		16	21	5	25	-20				
C-8	Number of un-helmeted motorcyclist fatalities	15	17	20	27	17	Reduce the number of un-helmeted motorcyclist fatalities by <b>7.4%</b> from 27 in 2022 to <b>25</b> by 2024.	<b>1 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-1	2	3	7	-10				
C-9	Number of drivers aged 20 or younger involved in fatal crashes	172	209	226	203	192	Reduce the number of young drivers involved in fatal crashes by <b>2.0%</b> from 203 in 2022 to <b>199</b> by 2024.	<b>2 fewer young drivers per year</b> in 2023 and 2024	<div></div>	Met
		-20	37	17	-23	-11				
C-10	Number of pedestrian fatalities	236	279	307	345	319	Reduce the number of pedestrian fatalities by <b>2.3%</b> from 345 in 2022 to <b>337</b> by 2024.	<b>4 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-26	43	28	38	-26				
C-11	Number of bicyclist fatalities	21	32	15	29	22	Reduce the number of bicyclist fatalities by <b>6.9%</b> from 29 in 2022 to <b>27</b> by 2024.	<b>1 fewer fatalities per year</b> in 2023 and 2024	<div></div>	Met
		-9	11	-17	14	-7				

# FFY24-FFY26 TRIENNIAL HIGHWAY SAFETY PLAN

The 2021–2024 target projections indicate that Georgia is not on track to meet any of the 12 core traffic safety performance measures (five-year moving average), despite annual reductions in fatalities across each measure.

In the FFY24-FFY26 Triennial Highway Safety Plan, Georgia will concentrate efforts on addressing all performance areas with a specific focus on these measures using a comprehensive approach that includes enforcement, education, and engineering strategies. GOHS will continue to support and fund programs and activities that successfully address each identified traffic safety concern.

## Efforts to Address Prioritized Traffic Safety Performance Measures

### C-3 Fatalities per 100M VMT

- Continue the high-visibility enforcement (HVE) strategies to deter risky driving, specifically speeding, distracted driving, impaired driving, and unrestrained passengers.

### C-10: Pedestrian fatalities

### C-11: Number of bicyclist fatalities

- Support research efforts to investigate the number of pedestrian fatalities and serious injuries that occur in safety zones (i.e., walking to school buses, safe routes to schools, etc.)
- Work with local law enforcement and local community leaders/liaisons to educate the public on ways to enhance conspicuity, along with other traffic safety campaigns specific to communities that experience higher rates of pedestrian crashes.
- Support GDOT and other engineering efforts to improve the roadway infrastructure for pedestrians, bicyclists, and other non-motorists (i.e., e-scooters and personal conveyances)

### C-6: Speeding-related fatalities

### C-7: Number of motorcyclist fatalities

- Continue the high-visibility enforcement (HVE) strategies among grantees to deter speeding in specific locations and times where speeding-related crashes are higher.
- Support partners (local and private) that implement automated enforcement in specific areas.
- Continue communications, outreach, and messaging that support speeding management and enforcement.

### C-4: Unrestrained passenger vehicle occupant fatalities

### B-1: Observed seat belt use for passenger vehicles

- Release the “Rural Roads” Georgia Traffic Safety Facts and accompanying Issue Brief to understand how driving behaviors on rural roads.
- Continue communications, outreach, and messaging that support seat belt use.
- Continue the high-visibility enforcement (HVE) strategies among grantees

# 4.0 Traffic Safety Partners and Safety Plans

## TRAFFIC SAFETY PARTNERS

GOHS partners with many other agencies, nonprofits, businesses, grantee organizations, and other stakeholders.

GOHS has partnerships with the Georgia Department of Transportation (GDOT), Department of Driver Services (DDS), Department of Public Safety (DPS), Department of Public Health (DPH), and Department of Agriculture; the Georgia Office of EMS and Trauma, Georgia Trauma Commission, and Georgia Traffic Records Coordinating Committee (TRCC); the Prosecuting Attorneys' Council of Georgia (PAC); the Georgia Association of Metropolitan Planning Organizations (GAMPO); SafeKids of Georgia; the Shepherd Center (one of the nation's premier treatment centers for spinal cord and brain injuries); TEAM Georgia (a coalition dedicated to preventing impaired and distracted driving); and MADD Georgia.

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the "4 safety E's"- engineering, education, enforcement, and emergency medical services. The 2025-2029 Strategic Highway Safety Plan (SHSP) establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users.

The successful development and implementation of the SHSP require leaders, champions, and safety partners from multi-disciplinary agencies to work together to bring different perspectives and solutions that address traffic safety concerns. The SHSP provides a framework for the data-driven selection of programs, countermeasures, and strategies that work toward the mission of "Striving Toward Zero Deaths and serious injuries for all road users in Georgia."

The FY2025 Task Teams, Emphasis Areas, and their Leaders are:

<b>Occupant Protection</b>	<i>Vacant</i>
<b>Roadway Departure &amp; Intersection Safety</b>	Laura McDonald Georgia Department of Transportation  Courtland Hollis Georgia Department of Transportation
<b>Impaired Drivers</b>	Powell Harrelson Georgia Governor's Office of Highway Safety
<b>Young Adult Drivers</b>	Katie Curtis <u>AAA</u>
<b>55+ Drivers</b>	Jim Kelly Georgia Department of Public Health  Elizabeth Head Georgia Department of Public Health
<b>Vulnerable Road Users (Pedestrians and Bicyclists)</b>	Ron Knezevich Georgia Department of Transportation  Conner Booth Georgia Department of Transportation
<b>Commercial Motor Vehicle/Heavy Trucks</b>	Captain Tony Pilcher, Motor Carrier Compliance Division, DPS
<b>Distracted Driving</b>	Dave Adams, Georgia Department of Transportation  Kevin Liske Georgia Department of Transportation
<b>Trauma System/ EMS</b>	Elizabeth Atkins Georgia Trauma Care Network Commission
<b>Traffic/Crash Records and Data Analysis</b>	Tanya Renaud Governor's Office of Highway Safety
<b>Traffic Incident Management Enhancement (TIME)</b>	Greg Morris Federal Highway Administration
<b>CODES/Risk Analysis and Evaluation (Data Team)</b>	Denise Yeager Georgia Department of Public Health
<b>Motorcycle Task Team</b>	Holly Hegyesi Georgia Department of Driver Services



## FUTURE PLANS & TARGETS

### Strategic Highway Safety Plan (SHSP)

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan. The performance measures and goals listed in the FY2025 Highway Safety Plan were coordinated with the data, targets, and activities identified in Georgia's SHSP.

Georgia's SHSP provided strategic direction for other state plans, such as the Highway Safety Improvement Program (HSIP), the Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP). The current plan was developed and voted into place during FY2024 and will be in place starting FY 2025 through FY 2029. Georgia is currently in the implementation phase of the 2025-2029 SHSP. Link to the 2025-2029 SHSP: <https://www.gahighwaysafety.org/2025-2029-shsp/>.

### Other Future Plans

- **Strategic Highway Safety Plan Traffic Safety Summit**

The Strategic Planning Division in conjunction with GDOT is reviewing the scheduling for the SHSP Traffic Safety Summit to ensure effectiveness.

- **Task Team Emphasis Review**

We are evaluating the possible need for additional task teams and emphasis areas based on developing data trends.

# 5.0 Fiscal Overview

The Georgia's Governor's Office of Highway Safety funds programs and based on the annual assessment of highway safety problems in Georgia. GOHS funds and support effective countermeasures and innovative programs designed to address the prioritized traffic safety issues identified each fiscal year. In FFY2024, a total of **\$22.0 million** was allocated to state and local governmental agencies to implement traffic safety programs and grants.

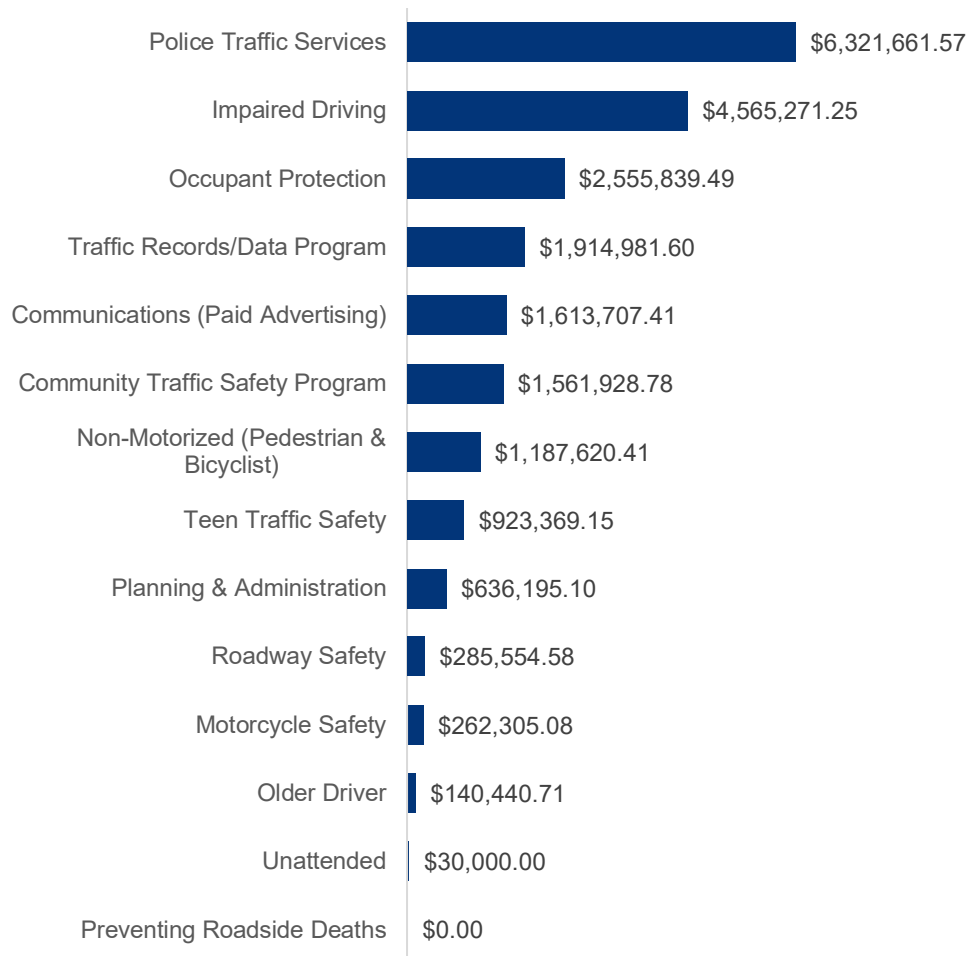
**Appendix B** shows the FY2024 GOHS grant award amounts and total expenditures by funding source and program area.

## FFY 2024 TOTAL EXPENDITURES BY FUNDING SOURCE, \$22.0 M

Funding Source	FY2024 Expenditures	
	\$ Amount	% Percent of Total
402 BIL	\$ 11,274,545.46	51.3%
405d BIL	\$ 5,345,602.62	24.3%
405c BIL	\$ 1,757,334.92	8.0%
405b BIL	\$ 1,398,358.14	6.4%
405e BIL	\$ 584,299.65	2.7%
405g BIL	\$ 257,194.79	1.2%
405b Sup BIL	\$ 157,448.68	0.7%
405f BIL	\$ 116,578.67	0.5%
405g Sup BIL	\$ 41,902.78	0.2%
405d BIL	\$ 11,824.62	0.1%
405 BIL	\$ 6,856.18	0.0%
405h BIL	\$ -	0.0%
405h FAST	\$ 597,529.33	2.7%
405c FAST	\$ 157,646.68	0.7%
405d FAST	\$ 146,026.20	0.7%
405f FAST	\$ 145,726.41	0.7%
<b>Grand Total</b>	<b>\$ 21,998,875.13</b>	<b>100.0%</b>

In FFY2024, **\$21,998,875.13** was expended across all GOHS program areas. The figure below shows the total expenditures across all program areas in FFY2024.

## FFY 2024 TOTAL EXPENDITURES (\$22.0 M) BY PROGRAM AREA



\*Police Traffic Services financial grouping includes the following sub-program areas:

- **Aggressive Driving** with Highway Enforcement of Aggressive Traffic (HEAT) = \$ 3,809,481.52
- **Evidence Based Enforcement** with the Traffic Enforcement Networks (TENs) = \$ 326,903.37
- **Police Traffic Services** = \$ 2,185,276.68

## **6.0 Program Areas**

- 6.1 Planning & Administration (402 PA)**
- 6.2 Communications (Media)**
- 6.3 Distracted Driving**
- 6.4 Impaired Driving (Drug & Alcohol)**
- 6.5 Motorcycle Safety**
- 6.6 Non-Motorized (Pedestrian & Bicyclist)**
- 6.7 Occupant Protection  
(Adult & Child Passenger Safety)**
- 6.8 Older Drivers**
- 6.9 Police Traffic Services**
- 6.10 Preventing Roadside Deaths**
- 6.11 Roadway Safety/ Railroad Safety**
- 6.12 Speed Management**
- 6.13 Traffic Records**
- 6.14 Young Drivers (Teen Traffic Safety)**
- 6.15 Evidence-Based Enforcement**



## 6.1 PLANNING & ADMINISTRATION (402 PA)

The Planning and Administration include internal grants that are responsible for the overall management and implementation of the Highway Safety Plan. In FY2024, GOHS funded one (1) project and expended a total of \$636,195.10 within this program area. The funded project under this program area is 402 PA.

### Funded Projects

The table below shows the grantee details for funded projects within Planning & Administration.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 P&A-036
Project Title:	402 Planning and Administration	Funding Source:	402 PA (2024),402 PA (2024)
Funded Amount:	\$677,637.00	Total Expended:	\$636,195.10
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.		
Summary of Activities:	By assessing and meeting the training needs of GOHS staff, monitoring, and evaluating programs and activities, collecting, analyzing and disseminating data, managing budget and claims and monitoring compliance, and by supporting the implementation of the Highway Safety Plan, this grant contributed to all the state's traffic safety goals.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		





## 6.2 COMMUNICATION

### Communications Overview

Using the most recent National Highway Traffic Safety Administration (NHTSA) crash data (2022), the Governor's Office of Highway Safety (GOHS) faced several challenges with significant increases in alcohol-related, pedestrian and total fatalities over a five-year period. NHTSA Fatality Analysis Reporting System (FARS) data also showed that nearly 60 percent of the passenger vehicle occupants killed in crashes in Georgia in 2022 were not wearing seat belts or it was unknown if they were wearing seat belts.

The GOHS Traffic Records Coordinating Committee (TRCC) and the Georgia Department of Public Health's Crash Outcome Data Evaluation System released a report in October of 2023 on "Rural vs Urban Comparison" found almost 35 percent of the traffic fatalities in Georgia in 2021 happened on rural roads even though United States Census Bureau data showed only 21 percent of the state's population lived in the areas. The Georgia Observational Seat Belt study for 2023 found that pickup truck occupants in rural counties had the lowest seat belt (restraint) use rate of any passenger vehicle occupants in Georgia. The study found that just over 75 percent pickup truck occupants in rural Georgia wore a seat belt or rode properly restrained.

GOHS is making a concerted effort to increase safety and seat belt awareness messaging in rural areas in Georgia. GOHS joined the Georgia Department of Agriculture and Georgia Peanut Commission to promote seat belt use and their effectiveness at the Sunbelt Agricultural





Exposition in Moultrie in October of 2023. The Sunbelt Ag Expo is the largest farm show in the southeast and draws more than 100,000 people from seven southeastern states.

Popular NASCAR driver Ross Chastain and his “Protect Your Melon” highway safety project is another campaign promoting seat belt use among rural residents and males between the ages of 18-54. Chastain did personal appearances in Jonesboro and Griffin prior to NASCAR race weekends and signed souvenir HERO cards to thousands of fans prior to the February and September races at the GOHS/Alliance Sport Management booth in the AMS Fan Zone and for the Cordele Speedfest at Cordele Motor Speedway. GOHS and Chastain also produced a series of “Protect Your Melon” television and radio spots by encouraging people to play it safe on the road by always wearing a seat belt and never driving and drinking. The spots will run throughout the year during GOHS High Visibility Enforcement holiday paid media campaigns.

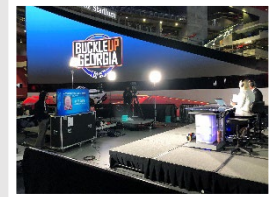
GOHS continued to support holiday enforcement campaigns with earned media events in Atlanta, Macon, and Albany promoting ‘Click It or Ticket’ prior to the Thanksgiving Holiday travel period and the joint partnership with the Georgia Department of Natural Resources for the ‘Belts & Buoys’ seat belt and life jacket safety message before the Memorial Day Holiday weekend. The ‘Belts & Buoys’ campaign featured media events at lakes near Atlanta, Columbus, Macon, and Albany.

The Christmas/New Year’s holidays are a popular time for celebrations and GOHS partnered with the Muscogee County Sheriff’s Office and Columbus Police Department for the December “Drive Sober or Get Pulled Over” enforcement campaign. The news conference was staffed by all media outlets in the market and shared with outlets across the state.

One of the holiday enforcement campaigns was a “Thunder Task Force” DUI operation in Savannah during the holiday period. GOHS sent out a news release in advance of the operation that received coverage from the four local television stations, radio stations and newspapers.

Savannah is home for one of the largest St. Patrick’s Day celebrations in the nation and GOHS received statewide and national coverage for “Operation Wrong Exit” where drivers think they are avoiding a DUI road check only to drive right to the road check when the exit Interstate 16 on their way to Savannah.

GOHS continues to partner with neighboring states to take drunk and drugged drivers off the prior to the Labor Day holiday during the annual ‘Hands Across the Border’ enforcement campaign. Media interviews are conducted at each stop and social media posts also promote the need for drivers to not risk a DUI arrest by passing the keys to a sober driver. The



Hands Across the Border campaign takes place during the annual Labor Day 'Drive Sober or Get Pulled Over' paid media campaign.

Georgia joined its four NHTSA Region 4 states to educate drivers in the southeast on the dangers of speeding with the annual "Operation Southern Slow Down" speed enforcement campaign during the third week in July. The campaign started with five simultaneously earned media events in Augusta, Columbus, Savannah, Jacksonville, Florida and Chattanooga, Tennessee. The five news conferences were staffed by local stations and the campaign received nationwide coverage.

GOHS continued its partnership with AAA Georgia to have drivers ready for school with the annual "School's Open, Drive Carefully" statewide media tour. The tour included stops in Atlanta, Augusta, Columbus, Macon and Savannah. In addition to educating the public on Georgia's school bus law, GOHS also reminded drivers the fine for illegally passing a school bus is now \$1,000 if convicted for illegally passing a school bus.

With pedestrian deaths having increased by more than 30 percent in Georgia from 2018 to 2022, GOHS partnered with the city of Chamblee in DeKalb County for the National Pedestrian Safety Month kickoff event in October 2023. DeKalb County had 45 pedestrian fatalities in 2022, and Chamblee is an area with a large number of pedestrian users. The campaign featured a local police officer who was hit by a vehicle while working a crash scene. The earned media event was staffed by all Atlanta stations and shared with other statewide outlets with a GOHS recording posted on the agency's YouTube channel.

The Bipartisan Infrastructure Law (BIL) provides funding for highway safety offices to promote pediatric vehicular heatstroke prevention. GOHS partnered with the Georgia Department of Early Care and Learning (DECAL) to host a statewide National Vehicular Heatstroke Prevention month news conference in DeKalb County on May 1<sup>st</sup>. Besides the speakers, the event featured a thermometer placed inside a vehicle that showed the temperature rise to deadly levels in a matter of minutes during the news conference. The event drew coverage in Atlanta and a GOHS recording of the event was posted on the agency YouTube channel for statewide outlets to access.

Sporting events and athletic teams continue to be an effective avenue to reach young males between 18-34 with highway safety messaging. GOHS continued their partnership to promote seat belt use and child passenger safety at Truist Park/The Battery, which is the home from the Atlanta Braves baseball. Besides the seat belt and CPS messaging in the ballpark and the Battery complex, GOHS was also able to engage fans on a one-on-one basis to promote seat belt use. GOHS picked



games prior to the Memorial Day CIOT, July's Operation Southern Slow Down and September's National Child Passenger Safety Week.

The goal for National Child Passenger Safety Week is to encourage parents and other adult childcare givers to schedule an appointment to have their seats checked. GOHS works through the Georgia Association of Broadcasters to schedule interviews on local television morning and afternoon programs who have a large female audience. GOHS also coordinates media coverage for seat checks held during the week around the state including the Safety Saturday Day in Dublin.

With more than half of the state's vehicle crashes in 2022 involving a distracted driver, GOHS moved its effective Georgia Public Broadcasting high school campaign to distracted driving prevention for the 2024 season. The "HeadsUpGeorgia" campaign will feature testimonials, student video messaging contests and other segments educating the public on the state's hands-free law.

GOHS also uses sporting events and teams to promote impaired driving prevention at University of Georgia football games and Georgia Tech athletic events and distracted driving messaging at Atlanta Motor Speedway races and other events held at the track.

## Earned Media Events & Campaigns

FY2024 was supplemented throughout the year with the following earned media campaigns, which were executed with news conferences, social media messaging (please see Social Media Addendum at the end of this section) on Facebook/Twitter/Instagram and news releases sent to statewide print and broadcast media.

### FY2024 EARNED MEDIA EVENTS

CAMPAIGN	LOCATION	DATE
National Pedestrian Safety Month	Atlanta	Oct 1, 2023
Rural Road Safety	Moultrie	Oct 18 2023
November CIOT	Atlanta	Nov. 20, 2023
Thunder Task Force	Savannah	December 7-9, 2023
Holiday Impaired Driving Prevention	Atlanta	Dec 21, 2023
Protect Your Melon Rural Road Safety	Cordele	January 20, 2024
Protect Your Melon Rural Road Safety	Jonesboro	February 23, 2024
Protect Your Melon OP	Atlanta	February 25, 2024
Thunder Task Force	Newnan	March 27-28, 2024
Unattended Vehicular Heat Stroke Prevention	Atlanta	May 1, 2024
Memorial Day CIOT	Atlanta, Columbus, Cordele	May 23, 2024
Operation Southern Slow Down	Ringgold, Columbus, Augusta, Savannah	July 15, 2024
Back to School Safety	Atlanta, Augusta, Columbus, Macon, Savannah	July 29-Aug 6, 2024
Hands Across the Border	Augusta, Bremen, Columbus, Dillard, Kingsland, Savannah, Valdosta	Aug 26-30, 2024
Protect Your Melon Rural Road Safety	Griffin/Hampton	September 6-8, 2024
Child Safety Seat Awareness	Covington, Moultrie, Dublin	Sept 15-21, 2024

## FY2024 EARNED MEDIA CAMPAIGNS

CAMPAIGN	PROGRAM AREA	DATE
Expo Rural Road Safety	Occupant Protection	October 2023
Teen Driver Safety Awareness	Teen Driving	October 2023
Thanksgiving Click It or Ticket	Occupant Protection	November 2023
Holiday Drive Sober or Get Pulled Over	Impaired Driving	December 2023
St. Patrick's Day Drive Sober	Impaired Driving	March 2024
Spring Distracted Driving Awareness	Distracted Driving	April 2024
Memorial Day CIOT	Occupant Protection	May 2024
July 4th OZT	Impaired Driving	June-July 2024
Operation Southern Slow Down	Speed Prevention/Occupant Protection	July 2024
Back To School Safety	Occupant Protection/Pedestrian Safety	July-August 2024
Hands Across the Border/Labor Day OZT	Impaired Driving	August-Sept. 2024
Child Passenger Safety Week	Occupant Protection	September 2024

## **Paid Media Campaigns – List**

The GOHS paid media campaigns for FY2024 include the following:

- 2023 Georgia/Florida Impaired Driving Prevention Campaign
- 2023 Thanksgiving Click It Or Ticket (CIOT) Campaign
- 2023/2024 Holiday Drive Sober Campaign
- 2023/2024 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, and Impaired Driving Campaign
- 2023/2024 Hawks TV Impaired Driving Prevention
- April 2024 Distracted Driving Awareness Campaign
- 2024 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign
- 2024 Atlanta Braves Buckle Up Georgia
- 2024 Pedestrian Safety Education
- 2024 Look Twice, Safe a Life Motorcycle Safety
- 2024 Protect Your Melon OP Rural Road Safety
- 2024 Atlanta Motor Speedway Distracted Driving Awareness
- 2024 Memorial Day Click It or Ticket Campaign
- 2024 Share The Road Bicycle Safety Campaign
- 2024 July 4th Operation Zero Tolerance/Drive Sober Campaign
- 2023 Georgia Public Broadcasting BuckleUPGeorgia Occupant Protection Campaign
- 2024 High School Football Distracted Driving Campaign
- 2024 Labor Day Operation Zero Tolerance/Drive Sober Campaign
- 2023/2024 College Football Impaired Driving Prevention
- Gwinnett Strippers Impaired Driving Prevention
- 2024 Hands-free law Hartsfield-Jackson Airport



## Paid Media Campaigns – Detailed Descriptions

The section below provides a detailed description of each campaign including the campaign dates, dollars spent, media formats, agency, and the population reached.

- 2023 Georgia/Florida Impaired Driving Prevention Campaign**

*Dates:* October 17-29, 2022

*Budget Spent:* \$27,000.00

*Formats:* Television, Radio, Digital

*Agency:* Chandley Communications

GOHS continued our partnership with the FDOT Safety Office for the annual Georgia/Florida Impaired Driving Prevention program during the week of the annual football game that draws hundreds of thousands of people to the Southeast Georgia/Northeast Florida coast. The game has a long tradition of being associated with alcohol consumption by fans in the area, which is why GOHS sponsored a weeklong television campaign on WTLV and WJXX stations, and FDOT Safety



Office ran spots on the Florida Gators Athletic radio network and in the stadium. According to data from WTLV/WJXX, GOHS received 91 total spots on over-the air television to promote impaired driving prevention during the week that recorded 1.37 million screen impressions and spots that ran on the Premium OTT/CTV service earned more than 146,000 screen impressions. The GOHS banner ad on the First Coast News website earned more than 267,000 impressions and the :30 Border Wars game special ran 84 times and earned a total of 620,000 screen impressions during the week.

### *Population Reach:*

ELEMENTS	SPOTS	COST
Border War Special	2 X :30 messages 2 open/close billboards Sponsor tag on station promos	\$200
WTLV	53 X :30	\$6,505
WJXX	38 X :30	\$17,375
Chandley Placement Fee		\$1,791
WTLV/WJXX Border Wars Promo	54 X 15	\$0
WTLV/WJXX Border Wars Promo	35 x 15	\$0

- **2023 Thanksgiving Click It Or Ticket (CIOT) Campaign**

**Dates:** November 15 -November 27      **Budget Spent:** \$240,000  
**Formats:** Television, Radio, Digital      **Agency:** Chandley Communications

GOHS ran its annual Thanksgiving CIOT paid media campaign in conjunction with statewide, high-visibility enforcement from November 15– November 27 in 2023. The “Crystal Ball” seat belt message was used on radio, television, and digital streaming platforms. The media plan produced by State of Georgia approved media buying agency Chandley Communications generated more than 8100 (:30) spots aired on television, radio and digital streaming outlets statewide and delivered more than 5.7 million screen impressions. This campaign was supplemented by earned media, as well as a public information and education campaign on Facebook, Twitter, Instagram and the GOHS website. The timing of this campaign coincides with NHTSA’s nationwide CIOT campaign with both social norming and enforcement messaging.

The purpose of this campaign was to fund an in-house, statewide comprehensive occupant protection paid media campaign designed to reduce unbelted motor vehicle crashes, injuries, and fatalities. The paid media campaign is also designed to boost enforcement efforts during Georgia’s November “Click It or Ticket” seat belt education and enforcement campaign. The campaign also featured earned media events held on Tuesday, the day prior to the heavy travel period, in Atlanta, Macon, and Albany. In conjunction with media buyer agency of record, Chandley Communications, the campaign aired to both preview and coincide with the Thanksgiving travel period, which was 6 p.m. on Wednesday, Nov. 23 to 11:59 p.m. on Sunday, Nov 27 in Georgia. The CIOT/occupant protection message targeted males, 18-34, with both a daytime and nighttime compliance message.



**Population Reach:**

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>TOTAL SPOTS</b>	<b>IMPRESSIONS</b>	<b>REACH</b>
Broadcast	\$79,114	346	58	404	1,471,344	95%
Cable	\$45,243	2,719	1,034	3,753	1,088,087	63%
Radio	\$64,701	3421	997	4,418	3,742,522	32%
Digital (OTT)	\$9,995	370,191 impressions ordered			370,191 impressions delivered	
Digital (Bally Sports Streaming)	\$4,710	104,667 impressions ordered	23 bonus impressions		104,644 impressions delivered	
Digital (YouTube)	\$6,290	483,846 impressions ordered	22,402 bonus impressions		506,248 impressions delivered	
Digital (Spotify, Other Audio)	\$4,000	114,286 impressions ordered	432 bonus impressions		114,718 impressions delivered	

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Chandley Communications Fee	\$25,410
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***The following are examples of earned media received:***

1. Daily Post Athenian: [THSO joins Georgia for ‘Seats Across the States’ event](#)
2. AJC: [More than 1.6 million Georgians expected to hit the road for Thanksgiving](#)
3. AllOnGeorgia: [State Troopers and Officers Patrol in Full Force for Busiest Travel Day of the Year](#)

- **2023/2024 Holiday Drive Sober Campaign**

<i>Dates:</i>	<i>December 15 – January 2</i>	<i>Budget Spent:</i>	<i>\$240,000</i>
<i>Formats:</i>	<i>Television, Radio, Digital</i>	<i>Agency:</i>	<i>InterConnect</i>

GOHS ran its annual Christmas/New Year’s holiday paid media campaign in conjunction with statewide, high-visibility enforcement from Dec.15, 2023, to Jan. 1, 2024. GOHS ran the “Toughest Job in Law Enforcement” spot which has the message that law enforcement targets removing impaired drivers off the road in order to prevent families from losing loved in crashes and shows how the public can help eliminate impaired driving deaths by never choosing to drive under the influence of alcohol, drugs, or both. GOHS selected State of Georgia approved media buying vendor Chandley Communications to handle purchasing television, radio, and streaming time to air impaired driving prevention messages on television stations, streaming video platforms, and radio stations that reach an audience in Georgia. This campaign was supplemented by earned media, as well as a public information and education campaign on Facebook, Twitter, Instagram and the GOHS website. The paid media campaign is designed to support the statewide enforcement of Georgia DUI laws during the holiday season and an earned media event held on the day prior to the start of the campaign.

The purpose of this campaign was to fund an in-house, statewide comprehensive impaired driving paid media campaign designed to reduce alcohol-related crashes, injuries, and fatalities. GOHS held an earned media event with Columbus Police Department and Muscogee County Sheriff’s Office in Columbus to promote sober driving and encourage everyone to never drive after drinking. The campaign is also designed to boost impaired driving enforcement efforts by state and local law enforcement during the holiday In conjunction with the media buyer agency of record, The campaign aired to both preview and coincide with the Christmas/New Year’s holiday travel periods, which was 6 p.m. on Friday, Dec. 22 to 11:59 p.m. on Monday, Dec. 25 for Christmas and 6 p.m. on Friday, Dec. 29 to 11:59 p.m. on Monday, Jan. 1 in Georgia. The Drive Sober impaired driving message targeted males aged 18-34 years.



*Population Reach:*

	<b>COST</b>	<b>SPOTS ORDERED</b>	<b>BONUS SPOTS</b>	<b>TOTAL SPOTS</b>	<b>IMPRESSIONS</b>	<b>REACH</b>
Broadcast	\$77,463	436		436	1,588,538	72%
Cable	\$45,177	3,193		3,193	1,521,222	63%
Radio	\$64,804	3,352	232	3,584	3,230,256	34%
OTT/CTV	\$9,999	370,370 impressions ordered	1,512 impressions ordered		371,882 delivered	
YouTube	\$6,290	483,825 impressions ordered			483,825 impressions delivered	
Audio Streaming	\$4,000	114,286 impressions ordered	83 impressions		114,369, impressions delivered	
Digital Video/Audio Streaming	\$4,112	91,378 impressions ordered			91,3788 impressions delivered	
Agency Fee	\$25,412					
				7,223	7.08+ million impressions delivered statewide	
Total						

The following are examples of earned media received:

- 1) Fox 5 Atlanta: [Georgia law enforcement launches 'Drive Sober or Get Pulled Over' campaign](#)
- 2) AJC: Sobering holiday reminder: [Drunken driving can have deadly consequences](#)
- 3) WTVM TV Columbus: [Law enforcement targeting drunk drivers this holiday season](#)
- 4) WRBL TV Columbus: [Georgia State Patrol and local law enforcement team up for "Drive Sober or Get Pulled Over" campaign](#)
- 5) WSBTV Atlanta: 'No warnings. [No exceptions.](#)' This is what it will cost if you decide to drink and drive
- 6) Covington News: [NCSO joins 'Drive Sober or Get Pulled Over' enforcement campaign](#)
- 7) AJC: [Georgia's Highway Safety Thunder Task Force nabs 66 drunk drivers during weekend ops](#)
- 8) WSAV TV Savannah: [Police: Don't drink and drive this holiday season](#)
- 9) WACO AM/FM Sandersville: ['Tis always the season to Drive Sober or Get Pulled Over](#)

- 10) WCTV TV Thomasville: [VPD joins state agencies in 'Drive Sober or Get Pulled Over' campaign during holidays](#)
- 11) WALB TV Albany: [VPD joins state agencies in 'Drive Sober or Get Pulled Over' campaign during holidays](#)

- **2023-24 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, Motorcycle Safety and Impaired Driving Campaign**

*Dates:* October-September

*Budget Spent:* \$192,000

*Formats:* Television, Radio

*Agency:* Georgia Association of Broadcasters (GAB)

The Governor's Office of Highway Safety has continued its non-profit public safety message-paid media campaign with the Georgia Association of Broadcasters. GOHS spends \$8,000 a month for spots to air on GAB member television stations throughout the state and \$8,000 a month for spots to air on radio stations around the state. The value of radio and television advertising GOHS receives each month is ten times more than the monthly expenditure of \$16,000. From October 1, 2023 through September 30, 2024, GOHS received more than 26,000 television and radio spots worth more than 2.8 million dollars for the annual cost of just \$192,000. The monthly campaign allows GOHS to adjust its program area message to coincide with the NHTSA Communications plan. GOHS ran Occupant Protection messages in November, January, July and September, Impaired Driving messages in December, February, March, June, and August, Pedestrian Safety Education in October, Distracted Driving in April, and Motorcycle Safety in May. GAB member stations air these spots were available and we are able to reach 3.75 million Georgians annually.

*GAB FFY 2024 Report:*

MONTH	RADIO SPOTS	RADIO VALUE	TV SPOTS	TV VALUE	TOTAL SPOTS	TOTAL VALUE
10/2023	2,239	\$94,375	706	\$156,983	2,945	\$251,358
11/2023	2,257	\$87,196	731	\$134,505	2,988	\$221,701
12/2023	2,206	\$85,228	692	\$138,500	2,898	\$223,728
01/2024	2,380	\$91,649	748	\$144,735	3,128	\$236,384
02/2024	2,428	\$91,473	757	\$165,488	3,185	\$256,961
03/2024	2,245	\$92,621	790	\$187,115	3,035	\$279,736
04/2024	2,033	\$86,709	729	\$154,360	2,762	\$241,069
05/2024	2,155	\$81,424	739	\$153,910	2,894	\$235,334
06/2024	1,867	\$94,167	687	\$136,481	2,554	\$230,648
07/2024	2,012	\$88,376	688	\$142,640	2,700	\$231,016
08/2024	2,224	\$87,807	796	\$146,111	3,020	\$233,918
09/2024	2,257	\$98,555	700	\$131,560	2,957	\$230,115
<b>TOTAL</b>	<b>26,303</b>	<b>\$1,079,580</b>	<b>8,763</b>	<b>\$1,792,388</b>	<b>35,066</b>	<b>\$2,871,698</b>

- **2023-24 Georgia Public Broadcasting BuckleUp Georgia Occupant Protection & HeadsUpGeorgia Distracted Driving Campaign**

*Dates:*      *October-June; August-September*

*Budget Spent:*      *\$450,000*

*Formats:*      *Television*

*Agency:*      *Georgia Public Broadcasting*

The Governor’s Office of Highway Safety and Georgia Public Broadcasting continue to partner for Emmy-award winning “BuckleUp Georgia” seat belt awareness safety campaign during the 2023 Georgia High School Football season. GPB airs a game of the week during the regular season and Georgia High School Association state playoffs and provided exclusive live coverage of state championship football and girls flag football games. GOHS aired the “We Will Buckle Up” and “Memories Lost” spots during these games from October through December in 2023. “We Will Buckle Up” is a student produced video parodying a popular song and “Memories Lost” is intended to show the lifetime of memories that could be lost if someone is killed in a crash. The two spots ran 150 times during GPB football telecasts and 240 times during regular weekday and weekend programming. GPB produced short segments with driver education instructors and students discussing the importance of teaching teens and new drivers the importance of always wearing a seat belt on every trip. These segments aired at halftime during the game of the week and during four playoff games. GOHS also was able to promote Occupant Protection through segments promoting Child Passenger Safety prior to the Thanksgiving travel holiday period. GPB produced and aired testimonials with personal stories on seat belts saving the lives of teens and young adults. These segments aired between the games. GPB metrics show the 2023 “BuckleUpGeorgia” OP high school football campaign had almost million more screen impressions than the 2022 season.

With crash data showing distracted driving being a factor in more than half of the vehicle crashes in Georgia in 2022, GOHS decided to change the messaging with the GPB football campaign for the 2024 high school football season. to distracted driving prevention with “HeadsUpGeorgia”. The “HeadsUpGeorgia” campaign started in August with GPB producing a specific spot educating the public on the state’s Hands-free law and paying attention behind the wheel is important to the safety of everyone traveling on the road. The campaign will continue into FFY 2025.

*Population Reach:*

**TELEVISION**

Total TV Impressions	20,991,392
TV BuckleUP Georgia Impressions	15,689,375
TV Billboard Impressions	52,355,554
Total TV/Digital Impressions	89,036,861

**DIGITAL**

GPB Website Banner Impressions	550,000
GPB Sports App Impressions	1,100,000
GPB Podcast	82,500
Total Impressions	1,733,050



- **2023-24 Bally's Atlanta Hawks Impaired Driving Prevention**

**Dates:** October-April      **Budget Spent:** \$220,000  
**Formats:** Television      **Agency:** Bally's / Diamond Sports

GOHS contracted with Bally's to broadcast impaired driving messages on 60 regular season games during the 2023-24 NBA season. With bonus spots for regular season and first round playoff games. The Atlanta Hawks have a talented roster that attracts a large television audience for every game and a majority of that audience fits the GOHS target audience of males 18-34. Many of those watching these games are consuming alcoholic beverages and it is important to remind everyone to never make the choice to drive over the legal BAC limit. GOHS ran the "Toughest Job in Law Enforcement" message that reminds everyone the best way to prevent a DUI crash and a DUI arrest is to plan ahead for a ride with a sober driver.



*Population Reach:*

**Hawks 2023-24 SEASON CAMPAIGN RECAP**

ELEMENT	# ELEMENTS ORDERED	# ELEMENTS AIRED	ADDITIONAL VALUE
Hawks In-Game Spots	120	147	\$126,900
Hawks In GameFlow	60	60	\$0
Hawks :05 Billboards	60	60	\$0
Hawks Pregame :30's	0	17	\$17,000
Hawks Post-Game :30's	0	12	\$18,000
Hawks Re-Airs	120	374	\$12,700
ROS Sports	500	2245	\$87,250
Total Broadcast Elements	1,490	2,951	\$261,850
Fox Sports Go Streaming	312.5k impressions per month	1,875,000 total impressions	\$75,000

- **2024 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign**

*Dates:* April-September  
*Formats:* Television, Radio

*Budget Spent:* \$388,000  
*Agency:* Bally's/Diamond Sports in a joint project with SHSO's from TN, SC and NC.

Teamwork has led the Atlanta Braves to six straight division titles and a World Series title in 2021 and teamwork is what Georgia, and three other states are doing to provide Occupant Protection and Impaired Driving prevention messaging during Atlanta Braves baseball games during the 2024 Major League Baseball Season.



GOHS joined highway safety offices in North Carolina, South Carolina, and Tennessee to bring 60 OP and Impaired Driving messages during Atlanta Braves broadcasts on Bally's Sports South and Southeast Regional Sports Networks. The combined resources allow these four states to air these important safety messages over the Bally's Regional Sports Cable Network that airs approximately 154 regular season games in six southeastern states. The percentage of cost is broken down based on percentage of viewership in each state and Georgia pays slightly more than 70 percent of the total cost. Atlanta Braves baseball is the number one broadcast in all television markets in Georgia during the season and delivers a large audience across the southeast. The campaign runs OP messages in April and May prior to the Click It or Ticket Campaign and in July and September during Operation Southern Slow Down takes place in the third week of July and September is National Child Passenger Safety Month. Impaired Driving prevention messages air prior to the July 4<sup>th</sup> holiday travel period and in August prior to the Labor Day Holiday weekend. The campaign also debuted news spots that were produced prior to the start of the 2023 MLB season.

*Population Reach:*

#### BRAVES 2024 SEASON CAMPAIGN RECAP

ELEMENT	# ELEMENTS ORDERED	# ELEMENTS AIRED	ADDITIONAL VALUE
Braves In-Game Spots	120	147	\$126,900
Braves In GameFlow	60	60	\$0
Braves :05 Billboards	60	60	\$0
Braves Post-Game :30's	0	12	\$18,000
Braves Pre-Game :30's	0	17	\$17,000
Braves Re-Airs	120	374	\$12,700
ROS Sports	500	2245	\$87,250
Total Broadcast Elements	860	2,915	\$261,850
Fox Sports Go Streaming	1.875 million impressions ordered	1.875 million impressions delivered	\$0
Total Additional Value			\$261,850



- **2024 Atlanta Braves Buckle Up Georgia**

*Dates: April-October*

*Budget Spent: \$100,000*

*Formats: Billboards, Signs*

*Agency: Atlanta Braves Baseball*

GOHS partnered with the 2021 World Series Champion Atlanta Braves to post seat belt and child passenger safety signage at Truist Park and in The Battery retail and housing district adjacent to the baseball stadium. The Atlanta Braves are one of the most popular teams in baseball and drew more than three million fans to their homes in 2023. That figure does not include the hundreds of thousands of people who visit the Battery Entertainment District for restaurants, shopping, concerts, hotel stays, and other events. The goal of this project was to place signage near parking facilities in the Battery to remind guests to buckle up as they were leaving as well as inside the stadium for games. GOHS received two activations to host two booths outside the ballpark prior to the May Click It or Ticket Campaign and National Child Passenger Safety Week in September. GOHS also received Buckle Up Georgia seat belt messaging in game-day programs, scoreboards, and LED messaging.



- **Gwinnett Stripers Designated Driver Rideshare Zone**

*Dates: April-September*

*Budget Spent: \$16,000*

*Formats: Signage/Tent*

*Agency: Chandley Communications*

To encourage fans attending Gwinnett Stripers games and other events at Coolray Field in Lawrenceville, GOHS partnered with the Gwinnett Stripers through Chandley Communications to sponsor the team's Rideshare zone. Fans who use rideshare to go to and from the game would be dropped off and picked up at a specific area where GOHS logo and "Drive Sober or Get Pulled Over" messaging. The goal is to encourage fans who may have driven to the game to take a ride share when they leave or to call for someone to give them a sober ride. GOHS also received digital messaging in the outfield during the game.

- **2024 Pedestrian Safety Campaign**

*Dates: February-April*

*Budget Spent: \$250,000*

*Formats: Outdoor Billboards*

*Agency: Clear Channel Outdoor Advertising,  
Lamar Outdoor Advertising,*

With NHTSA FARS data showing a 12 percent increase in pedestrian fatalities in Georgia in a one-year span from 2021 to 2022, GOHS moved the start date for the Pedestrian Safety Education Outdoor Advertising Campaign to begin in early January 2024 and to run through the middle of March with the goal of educating Georgians to follow Georgia law and stop for pedestrians in crosswalks. Federal and state crash data shows more than 80 percent of pedestrian fatalities happen during nighttime and low-light periods of the day and the shortest days in the calendar year occur during the height of the outdoor messaging campaign. GOHS contracted with Clear Channel Outdoor Advertising and Lamar Outdoor Advertising to place pedestrian safety law education messaging in areas where crash data shows a high number of pedestrian crashes. FARS mapping showed that a number of these pedestrian fatalities occurred in low-income, socio-economic disadvantaged areas in metro Atlanta, Augusta, Macon, Savannah, and Valdosta. GOHS worked with vendor agencies to place messages on billboards and digital signage along roads where the crash mapping data showed a higher cluster of pedestrian fatalities.



*Population Reach:*

	DAILY SPOTS PER DISPLAY GUARANTEED	WEEKLY SPOTS PER DISPLAY	TOTAL SPOTS FOR THIS POP PERIOD
Spots Delivered	1,215	8,475	3,835,956
Spots Guaranteed	1,100	7,000	5,202,243
Variance	173	1,215	494,284
Variance%	16.50%	16.50%	16.51%

- **2024 Pedestrian Safety Campaign**

*Dates:* January-March      *Budget Spent:* \$250,000  
*Formats:* Outdoor Billboards      *Agency:* Outfront Media

With the crash data showing that many of the pedestrian fatality crashes were taking place in the metro Atlanta area, GOHS contracted with Outfront Media to run a 16-week campaign in area serviced by MARTA buses. Outfront Media handles all advertising and signage for billboards, posters and bus shelters owned by MARTA, which provides bus and light rail transportation in Fulton and DeKalb counties. The Outfront Media Pedestrian Safety Message project is an equity campaign aimed at bringing pedestrian law education to drivers traveling in underserved areas where many of the residents rely on walking and public transportation services as their primary means of travel.



During the 16-week campaign, GOHS ran Stop for Pedestrian in Crosswalk messages on five digital outdoor billboards, ten poster outdoor billboards, 30 bus shelters in Fulton and DeKalb Counties for a 16-week period. GOHS also received outdoor billboards located in the metro Atlanta area on multi-lane highways with crosswalks. These signs were projected to receive more than 4.1 million impressions from motorists, pedestrians, bicyclists, and other road users each week and a total of more than 67.4 million impressions for the entire campaign. GOHS believes this is a worthwhile project that brings a vital education message on Georgia’s pedestrian safety laws to areas where many of the residents walk, bike or use public transportation.

- **2024 Spring Distracted Driving Awareness Campaign**

*Dates:* April 1– 30, 2023      *Budget Spent:* \$240,000  
*Formats:* Television, Radio, Digital      *Agency:* Chandley Communications, Inc.

GOHS continued their participation with NHTSA for the National Distracted Driving Awareness Month education and enforcement campaign during April. GOHS used State of Georgia approved media buying and advertising services vendor Chandley Communications to buy \$240,000 in radio, television, and digital streaming advertising to broadcast and stream distracted driving awareness messages educating Georgians on the state’s hands-free distracted driving law device law.



Chandley Communications spent almost \$78,000 dollars for 355 :30 distracted driving awareness messages on local broadcast stations in Georgia, \$5,000 to air 3,593 :30 distracted driving awareness messages on cable television outlets in the state, \$66,000 to air 2,245 :30 distracted driving awareness messages on radio stations, and nearly \$25,000 to run :15 and :30 distracted driving

awareness messages on digital television and radio platforms OTT and Spotify. GOHS also received 5,500 bonus spots on television, cable and radio outlets during the month. The media buy resulted in GOHS messages receiving over six million impressions delivered across the state during the month-long campaign.

The purpose of this campaign was to fund an in-house, statewide comprehensive distracted driving paid media campaign designed to reduce motor vehicle crashes, injuries and fatalities caused by drivers who were distracted and to support the statewide enforcement campaign. The buy began on April 1 and ran for all 30 days of the month, including before the national Connect2Disconnect enforcement effort on April 7. The paid media campaign was also supported with content on GOHS social media pages on Facebook, Twitter, YouTube, and Instagram.

*Population Reach:*

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>PSA/Promos</b>	<b>TOTAL SPOTS</b>	<b>Impressions</b>	<b>Reach</b>
Broadcast	\$77,745	355	30	4	389	1,403,963	52%
Cable	\$45,004	3,593	4,270	0	7,872	1,137,799	47%
Radio	\$66,281	2,245	1,201	641	4,087	2,603,100	23%
Digital (OTT)	\$24,974	924,963 ordered impressions			924,963 impressions delivered		
Agency Fee	\$24,999						

The following are examples of earned media received:

1. Newnan Times: [Speeders, reckless and distracted drivers targeted this week](#)
2. The Newnan Times- Herald: [Nearly 400 citations issued in day one of local law enforcement operation](#)
3. Thomasville Times-Enterprise: [Pay attention: Stop distracted driving](#)
4. WSAV-TV Savannah: [DeLoach Foundation asks people to go to #HandsFreeforAbbie](#)
5. WGXA TV Macon: [Perry school joins forces with officials for Distracted Driving Awareness Month](#)

- **2024 Memorial Day Click It or Ticket Campaign**

*Dates:* May 15-29, 2024      *Budget Spent:* \$240,000

*Formats:* Television, Radio, Digital      *Agency:* Chandley Communications

GOHS ran its annual Memorial Day Click It or Ticket media campaign in conjunction with statewide, high-visibility enforcement from May 13-27, 2024. The campaign once again featured the 'Crystal Ball' media spot reminding drivers that mistakes are a part of human nature and that includes driving. That is why the Safe People concept under the Safe Systems approach wants all motorists to be properly restrained in the event of a crash. The CIOT paid media campaign runs during the statewide enforcement period, including the Memorial Day holiday travel weekend which began at 6:00 p.m. on Friday, May 24 and ended at 11:59 p.m. on Monday, May 27 and also included a joint earned media effort with the Georgia Department of Natural Resources. GOHS and Georgia State Patrol promoted seat belt use and DNR Game Wardens urged those on the water to click their life jackets prior to the Memorial Day holiday weekend at news conferences in Atlanta, Columbus, and Cordele.

GOHS Media Buyer Chandley Communications media plan for broadcast television, cable television, radio, and digital streaming platforms earned more than 10.34 million screen impressions during the two-week period where the spots ran. More than 8.4 million impressions were over the traditional media outlets while the streaming platforms delivered close to one million impressions.



*Population Reach:*

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>PSAs/PROMOS</b>	<b>TOTAL SPOTS</b>	<b>IMPRESSIONS</b>	<b>REACH</b>
Broadcast	\$78,272	453	27	15	496	1,440,775	31%
Cable	\$45,062	\$3,387	75		3,462	595,887	46%
Radio	\$65,052	2,259	445	52	2,756	3,324,731	19%
Digital (OTT)	9,592	355,259 impressions ordered				355,259 impressions delivered	
Digital (Spotify)	4,801	137,183 impressions ordered				137,183 impressions delivered	
Digital (Online Video)	4,979	110,651 impressions ordered				110,651 impressions delivered	

Digital (YouTube)	\$4,993	384,148 impressions ordered	384,148 impressions delivered
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The following are examples of earned media received:

1. Macon Telegraph: [https://www.macon.com/news/local/article288606500.html#storylink=mainstage\\_lead](https://www.macon.com/news/local/article288606500.html#storylink=mainstage_lead)
2. Albany Herald: [Memorial Day Safety Musts: Buckle seat belts, life jackets | News | albanyherald.com](https://www.albanyherald.com/news/2024/05/23/memorial-day-safety-musts-buckle-seat-belts-life-jackets/)
3. Fox 5 Atlanta: <https://www.fox5atlanta.com/news/memorial-day-weekend-safety-law-enforcement-work-keep-georgians-safe-water-road>
4. 11Alive Atlanta: <https://www.11alive.com/video/news/local/georgia-dnr-state-officials-emphasize-road-waterway-safety-during-memorial-day-weekend/85-21abea77-aeca-470d-bba7-259dd1e91112>
5. Atlanta News First: <https://www.atlantaneWSfirst.com/2024/05/23/georgia-law-enforcement-issues-safety-reminders-ahead-memorial-day-weekend/>
6. WJBF TV Augusta: <https://www.wjbf.com/news/boat-and-water-safety-heading-into-memorial-day-weekend/>
7. WJCL TV Savannah: <https://www.wjcl.com/article/georgia-expected-to-see-12-million-drivers-this-holiday-weekend-per-aaa/60889105>
8. WMAZ Macon: <https://www.13wmaz.com/article/sports/outdoors/georgia-officials-summer-safety-outlook-belts-and-jackets-lake-lanier/85-25e73697-492b-404e-8b5e-5811859809b8>
9. WTVM Columbus: <https://www.wtvm.com/2024/05/24/safety-tips-drivers-boaters-reduce-or-eliminate-tragedy/>
10. WALB TV Albany <https://www.walb.com/2024/05/24/georgia-dnr-encourages-safety-waterways-ahead-memorial-day-weekend/>
11. SouthGaTV Albany: <https://www.southgatv.com/belts-jackets-tour-promotes-safety-for-memorial-day-weekend/>
12. WDUN AM/FM Gainesville: <https://accesswdun.com/article/2024/5/1244361/georgia-officials-promote-belts-and-jackets-initiative-ahead-of-memorial-day-weekend>
13. WZQZ AM/FM Summerville: <https://chattooga1180.com/georgia-law-enforcement-buckle-up-wear-life-jackets/>
14. WBHF AM/FM Cartersville: <https://wbhfradio.org/buckle-seat-belts-and-life-jackets-every-time/>
15. WSB Radio: <https://www.wsbradio.com/news/local/memorial-day-travel-whether-youre-flying-or-driving-heres-what-you-need-know/BM37D2YPA5B6RP6RKM6EXCZIQI/>
16. Cordele Dispatch: <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=&cad=rja&>

[uact=8&ved=2ahUKEwjZtPDguqaGAXW\\_skDhV0KDEwQxfQBKAB6BAgQEAE&url=https%3A%2F%2Fwww.cordeledispatch.com%2F2024%2F05%2F22%2Fbelts-jackets-safety-tour-stops-at-lake-blackshear%2F&usg=AOvVaw2Nqe0vKrrqt9PGnUxT3125&opi=89978449](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=&cad=rja&uact=8&ved=2ahUKEwjZtPDguqaGAXW_skDhV0KDEwQxfQBKAB6BAgQEAE&url=https%3A%2F%2Fwww.cordeledispatch.com%2F2024%2F05%2F22%2Fbelts-jackets-safety-tour-stops-at-lake-blackshear%2F&usg=AOvVaw2Nqe0vKrrqt9PGnUxT3125&opi=89978449)

17. Discover Dade:

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=&cad=rja&uact=8&ved=2ahUKEwjZtPDguqaGAXW\\_skDhV0KDEwQxfQBKAB6BAgREAE&url=https%3A%2F%2Fwww.discoverdade.com%2Flocal%2Fbuckle-seat-belts-and-life-jackets-every-time%2F&usg=AOvVaw3CSe8-MNbkrMkWjmTE7c\\_G&opi=89978449](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=newssearch&cd=&cad=rja&uact=8&ved=2ahUKEwjZtPDguqaGAXW_skDhV0KDEwQxfQBKAB6BAgREAE&url=https%3A%2F%2Fwww.discoverdade.com%2Flocal%2Fbuckle-seat-belts-and-life-jackets-every-time%2F&usg=AOvVaw3CSe8-MNbkrMkWjmTE7c_G&opi=89978449)



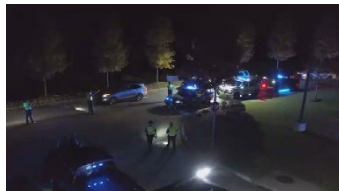
- **2024 July 4th Operation Zero Tolerance/Drive Sober Campaign**

*Dates:* June 25-July 7 *Budget Spent:* \$220,000

*Formats:* Television, Radio, Internet *Agency:* Chandley Communications

GOHS supported the annual July 4<sup>th</sup> Drive Sober or Get Pulled Over statewide impaired driving enforcement and education campaign with a statewide radio, television, and streaming digital buy. GOHS ran the “Toughest Job in Law Enforcement” radio and television spot, which highlights the need for the public to avoid a DUI arrest by arranging in advance for a ride with a sober driver when alcohol is part of the plans. The July 4<sup>th</sup> holiday is a time when many take off for a summer vacation and the Paid Media plan wanted to make sure the message to never drink and drive was delivered before many trips began on the weekend before the holiday.

The media plan implemented by Chandley Communications earned more than 8.7 million impressions across the state. More than 6.58 million of those impressions came from spots airing on broadcast, cable, and radio outlets in Georgia. The July 4<sup>th</sup> Drive Sober or Get Pulled Over campaign also earned another 600,000 impressions running video and audio messaging streaming platforms for video and radio for a total cost of slightly more than \$25,000. GOHS and Chandley will look to continue to expand the reach of Impaired Driving Safety messages through other streaming platforms where geofencing data shows the message will reach the target audience of males 18-34 years of age.



*Population Reach:*

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>PSAS/ PROMOS</b>	<b>TOTAL SPOTS</b>	<b>IMPRESSIONS</b>	<b>REACH</b>
Broadcast	\$78,365	418	75	0	493	3,733,864	41%
Cable	\$43,795	2,597	81	0	2,534	1,377,339	56%
Radio	\$65,101	2205	633	27	2,865	2,564,929	44%
Digital (OTT)	\$10,000	370,370 impressions ordered	500 impressions			370,870 impressions delivered	
Digital (Spotify)	\$5,000	142,857 impressions ordered	12,000 impressions			154,857 impressions delivered	
Digital (Online video)	\$5,000	111,111 impressions ordered	155 impressions			111,266 impressions delivered	
Digital (YouTube)	\$5,000	384,615 impressions ordered	19,230 impressions			403,845 impressions delivered	

The following are examples of earned media received:

1. All On Georgia: [Georgia DPS Urges Motorists to Drive Safely this Independence Day Holiday Weekend](#)
2. WALB: [Georgia State Patrol, Motor Carrier Compliance Division urging drivers to safely celebrate Fourth of July holiday](#)

- **2023-204 High School Football Occupant Protection Campaign**

*Dates:*    *October-December 2023,*      *Budget Spent:*      *\$130,000.00*  
               *August -September 2024*

*Formats:* Television, Radio      *Agency:* WSST-TV, GACA Radio, SCORE Atlanta

The Governor's Office of Highway Safety spent \$128,000 to air Occupant Protection messages during live television broadcasts in metro Atlanta, radio broadcasts of high school football in northeast Georgia, and television broadcasts in middle and South Georgia. These two markets are rural areas, and the crash data shows a higher proportion of fatal crashes and fatal crashes of unrestrained motorists in rural areas of the state. GOHS spent \$110,000 to air 155:30-second teen OP safety messages during the SCORE Atlanta Game of the Week for 12 regular season games, 4 playoff games, and 11 games in the Corky Kell Kickoff Classic. GOHS also received 20:30-second teen OP messages with our sponsorship of the Great Atlanta Bash, which featured games involving teams in the city of Atlanta and surrounding counties. GOHS received :30-second seat belt safety messages to air during the pre-game, game, and postgame shows on Georgia-Carolina Radiocasting radio stations in Lavonia, Toccoa, and Clayton. GOHS also received messages to air during the week over a four-month period. GOHS paid \$2000 per station for the season for the campaign. GOHS also spent \$12,000 to air seat belt awareness messages during WSST-TV coverage of high school football games in middle and South Georgia. Over the 12-week regular season, GOHS received two 30-second spots in each game aired on WSST-TV in Cordele. WSST-TV selects pivotal matchups in an area where fans love to watch high school football. On both radio and television, GOHS aired the "Missed Lifetime Memories" spot that highlights a teen driver realizing what she can miss on life if she is killed in crash because she is not wearing a seat belt.



- **2024 Labor Day Operation Zero Tolerance/Drive Sober Campaign**

**Dates:** August 19 - September 2      **Budget Spent:** \$220,000.00

**Formats:** Television, Radio, Internet      **Agency:** Chandley Communications

GOHS supports the “Hands Across the Border” Impaired Driving Statewide Enforcement campaign with a 15-day television, radio, and streaming service paid media campaign. “Hands Across the Border” is a week-long enforcement campaign that sees Georgia law enforcement partner with neighboring states conduct sobriety road checks over a five-day period heading into the Labor Day Holiday travel weekend. Chandley Communications planned and executed the buy on behalf of GOHS. GOHS unveiled a new impaired driving spot from Ross Chastain who asks everyone to “Protect Their Melon” by never choosing to drive when under the influence of alcohol, drugs or a mixture of both substances.



Chandley Communications assembled and executed the two-week campaign that relied on broadcast television, cable television, radio, and video and audio streaming platforms. Chandley's post-buy report shows their buy earned more than 7.2 million screen impressions and the broadcast, cable, and radio campaigns had a reach of more than 65% in all three platforms combined.

**Population Reach:**

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>TOTAL SPOTS</b>	<b>IMPRESSIONS</b>	<b>REACH</b>
Broadcast TV	\$64,705	261	66	327	3,071,802	49%
Cable	\$41,820	2,723	178	2,901	1,272,000	57%
Radio	\$63,242	2,034	1,116	3,150	2,396,142	49%
Digital (CTV/OTT)	\$7,296	n/a	n/a	n/a	293,557	n/a
Digital (Audio)	\$4,000	n/a	n/a	n/a	105,264	
Digital (Online Video)	\$3,960	n/a	n/a	n/a	87,947	
Digital (YouTube)	\$4,000	n/a	n/a	n/a	313,561	

The following are examples of earned media received:

1. [‘Hands Across the Border’ initiative targets drunk driving this holiday weekend \(wtvm.com\)](https://www.wtvm.com)
2. [Hartwell hosts Hands Across the Border | Hartwell Sun, Hartwell, Georgia \(thehartwellsun.com\)](https://thehartwellsun.com)
3. [Georgia, South Carolina Law Enforcement Gather in Hartwell for Hands Across the Border - 92.1 WLHR \(921wlhr.com\)](https://92.1wlhr.com)
4. [Hands Across the Border Campaign kicks off in Columbus \(wrbl.com\)](https://www.wrbl.com)

5. [https://www.albanyherald.com/news/drivers-in-the-southeast-warned-drive-sober-or-risk-being-pulled-over/article\\_fc833aa6-60a2-11ef-9a59-8fe99717249c.html](https://www.albanyherald.com/news/drivers-in-the-southeast-warned-drive-sober-or-risk-being-pulled-over/article_fc833aa6-60a2-11ef-9a59-8fe99717249c.html)
6. [Five states participating in Hands Across the Border - TheTrucker.com](#)
7. [‘Hands Across the Border’ campaign targets drunk and drugged driving ahead of Labor Day weekend – Action News Jax](#)
8. [‘Hands Across the Border’ campaign targets drunk and drugged driving ahead of Labor Day weekend \(yahoo.com\)](#)

- **2023-2024 College Football Impaired Driving Prevention**

<i>Dates:</i>	<i>October-December 2023; January, September 2024</i>	<i>Budget</i>	<i>\$285,000</i>
		<i>Spent:</i>	
<i>Formats:</i>	<i>Radio/Outdoor Signage</i>	<i>Agency:</i>	<i>Learfield IMG College/Legends</i>



With the University of Georgia and The Georgia Institute of Technology (Georgia Tech) now selling alcoholic beverages at athletic events including their respective football stadiums, GOHS continues to contract with

Learfield Communications (University of Georgia) and Legends Broadcasting (Georgia Tech) to air impaired driving prevention messages on radio broadcasts of certain athletic events and at the athletic facilities. GOHS spent \$185,000 to air impaired driving prevention messages before, during and after football games for the two-time College Football National Champion Georgia Bulldogs, including sponsorship and billboards for the post-game show and coach interview. A :30 second message was also displayed on the large stadium scoreboard at the end of the third quarter of every home game. The intent of this project was to remind fans who may have been consuming alcoholic beverages during the game to make sure they do not drive after drinking. GOHS also contracted with Legends Broadcasting to spend \$100,000 to air impaired driving prevention messages on radio broadcasts and at the football, basketball, baseball, and softball facilities. The intent of this project was to remind fans in the arenas and wherever they are listening to the game to never drink and drive.

- **2024 Spring Motorcycle Safety Campaign**

*Dates:* February-March 2024      *Budget Spent:* \$130,000

*Formats:* Television      *Agency:* Chandley Communications

With crash data showing a big spike in fatality crashes involving motorcycle operators and riders in Georgia from February to March each year, GOHS partnered with Chandley Communications to purchase television time to run “Look Twice, Save A Life” messages in Atlanta, Macon, and Savannah markets. With the weather in Georgia beginning to warm in March, many motorcyclists return to the road and the intent of the project is to remind drivers to be looking out for motorcyclists when drivers are turning, pulling out into an intersection, or changing lanes. Though the budget was small, GOHS focused on a select number of television stations with large audiences to run a :30 message to educate drivers to look again before pulling onto the road, turning, or changing lanes. The campaign used a spot produced at no cost by the Georgia Association of Broadcasters and ran for approximately five weeks and Chandley Communications reports the six-week campaign delivered more than 2.75 million impressions across the state.



*Population Reach:*

	<b>COST</b>	<b>PAID SPOTS</b>	<b>BONUS SPOTS</b>	<b>PSA/PROMOS</b>	<b>TOTAL SPOTS</b>
Broadcast	\$88,120	281	65	0	346
Cable	\$25,092	1,385	154		1,539
Streaming	\$20,000.00	n/a	n/a/		571,000 screen impressions

- **2024 Fall Pedestrian Safety Education Campaign**

*Dates:* September 2023 *Budget Spent:* \$84,000

*Formats:* Television *Agency:* Chandley Communications

With crash data showing that almost 20 percent of pedestrian fatalities in Georgia occurring on the interstate, GOHS and GDOT worked together to try to develop a message to help prevent these crashes. The preliminary data suggest that an overwhelming majority of these pedestrian fatalities on interstates were people who had a mechanical or equipment issue in their vehicle or had



been involved in a crash and had gotten out of their vehicle. GOHS and GDOT partnered with the Georgia Association of Broadcasters to produce a :30 pedestrian safety education message reminding everyone that Georgia law prohibits pedestrians on interstate highways and to call GDOT's 5-1-1 system for a HERO or CHAMP unit to come and assist. The message also encouraged people to remain in their vehicle until a first responder arrived on scene unless they believed it was not safe to do so. GOHS Media Buyer Chandley Communications purchased airtime on select television stations in Atlanta, Macon/Middle Georgia, Augusta, and Savannah where crash data shows most of the interstate pedestrian deaths have occurred in Georgia in the last five years. The campaign began prior to October's National Pedestrian Safety running for three weeks in the month of September when daylight hours began to decrease. Crash data shows more than 80% of pedestrian deaths in Georgia over the last five years happen during nighttime or low-light hours.

*Population Reach:*

	COST	PAID SPOTS	IMPRESSIONS	REACH
Cable	\$65,105.49	1,729	1,931,823	67%



- **2024 Protect Your Melon OP Rural Road Safety**

*Dates:* February/September 2024

*Budget Spent:* \$185,000.00

*Formats:* Television/In-person

*Agency:* Spire Sports Plus

With crash data showing a higher proportion of unrestrained passenger vehicle fatalities occurring in rural areas in the state, GOHS continue to partner with NASCAR driver Ross Chastain and his “Protect Your Melon” Occupant Protection program to promote seat belt use. Stock car racing is very popular with persons living in rural areas in the United States and Chastain is one of the most popular drivers on the NASCAR circuit. Even before becoming a nationally known race car driver, Chastain has been working to promote highway safety and seat belt use around the nation. The Protect Your Melon campaign in 2024 included personal appearances in Jonesboro in February and at Southern Crescent Regional Technical College in Griffin in September. Ross Chastain also recorded Occupant Protection messages promoting seat belt use that will air during GOHS campaigns for the next three to five years.



- **2024 Alliance Highway Safety “Protect Your Melon” Highway Safety Education**

*Dates:* January 19-20, February 24-25, September 7-8

*Budget Spent:* \$50,000

*Formats:* Billboards

*Agency:* Alliance Sport Management

With popular NASCAR driver Ross Chastain drawing thousands of fans to the GOHS Atlanta Motor Speedway during both NASCAR race weekends in 2023, GOHS contracted with Alliance Sport Management to engage race fans at AMS and for the January “Protect Your Melon” Speedfest held in January at Cordele Motor Speedway. As part of the GOHS Rural Road Safety campaign, GOHS believes it is important to interact in-person with this demographic to not only raise awareness on the importance of wearing seat belts but also why many rural residents choose not to wear a seat belt. The Cordele race attracts big crowds to watch top regional drivers compete including Ross Chastain. The Alliance booth features Virtual Reality driving simulators, seat belt challenges, drunk goggles and driving surveys. The Alliance post-race report for Cordele showed the event had 23,600 impressions for both days with almost one-thousand fans attending during the weekend. At Atlanta Motor Speedway, the GOHS/Alliance fan booth made more than 44,000 impressions with more than 120,000 fans turning out at the track for the two-day race weekend. In September, the Alliance report showed more than 12,000 impressions each day for the two-day race weekend with the total attendance at 60,000 fans.





- **2024 Airport Hands Free Law Education Program**

*Dates:*            *October 2023 – September 2024*

*Budget Spent:*    *\$192,000*

*Formats:*        *Billboards*

*Agency:*            *Clear Channel Airport*

Atlanta's Hartsfield-Jackson International Airport is one of the world's busiest with more than 93 million people flying into the facility in 2024. While about a third of those passengers are connecting to other flights, a good number of these arrivals are out-of-state and international visitors who need to Georgia traffic safety laws if they are planning to drive during their stay. GOHS contracted with Clear Channel Outdoor Advertising to place four (4) signs at the entrance and exits of the Airport Rental Car Center to educate visitors that Georgia prohibits drivers from holding a phone or supporting one with their body while on the road. According to Hartsfield-Jackson International Airport, more than 6.9 million people rented or returned rental cars at the rental car center in 2024.



## Social Media Addendum

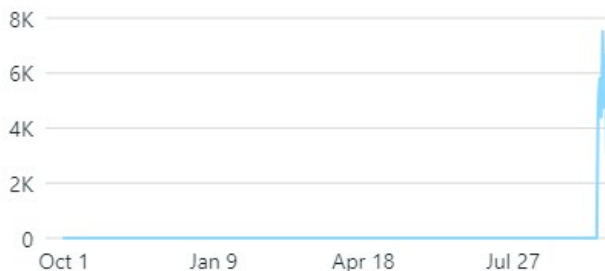
GOHS supplements all paid and earned media campaigns with posts on social media and daily posts average 2-3 per day, per platform. Facebook, Twitter, and Instagram are the main networks utilized, with YouTube providing a platform to post PSA's and commercials. For FFY2024, GOHS' social media presence was as follows:

**Oct. 1, 2023 – Sep. 30, 2024** Social Media Addendum (FFY 2024)

### Facebook

Views ⓘ

43.5K



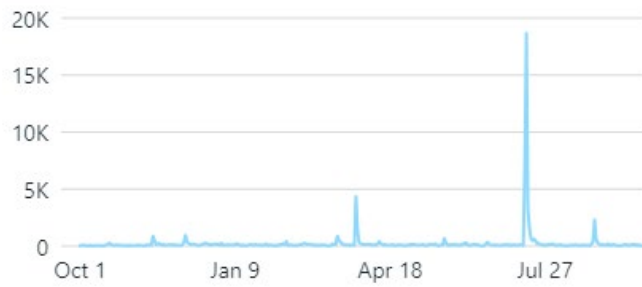
Reach ⓘ

2M ↑ 395.3%



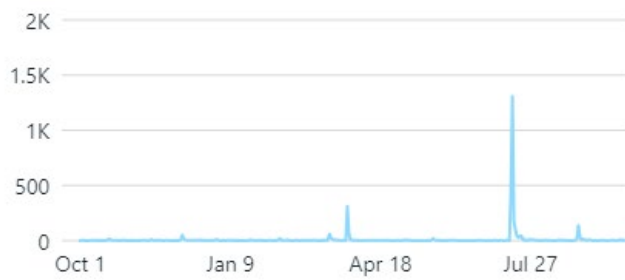
### Visits ●

84.4K ↑ 284.8%

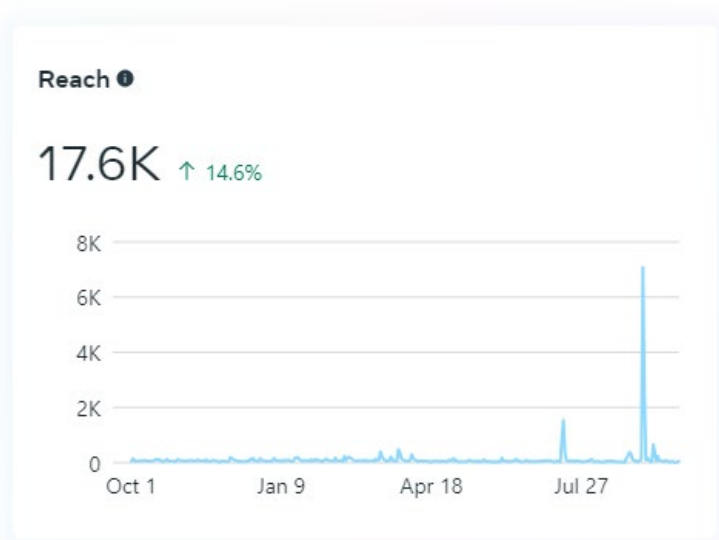
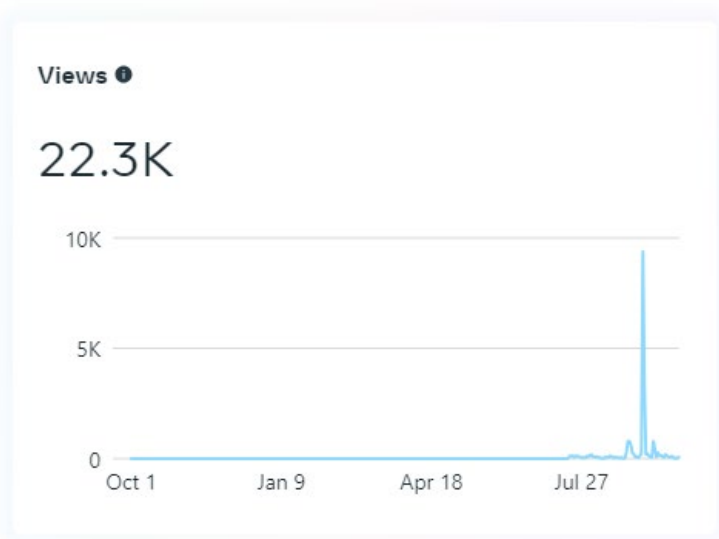


### Follows ●

3.9K ↑ 238.5%

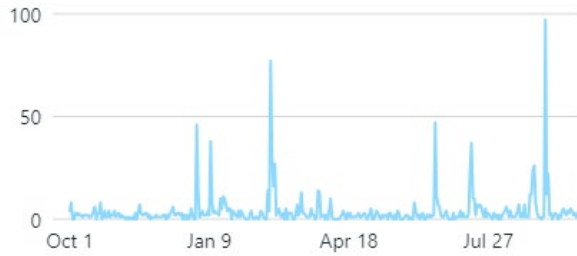


Instagram



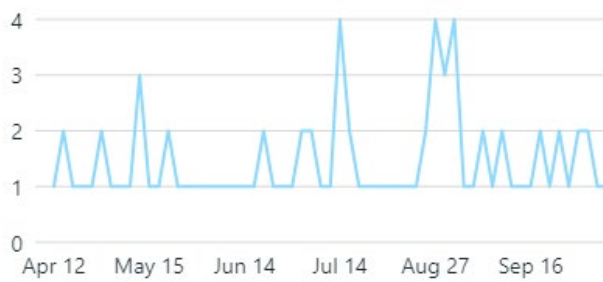
### Visits ●

1.4K ↑ 26.5%



### Follows ●

86



### • Twitter

MONTH	NEW FOLLOWERS	MONTH	NEW FOLLOWERS
October 2023	16	April 2024	17
November 2023	11	May 2024	0
December 2023	0	June 2024	4
January 2024	0	July 2024	10
February 2024	6	August 2024	8
March 2024	3	September 2024	4

## Instagram

MONTH	ACCOUNT ENGAGEMENT	ACCOUNTS REACHED	FOLLOWERS
October 2023	75	831	1450
November 2023	51	642	1449
December 2023	100	658	1456
January 2024	165	685	1460
February 2024	205	781	1470
March 2024	99	1.2k	1475
April 2024	51	746	1492
May 2024	47	499	1479
June 2024	144	627	1483
July 2024	148	2.6k	1485
August 2024	145	1.2k	1497
September 2024	191	11.3k	1505

## Online Store

The Governor's Office of Highway Safety resource for providing educational highway safety materials for law enforcement agencies and other highway safety advocates to distribute to the public in their local communities moved under the direction of the Communications Division during the 2024 Federal Fiscal Year. Anyone is able to go to the [gahighwaysafety.org](http://gahighwaysafety.org) website to order their materials, which are printed by Georgia Industries for the Blind.

### Online Brochure Report (Oct 1, 2023 – Sept. 30, 2024)

Child Passenger Safety Law	39,490
Hands-free Georgia Act	27,854
Move Over Law Fact Card	22,654
Super Speeder Law Fact Card	12,702
Be a Part of the Solution	12,305
What Georgia Drivers Must Know About Pedestrians	12,003
Click It or Ticket Fact Card	11,577
Bicycle Safety	10,201
Child Passenger Safety Law (Spanish)	10,109
Buckle Up in Your Truck	8554
Science of a Car Crash Bookmark	7,250

**Items Printed: 300,000**

## Funded Projects

The tables below show the grantee details for funded projects within Communications (Paid Media) program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 PM-097
Project Title:	402PM: Paid Media	Funding Source:	402 PM (2024)
<i>Funded Amount:</i>	<i>\$1,016,646.00</i>	<i>Total Expended:</i>	<i>\$984,407.76</i>
Project Description:	To fund GOHS staff and activities, including a statewide comprehensive occupant protection paid media campaign designed to reduce related motor vehicle crash injuries and eliminate serious injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-405D M6X-099
Project Title:	405d M6X Impaired Driving Low	Funding Source:	405d M6X
<i>Funded Amount:</i>	<i>\$1,510,500.00</i>	<i>Total Expended:</i>	<i>\$1,443,588.30</i>
Project Description:	To fund a statewide comprehensive impaired driving paid media campaign activities and DUI court training designed to reduce alcohol-related crashes, injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-FAST 405H-102
Project Title:	405h Pedestrian and Bicycle Safety	Funding Source:	405H FHX (2024)
<i>Funded Amount:</i>	<i>\$600,000.00</i>	<i>Total Expended:</i>	<i>\$597,529.33</i>
Project Description:	To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities involving non-motorized road users.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		



Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-BIL 405e B8APE-155
Project Title:	405e Paid Media Distracted Driving	Funding Source:	405B M1*DD (2024), BIL 405e B8APE (2024)
<i>Funded Amount:</i>	<i>\$860,000.00</i>	<i>Total Expended:</i>	<i>\$629,299.65</i>
Project Description:	To purchase radio, television, and outdoor advertising to prevent distracted driving and promote compliance with Georgia's hands-free law.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2a, C-2b, C-3, C-9, SHSP-2		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-405d FDL*OP-098
Project Title:	405b: Occupant Protection	Funding Source:	405B M1*CP (2024),405B M1*CP (2024),405d FDL*OP (2024)
<i>Funded Amount:</i>	<i>\$1,755,000.00</i>	<i>Total Expended:</i>	<i>\$1,561,928.78</i>
Project Description:	To fund in-house GOHS statewide comprehensive occupant protection paid media campaign activities designed to reduce related motor vehicle crashes and eliminate serious injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		

Grantee:	GAGOHS – Grantee	Grant Number:	GA-2024-405F M11X-101
Project Title:	405 (f) Motorcycle Safety	Funding Source:	405F M11X (2024)
<i>Funded Amount:</i>	<i>\$147,019.56</i>	<i>Total Expended:</i>	<i>\$145,726.41</i>
Project Description:	To fund activities for statewide comprehensive safety programs designed to enhance driver awareness of motorcyclists.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-7, C-8		

Grantee:	Early Care and Learning, Georgia Department		Grant Number:	GA-2024-402 UNATTD-183
Project Title:	LOOK AGAIN!		Funding Source:	402 UNATTD (2024)
<i>Funded Amount:</i>	\$30,000.00		<i>Total Expended:</i>	\$30,000.00
Activities Planned:	1	Activities Completed (Percent of Planned Activities Completed):	1* (100%)	People Reached: 27,349,000
Project Description:	The Georgia Department of Early Care and Learning is looking to enhance its annual LOOK AGAIN campaign. LOOK AGAIN calls for families and caregivers of children to have a heightened awareness of the dangers of leaving children unattended in vehicles and preventing pediatric vehicular heatstroke.			
Summary of Activities:	DECAL did a 3-month statewide radio and tv buy for spots dedicated to LOOK AGAIN and the prevention of pediatric vehicular heatstroke from leaving children alone in vehicles. Messages aired in May, June, and July via Focus Advertising. DECAL also made a statewide buy for billboards to reach drivers on the highway. Signs and stickers were purchased for childcare facilities and others transporting children in their vehicles. The LOOK AGAIN campaign was also featured in a story on WSB Radio. Per grantee and planner: all milestones and activities were met, timeline was altered due to grant award in Jan. Correct total 1/1 activities completed (GMS has 0/1).			
State Targets:	Other Goal: Other To implement an education program to eliminate deaths of people left in unattended vehicles.			
GOHS Objectives:	Other: To implement an education program to eliminate deaths of people left in unattended vehicles			



## 6.3 DISTRACTED DRIVING

### Highlights

The Distracted Driving program area includes internal communication (paid media) grants that are responsible for increasing public awareness of the Georgia Hands-Free Law and the dangers of distracted driving. In FY2024, GOHS funded [one \(1\) project](#) within this program area with expenditures of [\\$629,299.65](#).



GOHS funded two radio/television/streaming-internet paid media campaigns that ran during NHTSA's April 2024 Distracted Driving Awareness education and enforcement campaigns. GOHS selected the proposal from State of Georgia approved Media Buying & Advertising Services vendor Chandley Communications to buy \$240,000.00 of television, radio, video digital, and audio digital streaming during the month of April. The second campaign was a \$16,000.00 buy with the Georgia Association of Broadcasters (GAB) to run hands-free law education messages on GAB member television and radio stations in Georgia during the month of April. The paid media campaign and earned media event in northwest Georgia were used to support the statewide enforcement campaign of the state's Hands-Free Law April 1-8, including the national "Connect2Disconnect" day.

With Georgia now eligible to receive 405e funding under the Bipartisan Infrastructure Law (BIL) in FY 2024, GOHS made the decision to return the GPB Sports High School Football Education program back to distracted driving during the 2024 high school football season. The GPB 'HeadsUPGeorgia' campaign featured weekly segments on the types and dangers of distracted driving including visual, manual, cognitive and the one that everyone knows, smartphones. The campaign also included personal testimonials from those who were in a crash caused by a distracted driver or had a family member or friend killed or injured in a crash. The campaign for FY 2024 covered the months of August and September at a cost of \$80,000.00

GOHS continued the Hands-free law education project for those visiting the state. GOHS contracted with Clear Channel Outdoor (CCO) Advertising to place four (4) messages at the Rental Car Pickup Center at Hartsfield-Jackson International Airport. Most of these visitors are from out-of-state and need

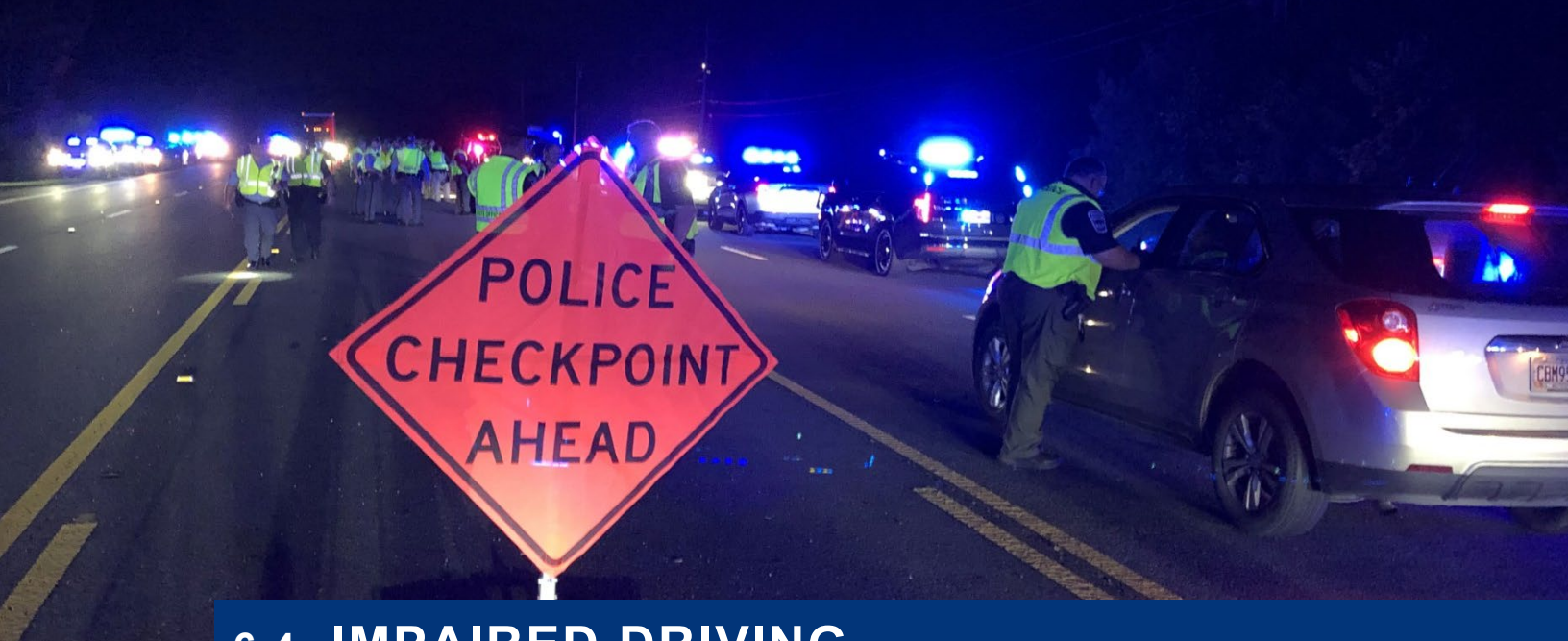
to be aware of Georgia's distracted driving law since the law varies from state to state. Hartsfield-Jackson International Airport is ranked as the world's busiest airport, with 110 million travelers flying in and out of Atlanta each year, and Atlanta is the destination of approximately 65% of passengers flying into Hartsfield-Jackson. The total spent on this project in FFY in FFY 2024 was \$192,000.00.

As part of a Rural Road Safety initiative, GOHS partnered with Atlanta Motor Speedway to spend \$100,000 to place Hands-Free law signs around the track including the Infield Tunnel entrance for fans and on designated exits from racetrack parking lots. Atlanta Motor Speedway hosted NASCAR events in February 2024 and September 2024, and the races drew more than 150,000 fans on both weekends. In addition, AMS hosts weekly summer racing series, graduations, and other events that bring thousands to the facility each year.

In addition to the spring statewide paid media campaign, GOHS also spent \$16,000 to air hand-free law compliance radio and television messages on stations who are members of the Georgia Association of Broadcasters. GOHS received 2,700 hands-free messages on GAB member radio and television stations throughout the state during the month of April. The value of the spots received is estimated at more than \$240,000.00.

## **Funded Projects**

See funded projects in "Section 6.2 Communications (Media)" for funded projects within the Distracted Driving program area.



## 6.4 IMPAIRED DRIVING

### Highlights

The Impaired Driving program area includes grants that provide education, training, resources, and high-visibility enforcement to reduce the number of alcohol-related and drug-related crashes, injuries, and fatalities on Georgia roadways. In FY2024, GOHS funded [ten \(10\) projects](#) and expended a total of [\\$4,565,271.25](#) within this program area in addition to paid media efforts. The funded projects under this program area are:

- Mothers Against Drunk Driving Georgia (2 projects)
- Georgia Department of Driver Services - Alcohol and Drug Awareness Program
- Georgia Public Safety Training Center - Impaired Driving Training Programs
- Georgia State Patrol – HEAT/Nighthawks DUI Task Force
- Dekalb County PD HEAT
- Prosecuting Attorneys Council - Traffic Safety Adjudication Program
- GAGOHS – Grantee (2 projects)
- Cobb County PD HEAT

Some notable accomplishments within the Impaired Driving program area during FY2024 include: 940 law enforcement officers received training in impaired driver detection.

- 51 trained as Drug Recognition Experts
- 63 recertified as Drug Recognition Experts
- 472 trained in Standardized Field Sobriety Testing
- 255 trained in Advanced Roadside Impaired Driving Enforcement
- 99 trained in Phlebotomy

The Mothers Against Drunk Driving (MADD Georgia) held its law enforcement recognition banquet in June, at which 1,022 law enforcement officers were recognized for their efforts to combat impaired driving. Officers from across the state received a total of 62 crystal award trophies (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place), 480 certificates, 455 DUI award pins, and 25 DRE award pins. 2024 was the first year MADD Georgia awarded 2<sup>nd</sup> and 3<sup>rd</sup> place in the statewide awards.

The Prosecuting Attorneys Council highlights include the following -

- Nine, 2-day Joint Law Enforcement/ Prosecutor DUI Training Courses to 99 law enforcement officers and 81 prosecutors.
- Three, 1-day training courses for prosecutors called *ARIDE (Advance Roadside Impaired Driving Enforcement): A Guide for Prosecutors* courses. A total of 58 prosecutors attended
- Expert Witness training – Presented two times during the year, training a total of 41 prosecutors and law enforcement officers.
- *Stop to State Court* – Presented one time to 15 law enforcement and 15 prosecutors
- *Prosecuting the Drugged Driver* – Presented one time to 24 law enforcement and 31 prosecutors

## Funded Projects

The tables below show the grantee details for funded projects within the Impaired Driving program area.

Grantee:	GAGOHS- Grantee	Grant Number:	GA-2024-402 AL-179
Project Title:	402AL Impaired Driving	Funding Source:	402 AL (2024)
<i>Funded Amount:</i>	<i>\$117,394.47</i>	<i>Total Expended:</i>	<i>\$108,323.49</i>
Project Description:	402AL Impaired Driving		
Summary of Activities:	Funded staff salary and activities for events focused impaired driving.		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		

Grantee:	Cobb Co Board of Commissioners - Police Dept.		Grant Number:	GA-2024-405D M6X-020	
Project Title:	H.E.A.T. Cobb County Police Department		Funding Source:	405D M6X (2024)	
Funded Amount:	\$37,895.04	Total Expended:	\$32,181.16	Activity Hours:	4897
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5 (83%)	People Reached: 527	
Project Description:	This project is to continue to combat impaired driving in Cobb County in order to improve highway safety, through the H.E.A.T. Unit.				
Summary of Activities:	All goals met or exceeded except participation in 3 Thunder deployments (2 were canceled due to weather). Cobb Co. HEAT participated in 52 educational events, made 384 arrests for DUI (out of a total of 761 suspected DUI contacts), participated in 9 TEN events, and the Governor's challenge.				
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9				
GOHS Objectives	1.1, 6.1, 7.2				



Grantee:	DeKalb County Police Department		Grant Number:	GA-2024-405D M6X-126	
Project Title:	DeKalb County Police Department DUI Task Force		Funding Source:	405D M6X (2024),405D M6X (2024)	
Funded Amount:	\$261,750.34	Total Expended:	\$180,557.00	Activity Hours:	1691.5
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	3* (50%)	People Reached:	3610
Project Description:	This project seeks to reduce impaired related traffic crashes, injuries and related fatalities on the roadways of DeKalb County.				
Summary of Activities:	The DUI Task Force initiated 394 DUI contacts, conducted 10 educational events, participated in 9 GOHS/NHTSA mobilizations and 10 TEN meetings and initiatives, and participated in the Governor’s Challenge, garnering first place in its category. Per grantee, Governor’s Challenge goal was met; correct total 3/6 activities completed (GMS has 2/6).				
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9				
GOHS Objectives:	1.1, 6.1, 7.2				

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2024-405D FDL*AL-070
Project Title:	Alcohol and Drug Awareness Program	Funding Source:	405D FDL*AL (2024)
Funded Amount:	\$61,196.78	Total Expended:	\$32,640.01
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%) People Reached: 1000
Project Description:	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle		
Summary of Activities:	ADAP surveyed instructors, tracked and reported ADAP (23,659) and eADAP (43,357) completion, issued 3 quarterly newsletters, conducted a focus group of instructors, trained 68 instructors/administrators, and acquired a count of incoming high school freshmen in the state (149,967).		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		
GOHS Objectives:	1.2		

Grantee:	Mothers Against Drunk Driving - Georgia	Grant Number:	GA-2024-405D M6X-026
Project Title:	Mothers Against Drunk Driving Georgia	Funding Source:	405D M6X (2024)
<i>Funded Amount:</i>	<i>\$144,440.04</i>	<i>Total Expended:</i>	<i>\$96,321.12</i>
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	2* (50%) People Reached: 52,279
Project Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes and prevent underage drinking. We do this through the support of law enforcement agencies; participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over and serving as a member of the state's Impaired Driving Task Force.		
Summary of Activities:	MADD participated in 23 Traffic Enforcement Network meetings, including 15 of the 16 TENs; 10 media mobilization campaigns; 4 Hands Across the Border events; presented the 20th Anniversary Golden Shield Awards; and monitored 1 live court case in Chatham County. Per grantee, Golden Shield goal was met but recorded incorrectly. Correct total 2/4 activities completed (GMS has 1 of 4).		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		
GOHS Objectives:	1.3, 6.1		

Grantee:	Mothers Against Drunk Driving - Georgia	Grant Number:	GA-2024-405D FDL*AL-042
Project Title:	Mothers Against Drunk Driving Georgia	Funding Source:	405D FDL*AL (2024)
<i>Funded Amount:</i>	<i>\$105,702.22</i>	<i>Total Expended:</i>	<i>\$55,989.81</i>
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	2 (22%) People Reached: 297,787
Project Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes and prevent underage drinking. y do this through community activations, delivering MADD's signature Power of Me, Power of You(th), and Power of Parents programs.		
Summary of Activities:	MADD Georgia held 9 in-person exhibits, including a Teen Maze in Effingham County that reached over 300 students and a Ghost Out at Appalachian High school. They reached 26 parents with POP workshops and 815 students with Power of You(th); attended 5 Impaired Driving Task Team meetings, 3 Distracted Driving Task Team meetings, 3 Young Adult Driver Task Team meetings, 1 Pedestrian Task Team meeting, 1 Vulnerable Road User Task Team meeting, and the GOHS Impaired Driving Task Team Leadership Summit. The grant reached 3,334 participants via 18 community events and participated in 17 meetings with partner organizations. One college event reached 34 participants. The new "To Get There" media campaign was presented at Click It Or Ticket events in Savannah and Macon, a GOHS press event in Columbus which was covered by local media, and social media campaigns in November and December.		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		
GOHS Objectives:	1.1, 1.2		

Grantee:	Prosecuting Attorney's Council	Grant Number:	GA-2024-405D M6X-025
Project Title:	Traffic Safety Adjudication Program	Funding Source:	405D M6X (2024)
<i>Funded Amount:</i>	<i>\$555,602.00</i>	<i>Total Expended:</i>	<i>\$509,080.59</i>
Activities Planned:	19	Activities Completed (Percent of Planned Activities Completed):	17 (89%) People Reached: 97,643
Project Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.		
Summary of Activities:	PAC presented 9 two-day Joint LE/Prosecutor DUI Training Courses (99 LEO registrants, 81 prosecutors); 3 ARIDE for Prosecutors courses (58 prosecutors); 2 Expert Witness trainings (41 attendees); 1 From Stop to State Court training (15 LEOs, 15 prosecutors); 5 webinars with a total of over 700 attendees; 1 Intoxilyzer 9000 training for prosecutors (7 registrants); offered guidance and solicited advice and information via the TSRP forum and listserv; offered 6 presentations to a variety of conferences and summits and 9 trainings at GPSTC; attended all scheduled SHSP and TRCC Executive Committee meetings and 6 TEN meetings; presented 1 Prosecuting the Drugged Driver course to 31 prosecutors and 24 LEOs; presented a 5-hour block of training at the PAC Summer Conference (approximately 200 attendees); responded to telephone inquiries from prosecutors and LEOS, and offered case review on request; presented information on the DRE program at various trainings; and distributed PAC, GOHS, NHTSA and NDAA traffic safety publications at in-person events.		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		
GOHS Objectives:	1.1, 1.3, 6.1, 7.2		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2024-405D M6X-014
Project Title:	Impaired Driving Training Programs/SFST & DRE	Funding Source:	405D M6X (2024)
<i>Funded Amount:</i>	<i>\$747,216.53</i>	<i>Total Expended:</i>	<i>\$665,471.84</i>
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	6 (60%) People Reached: 0
Project Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.		
Summary of Activities:	GPSTC provided DUI/SFST instructor updates to 7 instructors and DRE training to 35 LEOs; reported DRE evaluations monthly; conducted Basic DUI/SFST for 395 students, DUI/SFST instructor training for 33 students, DRE recertification for 63 students, DUI Case Preparation & Courtroom Presentation for 16 students, ARIDE for 255 students, DUI/SFST Update training for 21 students, and Phlebotomy training for 99 students.		
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9		
GOHS Objectives:	1.1, 1.3, 6.1		

Grantee:	Public Safety, Georgia Department of		Grant Number:	GA-2024-405D M6X-087	
Project Title:	HEAT/Nighthawk DUI Task Force-North/South		Funding Source:	405D M6X (2024)	
Funded Amount:	\$2,174,487.36	Total Expended:	\$1,441,117.93	Activity Hours:	17,791.50
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	9 (82%)	People Reached: 26,856	
Project Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.				
Summary of Activities:	The Atlanta Nighthawks initiated 4052 DUI contacts; the Savannah Nighthawks initiated 3648 DUI contacts; both units together offered 14 educational events to the public and participated in all GOHS/NHTSA highway safety campaigns and attended multiple TEN meetings throughout the year. The ALS attorney provided assistance to troopers throughout the year, maintained and updated DUI case law research files, filed motions in approximately 1560 cases, and provided representation at approximately 985 hearings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-9				
GOHS Objectives:	1.1, 1.3, 6.1, 7.1, 7.2				

*\*For information on 405d in-house media projects – please see the Communication section.*



## 6.5 MOTORCYCLE SAFETY

### Highlights

The Motorcycle Safety Program includes grants that provide public education and information to reduce the number of motorcyclists and un-helmeted motorcyclist fatalities on Georgia roadways. In FY2024, GOHS funded [two \(2\) projects](#) and expended a total of [\\$262,305.08](#) within this program area, in addition to paid media efforts. \* The funded projects under this program area are:

- Georgia Department of Driver Services, Georgia Motorcycle Safety Program (GMSP)
- GAGOHS – Grantee 405f Motorcycle Safety\* (paid media)

Some notable accomplishments within the Motorcycle Safety program area during FY2024 include the Share the Road with Motorcycles campaign, attendance at multiple monthly community motorcycle safety events, and the distribution of educational materials to promote motorcycle safety. The GMSP was also able to send two staff members to a national conference in September. The State Motorcycle Safety Administrators (SMSA) Conference took place in Denver and workshops regarding technology advances, instructor recruitment & retention, and motorcyclist safety programming provided insight and inspiration for new ways of reaching the Georgia public and motorcyclists in sharing motorcycle safety messaging. Positive media coverage was also received via coverage of GMSP news releases.

# Funded Projects

The tables below show the grantee details for funded projects within the Motorcycle Safety program area.

Grantee:	Driver Services, Georgia Department		Grant Number:	GA-2024-405F M11X-071	
Project Title:	Motorcycle Safety		Funding Source:	405F M11X (2024)	
<i>Funded Amount:</i>			<i>Total Expended:</i>		
\$144,021.56			\$116,578.67		
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)	People Reached: 36,000	
Project Description:	The Georgia Motorcycle Safety Program works toward reducing motorcycle fatalities by educating riders and by promoting the NHTSA "Share the Road" message to increase motorists' awareness of motorcycles.				
Summary of Activities:	The Motorcycle Safety Program posted regularly on Facebook, X, and LinkedIn; tabled at 37 events (some multi-day); distributed over 6000 pieces of educational material; hosted annual update training for over 70 rider coaches (in addition to a makeup session to accommodate more); broadcast motorcycle safety messages and distributed materials at customer service centers; participated in 6 Motorcycle Task Team meetings; and reviewed crash statistics and safety events regularly. GMSP was nominated for Atlanta Fire Rescue Foundation's Team Spirit award for exemplary achievement at their Breakfast with Our Bravest event.				
State Targets:	C-1, C-2a, C-2b, C-3, C-5, C-7, C-8				
GOHS Objectives:	4.1				

*\*For information on 405f in-house media projects – please see the Communication section.*





## 6.6 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

### Highlights

The Non-Motorized (Pedestrians & Bicyclists) program area includes grant aims to reduce the number of pedestrian and bicyclist traffic crashes, serious injuries, and fatalities on Georgia roadways. In FY2024, GOHS funded [eleven \(11\) projects](#) that expended a total of [\\$1,187,620.41](#) within this program area, including paid media efforts.\* The funded projects under this program area are:

- GAGOHS – Grantee 402 PS
- GAGOHS – Grantee 405h\* (paid media)
- Bike Walk Athens
- Bike Walk Golden Isles
- Bike Walk Macon
- Centerville Police Department
- Fulton County Sheriff's Office
- Georgia Bikes
- Muscogee County Sheriff's Office
- Propel ATL
- Savannah Bikes

Some notable accomplishments within the Pedestrians & Bicyclists program area during FY2024 include:

- Not only did GOHS retain all FY2023 grantees, but we were excited to add three (3) new bicycle/pedestrian grantees in FY2024. In FY2023, all of GOHS' external bicycle/pedestrian grantees were non-profit organizations so we made a concentrated effort to appeal to law enforcement agencies. All three new bicycle/pedestrian grantees in FY2024 were law enforcement agencies in metro area communities with bicycle and/or pedestrian safety problems: Fulton County Sheriff's Office (metro Atlanta), Centerville Police Department (metro Macon), and Muscogee County Sheriff's Office (metro Columbus).
- FY2024 also saw a return to mostly normal in-person activity numbers in the post-COVID pandemic era. Notable activities included a new and unique PSA program taken on by the Muscogee County Sheriff's Office, which saw them partner with the two major TV stations in the Columbus metro area to air a bicycle/pedestrian PSA throughout the market. The effort produced approximately 2.5 million impressions across all platforms.



## Funded Projects

The tables below show the grantee details for funded projects within Non-Motorized (Pedestrians and Bicyclists).

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 PS-061
Project Title:	402PS	Funding Source:	402 PS (2024)
<i>Funded Amount:</i>	<i>\$192,319.00</i>	<i>Total Expended:</i>	<i>\$129,977.81</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce traffic crashes, injuries, and fatalities, specifically related to pedestrians and bicyclists.		
Summary of Activities:	Funded staff salary and activities for events focused on non-motorized safety (pedestrian and bicycle safety).		
State Targets:	C-1, C-2, C-3, C-10, C-11		

Grantee:	Bike Walk Golden Isles	Grant Number:	GA-2024-Supp BIL 405g BGPE-001
Project Title:	Promoting safe walking, bicycling, and driving in Glynn County and Coastal Georgia	Funding Source:	405D FDL*PS (2024), Supp BIL 405g BGPE (2024)
<i>Funded Amount:</i>	<i>\$58,450.44</i>	<i>Total Expended:</i>	<i>\$52,382.14</i>
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)
Project Description:	Through outreach and educational programs, Bike Walk Golden Isles will partner with local governments, nonprofits, law enforcement agencies, educational institutions, public health officials, recreational running and cycling clubs, and other organizations to reduce bicyclist and pedestrian injuries and fatalities.		
Summary of Activities:	Bike Walk Golden Isles reached 716 participants in bicycle safety events and 1172 participants in pedestrian safety events. They attended meetings of the Vulnerable Road Users task team, local government agency meetings, and the National Bike Summit; participated in the School Road Safety Audit of Glynn Academy; greatly increased their social media presence (particularly on Instagram) and regularly updated their web site. They distributed and fitted bike helmets, and distributed reflective bands, bike/trail maps and safety guides, reflective stickers and bike lights to adults, teens and children.		
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11		
GOHS Objectives:	5.1, 5.2, 7.2		

Grantee:	Bike Walk Macon		Grant Number:	GA-2024-BIL 405g BGPE-035	
Project Title:	Reducing bicycle and pedestrian injuries and fatalities in Macon-Bibb County, Georgia		Funding Source:	405D FDL*PS (2024), BIL 405g BGPE (2024)	
Funded Amount:		\$55,156.29		Total Expended: \$51,889.37	
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	9 (100%)	People Reached: 11,331	
Project Description:	This grant will fund the development and execution of educational programs that expand and promote bicycle and pedestrian safety to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon-Bibb County, Ga.				
Summary of Activities:	Bike Walk Macon hosted 10 group walks and 22 bicycle/pedestrian safety classes for children; actively participated in local board meetings, seminars and other events; offered 15 bike/ped community safety events, 14 group rides, and 8 bicycle safety classes for adults, in addition to private lessons; participated in pedestrian and bicycle task team meetings; and hosted 2 workshops for law enforcement officers and county authorities.				
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11				
GOHS Objectives:	5.1, 5.2				

Grantee:	BikeAthens		Grant Number:	GA-2024-BIL 405g BGPE-024	
Project Title:	Athens Area Bicycle Education Program		Funding Source:	405D FDL*PS (2024), BIL 405g BGPE (2024)	
Funded Amount:	\$51,931.24		Total Expended:	\$45,207.30	
Activities Planned:	13	Activities Completed (Percent of Planned Activities Completed):	5 (38%)	People Reached: 200	
Project Description:	Our project will promote and advance bicycle safety by providing bicycle safety education to the following groups of people: youth, university students / staff, adults dependent on bicycles, anyone interested in riding a bicycle, car and bus drivers, those enrolled in our classes and FYOB patrons. We offer weekly sessions on bike maintenance to help ensure bikes are safe to ride. We will also schedule classes on demand for any groups that request our education training sessions.				
Summary of Activities:	BikeAthens reached 210 students via tabling at UGA events; included 334 novice riders in group rides; provided free bike education classes for 12 attendees, Bicycle Friendly Driver Education to 1 attendee, and bike safety classes for 24 children; attended 11 bicycle/pedestrian task team meetings and 11 meetings of the Athens in Motion Citizen Advisory Commission; distributed 134 helmets; tabled at 10 community events to offer safety checks, on-the-spot repairs, and tune-ups, and distribute educational materials; hosted 41 educational events at the shop; and posted regularly on Facebook, Twitter and Instagram about bicycle safety.				
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11				
GOHS Objectives:	5.2, 7.1, 7.2				

Grantee:	Centerville Police Department	Grant Number:	GA-2024-402 PS-129
Project Title:	Ride, Walk, Learn	Funding Source:	402 PS (2024)
<i>Funded Amount:</i>	<i>\$7,773.00</i>	<i>Total Expended:</i>	<i>\$5,248.35</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	0 (0%) People Reached: 200
Project Description:	Ride, Walk, Learn is a project to teach School-aged children 4-14 years of age and Senior Citizens (63 & and up) to look left, right, and left again by abiding by traffic signs at all times using crosswalks and crossing indicators. In addition, to teach school-aged children bicycle safety by teaching them what proper equipment they should use on their person and bicycles and how to interact safely with vehicles.		
Summary of Activities:	Centerville PD distributed approximately 150 bike reflectors and 100 bike helmets. Reporting was lacking for this grant, partially due to several months' vacancy for the project lead.		
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Fulton County Sheriff's Office	Grant Number:	GA-2024-402 PS-073
Project Title:	Fulton County Sheriff's Office Bicycle and Pedestrian Safety	Funding Source:	402 PS (2024)
<i>Funded Amount:</i>	<i>\$5,209.42</i>	<i>Total Expended:</i>	<i>\$3,392.50</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	4* (57%) People Reached: 1000
Project Description:	Teach School aged children 4-14 years of age and Senior Citizens (63 & and up) by abiding by traffic signs at all times and using crosswalks and crossing indicators. In addition, to teach safety bicycling skills.		
Summary of Activities:	The Fulton Co. Sheriff's Office reached 533 elementary school children and 25 senior citizens with pedestrian and bicycle safety presentations; distributed 193 reflective arm bands to children and senior citizens; hosted a Bike-A-Thon for over 350 school-aged children and distributed 350 bike reflectors and 350 bike helmets; and attended 6 Bicycle/Pedestrian Task Team meetings. Per grantee, Bike-A-Thon goal and task team goals were met; correct total 4/7 activities completed (GMS has 2/7).		
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11		
GOHS Objectives:	4.2, 5.1		

Grantee:	Georgia Bikes		Grant Number:	GA-2024-BIL 405g BGPE-050	
Project Title:	Promoting Safe Bicycling and Walking in GA		Funding Source:	405D FDL*PS (2024), BIL 405g BGPE (2024)	
Funded Amount:	\$147,764.32		Total Expended:	\$134,939.77	
Activities Planned:	16	Activities Completed (Percent of Planned Activities Completed):	14* (88%)	People Reached: 10,000	
Project Description:	Through outreach and educational programs, Georgia Bikes will partner with local agencies, nonprofits and law enforcement to reduce bicyclist injuries and fatalities.				
Summary of Activities:	Georgia Bikes provided training to 52 law enforcement officers; maintained and updated a website, monthly newsletter and Facebook account; distributed over 15,000 pieces of educational material; attended the National Bike Summit and hosted or partnered with events for Bike Month in 6 different Georgia cities with educational programming and classes; assisted with safety plans for Effingham County and Savannah; attended the ARC Active Transportation Round Table, organized 13 bicycle safety classes, participated in Bicycle/Pedestrian Task Team meetings, hosted 11 youth safety classes and bike rodeos; reached 100 students with college campus bike safety events and 247 drivers with Bicycle Friendly Driver Training at Sumter County HS; presented 6 pedestrian safety program in various parts of the state and 6 more at its annual summit; and hosted 7 live webinars. Per grantee, social media goals were met; the correct total 14/16 activities completed (GMS has 13/16).				
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11				
GOHS Objectives:	5.1, 5.2				

Grantee:	Muscogee County Sheriff's Office		Grant Number:	GA-2024-402 PS-114	
Project Title:	Operation Safe Walk and Ride Columbus		Funding Source:	402 PS (2024)	
Funded Amount:	\$112,194.40	Total Expended:	\$64,423.00	Activity Hours:	0
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	5 (56%)	People Reached: 100,000	
Project Description:	Muscogee County Sheriff's Office plans to implement a strategy to enhance pedestrian/bicyclist safety within Muscogee County. This effort will be implemented through a combination of educational/enforcement activities. Educational activities will consist of social media posts, media releases, and in-person educational events in the community. Enforcement activities will consist of contacts with pedestrians, bicyclist, and drivers who are violating laws related to pedestrian/bicyclist movement.				
Summary of Activities:	The Muscogee Co. Sheriff's Office conducted 359 pedestrian stops for failure to properly use crosswalks and 120 vehicle stops for failure to yield to pedestrians in crosswalks; provided pedestrian safety information via the media; participated in 10 GOHS/NHTSA campaigns; reached 1207 people via pedestrian safety educational events; distributed 1238 reflective belts/LED lights and 211 children's bike helmets; placed QR codes at local businesses linking to safety information and distributed 120 brochures.				
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11				
GOHS Objectives:	3.2, 5.1, 5.2, 7.1, 7.2				

Grantee:	Propel ATL	Grant Number:	GA-2024-BIL 405g BGPE-006
Project Title:	Atlanta Bicycle Safety	Funding Source:	405D FDL*PS (2024), BIL 405g BGPE (2024)
<i>Funded Amount:</i>	<i>\$70,947.84</i>	<i>Total Expended:</i>	<i>\$70,947.72</i>
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5 (83%) People Reached: 59,300
Project Description:	To improve bicycle safety and reduce bike and other vulnerable road users crashes through education on how to bike safely and how to legally share the road.		
Summary of Activities:	Propel ATL reached 864 participants in True Beginners classes, 244 in City Cycling classes, and 255 in Essential Trips classes; distributed 1365 packets of educational material; and attended 12 Bicycle/Pedestrian/VRU task team meetings.		
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11		
GOHS Objectives:	5.2		

Grantee:	Savannah Bicycle Campaign	Grant Number:	GA-2024-BIL 405g BGPE-039
Project Title:	Reducing Bicycle and Pedestrian Injuries and Fatalities In Chatham County	Funding Source:	405D FDL*PS (2024), BIL 405g BGPE (2024)
<i>Funded Amount:</i>	<i>\$45,854.90</i>	<i>Total Expended:</i>	<i>\$31,683.12</i>
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	11* (79%) People Reached: 500,000
Project Description:	A bicycle and pedestrian safety project to build public awareness of road safety issues and educate bicyclists, pedestrians and drivers on best practices for safe vehicle operation.		
Summary of Activities:	The Savannah Bicycle Campaign published 16 blog posts on bike and pedestrian safety, provided bicycle and pedestrian safety education for 352 children, participated in 118 meetings, workshops and events with partner agencies, identified 6 partner organizations for collaboration, reached 103 people via group rides, conducted 2 bicycle census counts, presented at 18 community events, and reached 7 people via bicycle safety class (plus 137 views of a recorded class) and 7 drivers via bicycle/pedestrian friendly driver class (plus 210 views of recorded class), and attended 11 bicycle, pedestrian and ISRD task team meetings. Per grantee, the goal for bike classes was met; correct count is 11/14 activities completed (GMS has 10/14).		
State Targets:	C-1, C-2a, C-2b, C-3, C-10a, C-10b, C-11		
GOHS Objectives:	5.1, 5.2		

*\*For information on 405h in-house media projects – please see the Communication section.*



## 6.7 OCCUPANT PROTECTION

### Highlights

The Occupant Protection program area includes grants that are responsible for increasing restraint use and decreasing unrestrained fatalities among adults and children in the state of Georgia. In FY2024, GOHS funded [eight \(8\) projects](#) and expended a total of [\\$2,555,839.49](#) within this program area. The funded projects under this program area are:

- GAGOHS – Grantee 402 Occupant Protection
- Department of Public Health
- Atlanta Fire Rescue
- Emory University (survey)
- University of Georgia, TSREG (evaluation)
- Shepherd Center
- Sparta, City of
- Cleveland PD

Some notable accomplishments within the Occupant Protection program area during FY2024 include:

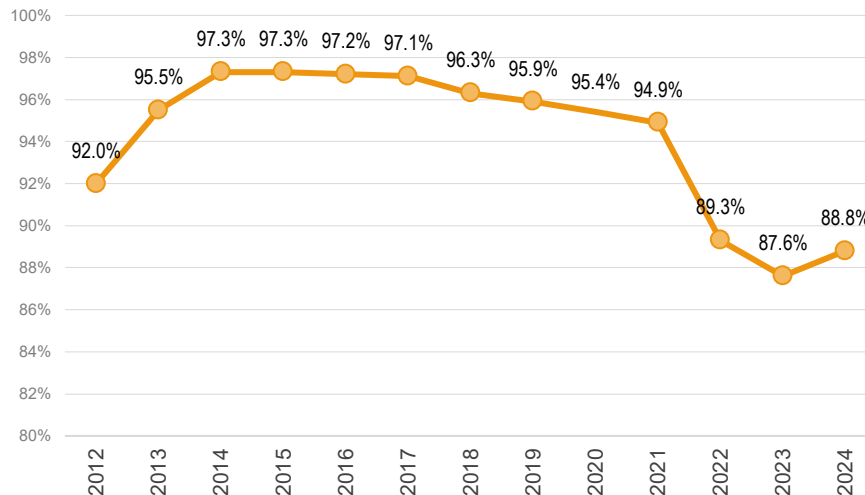
- The Department of Public Health's (DPH) Office of Injury Prevention serves the state of Georgia through eight (8) regional coordinators and three program specialists.
- DPH served 97.9%, or 140 counties, which allowed them to distribute 3,160 car seats throughout the state.
- Atlanta Fire was able to distribute 2,384 car seats to minority and low-income citizens across Metro and Atlanta and the state through 35 seat check events.
- 2024 Occupant Protection Assessment Completed.



## Seatbelt Usage

In 2024, the seat belt usage rate in Georgia increased to 88.8%. This is a 1.2% increase from 2023, which was 87.6%. Georgia continued its educational and enforcement efforts during the FFY24 grant year, including participation in the Click It or Ticket campaign, Child Passenger Safety Technician trainings, seat check, and high visibility nighttime seatbelt enforcement.

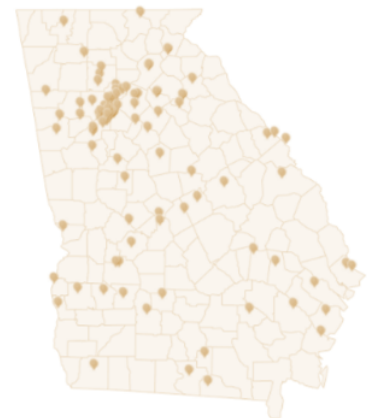
### STATEWIDE USE OF OCCUPANT RESTRAINTS, 2012-2024



\* Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

## Car Seat Fitting Stations

Properly installed car seats and booster seats provide protection for infants and children. GOHS funds grantees and certified technicians to help parents choose and use the right seat for their children. Fitting stations are locations that parents and caregivers can go to for help in installing the seat correctly and for additional education. In FFY24, GOHS updated the fitting station list, and it indicated there are 164 fitting stations in Georgia. When broken down, there are 42.4% in urban areas and 57.6% in rural areas. The fitting station list also indicates that 93.3% of the fitting stations are in areas that handle high risk populations, such as Black/African American, Hispanic or those with lower socioeconomic factors, which is indicated by a higher percentage rate of poverty in those counties.





## Child Occupant Protection

The Child Occupant Protection Project (COSP), which is under the Department of Public Health's Office of Injury Prevention, serves the state of Georgia through eight (8) regional coordinators, and three program specialists. Through their combined efforts, they were able to conduct 29 Child Passenger Safety Technician certification courses as well as 8 CEU or renewal courses. In FFY24, the COSP had a 97.9% participation rate in their mini-grant program, or 140 out of 159 counties, and distributed 3160 car seats throughout the state. In FFY24, Atlanta Fire distributed 2,384 car seats to minority and low-income citizens, primarily in the Metro Atlanta area. Atlanta Fire also partnered with other organizations and assisted in community events, some reaching outside of the Metro Atlanta area.

## Child Safety Week - Caravan

The 2024 Georgia Child Passenger Safety Week Caravan was held during Child Passenger Safety Week, which was September 15th through the 21st. The Governor's Office of Highway Safety (GOHS) utilized the County Data Sheets to pinpoint locations with higher fatality rates for children under eight. The chosen counties were Newton, Colquitt, and Laurens County. GOHS The events held in Laurens County were a partnership with Shepherd Center and their rural road grant. GOHS worked with law enforcement (LE) networks to provide training opportunities to local law enforcement meetings in Newton and Colquitt County. Students Against Destructive Decisions participated to reach older students in middle and high schools. Through the activities conducted during CPS Week, there were 49 seats checked at three check events and 36 seats replaced. The Governor's Office of Highway Safety participated in one live television interview prior to Child Passenger Safety Week and one phone interview during Child Passenger Safety Week. An exhibit was held in Laurens County. Along with the check events, the COSP provided information and education to daycares, and elementary schools during the week. In addition to hosting check events in these counties, the Public Health's Child Occupant Safety Project (COSP) reported that their mini grantees throughout the state checked 292 seats, distributed 253 seats, and collected 69 unserviceable seats. Through the combined efforts of GOHS, COSP, and Shepherd Center our partners included the Georgia Department of Early Care and Learning, Safe Kids Georgia, Newton County Sheriff's Office, Colquitt Fire Department, Shepherd Center, Fairview Park Hospital, Students Against Destructive Decisions (SADD), Atlanta Fire Department, and East Newton Elementary School. These partnerships illustrate the significance that everyone plays in reaching the community and educating people on child passenger safety.

## 2024 Occupant Protection Assessment

Georgia, in cooperation with the National Highway Traffic Safety Administration (NHTSA), initiated a comprehensive assessment of the occupant protection component of its highway safety program. NHTSA recommended a team of five individuals with demonstrated subject matter expertise in the areas of Program Management; Legislation, Regulation, and Policy; Law Enforcement; Communication; Occupant Protection for Children; Outreach; and Data and Evaluation. This assessment was intended to guide the GOHS towards programmatic improvements intended to increase occupant restraint use and decrease injuries and fatalities statewide. The assessment consisted of a thorough review of State-provided OP program briefing materials and interviews with State and community-level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel and GOHS staff.

The final 2024 Occupant Protection Assessment report identified Georgia's strengths and challenges and provided recommendations for each of the specific areas of the subject matter experts.

### **Georgia Rural Roads: *It's About Us***

The Shepherd Center partnered with the Center for Health and Safety Culture on an effort to increase seat belt use in rural Georgia. Specifically, a social norms marketing campaign was developed to increase two key behaviors: (1) always wearing seat belt and (2) asking others to wear a seat belt. The campaign, Rural Roads Georgia *It's About Us* was developed and placed in Laurens County, Georgia in September 2024. At the end of the first-year project, Laurens County, Georgia had increased their seatbelt usage 1.1% from 79.9% to 81%.

## Funded Projects

The tables below show the grantee details for funded projects within the Occupant Protection program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-SUPP BIL 402 OP-068
Project Title:	402 Occupant Protection	Funding Source:	SUPP BIL 402 OP (2024)
<i>Funded Amount:</i>	<i>\$163,907.00</i>	<i>Total Expended:</i>	<i>\$163,907.00</i>
Project Description:	To fund staff and activities for statewide Child Passenger Safety and Occupant Protection initiatives to encourage individuals to buckle the correct way every time they enter their vehicle.		
Summary of Activities:	GOHS supported occupant protection grants with meetings, site visits, grant management and other assistance. These activities contributed to the state's goal of decreasing injuries and fatalities involving failure to use safety belts.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1		

Grantee:	Atlanta Fire Rescue Department, City of		Grant Number:	GA-2024-BIL 405b B2CPS_US-023
Project Title:	Atlanta Fire Rescue Fitting Stations		Funding Source:	402 OP (2024), BIL 405b B2CPS_US (2024)
<i>Funded Amount:</i>	<i>\$193,506.91</i>		<i>Total Expended:</i>	<i>\$182,773.57</i>
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%)	People Reached: 3,250
Project Description:	Provide low-income families with the proper child safety seats. Train caregivers on correct child seat selection and installation. Educate caregivers on the laws governing Child passenger safety seat and seat belt usage in Georgia.			
Summary of Activities:	Atlanta Fire Rescue certified 61 new Child Passenger Safety Technicians, distributed 2384 child safety seats, held 35 community seat check events, attended 6 OP task team meetings, trained 7 hospital personnel and distributed 155 safety seats to newborns at discharge, assisted with 19 law enforcement safety seat checks, and recertified 33 child passenger safety technicians.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	2.2			

Grantee:	Cleveland Police Department	Grant Number:	GA-2024-405B M1HVE-151	
Project Title:	Cleveland Police Department GOHS Grant	Funding Source:	405B M1HVE (2024)	
<i>Funded Amount:</i>	<i>\$11,280.00</i>	<i>Total Expended:</i>	<i>\$9,007.20</i>	<i>Activity Hours: 360</i>
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	4* (100%)	People Reached: 500
Project Description:	The Cleveland Police Department is seeking funding to enhance the enforcement of traffic violations within the city limits of Cleveland. Specifically, the enforcement of occupant safety violations.			
Summary of Activities:	Cleveland PD participated in 5 GOHS/NHTSA campaigns, attended 10 network meetings including hosting 1, initiated 320 occupant protection contacts, and conducted 2 seat belt surveys, with a 7% increase in belt use from January to September. Per grantee, seat belt survey activity was completed. Corrected total 4/4 activities completed (GMS has 3 of 4).			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	2.1, 6.1			

Grantee:	Emory University	Grant Number:	GA-2024-405b M2OP-077	
Project Title:	2024 Statewide Seatbelt Survey	Funding Source:	405B M1*OP (2024), 405b M2OP (2024)	
<i>Funded Amount:</i>	<i>\$296,509.93</i>	<i>Total Expended:</i>	<i>\$268,571.48</i>	
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 1,100
Project Description:	Emory University will conduct a statewide observational seatbelt use survey meeting NHTSA requirements. Data on child restraint use and the prevalence of distraction will also be collected at the same time as seatbelt use.			
Summary of Activities:	Emory University trained 6 observers and assessed their performance to ensure they were performing as trained. Data collection materials were updated to take into account lessons learned and feedback from FY 2023. Additional training was added on selecting alternative sites, coding different types of distraction, and identifying the ages of children. 22,897 vehicles were observed across 400 sites in 20 counties. Quality control checks and random audits were performed to verify accuracy and identify missing data. Draft reports on seat belt use and distraction were delivered to GOHS; a draft fact sheet on child restraint use was also developed, and county-level fact sheets based on 2023 data were shared with traffic enforcement networks.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	Other: Conduct Seat Belt Use Survey, Other: Data Analysis and Reporting			

Grantee:	Georgia, University of	Grant Number:	GA-2024-405d FDL*CP-048
Project Title:	Georgia Highway Safety Programs Evaluation	Funding Source:	405B M1*OP (2024),405d FDL*CP
<i>Funded Amount:</i>	<i>\$230,666.19</i>	<i>Total Expended:</i>	<i>\$211,372.62</i>
Activities Planned:	20	Activities Completed (Percent of Planned Activities Completed):	20* (100%) People Reached: 13,000
Project Description:	<p>The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia.</p> <p>UGA completed the Rural Roads evaluation of Clay County and shared results with GOHS, with county stakeholders, and with the USDOT Rural Road Safety Peer Exchange. TSREG provided support for all GOHS mobilizations on Facebook, Instagram and LinkedIn throughout the grant year, and distributed GOHS handouts at various events. Data support was offered to all task team leaders and was provided in 38 instances to task teams, private citizens, nonprofits and other stakeholders. A database of all external grantees was created and kept updated throughout the grant year. All 8 planned reports on grantee performance were submitted on time, including evaluation of report quality and timeliness, milestone and activity achievement, expenditures, late reporting, reasons for low scores, commendation for high scores, and recommendations for improvement. TSREG staff actively participated in 10 task teams (51 meetings), assisted in the review of Georgia Traffic Safety Facts, served as champions for task team implementation plans, and presented to the Young Adult and CODES task teams, and presented at the Lifesavers national conference. TSREG designed a statewide survey on attitudes and awareness of traffic safety issues and traffic safety behaviors. The survey was administered via Qualtrics to a representative sample of 1000 Georgia residents, and TSREG analyzed the data and submitted the findings to GOHS. Finally, TSREG used data from the GDOT daily fatalities reports to compile the Preliminary 2023 Fatalities Report, to bridge the time gap until FARS data becomes available. Per grantee, activity 10 was completed but milestones incorrectly recorded. Correct total 20/20 activities completed (GMS has 19/20).</p>		
Summary of Activities:			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		
GOHS Objectives:	3.2, 7.1, 7.2, Other: All GOHS Goals		

Grantee:	Public Health, Georgia Department of		Grant Number:	GA-2024-402 OP-002
Project Title:	Child Occupant Safety Project		Funding Source:	402 OP (2024)
<i>Funded Amount:</i>	\$1,683,500.00		<i>Total Expended:</i>	\$1,479,000.62
Activities Planned:	18	Activities Completed (Percent of Planned Activities Completed):	13 (72%)	People Reached: 232,542
Project Description:	<p>The Child Occupant Safety Project works to increase county capacity to provide child passenger safety resources by providing equipment, education, safety materials, and other resources.</p>			
Summary of Activities:	<p>COSP conducted 12 minority outreach events in every region of the state; provided direct assistance to caregivers at 8 regional CMS clinics; provided update training for instructors statewide; conducted recruitment and CPS programming which reached 141 of Georgia's 159 counties; distributed 3,160 child safety seats; assisted mini-grantees with training and technical assistance over 300 times; provided education to First Responders on the Teddy Bear Sticker program; attended 44 Traffic Enforcement Network meetings; participated in 14 statewide enforcement campaign events and 31 exhibits across Georgia; maintained a database of agencies and personnel able to assist with minority outreach and education; trained local fire, EMS, law enforcement, health departments, hospitals and other agency personnel; conducted 30 CPST certification courses, 37 CEU classes, and 7 renewal courses; performed verification checks on distribution reports; and distributed information to Task Team members throughout the grant year.</p>			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	2.1, 2.2			

Grantee:	Shepherd Center		Grant Number:	GA-2024-405D FDL*OP-110
Project Title:	A Safe System Approach to Rural Roads		Funding Source:	405B M1*OP (2024),405d FDL*OP (2024)
<i>Funded Amount:</i>	\$237,300.00		<i>Total Expended:</i>	\$237,300.00
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10* (100%)	People Reached: 1,000,000
Project Description:	<p>As Georgia moves towards the Safe System approach to traffic safety, we must first establish a supporting safety culture to achieve our zero deaths vision. Rural roads in Georgia will require different and culturally specific strategies to increase seat belt compliance. This grant proposes to use evidence-based social norming theorem to pilot a seat belt safety campaign in rural Georgia utilizing cutting edge research and countermeasures that work.</p>			
Summary of Activities:	<p>Shepherd Center recruited 11 local champions and stakeholders from enforcement, EMS/Fire, Education, business, and other domains; held 12 meetings (both in-person and virtual), tracked progress, meetings, and attendance monthly; documented a 1% increase in seat belt use; created a social norming campaign using local voices and places for distribution via digital media marketing; created a seat belt PSA and radio spot starring local champions; and created a dedicated website for the Positive Cultural Framework seat belt campaign ("Georgia Rural Roads: It's About Us", <a href="https://georgiaruralroads.org/">https://georgiaruralroads.org/</a>). Per grantee, all activities met (6 of 6 radio spots completed). The correct total is 10/10 activities completed (GMS has 9/10).</p>			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	2.1			

Grantee:	Sparta, City of	Grant Number:	GA-2024-405B M1HVE-103	
Project Title:	Operation Safe Sparta: Innovative Occupant Protection Program	Funding Source:	405B M1HVE (2024)	
<i>Funded Amount:</i>	<i>\$8,000.00</i>	<i>Total Expended:</i>	<i>\$3,907.00</i>	<i>Activity Hours:</i> 206
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	3* (60%)	People Reached: 1000
Project Description:	Project is an initiative of the City of Sparta Police Department designed to implement innovative, highly visible, and highly publicized law enforcement strategies to reduce injuries and fatalities on Georgia's roadways by promoting and enforcing seat belt usage.			
Summary of Activities:	Sparta PD initiated 268 occupant protection contacts, conducted 2 seat belts surveys, participated in 3 GOHS/NHTSA safety campaigns, and attended 5 traffic enforcement network meetings. Per grantee, mobilization activity was completed. Correct total 3/5 activities completed (GMS has 2/5).			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, B-1			
GOHS Objectives:	2.1, 2.2, 6.1			





## 6.8 OLDER DRIVER

### Highlights

The Community Traffic Safety Programs include grants that provide public education and resources for the community to promote roadway safety. In FY2024, GOHS funded [one \(1\) project](#) and expended a total of [\\$140,440.71](#) within this program area, in addition to paid media efforts. \* The funded project under this program area is:

- Georgia Department of Public Health - Road Safety for Drivers 55+ (GA's Older Driver Safety Project)

### 55+ Driver's Education Program

The *Older Driver Road Safety Workshop* was held in September 2024. There were 127 registered participants from across the US, from Alaska to Florida. In addition to the Safety Workshop, Georgia's Older Driver Safety Project held multiple presentations including, Georgia Association of Regional Commissions, Georgia Association of Regional Commission Annual Conference, Georgia Alzheimer's & Related Dementias Collaborative (GARD). The Georgia's Older Driver Safety Project was also invited to present to the Traffic Incident Management Group at 4 regional meetings.

Georgia's Older Driver Safety Project has had some difficulties reaching its milestones due to personnel. Despite this setback, this program has continued to coordinate the Older Driver Task Team, and partner with other state programs to seek out ways to enhance the Car Fit Program. In addition, the Georgia's Older Driver Safety Project exceeded the goal of adding 4 new communities by adding 6: Meriwether, Monroe, Pike, Walker Counties; two expansions for the Columbus location and follow-ups in Brunswick, Hinesville, Valdosta, and Augusta.

# Funded Projects

The tables below show the grantee details for funded projects within the Older Driver program area.

Grantee:	Public Health, Georgia Department of		Grant Number:	GA-2024-402 OD-015	
Project Title:	Road Safety for Drivers 55+ (GA's Older Driver Safety Project)		Funding Source:	BIL 402 OD (2024)	
Funded Amount:	\$208,874.51		Total Expended:	\$140,440.71	
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	8 (57%)	People Reached: 9,000	
Project Description:	The 55+ Driver Safety Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.				
Summary of Activities:	The 55+ Driver Safety Project provided data support on 24 occasions to task teams, the public, and other partners; held 2 task team meetings; recruited 14 new task team members; held an Older Driver Safety Workshop led by Julie Stotlemeyer of FHWA, with 127 registered participants from across the US; presented at 12 community events; attended 25 meetings of other state Task Teams; attended CarFit Instructor Refresher training and conducted two Technician trainings; attended 26 meetings of various agencies, commissions and other partner groups; disseminated 12 monthly reports on recent research and news on traffic safety; held 14 Yellow Dot recruitment meetings and added 6 new communities; and assisted with the CODES Quick Facts documents.				
State Targets:	C-1, C-2a, C-2b, C-3, SHSP-1				
GOHS Objectives:	7.1, 7.2, 9.1				



## 6.9 POLICE TRAFFIC SERVICES

### Highlights

The Police Services program area includes law enforcement grants that use high-visibility law enforcement to reduce the number of crashes, injuries, and fatalities on Georgia roadways. In FY2024, GOHS funded [sixty-five \(65\) projects](#) and expended a total of [\\$4,560,832.54](#) within this program area. The funded projects under this program area are:

- GOHS – Grantee: 402 Police Traffic Services
- High Visibility Traffic Enforcement Projects, *24 grantees* (plus 2 projects listed in Occupant Protection)
- Georgia Public Safety Training Center - Speed Enforcement & Current Trends in Traffic Enforcement
- H.E.A.T. (Highway Enforcement of Aggressive Traffic), *20 grantees* (plus 2 projects listed in impaired driving)
- Georgia State Patrol – (2 projects) HEAT/Nighthawks, Safety Campaigns
- Traffic Enforcement Network, *17 grantees*

Some notable accomplishments within Police Traffic Services program area during FY2024 include:

- Expanded the Law Enforcement Liaison (LEL) Program which allowed for more education and enforcement activity across the state.
  - Forty (40) Rollover Simulator and Seatbelt Convincer Programs conducted across the state at various schools, community events, military installations, and safety fairs.
  - Speed Trailers were deployed across the state to assist local agencies with data to enable hot spot enforcement.
  - Continual engagement in TEN programs despite the challenges of manpower shortages within the law enforcement community
- Ten High Visibility Enforcement campaigns throughout the year
- Several campaigns & activities included partnering with surrounding states (Alabama, Florida, South Carolina, and Tennessee).

- Continual engagement and enthusiastic participation in HEAT programs across multi-jurisdictional task forces

#### Law Enforcement Training in speed detection and current trends in traffic enforcement

- 2,119 law enforcement officers trained
  - 928 trained as speed detection operators
  - 84 trained as basic lidar operators
  - 18 trained as basic radar operators
  - 38 trained as speed detection instructors
  - 854 trained in radar refresher
  - 197 trained in Enforcement Trends

### Military Engagement

The Georgia Governor's Office of Highway Safety recognizes the importance of our military installations and members. In the state of Georgia, we are fortunate to have several large military installations including Robins Air Force Base, Fort Eisenhower (formerly Fort Gordon) Army Installation, Fort Stewart – Hunter Army Airfield, and Fort Moore (Formerly Fort Benning). The military members and their families become part of our communities and contribute to local traffic concerns.

For the past several years, the GOHS was invited to Fort Eisenhower Army Installation to participate in their annual Safety Day. This is an installation wide event that is attended by military members, as well as civilian workers. The GOHS provides education for the attendees in several ways. The rollover simulator is utilized to demonstrate the importance of wearing a seat belt every trip every time and the consequences of failing to buckle up. The seatbelt convincer is utilized to provide participants with firsthand experience of seatbelts and how they work in a frontal crash. Educational material is also available to the participants in a wide variety of topics, such as impaired driving, motorcycle safety, child passenger safety, and distracted driving. Members of the GOHS, as well as grantees from the local area, were available to discuss traffic safety with the attendees and offer their expert advice to them.

At Fort Stewart – Hunter Army Airfield, we routinely provide education to the members and families. This also includes utilizing the rollover convincer and DUI simulator. We also work with them in providing traffic safety training to their military police officers who are charged with traffic enforcement on the post. GOHS has also scheduled and provided CPS events to military families. One of these was scheduled for Fort Moore in Columbus. We believe this is just the first of many opportunities to reach a wide group of people.

### Highway Enforcement of Aggressive Traffic (H.E.A.T.)

H.E.A.T. grantees used **113,501.11 activity hours** (including Cobb County – DUI, Dekalb County PD – DUI, and DPS Nighthawks) during the FFY2024 grant year. Hours were used for enforcement along with educational events such as teen driving classes, dissemination of educational materials, seat belt surveys, officer training (e.g., LIDAR, CPST), and participation in network meetings & mobilizations. These activities deterred aggressive driving, educated the public on proper use of child safety seats and safety belts, kept drivers up to date on distracted driving and school bus passing laws, fostered



interagency cooperation, and furthered GOHS's mission of decreasing crashes, and eliminating injuries and fatalities statewide. Challenges included: pressures on staff time due to training, sick leave, diversion to other duties (non-traffic related due to personnel shortages). Three Thunder Task Force mobilizations were held around the state as well.

#### H.E.A.T CONTACTS FOR FFY 2024

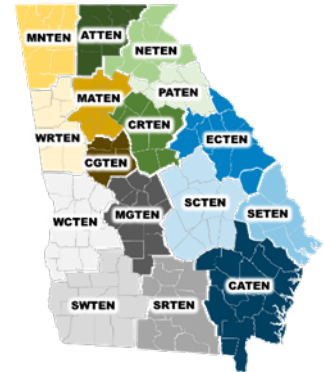
Grant Number	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2024-402 PT-041	Atlanta Police Department	3246	241	940	646
GA-2024-402 PT-028	Bibb County Government	1751	447	566	391
GA-2024-402 PT-010	Carroll County Sheriff's Office	1175	223	451	502
GA-2024-402 PT-011	Clayton County PD	2974	439	904	729
GA-2024-405D M6X-020*	Cobb Co Board of Commissioners - Police Dept.	584	761	35	44
GA-2024-402 PT-012	Coweta County Sheriff's Office	2536	368	607	694
GA-2024-402 PT-016	Dawson County SO	1060	243	299	325
GA-2024-405D M6X-126*	Dekalb County PD	273	258	15	4
GA-2024-402 PT-009	Douglas County SO	1663	185	487	267
GA-2024-402 PT-030	Floyd County PD	2479	53	974	426
GA-2024-402 PT-019	Forsyth County SO	2555	566	560	508
GA-2024-402 PT-074	Fulton County SO	0	0	0	0
GA-2024-402 PT-038	Glynn County PD	2927	270	869	691
GA-2024-402 PT-017	Hall County Sheriff's Office	3237	465	971	706
GA-2024-402 PT-022	Henry County PD/Henry Co BOC	2075	185	707	453
GA-2024-402 PT-021	Liberty County Sheriff's Office	3150	79	887	469
GA-2024-402 PT-106	Muscogee County SO	1945	266	451	345
GA-2024-402 PT-051	Newton County Sheriff's Office	1809	280	910	720
GA-2024-402 PT-086	Public Safety, Georgia Department	2972	773	444	519
GA-2024-405D M6X-087*	Public Safety, Georgia Department	3633	1564	666	534
GA-2024-402 PT-107	Rockdale County SO	2671	113	1333	1042
GA-2024-402 PT-135	Savannah PD	3712	513	1229	883
GA-2024-402 PT-034	Snellville Police Department	1376	27	773	1214
GA-2024-402 PT-008	Spalding County Sheriff's Office	1585	175	453	440
<b>TOTAL</b>		<b>51,388</b>	<b>8,494</b>	<b>15,531</b>	<b>12,552</b>

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

\* Grantees support efforts under Impaired Driving program area

## Traffic Enforcement Network (TEN)

The Governor's Office of Highway Safety, in cooperation with state and local law enforcement agencies, has created regional Traffic Enforcement Networks around the State of Georgia. There are currently sixteen regional traffic enforcement networks servicing all 159 counties in Georgia. Network Coordinators used **5,775.87 activity hours** during FFY 2024. The Georgia Traffic Enforcement Network (TEN) by region are:



**Northwest Region**  
 Central Georgia – **CGTEN**  
 Metro Atlanta – **MATEN**  
 Mountain Area – **MNTEN**  
 Western Regional – **WRTEN**

**Northeast Region**  
 Appalachian Trail – **ATTEN**  
 Central Region – **CRTEN**  
 Northeast – **NETEN**  
 Piedmont Area – **PATEN**

**Southwest Region**  
 Middle Georgia – **MGTEN**  
 Southern Regional – **SRTEN**  
 Southwest – **SWTEN**  
 West Central – **WCTEN**

**Southeast Region**  
 Coastal Area – **CATEN**  
 East Central – **ECTEN**  
 Southeastern – **SETEN**  
 South Central – **SCTEN**

## TRAFFIC ENFORCEMENT NETWORK CONTACTS FOR FFY2024

Grant Number	Law Enforcement Agency	Number of Contacts			
TEN-2024-402 PT-026	Alto Police Department	59	189	47	8
TEN-2024-402 PT 015	Americus Police Department	476	31	707	295
TEN-2024-402 PT-006	Calhoun Police Department	2042	51	415	1580
TEN-2024-402 PT-005	Charlton County Sheriff's Office	356	16	12	4
TEN-2024-402 PT-009	Demorest Police Department	36	18	15	4
TEN-2024-402 PT-016	Douglasville, City of	1457	237	325	245
TEN-2024-402 PT-004	Effingham County Sheriff's Office	3242	183	470	328
TEN-2024-402 PT-013	Fayetteville Police Department	1455	94	166	19
TEN-2024-402 PT-002	Grady County Sheriff's Office	113	34	85	64
TEN-2024-402 PT-012	Grovetown Police Department	432	80	79	89
TEN-2024-402 PT-007	Holly Springs Police Department	1709	71	72	543
TEN-2024-402 PT-010	Newton County Sheriff's Office	1138	114	553	323
TEN-2024-402 PT-001	Oglethorpe County Sheriff's Office	1100	75	68	63
TEN-2024-402 PT-011	Twiggs County Sheriff's Office	4253	51	544	499
TEN-2024-402 PT-003	Valdosta Police Department, City of	1032	116	316	211
TEN-2024-402 PT-014	Washington County Sheriff's Office	1952	27	672	100
TEN-2024-402 PT-008	Zebulon Police Department	144	14	161	172
<b>TOTAL</b>		<b>20,996</b>	<b>1,401</b>	<b>4,707</b>	<b>4,547</b>

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

## High Visibility Enforcement Grants

The Governor's Office of Highway Safety awarded 26 High Visibility Enforcement (HVE) grants in FFY2024, plus the Georgia State Patrol (GA Dept. of Public Safety) Highway Safety Campaign project. These projects are awarded based upon data in their respective jurisdictions and 25 of them focused on the enforcement of speed, DUI, and seatbelt laws. These 27 projects used **51,220.97 activity hours** and are listed below.

### HIGH VISIBILITY ENFORCEMENT CONTACTS FOR FFY2024

Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2024-402 PT-049	Bryan County Sheriff's Office	2746	186	495	213
GA-2024-402 PT-052	Calhoun Police Department	2647	60	668	2233
GA-2024-402 PT-144	Cedartown Police Department	901	61	546	15
GA-2024-402 PT-157	Chamblee Police Department	481	12	25	77
GA-2024-402 PT-076	Claxton Police Department	772	66	511	54
GA-2024-405B M1HVE-151*	Cleveland Police Department	21	8	328	46
GA-2024-402 PT-082	Clinch County Sheriff's Office	455	14	57	5
GA-2024-402 PT-170	Crisp County Sheriff's Office	3282	23	506	119
GA-2024-402 PT-018	Effingham County Sheriff's Office	2795	139	320	223
GA-2024-402 PT-080	Johnson County BoC	783	49	265	34
GA-2024-402 PT-043	Lowndes County Sheriff's Office	4635	82	633	77
GA-2024-402 PT-075	Monroe Police Department	1779	77	475	529
GA-2024-402 PT-090	Morgan County Sheriff's Office	2520	7	235	30
GA-2024-402 PT-128	Newnan Police Department	825	34	203	425
GA-2024-402 PT-033	Oglethorpe County Sheriff's Office	725	11	43	8
GA-2024-402 PT-046	Pooler Police Department	1482	67	504	268
GA-2024-402 PT-177	Public Safety, Georgia Department	22177	633	4093	4264
GA-2024-402 PT-084	Rabun County Sheriff's Office	613	17	281	13
GA-2024-405B M1HVE-103*	Sparta, City of	391	6	268	25
GA-2024-402 PT-120	Stockbridge Police Department	1459	12	527	194
GA-2024-402 PT-081	Telfair County Sheriff's Office	1452	46	392	7
GA-2024-402 PT-153	Thomasville Police Department	1706	112	567	91
GA-2024-402 PT-156	Toccoa Police Department	719	33	286	167
GA-2024-402 PT-093	Toombs County Sheriff's Office	811	44	120	2
GA-2024-402 PT-029	Twiggs County Sheriff's Office	4253	51	550	499
GA-2024-402 PT-056	Washington County Sheriff's Office	1952	27	672	100
GA-2024-402 PT-095	Wrens Police Department	849	17	247	55
<b>TOTAL</b>		<b>63,231</b>	<b>1,894</b>	<b>13,817</b>	<b>9,773</b>

Note: Occupant protection citations include child restraint use (child safety seats and booster seats)

\* Grantees support efforts under Occupant Protection program area



## Funded Projects

The tables below show the grantee details for funded projects within the Police Traffic Services program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 PT-003
Project Title:	402PT: Police Traffic Services	Funding Source:	402 PT (2024)
<i>Funded Amount:</i>	<i>\$1,086,812.50</i>	<i>Total Expended:</i>	<i>\$1,085,176.83</i>
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.		
Summary of Activities:	Enforcement campaigns, mobilizations, and Thunder Task Force deployments enhanced enforcement of aggressive driving and improved public awareness of seat belt, DUI, speed, and distracted driving laws. Educational events with the Rollover Simulator and Seat Belt Convincer encouraged the public to use seat belts and child safety seats on all trips.		

Grantee:	Atlanta Police Department, City of		Grant Number:	GA-2024-402 PT-041	
Project Title:	H.E.A.T (Highway Enforcement of Aggressive Traffic)		Funding Source:	402 PT (2024)	
Funded Amount:	\$89,426.56	Total Expended:	\$80,320.98	Activity Hours:	5113
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached: 119,000	
Project Description:	Program focus is to develop and implement strategies that will reduce fatal and serious injury crashes within the City of Atlanta caused by impaired driving, speeding/aggressive driving, and distracted driving. Increase seat belt usage within the city limits as well as educate the public on safe driving.				
Summary of Activities:	Atlanta PD initiated 383 DUI contacts, 940 occupant protection contacts, 646 distracted driving contacts, and 3246 speeding contacts (including 1996 for speeds between 90 and 99 mph, and 368 for speeds of 100 mph or greater) during the grant year. They conducted 2 seatbelt surveys and 15 educational events, participated in 8 GOHS/NHTSA highway safety campaigns and 10 traffic enforcement network meetings. They won 2nd place in the Governor's Challenge for 2023-24.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Bibb County Government		Grant Number:	GA-2024-402 PT-028	
Project Title:	HEAT Bibb County Sheriff's Office		Funding Source:	402 PT (2024)	
Funded Amount:	\$58,456.08	Total Expended:	\$37,956.80	Activity Hours:	3427
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7* (70%)	People Reached: 100,000	
Project Description:	The Bibb County Sheriff's Office HEAT project is aimed at reducing the number of crashes, injuries, and fatalities caused by impaired driving, Speed, and Failure to use safety equipment (seatbelts).				
Summary of Activities:	The Bibb County Sheriff's Office initiated 447 DUI contacts, 556 occupant protection contacts, 1751 speeding contacts, and 391 distracted driving contacts during the grant year. They completed 2 seat belt surveys, participated in 13 educational events and 8 GOHS/NHTSA campaigns, attended 7 traffic enforcement network meetings and one Thunder Task Force mobilization and submitted a Governor's Challenge application. Per grantee, seatbelt survey activity was met. Correct total 7/10 activities completed (GMS has 6/10).				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1,				

Grantee:	Bryan County Sheriff's Office		Grant Number:	GA-2024-402 PT-049	
Project Title:	The Bryan County Sheriff's Office High Visibility to Reduce Speed Related Fatalities Project		Funding Source:	402 PT (2024)	
Funded Amount:	\$39,749.00	Total Expended:	\$39,691.19	Activity Hours:	1120
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)	People Reached: 650,000	
Project Description:	The Bryan County Sheriff's Office wants to reduce the number of fatalities on our roadways that are contributed to speeding. The direct correlation between speeding fatalities and law enforcement visibility is speeding fatalities can be prevented.				
Summary of Activities:	The Bryan County Sheriff's Office initiated 2746 speeding contacts, 192 DUI contacts, and 514 occupant protection contacts during the grant year. They conducted 6 educational events, participated in 8 GOHS/NHTSA safety campaigns, attended 11 traffic enforcement network meetings, and conducted 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2				

Grantee:	Calhoun Police Department		Grant Number:	GA-2024-402 PT-052	
Project Title:	High Visibility Traffic Grant		Funding Source:	402 PT (2024)	
Funded Amount:	\$41,080.20	Total Expended:	\$41,080.18	Activity Hours:	1669.87
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)	People Reached: 504,000	
Project Description:	The Calhoun Police Department will aggressively enforce the laws that govern speeds and occupant protection on the roadways of Calhoun.				
Summary of Activities:	Calhoun PD initiated 2647 speed related contacts and 637 occupant protection contacts during the grant year. They participated in 14 regional traffic enforcement network meetings and initiatives and 10 GOHS/NHTSA safety campaigns, held 42 educational events including car seat checks and teen driving classes, and conducted 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 2.2, 3.1				

Grantee:	Carroll County Sheriff's Office		Grant Number:	GA-2024-402 PT-010	
Project Title:	Carroll County Sheriff's Office HEAT Unit		Funding Source:	402 PT (2024)	
Funded Amount:	\$81,810.72	Total Expended:	\$66,074.48	Activity Hours:	4083
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	4 (40%)	People Reached: 3,050	
Project Description:	The Carroll County Sheriff's Office is requesting grant funding to establish/maintain the operation of the HEAT Unit for the purpose of enforcing traffic laws and promoting public awareness of traffic dangers.				
Summary of Activities:	The Carroll County Sheriff's Office initiated 289 DUI contacts, 449 occupant protection contacts, 1265 speeding contacts, and 525 distracted driving contacts during the grant year. They conducted 31 educational events and 2 seatbelt surveys, and participated in 8 GOHS/NHTSA campaigns, 8 traffic enforcement network meetings, and 2 Thunder Task Force mobilizations.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Cedartown Police Department	Grant Number:	GA-2024-402 PT-144	
Project Title:	Cedartown Safe Roadways	Funding Source:	402 PT (2024)	
Funded Amount:	\$18,957.40	Total Expended:	\$17,548.79	Activity Hours: 696
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	6 (86%)	People Reached: 2,993
Project Description:	The Cedartown Police Department will actively enforce the traffic laws of Georgia that, by design, provide a safe environment for drivers on the roadways of the City of Cedartown including our portions of the state routes.			
Summary of Activities:	Cedartown PD initiated 901 speeding contacts and 546 occupant protection contacts during the grant year. They conducted 2 seat belt surveys which demonstrated substantial improvement (56.7% belted in November 2023, 84.0% belted in August 2024). They also conducted an ADAP class for the county school district and participated in 12 traffic enforcement network meetings and 9 GOHS/NHTSA campaigns.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	2.1, 3.1			

Grantee:	Chamblee Police Department	Grant Number:	GA-2024-402 PT-157	
Project Title:	Chamblee GOHS High Visibility Grant Application	Funding Source:	402 PT (2024)	
Funded Amount:	\$64,304.20	Total Expended:	\$40,885.46	Activity Hours: 578
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	3 (38%)	People Reached: 5,000
Project Description:	Due to the level of speeding violations and occupant protection having a negative impact on highway safety in Chamblee, the Chamblee Police Department is applying for GOHS funds to utilize high visibility enforcement to reduce speeding and increase seatbelt usage in the city and increase safety. In the past 5 years, 40% of the fatalities in Dekalb County have been unbuckled. (170 of 276). Seat belt surveys have not been conducted by our agency, but we plan to conduct one in the near future.			
Summary of Activities:	Chamblee PD initiated 505 speeding contacts and 41 occupant protection contacts during the grant year. They deployed speed enforcement trailers 13 times, conducted 2 seat belt surveys, participated in 7 GOHS/NHTSA campaigns, and attended 7 traffic enforcement network meetings.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	2.1, 3.1, 6.2			

Grantee:	Claxton Police Department		Grant Number:	GA-2024-402 PT-076	
Project Title:	High Visibility Enforcement Claxton		Funding Source:	402 PT (2024)	
Funded Amount:	\$37,578.20	Total Expended:	\$25,407.62	Activity Hours:	528
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	4* (67%)	People Reached: 265	
Project Description:	A proactive and innovative approach to reduce speed, DUI and Occupant protection related crashes using technology as a tool to slow drivers down and to collect critical data to identify areas of the city that are in need of concentrated patrols. To ensure the safety of drivers as well as pedestrians and officers within the city of Claxton and Evans County.				
Summary of Activities:	Claxton PD initiated 772 speeding contacts, 72 impaired driving contacts, and 506 occupant protection contacts during the grant year. They used radar signs to collect and monitor speeding data, attended 7 traffic enforcement network meetings, and participated in 7 GOHS/NHTSA campaigns. Per grantee, campaign activity was met. Correct total 4/6 activities completed (GMS has 3/6).				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1				

Grantee:	Clayton County Police Department		Grant Number:	GA-2024-402 PT-011	
Project Title:	HEAT - Clayton County		Funding Source:	402 PT (2024)	
Funded Amount:	\$130,087.17	Total Expended:	\$99,501.05	Activity Hours:	4384
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8* (80%)	People Reached: 5,000	
Project Description:	The Clayton County Police Department is seeking a HEAT Grant from the Governor's Office of Hwy Safety. Clayton County is experiencing a significant increase in traffic related fatalities over the past few years.				
Summary of Activities:	Clayton Co. PD initiated 439 DUI contacts, 787 occupant protection contacts, 729 distracted driving contacts, and 2974 speeding contacts during the grant year. They conducted 4 seat belt surveys and 19 educational events, and participated in 7 GOHS/NHTSA campaigns, 8 traffic enforcement network meetings, and 1 Thunder Task Force mobilization. Per grantee, Governor's Challenge activity was met. Correct total 8/10 activities completed (GMS has 7/10).				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Clinch County Sheriff's Office	Grant Number:	GA-2024-402 PT-082	
Project Title:	High Visibility Enforcement Project	Funding Source:	402 PT (2024)	
Funded Amount:	\$16,800.00	Total Expended:	\$9,016.14	Activity Hours: 546
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	1 (14%)	People Reached: 4,206
Project Description:	Clinch County Sheriff's Office will establish a traffic enforcement effort focusing on the dangers and consequences of speeding and not using occupant protection restraints.			
Summary of Activities:	The Clinch County Sheriff's Office initiated 455 speeding contacts and 57 occupant protection contacts during the grant year. They participated in 2 GOHS/NHTSA campaigns, 4 traffic enforcement network meetings, and conducted 2 seat belt surveys.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2			

Grantee:	Coweta County Sheriff's Office	Grant Number:	GA-2024-402 PT-012	
Project Title:	Coweta County H.E.A.T. Unit	Funding Source:	402 PT (2024)	
Funded Amount:	\$185,239.52	Total Expended:	\$177,202.48	Activity Hours: 5281
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10* (100%)	People Reached: 4,000
Project Description:	In alignment with the State Plan, the CCSO will implement evidence-based practices supporting the goals of the H.E.A.T. Unit to reduce alcohol and speed-related crashes, injuries and fatalities, and to increase child restraint and seatbelt usage.			
Summary of Activities:	The Coweta County Sheriff's Office initiated 368 DUI contacts, 607 occupant protection contacts, 2536 speeding contacts, and 694 distracted driving contacts during the grant year. They conducted 35 educational events, participated in 11 GOHS/NHTSA campaigns and 3 waves of the Thunder Task Force, and attended 12 traffic enforcement network meetings. The Coweta Co. HEAT unit was awarded 1st place in their category for 2023-24. Per grantee, Governor's Challenge activity & milestones were met. Correct total 10/10 activities completed (GMS has 9/10).			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1			

Grantee:	Crisp County Sheriff's Office		Grant Number:	GA-2024-402 PT-170	
Project Title:	Crisp County Sheriff's Office		Funding Source:	402 PT (2024)	
Funded Amount:	\$22,048.00	Total Expended:	\$22,028.40	Activity Hours:	835
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)	People Reached: 377,216	
Project Description:	If funded, this grant will provide money for enforcement hours that will allow CCSO to continue our traffic enforcement efforts and reduce driving impaired incidents. The project is designed to enhance the agency's capabilities to reduce the number of fatalities, injuries, and crashes and to disseminate specific traffic safety information in areas of great concern. CCSO's proposal will include the use of RADARs and LIDARs to aid in combating speed related driving incident.				
Summary of Activities:	The Crisp Co. Sheriff's Office initiated 3282 speed contacts and 526 occupant protection contacts during the grant year. They participated in 10 traffic enforcement network meetings and 8 GOHS/NHTSA campaigns, and conducted 11 educational events, 18 checkpoints, and 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2				

Grantee:	Dawson County Sheriff's Office		Grant Number:	GA-2024-402 PT-016	
Project Title:	Dawson County Sheriff's Office HEAT		Funding Source:	402 PT (2024)	
Funded Amount:	\$75,878.45	Total Expended:	\$64,212.66	Activity Hours:	3590.25
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8 (80%)	People Reached: 30,000	
Project Description:	To maintain a GOHS HEAT unit with objectives that are to be focused on reducing serious traffic crashes and traffic violations by aggressively concentrating control efforts on drivers who threaten the lives, safety, and property of others. Dawson County is growing at a rapid rate and with growth, the need for resources focused on traffic safety becomes essential.				
Summary of Activities:	The Dawson Co. Sheriff's Office initiated 285 DUI contacts, 364 occupant protection contacts, 1294 speeding contacts, and 373 distracted driving contacts during the grant year. They held 15 educational events, participated in 10 GOHS/NHTSA campaigns, attended 9 traffic enforcement network meetings, and conducted 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				



Grantee:	Douglas County Sheriff's Office		Grant Number:	GA-2024-402 PT-009	
Project Title:	HEAT Douglas County Sheriff's Office		Funding Source:	402 PT (2024)	
Funded Amount:	\$92,086.24	Total Expended:	\$90,392.55	Activity Hours:	4592
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	6 (60%)	People Reached: 7,500	
Project Description:	The Douglas County Sheriff's Office is requesting funds to continue a HEAT Unit for the purpose of enforcing traffic laws, educating the public and reducing speed, occupant protection and impaired driving related fatalities.				
Summary of Activities:	The Douglas Co. Sheriff's Office initiated 317 DUI contacts, 533 occupant protection contacts, 1663 speeding contacts, and 320 distracted driving contacts during the grant year. They conducted 12 educational events including child safety seat checks and in-school events; participated in 8 GOHS/NHTSA campaigns, 8 traffic enforcement network meetings, and 2 Thunder Task Force mobilizations, and conducted 3 seat belt surveys, demonstrating an increase from 85% belt use in October 2023 to 88% in March of 2024.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Effingham County Sheriff's Office		Grant Number:	GA-2024-402 PT-018	
Project Title:	Speed / DUI Detection/ Occupant Protection		Funding Source:	402 PT (2024)	
Funded Amount:	\$65,630.00	Total Expended:	\$65,550.60	Activity Hours:	2320
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8 (100%)	People Reached: 8,000	
Project Description:	The Effingham County Sheriff's Office will deploy grant issued Radar's, and Lasers (current and previous years purchases) in order to decrease the number of speed related crashes in the county. The Effingham County Sheriff's Office will also conduct saturated patrols and checkpoints to reduce the number of DUI & Occupant protection-related crashes, injuries, and fatalities.				
Summary of Activities:	The Effingham County Sheriff's Office initiated 3088 speeding contacts, 138 DUI contacts, and 285 occupant protection contacts during the grant year. They participated in 12 network meetings and 8 GOHS campaigns, conducted 8 education events at high schools and local festivals, and conducted 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2				

Grantee:	Floyd County Police Department	Grant Number:	GA-2024-402 PT-030	
Project Title:	Floyd County Police Department HEAT Grant	Funding Source:	402 PT (2024)	
Funded Amount:	\$137,346.45	Total Expended:	\$108,124.05	Activity Hours: 4604.25
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8 (80%)	People Reached: 720
Project Description:	Project will reduce traffic fatalities due to speed, impaired driving, failure to properly use occupant safety, and distracted driving. The goal of this project is to help reduce the number of fatalities within Floyd County and the State of Georgia through the enforcement of these offenses and educational opportunities.			
Summary of Activities:	Floyd Co. PD initiated 196 DUI contacts, 973 occupant protection contacts, 2479 speeding contacts and 426 distracted driving contacts during the grant year. They participated in 9 GOHS/NHTSA campaigns, 10 network meetings, and 1 Thunder Task Force mobilization; and they conducted 12 educational events and 2 seat belt surveys. Floyd County received 2nd place in the Governor's Challenge.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1			

Grantee:	Forsyth County Sheriff's Office	Grant Number:	GA-2024-402 PT-019	
Project Title:	HEAT Forsyth County Sheriff's Office	Funding Source:	402 PT (2024)	
Funded Amount:	\$341,518.08	Total Expended:	\$309,603.70	Activity Hours: 3989
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	8 (80%)	People Reached: 6,944
Project Description:	The focus of the Forsyth County Sheriff's Office HEAT program is to maintain a level of enforcement activity that will reduce the number of serious traffic accidents, traffic violations, and pursue an aggressive policy of enforcement of all traffic laws. Forsyth County is one of the fastest growing counties in Georgia. With population growth comes an increase in traffic on state and county roadways, which requires increased enforcement.			
Summary of Activities:	The Forsyth Co. Sheriff's Office initiated 566 DUI contacts, 518 occupant protection contacts, 2555 speeding contacts and 508 distracted driving contacts during the grant year. They participated in 8 GOHS/NHTSA campaigns and 9 traffic enforcement network meetings and conducted 18 educational events and 2 seat belt surveys.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1			

Grantee:	Fulton County Sheriff's Office		Grant Number:	GA-2024-402 PT-074	
Project Title:	Fulton County Sheriff's Office Highway Enforcement of Aggressive Traffic (H.E.A.T.) Grant		Funding Source:	402 PT (2024)	
Funded Amount:	\$343,111.40	Total Expended:	\$0.00	Activity Hours:	0
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	0 (0%)	People Reached:	0
Project Description:	The Fulton County Sheriff's Office in collaboration with Federal, State and local officials are responsible for carrying out the day-to-day operations of traffic safety programs within Fulton County. Through the efforts of a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Grant, Fulton County Sheriff's Office will be able to provide a wide variety of activities designed to making streets and Highways safer for all citizens of Georgia.				
Summary of Activities:	No final report for this grant; closed 4/23/2024				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Glynn County Police Department		Grant Number:	GA-2024-402 PT-038	
Project Title:	"Slow Down Brunswick" and "Drive Sober or Get Pulled Over" Glynn County HEAT Program		Funding Source:	402 PT (2024)	
Funded Amount:	\$70,541.28	Total Expended:	\$51,137.96	Activity Hours:	4225.25
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	4 (40%)	People Reached:	0
Project Description:	A unit to enforce aggressive traffic laws, educate the public about roadway safety, and decrease the rate of traffic injuries and fatalities.				
Summary of Activities:	Glynn County PD initiated 284 DUI contacts, 813 occupant protection contacts, 2927 speeding contacts, and 659 distracted driving contacts during the grant year. They conducted 1 seatbelt survey, conducted 10 educational events, and participated in 2 GOHS/NHTSA campaigns and 10 traffic enforcement network events and 1 Thunder mobilization.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Hall County Sheriff's Office			Grant Number:	GA-2024-402 PT-017
Project Title:	Hall County Sheriff's Office HEAT			Funding Source:	402 PT (2024)
Funded Amount:	\$186,800.80	Total Expended:	\$185,476.48	Activity Hours:	5252.26
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):		9 (90%)	People Reached: 4,365
Project Description:	The Hall County Sheriff's Office for the Fiscal Year 2024 is seeking a HEAT Grant from the Governor's Office of Highway Safety. Hall County, in the past several years, has experienced an alarming increase in roadway fatalities.				
Summary of Activities:	The Hall County Sheriff's Office initiated 465 DUI contacts, 971 occupant protection contacts, 3237 speeding contacts and 706 distracted driving contacts during the grant year. They conducted 2 seatbelt surveys, both showing 93% compliance, and held 22 educational events. They participated in 11 GOHS/NHTSA campaigns, 12 traffic enforcement network meetings and 1 Thunder mobilization. Hall Co. HEAT won 1st place in their Governor's Challenge category and 3rd place in HEAT unit of the year.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Henry County PD/Henry Co BOC		Grant Number:	GA-2024-402 PT-022	
Project Title:	HEAT Henry County Police Department		Funding Source:	402 PT (2024)	
Funded Amount:	\$74,692.32	Total Expended:	\$54,646.09	Activity Hours:	4065
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):		9 (90%)	People Reached: 400,000
Project Description:	A unit comprised to enforce aggressive traffic laws, educate the public about roadway safety, and decrease the rate of traffic injuries and fatalities.				
Summary of Activities:	Henry Co. PD initiated 395 DUI contacts, 707 occupant protection contacts, 2075 speeding contacts, and 472 distracted driving contacts during the grant year. They completed 2 seatbelt surveys (92% compliance in Dec. 2023 and 95% compliance in Sept. 2024), held 15 educational events, and participated in 8 GOHS/NHTSA campaigns, 8 traffic enforcement network meetings, multiple speed enforcement mobilizations with GSP, Stockbridge PD, and Locust Grove PD, as well as a distracted driving/seatbelt detail with McDonough PD and DUI investigation assistance to Locust Grove PD. HCPD HEAT won 3rd place in category 7 of the Governor’s Challenge.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Johnson County Board of Commissioners		Grant Number:	GA-2024-402 PT-080	
Project Title:	High Visibility Enforcement Project		Funding Source:	402 PT (2024)	
Funded Amount:	\$17,000.00	Total Expended:	\$10,752.50	Activity Hours:	613
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):		6 (75%)	People Reached: 2,809
Project Description:	Johnson County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of speeding, not using occupant protection and impaired driving.				
Summary of Activities:	The Johnson County Sheriff's Office initiated 783 speed contacts and 265 occupant protection contacts during the grant year. They conducted 2 seat belt surveys and 20 road checks, participated in 9 GOHS/NHTSA campaigns and 9 traffic enforcement network meetings, and held 6 educational events.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2				

Grantee:	Liberty County Sheriff's Office		Grant Number:	GA-2024-402 PT-021	
Project Title:	H.E.A.T. Liberty County		Funding Source:	402 PT (2024)	
Funded Amount:	\$144,264.42	Total Expended:	\$121,301.16	Activity Hours:	5178.55
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10* (100%)	People Reached: 100,277	
Project Description:	The HEAT Team is dedicated to enforcement of traffic laws with a focus on violations that directly impact occupant safety, such as distracted driving, speeding, aggressive driving, DUI, and other violations as they are observed.				
Summary of Activities:	The Liberty County Sheriff's Office initiated 258 DUI contacts, 887 occupant protection contacts, 469 distracted driving contacts, and 3150 speeding contacts during the grant year. They conducted 2 seat belt surveys (90% compliance on the first and 93% on the second) and held several educational events with 152 pamphlets distributed. They participated in 8 GOHS/NHTSA campaigns, 9 traffic enforcement network meetings, and 3 Thunder task force mobilizations. *[Note: Comparing this grant's final report to the MAR narratives, distributing 22 pamphlets in January was counted as 22 educational events; 40 pamphlets in April counted as 40 events; 72 pamphlets in July counted as 72 events. The actual number of events may have been less than goal of 12.]				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Lowndes County Sheriff's Office		Grant Number:	GA-2024-402 PT-043	
Project Title:	SPEED - Sheriff's Patrol to Enforce Effective Driving		Funding Source:	402 PT (2024)	
Funded Amount:	\$53,798.40	Total Expended:	\$34,603.47	Activity Hours:	1448
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):		7 (100%)	People Reached: 400
Project Description:	A 5-person team of Sheriff's Deputies assigned to the Lowndes County Sheriff's Office Traffic Unit. The goal of this team is to reduce the number of crashes resulting in serious injury and fatality through proactive patrol and enforcement of Georgia Traffic Laws.				
Summary of Activities:	The Lowndes County Sheriff's Office initiated 4635 speed contacts and 633 occupant protection contacts during the grant year; participated in 8 GOHS/NHTSA campaigns and 8 traffic enforcement network meetings, conducted 9 road checks (distributing 50 pamphlets at each), and conducted 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Monroe Police Department, City of		Grant Number:	GA-2024-402 PT-075	
Project Title:	Monroe Police Department Speed Deterrent, Occupant Protection Enforcement, and Educational Grant.		Funding Source:	402 PT (2024)	
Funded Amount:	\$47,262.00	Total Expended:	\$46,994.19	Activity Hours:	1369
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)	People Reached: 708	
Project Description:	The Monroe Police Department is proposing a request for assistance in combating the concerning speed-related issues and occupant protection enforcement within its jurisdiction. As an approved 57-sworn department, this agency is limited to speed measurement devices. In addition, Monroe Police Department will dedicate itself to the education of its citizens on the importance of occupant protection.				
Summary of Activities:	Monroe PD initiated 1804 speed contacts and 474 occupant protection contacts during the grant year. They conducted 14 educational events and 3 seat belt surveys and participated in 8 GOHS/NHTSA campaigns and 9 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2				

Grantee:	Morgan County Sheriff's Office		Grant Number:	GA-2024-402 PT-090	
Project Title:	Morgan County Traffic Safety		Funding Source:	402 PT (2024)	
Funded Amount:	\$46,520.00	Total Expended:	\$44,509.70	Activity Hours:	1929
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	6 (75%)	People Reached: 1000	
Project Description:	The Morgan County Sheriff's Office seeks funding to increase traffic enforcement efforts that are spent towards prevention of crashes, due to violations of speed limits and occupant protection on roadways where these crashes are occurring.				
Summary of Activities:	The Morgan County Sheriff's Office initiated 2497 speeding contacts and 225 occupant protection contacts during the grant year. They conducted 2 seat belt surveys and 6 educational events and participated in 8 GOHS/NHTSA campaigns and 8 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.1				

Grantee:	Muscogee County Sheriff's Office		Grant Number:	GA-2024-402 PT-106	
Project Title:	HEAT - Muscogee		Funding Source:	402 PT (2024)	
Funded Amount:	\$357,836.25	Total Expended:	\$100,244.25	Activity Hours:	3511
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	2 (20%)	People Reached: 300,000	
Project Description:	In alignment with the State Plan, the MCSO will implement evidence-based practices supporting the goals of the H.E.A.T. Unit to reduce alcohol and speed-related crashes, injuries and fatalities, and to increase child restraint and seatbelt usage.				
Summary of Activities:	The Muscogee County Sheriff's Office initiated 266 DUI contacts, 30 occupant protection contacts, 2082 speeding contacts and 315 distracted driving contacts during the grant period. They conducted one seat belt survey and 7 educational events, participated in 6 GOHS/NHTSA activities, and attended 6 traffic enforcement network meetings. These accomplishments were met despite the fact that this grant was not awarded until February 2024.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				



Grantee:	Newnan Police Department, City of		Grant Number:	GA-2024-402 PT-128	
Project Title:	The Newnan Police Department High Visibility to Reduce Speed Related, Distracted Driving, and Following To Closely Motor Vehicle Accidents		Funding Source:	402 PT (2024)	
Funded Amount:	\$28,857.60	Total Expended:	\$26,758.00	Activity Hours:	789
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	5 (63%)	People Reached: 44,940	
Project Description:	The Newnan Police Department desires to reduce the number of traffic related accidents that are a direct result of speeding, distracted driving, and following to closely by motorist. High visibility in problematic areas, gearing toward educating citizens, to help prevent traffic/pedestrian accidents as a direct result of speeding, distracted driving, and following to closely.				
Summary of Activities:	Newnan PD initiated 825 speed related contacts, 36 DUI contacts, 146 following too closely contacts, and 203 occupant protection contacts during the grant year. They conducted 5 seatbelt surveys, participated in 5 GOHS/NHTSA campaigns, conducted 4 educational events, and attended 9 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2				

Grantee:	Newton County Sheriff's Office		Grant Number:	GA-2024-402 PT-051	
Project Title:	Newton County Sheriff's Office HEAT Unit		Funding Source:	402 PT (2024)	
Funded Amount:	\$186,325.20	Total Expended:	\$121,011.19	Activity Hours:	3952.7
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%)	People Reached: 20,000	
Project Description:	With the renewal of a HEAT Unit in Newton County, the Newton County Sheriff's Office will continue its efforts to combat aggressive driving, distracted driving, speeding, DUI's, accident-related fatalities, enforce seatbelt usage, and continue to educate the community on traffic safety.				
Summary of Activities:	The Newton County Sheriff's Office initiated 280 DUI contacts, 909 occupant protection contacts, 1809 speeding contacts, and 720 distracted driving contacts during the grant year. They conducted 1 seat belt survey and 22 educational events, and participated in 9 GOHS/NHTSA campaigns, 12 traffic enforcement network meetings, and 1 Thunder mobilization.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Oglethorpe County Sheriff's Office	Grant Number:	GA-2024-402 PT-033	
Project Title:	Fatality/Serious Injury, Speed Related Crashes	Funding Source:	402 PT (2024)	
Funded Amount:	\$33,549.16	Total Expended:	\$18,196.60	Activity Hours: 684
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	6 (75%)	People Reached: 2,943
Project Description:	To change driver behavior through increased speed enforcement, reducing the number of speed related crashes resulting in serious injury or death, with a focus on roadways where a majority of crashes are occurring.			
Summary of Activities:	The Oglethorpe County Sheriff's Office initiated 725 speeding contacts and 240 occupant protection contacts during the grant year. They conducted 2 seat belt surveys and 3 educational events and participated in 8 GOHS/NHTSA campaigns and 11 traffic enforcement network meetings.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2			

Grantee:	Pooler Police Department	Grant Number:	GA-2024-402 PT-046	
Project Title:	Speed Related Crashes from Following too closely	Funding Source:	402 PT (2024)	
Funded Amount:	\$41,092.80	Total Expended:	\$40,139.67	Activity Hours: 1417
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	8* (89%)	People Reached: 30
Project Description:	To reduce the number of traffic crashes, injuries and fatalities by focusing on speeding drivers while also enforcing seatbelts and distracted driving laws.			
Summary of Activities:	Pooler PD initiated 1482 speed contacts, 486 occupant protection contacts, 271 distracted driving contacts and 168 contacts for following too closely during the grant year. They conducted 2 seat belt surveys and 7 educational events, deployed mobile speed signs 51 times, and participated in 8 GOHS/NHTSA campaigns and 7 traffic enforcement network meetings. Per grantee, campaign activity was met. Correct total 8/9 activities completed (GMS has 7/9).			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2			
GOHS Objectives:	2.1, 3.1, 6.1, 7.1, 10.1			

Grantee:	Public Safety Training Center, Georgia		Grant Number:	GA-2024-402 PT-013	
Project Title:	Speed Enforcement & Current Trends in Traffic Enforcement		Funding Source:	402 PT (2024)	
Funded Amount:	\$74,511.84		Total Expended:	\$65,689.71	
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	3 (50%)	People Reached: 0	
Project Description:	Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives				
Summary of Activities:	GPSTC trained 38 law enforcement officers as Speed Detection Instructors, 928 as Speed Detection Operators, 854 in RADAR Refresher, 18 in Basic RADAR, 84 in Basic LIDAR, and 197 in Enforcement Trends & Georgia Traffic Code.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 3.1				

Grantee:	Public Safety, Georgia Department of			Grant Number:	GA-2024-402 PT-086
Project Title:	HEAT/Nighthawks - Middle- GA			Funding Source:	402 PT (2024)
Funded Amount:	\$629,135.68	Total Expended:	\$532,033.28	Activity Hours:	7,787
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):		6 (75%)	People Reached: 6,367
Project Description:	"To more effectively address the problem related to impaired drivers and speeding. The Nighthawks will provide intense enforcement coverage of the Bibb, Muscogee, and other hot spot counties within GSP troupe D."				
Summary of Activities:	Heat/Nighthawks Middle GA conducted 16 checkpoints/saturated patrols and initiated 2875 speed related contacts, 1073 DUI contacts, and 1197 occupant protection contacts during the grant year. They conducted 12 educational events and participated in 10 GOHS/NHTSA campaigns and 11 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2				

Grantee:	Public Safety, Georgia Department of		Grant Number:	GA-2024-402 PT-177	
Project Title:	State-Wide Mobilization Patrol		Funding Source:	402 PT (2024)	
Funded Amount:	\$1,420,488.00	Total Expended:	\$1,360,817.99	Activity Hours:	23,253.65
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):		3 (100%)	People Reached: 10,000
Project Description:	To more effectively address the problem related to impaired drivers, speeding, and occupant protection.				
Summary of Activities:	The State-Wide Mobilization Patrol conducted 5 one-day concentrated enforcement patrols, participated in 5 GOHS/NHTSA campaigns, and educated the public through 5 GOHS press events.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1, 7.2				

Grantee:	Rabun County Sheriff's Office			Grant Number:	GA-2024-402 PT-084
Project Title:	Rabun County Sheriff's Office High Visibility Enforcement Program			Funding Source:	402 PT (2024)
Funded Amount:	\$20,976.00	Total Expended:	\$19,651.27	Activity Hours:	883
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):		7 (78%)	People Reached: 51,200
Project Description:	The Rabun County Sheriff's Office is proposing a request for assistance in combating the concerning speed issue within its' jurisdiction. Our agency has the internal traffic-related goal to have a High Visibility Program and all patrol on every shift equipped with radar units to assist with deterring speed within Rabun County.				
Summary of Activities:	The Rabun County Sheriff's Office initiated 613 speeding contacts and 281 occupant protection contacts, conducted 2 seat belt surveys and 69 safety checkpoints, deployed speed trailers 25 times, conducted 9 educational events, participated in 7 GOHS/NHTSA campaigns and attended 11 traffic enforcement network meetings during the grant year.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Rockdale County Sheriff's Office		Grant Number:	GA-2024-402 PT-107	
Project Title:	HEAT Rockdale County Sheriff's Office		Funding Source:	402 PT (2024)	
Funded Amount:	\$63,450.00	Total Expended:	\$45,870.57	Activity Hours:	3766
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	5 (56%)	People Reached: 5,000	
Project Description:	The Rockdale County Sheriff's Office (RCSO) HEAT Unit will conduct enforcement activities that reduce crashes, fatalities, aggressive and impaired driving, and serious injuries. RCSO will use best practices, traffic data, and analytics to: develop enforcement strategies and pinpoint hotspot areas; enhance traffic safety efforts; coordinate and participate in multijurisdictional enforcement activities; and facilitate and participate in traffic safety educational campaigns				
Summary of Activities:	The RCSO HEAT unit initiated 252 DUI contacts, 1422 occupant protection contacts, 2893 speeding contacts and 1068 distracted driving contacts during the grant year. They also conducted one seat belt survey and 13 educational events, participated in 4 GOHS/NHTSA campaigns and 1 Thunder Task Force mobilization, and attended 6 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Savannah Police Department		Grant Number:	GA-2024-402 PT-135	
Project Title:	HEAT Unit Savannah Police Department		Funding Source:	402 PT (2024)	
Funded Amount:	\$342,499.99	Total Expended:	\$341,072.63	Activity Hours:	6938.50
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):		7* (70%)	People Reached: 250,000
Project Description:	Reduce motor vehicle crashes, injuries, and fatalities via high visibility enforcement targeting impaired drivers, speeders, those who do not use safety restraints devices, aggressive and distracted driving.				
Summary of Activities:	The Savannah Police Department initiated 513 DUI contacts, 1240 occupant protection contacts, 3712 speeding contacts, and 883 distracted driving contacts during the grant year. They conducted two seat belt surveys, with the second showing 88.5% compliance. They conducted 19 educational events, participated in five GOHS/NHTSA campaigns and two Thunder Task Force mobilizations, and attended 9 traffic enforcement network meetings. The Savannah PD HEAT team placed 2nd in Team of the Year. Per grantee, seat belt activity was met (2 surveys conducted); the correct total is 7/10 activities completed (GMS has 6/10).				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Snellville Police Department			Grant Number:	GA-2024-402 PT-034
Project Title:	HEAT Snellville Police Department			Funding Source:	402 PT (2024)
Funded Amount:	\$92,697.46	Total Expended:	\$73,910.84	Activity Hours:	3283
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):		8 (80%)	People Reached: 600,000
Project Description:	The Snellville Police Department is seeking to renew our HEAT grant from the Governor's Office of Highway Safety to reduce injuries and fatalities from motor vehicle crashes. The Snellville Police Department HEAT unit will use best practice and analysis of traffic data to maximize the efficiency of enforcement efforts focusing on impaired driving, speeding, and occupant protection.				
Summary of Activities:	Snellville PD initiated 236 DUI contacts, 775 occupant protection contacts, 1376 speeding contacts, and 1214 distracted driving contacts during the grant year. They conducted 12 seat belt surveys (one per month) and 23 educational events. The HEAT team participated in 8 GOHS/NHTSA campaigns, 22 traffic enforcement network meetings (2 different networks), and 1 Thunder Task Force mobilization.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.1				

Grantee:	Spalding County Sheriff's Office			Grant Number:	GA-2024-402 PT-008
Project Title:	HEAT Unit			Funding Source:	402 PT (2024)
Funded Amount:	\$103,480.40	Total Expended:	\$64,211.49	Activity Hours:	2098.35
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):		6 (60%)	People Reached: 38,000
Project Description:	The project will be used to reduce fatal/ serious injury traffic collisions that involve DUI and speeding.				
Summary of Activities:	The Spalding Co. Sheriff's Office initiated 263 DUI contacts, 421 occupant protection contacts, 1583 speeding contacts, and 440 distracted driving contacts during the grant year. They conducted one seat belt survey and 14 educational events, and participated in 6 GOHS/NHTSA campaigns, 10 traffic enforcement network meetings, and 3 Thunder Task Force mobilizations.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2, 7.2, 10.1				

Grantee:	Stockbridge Police Department, City of			Grant Number:	GA-2024-402 PT-120
Project Title:	Stockbridge Police Department HVE			Funding Source:	402 PT (2024)
Funded Amount:	\$50,418.00	Total Expended:	\$47,185.55	Activity Hours:	1689.2
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		4 (67%)	People Reached: 2000
Project Description:	The Stockbridge Police Department's (SPD) goal is to reduce crashes, injuries, and eliminate fatalities through traffic enforcement initiatives. SPD strategies will involve using best practices, focused traffic data analytics, coordinating and participating in multijurisdictional enforcement activities & traffic safety educational campaigns in efforts to keep the roadways of Henry County and the City of Stockbridge safe.				
Summary of Activities:	Stockbridge PD initiated 555 occupant protection contacts and 1411 speeding contacts; conducted 4 seat belt surveys and 5 educational events; and participated in 4 GOHS/NHTSA campaigns and 9 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 7.2				

Grantee:	Telfair County Sheriff's Office		Grant Number:	GA-2024-402 PT-081	
Project Title:	Telfair County Sheriff's Office High Visibility Enforcement Project		Funding Source:	402 PT (2024)	
Funded Amount:	\$35,520.00	Total Expended:	\$28,720.65	Activity Hours:	1653
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):		2 (22%)	People Reached: 19,000
Project Description:	Telfair County Sheriff's Office will establish a traffic enforcement effort focusing on the dangers and consequences of speeding and impaired drivers.				
Summary of Activities:	The Telfair Co. Sheriff's Office initiated 1452 speed-related contacts, 46 impaired driving contacts, and 390 occupant protection contacts during the grant year. They conducted 1 seat belt survey, 3 educational events, and 7 road checks, and participated in 6 GOHS/NHTSA campaigns and 8 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1				



Grantee:	Thomasville Police Department			Grant Number:	GA-2024-402 PT-153
Project Title:	Thomasville HVE Program 2024			Funding Source:	402 PT (2024)
Funded Amount:	\$36,351.60	Total Expended:	\$33,814.93	Activity Hours:	854
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):		6 (86%)	People Reached: 1,000
Project Description:	This project will develop a High Visibility Enforcement (HVE) program to address an increase in traffic violations in our community; currently no dedicated resources. Thomasville Police Department (TPD) officers will be dedicated to enforcing traffic laws on our roadways through saturated patrols and checkpoints in areas identified by data to be those where traffic violation-related crashes, injuries, and fatalities occur. Public education events and safety campaigns will be held regularly.				
Summary of Activities:	Thomasville PD initiated 1632 speeding contacts and 546 occupant protection contacts during the grant year. They deployed the speed enforcement trailer 15 times and conducted 11 seat belt surveys. They participated in 9 GOHS/NHTSA activities and 10 traffic enforcement network meetings and conducted 17 educational events.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 3.2, 6.1, 7.2				

Grantee:	Toccoa Police Department			Grant Number:	GA-2024-402 PT-156
Project Title:	Toccoa Police Department GOHS Grant			Funding Source:	402 PT (2024)
Funded Amount:	\$14,260.00	Total Expended:	\$13,582.96	Activity Hours:	443.50
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		5 (83%)	People Reached: 12,000
Project Description:	The Toccoa Police Department is seeking funding to purchase one (1) LIDAR unit and two (2) hand held intoximeters to enhance traffic enforcement within the city limits. The Toccoa Police Department is also seeking funding to certify one (1) officer as a Safety Seat Technician and recertify two (2) current Safety Seat Technicians. To decrease speeding and increase seatbelt usage on the roadways of the City of Toccoa.				
Summary of Activities:	Toccoa PD initiated 719 speeding contacts and 281 occupant protection contacts during the grant year. They participated in 8 GOHS/NHTSA campaigns and conducted 8 road checks and 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 6.2				

Grantee:	Toombs County Sheriff's Office		Grant Number:	GA-2024-402 PT-093	
Project Title:	High Visibility Enforcement Project		Funding Source:	402 PT (2024)	
Funded Amount:	\$31,332.00	Total Expended:	\$21,420.30	Activity Hours:	745.75
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):		6 (86%)	People Reached: 19,000
Project Description:	The Toombs County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of speeding and not using seat belts utilizing road checks and speed deterrent measures.				
Summary of Activities:	The Toombs County Sheriff's Office initiated 811 speed-related contacts and 120 occupant protection contacts during the grant year. They conducted one seat belt survey and 4 educational events and participated in 3 GOHS/NHTSA campaigns and 7 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Twiggs County Sheriff's Office		Grant Number:	GA-2024-402 PT-029	
Project Title:	Twiggs County High Visibility Enforcement		Funding Source:	402 PT (2024)	
Funded Amount:	\$39,575.20	Total Expended:	\$38,690.06	Activity Hours:	1844
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):		7 (100%)	People Reached: 75,000
Project Description:	Twiggs County Sheriff's Office has identified a growing problem with increased speeds within its jurisdiction. We are requesting support in combating these issues through this proposal.				
Summary of Activities:	The Twiggs Co. Sheriff's Office initiated 4253 speeding contacts and 532 occupant protection contacts during the grant year. They participated in 9 GOHS/NHTSA campaigns and 14 traffic enforcement network meetings (including hosting 3 meetings) and conducted 20 educational events and 2 seat belt surveys.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Washington County Sheriff's Office		Grant Number:	GA-2024-402 PT-056	
Project Title:	Speed Enforcement and Occupant Protection Grant		Funding Source:	402 PT (2024)	
Funded Amount:	\$64,466.30	Total Expended:	\$64,364.75	Activity Hours:	2392
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)	People Reached: 4,100	
Project Description:	The Washington County Sheriff's Office will increase its citizens' and visitors' awareness of the dangers and consequences of speeding and seat belt awareness, while reducing the number of crash related injuries and fatalities in the county, during the grant period through education, speed enforcement and seat belt enforcement using high visibility enforcement efforts.				
Summary of Activities:	Washington Co. Sheriff's Office initiated 1952 speeding contacts and 669 occupant protection contacts during the grant year. They deployed the mobile speed sign 18 times, conducted 2 seat belt surveys (65% compliance in December 2023, 78% compliance in September 2024), and held 6 educational events. They participated in 9 GOHS/NHTSA campaigns and 11 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2				

Grantee:	Wrens Police Department			Grant Number:	GA-2024-402 PT-095
Project Title:	High Visibility Enforcement Project			Funding Source:	402 PT (2024)
Funded Amount:	\$11,620.00	Total Expended:	\$8,176.00	Activity Hours:	355
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		2 (33%)	People Reached: 2,500
Project Description:	The Wrens Police Department will establish an enforcement effort focusing on the dangers and consequences of speeding drivers and lack of safety belt use, utilizing road checks, and speed deterrent measures.				
Summary of Activities:	Wrens PD initiated 849 speed-related contacts and 247 occupant protection contacts during the grant year. They conducted 3 educational events and participated in 4 GOHS/NHTSA campaigns and 6 traffic enforcement network meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	2.1, 3.1, 6.1, 6.2, 7.2				

Grantee:	Alto Police Department		Grant Number:	TEN-2024-402 PT-026	
Project Title:	TEN - NorthEast Traffic Enforcement Network		Funding Source:	402 PT (2024)	
Funded Amount:	\$15,078.97	Total Expended:	\$13,231.45	Activity Hours:	252
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 1,250	
Project Description:	Northeast Traffic Enforcement Network (NETEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	In its 5 months of operation, this NETEN grant scheduled 5 network meetings and participated in 6 GOHS campaigns and 4 regional enforcement efforts and attended 2 LEL meetings. (This grant was the successor to Demorest PD TEN-2024-402 PT-009, which closed in May 2024.)				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Americus Police Department			Grant Number:	TEN-2024-402 PT 015
Project Title:	TEN West Central (WCTEN)			Funding Source:	402 PT (2024)
Funded Amount:	\$23,959.76	Total Expended:	\$21,830.30	Activity Hours:	317
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 21,000
Project Description:	The West Central Traffic Enforcement Network (WCTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	WCTEN held 10 network meetings and participated in 8 GOHS campaigns, 6 regional enforcement efforts, and 2 LEL conferences.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Calhoun Police Department		Grant Number:	TEN-2024-402 PT-006	
Project Title:	TEN Mountain Area (MNTEN)		Funding Source:	402 PT (2024)	
Funded Amount:	\$24,091.04	Total Expended:	\$21,510.24	Activity Hours:	328.68
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	504,000
Project Description:	The Mountain Traffic Enforcement Network (MNTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	MNTEN held 14 network meetings, including 4 Hands Across the Border events and multiple car seat events, and participated in 8 GOHS highway safety campaigns and 14 regional enforcement efforts. MNTEN won 3rd place at the Governor's Challenge.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Charlton County Sheriff's Office		Grant Number:	TEN-2024-402 PT-005	
Project Title:	TEN - Coastal Area (CATEN)		Funding Source:	402 PT (2024)	
Funded Amount:	\$27,964.48	Total Expended:	\$21,033.35	Activity Hours:	398
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	6 (86%)	People Reached:	2,000,000
Project Description:	The Coastal Area Traffic Enforcement Network (CATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	CATEN held 11 network meetings and participated in 11 GOHS campaigns; supported GOHS initiatives via their Facebook page and printed news articles; conducted 14 multi-agency road checks; attended one NHTSA region meeting; and deployed the Occupant Protection mobile unit 17 times. Media: 22 stories, 7 TV stations, 7 print newspapers, plus several local radio stations.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Demorest Police Department		Grant Number:	TEN-2024-402 PT-009	
Project Title:	TEN- Northeast Georgia		Funding Source:	402 PT (2024)	
Funded Amount:	\$12,297.91	Total Expended:	\$12,297.91	Activity Hours:	180
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		0 (0%) *	People Reached: 0
Project Description:	Northeast Traffic Enforcement Network (NETEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	In the seven months it was active, this NETEN grant held 5 network meetings, participated in 3 GOHS/NHTSA campaigns and 3 regional enforcement efforts, and attended one GOHS conference.  *(Grant closed 5/1/2024; succeeded by Alto PD grant TEN-2024-402 PT-026.)				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Douglasville, City of		Grant Number:	TEN-2024-402 PT-016	
Project Title:	TEN - Western Region		Funding Source:	402 PT (2024)	
Funded Amount:	\$26,569.04	Total Expended:	\$25,267.77	Activity Hours:	398
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 30,000
Project Description:	The Western Region Traffic Enforcement Network (WRTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	WRTEN conducted 12 network meetings, including participation from agencies not previously active; participated in 12 GOHS campaigns and 10 regional enforcement efforts; and attended the NHTSA LEL conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Effingham County Sheriff's Office		Grant Number:	TEN-2024-402 PT-004	
Project Title:	TEN - South East Area		Funding Source:	402 PT (2024)	
Funded Amount:	\$31,320.96	Total Expended:	\$27,652.58	Activity Hours:	392
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 8,000
Project Description:	Southeastern Traffic Enforcement Network (SETEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	SETEN held 11 network meetings and 2 Thunder events, participated in 9 GOHS campaigns and 10 multi-jurisdictional road safety checks; and attended the NHTSA LEL conference and the GOHS highway safety conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Fayetteville Police Department		Grant Number:	TEN-2024-402 PT-013	
Project Title:	TEN - Metro Atlanta Traffic Enforcement Network		Funding Source:	402 PT (2024)	
Funded Amount:	\$27,383.44	Total Expended:	\$19,507.56	Activity Hours:	478
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 1,000
Project Description:	The Metro Atlanta Traffic Enforcement Network (MATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	MATEN held 11 network meetings, participated in 9 GOHS campaigns and 10 multi-jurisdictional enforcement efforts, and attended the NHTSA LEL conference and the TEN conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				



Grantee:	Grady County Sheriff's Office			Grant Number:	TEN-2024-402 PT-002
Project Title:	TEN - Southwest (SWTEN)			Funding Source:	402 PT (2024)
Funded Amount:	\$21,397.08	Total Expended:	\$19,665.54	Activity Hours:	386.19
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 77	
Project Description:	The South West Traffic Enforcement Network (SWTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit				
Summary of Activities:	SWTEN held 11 network meetings, participated in 9 GOHS/NHTSA campaigns and 7 regional enforcement efforts, and attended the LEL conference and other GOHS meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Grovetown Police Department		Grant Number:	TEN-2024-402 PT-012	
Project Title:	TEN - East Central		Funding Source:	402 PT (2024)	
Funded Amount:	\$28,538.96	Total Expended:	\$20,242.78	Activity Hours:	331
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 500	
Project Description:	The East Central Traffic Enforcement Network (ECTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The ECTEN held 10 network meetings and participated in Hands Across the Border, Ft. Eisenhower’s Public Safety Day, and several “Ghost Out” events; participated in 8 GOHS campaigns and 6 regional enforcement efforts; and attended the annual LEL conference and other GOHS meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Holly Springs Police Department		Grant Number:	TEN-2024-402 PT-007	
Project Title:	TEN - Appalachian Trail		Funding Source:	402 PT (2024)	
Funded Amount:	\$27,660.96	Total Expended:	\$18,070.31	Activity Hours:	248
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 110,000	
Project Description:	The Appalachian Traffic Enforcement Network (ATTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The ATTEN held 12 network meetings, participated in 8 GOHS campaigns and 6 regional enforcement efforts, and attended the LEL conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Newton County Sheriff's Office			Grant Number:	TEN-2024-402 PT-010
Project Title:	TEN - Central Region (CRTEN)			Funding Source:	402 PT (2024)
Funded Amount:	\$24,296.80	Total Expended:	\$17,016.72	Activity Hours:	332
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 30,000
Project Description:	Central Region Traffic Enforcement Network (CRTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The CRTEN hosted 12 network meetings including a child safety seat event; participated in 8 GOHS campaigns and 6 regional enforcement efforts; and attended the NHTSA LEL conference, the TEN conference, the MADD conference and Hands Across the Border.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Oglethorpe County Sheriff's Office		Grant Number:	TEN-2024-402 PT-001	
Project Title:	TEN - Piedmont Area (PATEN)		Funding Source:	402 PT (2024)	
Funded Amount:	\$24,699.76	Total Expended:	\$16,955.91	Activity Hours:	408.25
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached:	2,943
Project Description:	The Piedmont Area Traffic Enforcement Network (PATEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The PATEN held 11 network meetings, participated in 10 GOHS campaigns including Hands Across the Border, and held 9 regional enforcement events. They attended the LEL conference and other GOHS meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Twiggs County Sheriff's Office		Grant Number:	TEN-2024-402 PT-011	
Project Title:	TEN Middle Georgia (MGTEN)		Funding Source:	402 PT (2024)	
Funded Amount:	\$21,842.96	Total Expended:	\$21,528.18	Activity Hours:	393
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 75,000
Project Description:	The Middle Georgia Traffic Enforcement Network (MGTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The MGTEN held 12 network meetings and participated in 9 GOHS campaigns and 14 regional enforcement efforts. They attended the LEL conference and coordinator meetings.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Valdosta Police Department, City of			Grant Number:	TEN-2024-402 PT-003	
Project Title:	TEN- Southern Region			Funding Source:	402 PT (2024)	
Funded Amount:	\$25,309.76	Total Expended:	\$19,581.86	Activity Hours:	417.75	
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		6 (100%)	People Reached: 500,000	
Project Description:	Southern Region Traffic Enforcement Network (SRTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.					
Summary of Activities:	The SRTEN held 11 network meetings (including Hands Across the Border), participated in 8 GOHS/NHTSA campaigns, participated in 7 regional enforcement efforts (road checks), and attended the NHTSA Region 4 Conference.					
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2					
GOHS Objectives:	6.1					

Grantee:	Washington County Sheriff's Office		Grant Number:	TEN-2024-402 PT-014	
Project Title:	TEN - South Central Traffic Enforcement Network (SCTEN)		Funding Source:	402 PT (2024)	
Funded Amount:	\$22,039.60	Total Expended:	\$17,545.19	Activity Hours:	258
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 4,000	
Project Description:	The South Central Traffic Enforcement Network will use the grant to promote traffic safety in the Network.				
Summary of Activities:	The SCTEN hosted 11 network meetings, including a joint meeting with MGTEN; participated in 10 GOHS campaigns, conducted 9 regional enforcement efforts (road safety checks), and attended the Region 4 NHTSA conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				

Grantee:	Zebulon Police Department			Grant Number:	TEN-2024-402 PT-008
Project Title:	TEN- Central Georgia			Funding Source:	402 PT (2024)
Funded Amount:	\$23,119.60	Total Expended:	\$13,965.72	Activity Hours:	258
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):		4 (67%)	People Reached: 500
Project Description:	Central Georgia Traffic Enforcement Network (CGTEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit.				
Summary of Activities:	The CGTEN held 10 network meetings, participated in 8 GOHS campaigns, held 5 regional enforcement efforts, and attended the annual LEL conference.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, B-1, SHSP-2				
GOHS Objectives:	6.1				



## 6.10 PREVENTING ROADSIDE DEATHS

### Highlights

Preventing Roadside Deaths was a pilot project for FFY2024 to deploy and implement roadside digital technology to prevent death and injury involving first responders. FY2024, GOHS funded [one \(1\) project](#) and expended a total of [\\$0](#) within this program area. The funded project under this program area is:

- GAGOHS – Grantee; Digital Alerting, Seconds Save Lives

### Funded Projects

The tables below show the grantee details for funded projects within the Preventing Roadside Deaths program area.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-405H M12BDAT-115
Project Title:	Digital Alerting, Seconds Save Lives	Funding Source:	405H M12BDAT (2024)
Funded Amount:	\$40,850.00	Total Expended:	\$0.00
Project Description:	Deploy and implement a pilot program to prevent death and injury from crashes involving motor vehicles striking other vehicles, first responders, and individuals stopped at the roadside\ utilizing digital technology.		
Summary of Activities:	This project was awarded but not implemented due to bidding and procurement issues.		
State Targets:	C-1, C-2a, C-2b, C-3		



## 6.11 ROADWAY SAFETY/ RAILROAD SAFETY

### Highlights

The Railroad Safety program was unable to be implemented this year due to the terminal illness of their project director. Roadway safety is funded to enhance the various highway-safety related categories of Federal-aid highway funds, including Section 402, in order to maximize the safety benefits of the entire program as well as evaluate the state highway safety process. In FY2024, GOHS funded [one \(1\) project](#) and expended a total of [\\$286,554.58](#) within this program area. The funded project under this program area is:

- GAGOHS – Grantee

### Funded Projects

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 RS-178
Project Title:	402RS - Road Safety	Funding Source:	BIL 402 RS (2024)
<i>Funded Amount:</i>	<i>\$297,991.50</i>	<i>Total Expended:</i>	<i>\$285,554.58</i>
Project Description:	To fund staff and activities to become familiar with the various highway-safety related categories of Federal-aid highway funds--in addition to Section 402--in order to maximize the safety benefits of the entire program as well as evaluating the state highway safety process.		
Summary of Activities:	GOHS the various highway-safety related categories of Federal-aid highway funds--in addition to Section 402-- These activities contributed to the state's goal of decreasing injuries and fatalities involving failure to use safety belts.		
State Targets:	C-1, C-2a, C-2b, C-3		





## 6.12 SPEED MANAGEMENT

### Highlights

The Speed Management program area includes grants that enforce speed limits using high visibility enforcement methods and speed technologies to reduce speed-related fatalities. No individual projects were funded with 402 SC during they FFY2024 grant year however projects listed under 402 PT, including H.E.A.T. and HVE projects, had a focus on speed enforcement.

## 6.13 TRAFFIC RECORDS

### Highlights

Georgia's traffic records system encompasses data on the state's transportation network and its users. This data is vital for safety programming, operational management, and strategic planning. The Traffic Records Program provides grants to enhance the system, funding projects aligned with problem identification, state performance targets, and countermeasure strategies. In FY2024, GOHS funded **eight (8) projects** and expended a total of **\$1,914,981.60** within this program area.; the funded projects under this program area are:



- Georgia Traffic Records Program
- Crash Outcome Data Evaluation Survey (CODES)
- Online Analytical Statistical Information System (OASIS)
- Georgia Association of Chiefs of Police (GACP) LEA Technology Grant
- Georgia Electronic Conviction Processing System (GECPS)
- Georgia Emergency Medical Services Information System (GEMSIS)
- Georgia Traffic Data Analysis Epidemiologist Grant (TDAE)
- Georgia Motor Vehicle Accident Report Quality Oversight Training Program

Some notable accomplishments within the Traffic Records Program during FFY2024 include:

- The new FFY2025-2027 Traffic Records Strategic Plan (TRSP) was approved by the Georgia Traffic Records Coordinating Committee (TRCC) on July 23, 2024. The new plan was submitted to NHTSA within the FFY2025 Annual Grant Application as a requirement for National Priority Safety Program 405(c) State Traffic Safety Information System Improvements funding.
- Georgia conducted a Traffic Records Program Assessment using the NHTSA Self-Assessment Tool, which was completed and distributed to the Georgia TRCC on April 3, 2024. Assessment

results reveal that Georgia's Traffic Records Program now meets 233/328 advisory ideals in FFY2024, indicating an overall improvement in 113 elements from the last Traffic Records Program Assessment, which was conducted in 2019. The self-assessment generated the following program recommendations:

1. Strengthen the TRCC's abilities for strategic planning that reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the applicable guidelines for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
3. Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
4. Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
5. Improve the data dictionary for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
6. Improve the interfaces with the Driver data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
7. Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
8. Improve the data quality control program for the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
9. Improve the data quality control program for the Roadway data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
10. Improve the description and contents of the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
11. Improve the applicable guidelines for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
12. Improve the data dictionary for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
13. Improve the procedures/ process flows for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
14. Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
15. Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
16. Improve the traffic records system's capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory.

The Georgia TRCC has incorporated enhanced measures into the FFY2025-2027 Traffic Records Strategic Plan to address these recommendations ([FFY2025-2027 TRSP, pg. 45](#)).

- On August 23, 2024, the Georgia TRCC submitted formal comments in response to NHTSA's *Request for Comments (RFC) on Minimum Performance Measures for the State Highway Safety Grant Program* (Document ID: NHTSA-2024-0037-0001). Additionally, GOHS' epidemiologist provided a presentation during the associated Virtual Public Meeting held on August 21, 2024. These contributions were supported by other stakeholders and position Georgia to actively contribute to the enhancement and refinement of tools aimed at strengthening state highway safety programs. GOHS's contributions, along with those of other

participating organizations, are included in NHTSA's notice: *Uniform Procedures for State Highway Safety Grant Programs (Docket No. NHTSA–2024–0037)* which transmits the revised minimum performance measures framework that State Highway Safety Offices use in their triennial Highway Safety Plans (3HSP).

This revised framework emphasizes flexibility and accountability, enabling states to address unique traffic safety challenges while meeting national standards. GOHS advocated for greater flexibility in setting performance targets and the new framework will allow states to choose annual, three-year, or five-year rolling averages. GOHS highlighted that measures should be normalized by the appropriate denominator to show true progress as well as the need for performance targets to align with real-world data, such as suspected distracted driving. This can be included under the new framework as one of Georgia's State developed performance measures. The new framework is set to take effect in FFY2026 for the FFY2027-2029 3HSP and the Traffic Records Program looks forward to redefining the State's Performance Measures.

## Traffic Records Coordinating Committee (TRCC) Subcommittees

### Data Subcommittee

In FFY2024, the TRCC workgroup and CODES Data Subcommittee produced the following Georgia Traffic Safety Facts (GTSF) documents: 9 Detailed Fact Sheets, 1 Issue Brief, and 6 Quick Facts documents based 2022 data for the SHSP Emphasis Areas. This series of publications collaboratively developed by CODES and TRCC combines information from all traffic records information systems (Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and Injury Surveillance) to paint a comprehensive picture of traffic safety issues on Georgia roadways. The GTSF series is reviewed and voted on by the multiagency CODES board.

The FFY2024 GTSF series include detailed Fact Sheets based on 2022 data in the following topics: Preliminary Motor Vehicle Traffic Fatalities, Pedestrians and Bicyclists (Non-motorists), Distracted Driving, Motorcycles, Occupant Protection, Risky Driving, Young Drivers, Older Drivers, and an Overview of Motor Vehicle Crashes. The 2022 Quick Facts topics are: Risky Driving, Young Drivers, Drivers Aged 55+, Pedestrian and Bicyclist, Motorcycle Drivers, and Occupant Protection.

For FFY2024, the GTSF series included the *Issue Brief: Examining Alcohol-Impaired Drivers Involved in Motor Vehicle Crashes*. This issue brief analyzes DUI-related crashes and conviction outcomes in Georgia from 2017 to 2021 using integrated crash and driver conviction data for Georgia drivers, focusing on differences between first-time and repeat offenders. Key findings reveal significant disparities in conviction rates, with repeat offenders more likely to receive alcohol-related convictions, particularly in non-severe and serious injury crashes. However, conviction rates for both groups decrease as crash severity increases. Findings indicate that recidivism is a concern, with many repeat offenders involved in new DUI crashes within a short period after their last conviction and a significant portion of DUI citations resulting in reduced charges, complicating enforcement outcomes. These findings underscore the need for a comprehensive state DUI control system, unified DUI reporting in Georgia, and stricter policies to limit plea negotiations for first-time offenders.



## Project Highlights

### **CODES**

In FFY2024, Georgia's CODES Data Group facilitated 6 board meetings and 43 working group meetings, ensuring active participation from all data system owners. Furthermore, CODES actively contributes to all SHSP emphasis area task teams and supported the 2024 SHSP Summit through data provision, workshops, and organizational efforts.

In FFY2024, the Georgia CODES project integrated 2022 crash, EMS, emergency department, and hospitalization data, as well as crash and child fatality review data. Additionally, CODES linked 2017–2021 crash data with driver conviction records to support the Issue Brief: Examining Alcohol-Impaired Drivers Involved in Motor Vehicle Crashes. CODES collaborative integration efforts resulted in the production of 9 Georgia Traffic Safety Facts detailed factsheets, an issue brief, 6 Quick Facts documents, and an analytical guide. CODES also supported the EMS armband project, the Georgia Rural Road Safety Project, and collaborated with Michigan and Emory Universities on the UUID project.

### **OASIS**

For FFY2024, the OASIS project has updated the Map-Your-Own Data tool and CHNA Dashboard Maps to use 2020 Census Tract boundaries. The Web Query and Trending Tools now include socioeconomic vulnerability Index (SVI) data which is also available by Census Tract in the Mapping Tool. 2023 data updates include population, mortality, hospital discharge, and ER visit data. Additionally, a new Injury Exploratorium Tool is under development, which will be a suite of tools to explore injury by intent.

### **LEA Technology Grant**

In FFY2024, the Georgia Association of Chiefs of Police administered funding to 23 qualified Law Enforcement Agencies to purchase computers, printers, mounting hardware and cover installation costs needed to improve and maintain electronic crash reporting by law enforcement agencies in the GEARS crash database. >99% of Georgia's crash reports are now filed via the Georgia Electronic Accident Reporting System (GEARS).

### **Numetric**

In FFY2024, the Georgia Department of Transportation (GDOT) has continued developing a suite of tools through AASHTOWare Safety/ Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular, and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures. Additionally, GDOT completed the development of the Crash Reporting Online Tool, a versatile web-based platform offering enhanced accessibility through both online and offline functionality. Optimized for use on tablets, desktops, and smartphones, the tool provides users with a robust, searchable interface.

## ***DRIVES/ TDAE***

For FFY2024, the Georgia DDS hired a Traffic Data Analysis Epidemiologist (TDAE) who evaluated the Virtual Road Test, a new, technology-forward method of testing new drivers. Additionally, changes were made to the DRIVES database to include whether an individual was tested with this new method or the traditional method. Social media messaging was also developed and posted to inform the public of trends and statistics for traffic safety.

## ***GECPS***

For FFY2024, the Georgia citation submission error rates remained below the 5% required by GOHS, averaging 2.92%. Low error rates are attributed to effective court clerk training and regular contacts with GECPS personnel. During FFY2024, GECPS personnel offered 43 virtual and in person training events and court presentations. The 43 trainings are over 2.5 times more than the 16 trainings that were conducted during FFY2023. We hope to be able to continue to increase these training efforts. The court auditor conducted 138 audits. For FFY2024, GECPS saw an overall improvement of 7.68% submission timeliness for Commercial and Non-Commercial submissions combined from 2020-2024. For FFY2024 GECPS saw an overall improvement of 19.5% in CDL submission timeliness from 2020-2024. The rise in timeliness percentages shows a marked improvement from FFY2020-2021 where timeliness percentages for Commercial submissions reached lows of 64.49% and timeliness percentages for Commercial and Non-Commercial submissions combined reached lows of 74.39%. The continued overall improvement in timeliness is attributed to effective court clerk trainings and court audits.

## ***Injury Surveillance: EMS and Trauma***

In FFY2024, the Office of EMS and Trauma focused on enhancing the timeliness, accuracy, and completeness of NEMSIS v3.5 data submissions to GEMSIS Elite and biospatial, enforcing the policies established in FFY2023. Monthly operational calls with EMS agencies and education programs emphasized proper documentation of key data elements, updates to validation rules, and resolution of common issues. Beginning in March 2024, monthly performance emails were sent to EMS agencies, highlighting submission counts, validation scores, and timeliness, driving improvements in compliance.

EMS agencies participating in the armband pilot project collected 249 armband numbers for traffic-related incidents in FFY2024. The CODES/ TRCC team will link these numbers to 2023 crash and trauma records for patients.

## ***Traffic Records Quantitative Progress Reports***

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY2024, the Georgia EMS system has reported improvement to the Timeliness attribute by decreasing the average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite ([FFY2025-2027 TRSP, pg. 53](#)).

## Funded Projects

The tables below show the grantee details for funded projects within the Traffic Records program area. Traffic Records Program *Quantitative* Progress Reports are available in [Appendix C](#).

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-405C M3DA-109
Project Title:	405(c) Traffic Records Program	Funding Source:	405C (2024)
<i>Funded Amount:</i>	<i>\$284,253.75</i>	<i>Total Expended:</i>	<i>\$265,598.66</i>
Project Description:	This program uses NHTSA Section 405(c) funds to fund the GOHS Georgia Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.		
Summary of Activities:	This project supported the creation and improvement of the state's traffic records system, including training and improvements in the recording and tracking of serious injuries.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		

Grantee:	Driver Services, Georgia Department		Grant Number:	GA-2024-405C M3DA-069
Project Title:	GECPS Outreach		Funding Source:	405C (2024)
Funded Amount:	\$265,325.54	Total Expended:	\$251,891.39	
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)	People Reached: 1000
Project Description:	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; to train and educate courts on the GECPS system for this purpose.			
Summary of Activities:	DDS successfully integrated the GECPS system into Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System); audited 130 courts during the grant year to discuss issues and resolve discrepancies in reporting; provided support to all GECEPS users by phone, email, video training, and in person, achieving consistently low error rates and providing additional training for courts with higher error rates; continually updated the GECPS manual in accordance with legislative changes; and presented at 16 conferences and meetings.			
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2			
GOHS Objectives:	8.2			



Grantee:	Driver Services, Georgia Department		Grant Number:	GA-2024-405C M3DA-119	
Project Title:	Traffic Data Analysis Epidemiologist		Funding Source:	405C (2024)	
Funded Amount:	\$116,943.88		Total Expended:	\$70,720.58	
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	3 (60%)	People Reached: 1000	
Project Description:	Hire a Traffic Data Analysis Epidemiologist dedicated to analyzing and interpreting population-based statistics to identify problems, recommend solutions and prepare responses for program development and implementation. This position will provide data and epidemiological analytic assistance to support highway safety, injury prevention activities at the federal, state, and local levels				
Summary of Activities:	Although the position was vacant for the first 4 months of the grant year, the newly hired epidemiologist was able to develop a data dictionary and dataset, pull license and conviction data and begin linking with other datasets; participate in Traffic Records Coordinating Committee meetings and provide updates; and make 16 posts to social media despite a gap in filling the social media specialist position.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2				
GOHS Objectives:	8.2				

Grantee:	Georgia Association of Chiefs of Police		Grant Number:	GA-2024-405C M3DA-027	
Project Title:	LEA Technology Grant GACP		Funding Source:	405C (2024)	
Funded Amount:	\$672,000.00		Total Expended:	\$608,881.89	
Activities Planned:	1	Activities Completed (Percent of Planned Activities Completed):	0 (0%)	People Reached: 0	
Project Description:	The Georgia Association of Chiefs of Police (GACP) will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.				
Summary of Activities:	GACP provided funding and equipment to 23 agencies to improve electronic crash reporting in GEARS.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2				
GOHS Objectives:	8.2				

Grantee:	Public Health, Georgia Department of		Grant Number:	GA-2024-405C M3DA-005	
Project Title:	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests		Funding Source:	405C (2024)	
Funded Amount:	\$211,952.15		Total Expended:	\$211,952.15	
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	3 (100%)	People Reached: 10,000,000	
Project Description:	OASIS, DPH's query system, provides online access to data visualizations and reports. Data provisioning to partners is supported by the departmental data warehouse, which contains the most current Hospital Discharge, ER Visit, Death, Population and Geographic Information conformed to the latest vintage (2020) of Census Tracts. Value-additions include data quality controls and calculated variables such as injury classifications and severities using diagnosis codes, and standardized geographies.				
Summary of Activities:	DPH OASIS added the Social Vulnerability Index as a demographic indicator; added 2020 census tract boundaries to the Map-Your-Own data tool and CHNA dashboard maps; added 2023 population, mortality, hospital discharge and ER visit data; began work on an injury exploratory tool including mechanism and intent of injury; supported the CODES data group in preparing updated fact sheets; added AIS scores for all injuries (whole and by body region); and rebuilt the data repository and geography layers to include 2020 census data.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2				
GOHS Objectives:	8.2				

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2024-405C M3DA-004
Project Title:	Support for CODES Crash Data Linkage	Funding Source:	405C (2024)
Funded Amount:	\$319,382.03	Total Expended:	\$317,101.13
Activities Planned:	12	Activities Completed (Percent of Planned Activities Completed):	11 (92%) People Reached: 10,000
Project Description:	<p>The CODES project brings together multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.</p>		
Summary of Activities:	<p>The CODES board met 4 times, and the data work group met 43 times with additional meetings of the fact sheet group at least twice per month. Data owners of crash, EMS, Trauma, ED, hospital, death, licensed drivers, vehicle registration, and driver conviction data (GDOT, DPH, DOR and DDS) participated regularly, as did GOHS and NHTSA. The Administrative Office of the Courts also participated in the process of setting up their citation/conviction database. CODES performed validity and quality checks on 2022 crash data using child fatality review data, vital records and FARS; produced a cleaned final version of 2022 crash data that was used to produce the Georgia Traffic Safety Facts; and provided GDOT and the CODES data group with the analytical guide. CODES linked 2022 crash data to EMS and Hospital data, deduplicated, and created a linked data set; linked 2022 Child Fatality Review data to crash data; signed an MOU with DDS to exchange data including conviction and license information for impaired driving; and received 2023 crash and EMS data to evaluate the armband pilot project. Codes participated in and supported 7 task teams and provided support to Shepherd Center's Rural Roads project. Nine detailed Georgia Traffic Safety Facts sheets and 6 Quick Facts sheets were produced, for a comprehensive picture of traffic safety issues in Georgia. Progress was made on the Universally Unique ID pilot project to track individuals through EMS, crash and trauma data, and funding was received, although the project will not go into effect until the next grant cycle.</p>		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2		
GOHS Objectives:	8.2		

Grantee:	Public Health, Georgia Department of (EMS & Trauma)		Grant Number:	GA-2024-405C M3DA-040	
Project Title:	DPH - OEMS GEMSIS Elite		Funding Source:	405C (2024),405C M3DA (2024)	
Funded Amount:	\$232,646.68		Total Expended:	\$157,646.68	
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	People Reached: 27,180	
Project Description:	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0 (preparation and planned implementation in CY2023), maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.				
Summary of Activities:	OEMST attended all scheduled Impaired Driving Task Team, TIME task team, Occupant Protection task team, CODES task team, and Traffic Records Coordinating Committee meetings during the grant year. They hosted monthly operational calls with EMS agencies and EMS education programs to discuss issues related to EMS and data documentation, focusing on the new NEMSIS v3.5 data elements as well as validation rules and issues noted on documentation; and beginning in March, sent monthly emails to agencies with a count of incidents received in GEMSIS Elite, validation scores and time submission, to improve accuracy and timeliness. Hurricane response and power outages caused some submission delays. The agencies participating in the armband pilot project collected 249 armband numbers on traffic/transportation incident responses in FY 2024.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2				
GOHS Objectives:	8.2				

Grantee:	Public Safety Training Center, Georgia		Grant Number:	GA-2024-405C M3DA-143	
Project Title:	Georgia Motor Vehicle Accident Report Form Quality Oversight Training Program		Funding Source:	405C (2024)	
Funded Amount:	\$56,250.00		Total Expended:	\$31,189.12	
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	3 (60%)	People Reached: 0	
Project Description:	This training program is designed to improve efficiency, quantity & quality of crash report data collection, as well as mitigating post-secondary crashes due to delays in gathering data during active crash investigations. This will be accomplished through a combination of online training, creating a block of instruction within existing training currently offered, creating an additional training course utilizing aerial mapping technology & training offered through the TEN's.				
Summary of Activities:	GPSTC provided Train the Trainer instruction to 255 law enforcement officers, training on collecting crash scene data to 14 Traffic Enforcement Network groups, mapping software and drone image collection training to 501 officers, and updated crash report training to 677 officers. They also provided updated training materials to the regional police academies for use in initial peace officer training on collecting crash scene data.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-7, C-8, C-9, SHSP-1, C-10a, C-10b, C-11, B-1, SHSP-2				
GOHS Objectives:	8.2				



## 6.14 TEEN TRAFFIC SAFETY PROGRAMS

### Highlights

The Teen Traffic Safety Programs include grants that promote education and awareness to teens and young adults about highway safety issues, such as but not limited to, underage drinking, impaired driving, distracted driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. In FY2024, GOHS funded [five \(5\) projects](#) and expended a total of [\\$923,369.15](#) within this program area. The funded projects under this program area are:

- Children and Parent Resource Group
- Savannah Technical College
- GOHS – Grantee: 402 Teen Traffic Safety Program
- Students Against Destructive Decisions: SADD National
- Young Adult Grants (10 college/university grants)

For our teen traffic safety programs, one particular notable accomplishment was partnering with SADD National for the second year to execute one overall grant that works directly with local SADD chapters in Georgia. Previously, SADD grants were with specific high schools. Throughout FY2024, our SADD and Young Adult program grantees also tracked the number of teen and young adult drivers reached through their programmatic efforts. In FY2024 GOHS grantees reached a total of 294,518 teen and young adult drivers.

### SADD PROGRAM: PEOPLE REACHED

Grant ID	Organization	Number of People Reached
GA-2024-402 TSP-105	SADD National	150,000
<b>Total Reached</b>		<b>150,000</b>

### YOUNG ADULT PROGRAM: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
YA-2024-402 TSP-002	ABAC Advancement Foundation, Inc.	5,457
YA-2024-402 TSP-005	Augusta University	8,160
YA-2024-402 TSP-010	Fort Valley State University	3,261
YA-2024-402 TSP-004	Georgia College & State University	7,464
YA-2024-402 TSP-015	Georgia Southwestern State University	4,381
YA-2024-402 TSP-001	Georgia State University	27,400
YA-2024-402 TSP-009	Kennesaw State University	43,588
YA-2024-402 TSP-007	North Georgia, University of	1,726
YA-2024-402 TSP-012	Valdosta State University	6,115
YA-2024-402 TSP-016	West Georgia, University of	4,103
<b>Total Reached</b>		<b>111,655</b>

### OTHER YOUTH & YOUNG ADULT PROGRAMS: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
GA-2024-402 TSP-055	Children and Parent Resource Group	25,635
GA-2024-402 TSP-037	Savannah Technical College	7,228
<b>Total Reached</b>		<b>32,863</b>

## Funded Projects

The tables below show the grantee details for funded projects within Teen Traffic Safety Programs.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2024-402 TSP-062
Project Title:	402TSP: Teen Traffic Safety Program	Funding Source:	402 TSP (2024)
Funded Amount:	\$291,971.50	Total Expended:	\$291,775.45
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.		
Summary of Activities:	GOHS supported young driver grants with meetings, site visits, grant management and other assistance. These activities contributed to the state's goal of decreasing injuries and fatalities involving high school and college aged drivers.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		

Grantee:	Children and Parent Resource Group, Inc.	Grant Number:	GA-2024-402 TSP-055
Project Title:	Life Changing Experience Community Education Project	Funding Source:	402 TSP (2024)
Funded Amount:	\$350,000.00	Total Expended:	\$332,500.00
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	2 (67%) People Reached: 30,000
Project Description:	Cinema Drive and Smart Driver, an exciting, interactive 3D safe-driving experience for teens educating them on how to drive safely, eliminate distractions, impaired driving and drugged driving		
Summary of Activities:	Children & Parent Resource Group provided Cinema Drive to 50 schools with 52% of students rating the program excellent/good, and up to 57.4% of participants with improvement between pre- and post-surveys. The grantee attended 6 Young Adult Task Team meetings and screened the Smart Driver program at 46 high schools.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	7.1		



Grantee:	Savannah Technical College	Grant Number:	GA-2024-402 TSP-037
Project Title:	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	Funding Source:	402 TSP (2024)
Funded Amount:	\$139,706.66	Total Expended:	\$78,758.68
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	4 (100%) People Reached: 12,199
Project Description:	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.		
Summary of Activities:	Savannah Technical College reached 5660 young drivers with its VR simulator at 45 school and community events during the grant year. They also used Fatal Vision kits at various events, reaching 6539 students, and distributed over 19,000 pieces of GOHS resource materials, as well as promoting GOHS and NHTSA material via media campaigns.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	1.1, 1.2, 7.2, 10.1		

Grantee:	Students Against Destructive Decisions (SADD) Inc	Grant Number:	GA-2024-402 TSP-105
Project Title:	Centralizing SADD's Teen Mobility Safety Efforts: Measuring Impact in the Technological Age	Funding Source:	402 TSP (2024)
Funded Amount:	\$222,371.04	Total Expended:	\$149,512.68
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	5 (100%) People Reached: 150,000
Project Description:	SADD and the Georgia Office of Highway Safety (GOHS) have enjoyed a fruitful partnership over more than two decades. Throughout the last several years, SADD has been working to build the capacity and effectiveness of our chapters across Georgia while measuring impact. This project will focus on creating productive systems and enriching education around mobility safety.		
Summary of Activities:	SADD expanded to a total of 54 chapters in Georgia; facilitated 525 educational events and activities (school assemblies, interactive workshops, and safety fairs, partnering with schools, faith-based organizations, businesses and community centers); launched 166 communications campaigns via social media (Instagram, LinkedIn, TikTok and Facebook) on topics including seat belt use, distracted and impaired driving, and pedestrian safety; and delivered train-the-trainer instruction to 84 community partners during the grant year.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	1.2, 5.1, 7.1, 7.2		

Grantee:	ABAC Advancement Foundation, Inc., The		Grant Number:	YA-2024-402 TSP-002	
Project Title:	ABAC Young Adult Program		Funding Source:	402 TSP (2024)	
Funded Amount:	\$11,760.00	Total Expended:	\$6,650.00		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	3 (30%)	People Reached: 4,245	
Project Description:	To educate young adults on the importance of highway safety by hosting educational programs and distributing materials that will help decrease the number of crashes, injuries, and fatalities.				
Summary of Activities:	The ABAC Young Adult Program completed 2 seat belt checks, reviewed the campus alcohol policy, and held 4 campus events, including a ThinkFast event, which altogether reached over 1200 people.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	1.1, YA Goals 1-10				

Grantee:	Augusta University		Grant Number:	YA-2024-402 TSP-005	
Project Title:	AU GOHS YA Grant 2024		Funding Source:	402 TSP (2024)	
Funded Amount:	\$13,144.00	Total Expended:	\$10,877.56		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached: 8,000	
Project Description:	Student Wellness Programs is one of few departments at Augusta University providing education on safe driving and alcohol awareness. Our program is dedicated to providing outreach opportunities to educate students on various topics within the eight dimensions of wellness, including alcohol awareness and DUI prevention. Augusta University police also provide programming in the area of safe driving, but with a very limited budget.				
Summary of Activities:	The Augusta University YA grant held 5 campus events focused on safe alcohol consumption, the risk of DUI, and how to plan in advance for getting home. GOHS educational materials were distributed at all events. The program collaborated with campus police to collect highway safety statistics, reviewed campus alcohol policies, and conducted 2 seat belt checks. Events were held in collaboration with campus police to coordinate with GOHS impaired driving campaigns, including field sobriety tests with drunk goggles. The grant recruited new peer educators.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	5.2, YA Goals 1-10				

Grantee:	Fort Valley State University	Grant Number:	YA-2024-402 TSP-010
Project Title:	Be the Sober One	Funding Source:	402 TSP (2024)
Funded Amount:	\$9,640.88	Total Expended:	\$3,922.88
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%) People Reached: 2,500
Project Description:	The "Be the Sober One" continues to be a Peer to Peer social norms campaign designed to increase prevention-oriented knowledge and positive behaviors amongst Fort Valley State University students and residents of middle GA to prevent drinking and driving, and substance abuse in general through the support of Institutional resources and community partners.		
Summary of Activities:	Be the Sober One conducted 7 events, collected highway safety statistics for the campus and surrounding areas; reviewed campus alcohol policies; distributed educational resources via campus sporting events, resident assistants, and a virtual help platform; conducted 2 seat belt surveys; and collaborated with campus police in impaired driving events. Twenty-five peer educators were recruited during the grant year to hold weekly prevention sessions.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	YA Goals 1-10		

Grantee:	Georgia College & State University	Grant Number:	YA-2024-402 TSP-004
Project Title:	YA GOHS Grant	Funding Source:	402 TSP (2024)
Funded Amount:	\$9,539.00	Total Expended:	\$7,757.01
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	7 (70%) People Reached: 3,722
Project Description:	The YA GOHS Grant will provide educational opportunities to reduce high risk drinking and driving after drinking among Georgia College Students. The YA GOHS grant will also provide opportunities to educate our campus about low-risk decisions regarding alcohol and how to make our campus safer and healthier through traffic safety education.		
Summary of Activities:	Georgia College & State University hosted 13 events with students, reaching over 1600 students during the grant year. They collected highway safety statistics, reviewed the campus alcohol policy, distributed GOHS educational material, and collaborated with Public Safety for awareness events with impairment goggles.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	YA Goals 1-10		

Grantee:	Georgia Southwestern State University		Grant Number:	YA-2024-402 TSP-015	
Project Title:	GSW IHELP PEER EDUCATORS		Funding Source:	402 TSP (2024)	
Funded Amount:	\$12,608.00	Total Expended:	\$2,284.69		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	6 (60%)	People Reached: 1,000	
Project Description:	To provide training and programming to enhance college students' awareness and knowledge of alcohol/impaired driving/binge drinking and highway safety issues. To help reduce the use of alcohol of minors on campus.				
Summary of Activities:	GSW IHELP held 3 campus events, collected highway safety statistics, reviewed campus alcohol policies twice (before and after a change in administration), distributed GOHS educational materials, completed 2 seat belt surveys, and recruited and trained new peer health educators.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	1.2, YA Goals 1-10				

Grantee:	Georgia State University		Grant Number:	YA-2024-402 TSP-001	
Project Title:	Georgia State University Young Adult		Funding Source:	402 TSP (2024)	
Funded Amount:	\$13,232.00	Total Expended:	\$6,856.18		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached: 10,000	
Project Description:	This program builds a comprehensive alcohol & other drug prevention program to reach all Georgia State University campuses.				
Summary of Activities:	Georgia State held 5 Pour a Drink activities, reaching about 300 students, as well as monthly Instagram Live programs focused on highway safety and alcohol & drug prevention. They reviewed highway safety statistics and campus alcohol policies prior to each semester, distributed GOHS brochures via new student orientation, and completed 2 seat belt checks (also including checking for handheld cell phone use) on each of the 6 campuses. The grant also promoted GOHS and NHTSA messaging via social media (Instagram and Twitter) and their web site. They recruited 8 new peer health educators and trained 10 and conducted an AlcoholEdu survey.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	10.1, YA Goals 1-10				

Grantee:	Kennesaw State University Research and Service Foundation		Grant Number:	YA-2024-402 TSP-009	
Project Title:	GOHS YA Kennesaw State University		Funding Source:	402 TSP (2024)	
Funded Amount:	\$27,724.89	Total Expended:	\$9,422.81		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)	People Reached: 28,576	
Project Description:	YA application to improve the health of the Kennesaw State University community as it relates to impaired driving and alcohol use.				
Summary of Activities:	Kennesaw State University conducted 5 activities with a total of 509 participants. Activities included alcohol education, games, Fatal Vision Goggles, pour demonstrations, and tabling by University Police and other partners; GOHS educational materials were distributed at all events. They conducted 2 seat belt surveys in November and April, both with 93% compliance (400 vehicles surveyed each time). They reviewed campus alcohol policy and recruited 32 potential health educators; 2 completed training. A total of 1,103 students completed the spring ACHA-NCHA survey.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	1.1, YA Goals 1-10				

Grantee:	North Georgia, University of		Grant Number:	YA-2024-402 TSP-007	
Project Title:	Peer Health Educators Educating UNG Student Community on Highway Safety		Funding Source:	402 TSP (2024)	
Funded Amount:	\$24,312.00	Total Expended:	\$15,785.38		
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%)	People Reached: 16	
Project Description:	The University of North Georgia seeks funding for developing, promoting, and implementing programs and events to educate our students on the major contributing factors of highway-related injuries and fatalities among college students. The primary concern addressed is the high percentage of alcohol-related crashes, injuries, and deaths among college students/ youth. The grant allows us to expand our outreach efforts to our UNG community and play a role in their safety.				
Summary of Activities:	The University of North Georgia held 22 campus events in partnership with UNG Athletics, UNG Police, Residence Life, and others. Activities included the DUI simulator, and GOHS materials were distributed. Campus alcohol policies were reviewed and updated. Two seat belt surveys and two Coffee With a Cop events were held. Peer health educators were recruited, and the program was expanded to include all 5 UNG campuses.				
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2				
GOHS Objectives:	1.2, YA Goals 1-10				

Grantee:	Valdosta State University	Grant Number:	YA-2024-402 TSP-012
Project Title:	YA 2023	Funding Source:	402 TSP (2024)
Funded Amount:	\$7,630.91	Total Expended:	\$3,096.40
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	6 (60%) People Reached: 4,000
Project Description:	Increase awareness and compliance with DUI and Underage drinking laws among the VSU and Valdosta, Georgia community through the Office of Health Promotions and Wellness.		
Summary of Activities:	Valdosta State University participated in 8 activities and distributed GOHS educational materials at each. They reviewed campus alcohol policies and collaborated with university police on National Night Out and Arrive Alive.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	YA Goals 1-10		

Grantee:	West Georgia, University of	Grant Number:	YA-2024-402 TSP-016
Project Title:	UWG & GOHS Collaborative Safety Initiative	Funding Source:	402 TSP (2024)
Funded Amount:	\$11,200.00	Total Expended:	\$4,169.43
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	9 (90%) People Reached: 0
Project Description:	To continue our partnership with GOHS to provide alcohol/highway safety education to UWG students, high school students, and to citizens in our service area through multiple programs and initiatives.		
Summary of Activities:	University of West Georgia held 11 events including ThinkFast trivia, Know Your Limits activities, and distributing educational materials. They collected highway safety statistics and reviewed campus alcohol policies. Two seat belt checks were completed, including Click It Or Ticket promotion. They recruited and trained new peer health educators.		
State Targets:	C-1, C-2a, C-2b, C-3, C-4, C-5, C-6, C-9, B-1, SHSP-2		
GOHS Objectives:	1.2, YA Goals 1-10		



## 6.15 EVIDENCE-BASED ENFORCEMENT

### Highlights

Evidence-Based Enforcement program area includes law enforcement grants that use high-visibility law enforcement to reduce the number of crashes, injuries, and fatalities on Georgia roadways. In FY2024, GOHS-funded projects under the “Police Traffic Services” program area implemented evidenced-based enforcement activities that were documented as NHTSA countermeasures that work. The activities include:

- Mobilizations
- Thunder Task Force
- Governor’s Challenge

Some notable accomplishments within Evidence-Based Enforcement during FY2024 include:

- Continuing the collaboration among law enforcement to conduct mobilization campaigns and high-visibility enforcement strategies.
- Continued implementation of mobilization campaigns and the Thunder Task Force despite the challenges of three severe weather events.



## Grant-Supported Enforcement Activities by Program

The Georgia's Governor's Office of Highway Safety tracks the number of impaired-driving, seatbelt, and speeding citations issued by grant-support law enforcement agencies. In FFY 2024, law enforcement grantees issued 320,394 **speeding citations**, 85,238 **seatbelt citations**, and 22,864 **impaired driving citations**. The table below shows the number of citations issued by each grant-supported program for FFY2020-2024.

FFY2020-FFY2024 CITATIONS BY PROGRAM

	Year (Federal Fiscal)	100 days of Summer HEAT	National Mobilizations	HEAT Programs (Statewide)	Thunder Task Force	Annual Total Across Grant Programs
Impaired Driving	2020	4,995	10,017	6,459	96	21,567
	2021	6,153	11,111	8,738	124	26,126
	2022	3,886	7,192	7,093	201	18,372
	2023	4,855	5,627	6,902	186	17,570
	2024	4,684	8,931	9,127	122	22,864
	<b>5-yr. Total</b>	<b>24,573</b>	<b>42,878</b>	<b>38,319</b>	<b>729</b>	<b>106,499</b>
Seat Belts	2020	12,344	24,228	8,802	338	45,712
	2021	15,750	26,322	11,970	201	54,243
	2022	12,567	19,370	10,379	314	42,630
	2023	23,535	23,926	13,940	941	62,342
	2024	24,458	40,685	19,624	471	85,238
	<b>5-yr. Total</b>	<b>88,654</b>	<b>134,531</b>	<b>64,715</b>	<b>2,265</b>	<b>290,165</b>
Speed	2020	73,414	137,304	37,378	61	248,157
	2021	87,088	154,397	51,014	33	292,532
	2022	54,753	100,290	31,722	264	187,029
	2023	78,805	91,655	49,404	562	220,426
	2024	91,821	154,738	73,565	270	320,394
	<b>5-yr. Total</b>	<b>385,881</b>	<b>638,384</b>	<b>243,083</b>	<b>1,190</b>	<b>1,268,538</b>

Note: Seatbelt citations include adult seatbelt violations and child safety restraint violations



## Mobilizations

During the FFY2024 grant period, the Governor's Office of Highway Safety collaborated with law enforcement agencies statewide to roll out a variety of high visibility campaigns across all 159 Georgia counties. The aim of these campaigns is to use high-visibility law enforcement presence (with alternating schedules) to help stabilize and crackdown on the extreme and illegal driving behaviors. State and local law enforcement work simultaneously to take drunk and drugged drivers off the roads, as well as issue citations for distracted driving, speeding, being unbuckled (including car seats) and other traffic violations to make roads safer. The mobilization campaigns in FFY2024 include:

- Click It or Ticket (CIOT)
- Drive Sober or Get Pulled Over
- One Hundred Days of Summer H.E.A.T.
- CIOT Border to Border
- Operation Zero Tolerance
- Operation Southern Slow Down
- Hands Across the Border

### FFY2024 MOBILIZATIONS

Mobilization Event	Duration	Description / Highlights
Click It or Ticket	November 22-26, 2023	Focus: Seat belts 43% of agencies participated 2,646 occupant protection contacts
Drive Sober or Get Pulled Over*	December 13, 2023 – January 1, 2024	Focus: Impaired Driving 43% of agencies participated 1,888 impaired driving contacts
Click It or Ticket*	May 13 - June 2, 2024	Focus: Seat belts 38% of agencies participated 9,241 occupant protection contacts
Drive Sober or Get Pulled Over	August 14 – September 2, 2024	Focus: Impaired Driving 32% of agencies participated 1,384 impaired driving contacts
One Hundred Days of Summer H.E.A.T.	May 13 – September 2, 2024	The 100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign is a multi-jurisdictional highway safety program designed to reduce fatal crashes during Georgia's deadly holiday driving period from Memorial Day through Labor Day. Law enforcement partners operate 100 Days of Summer H.E.A.T. in all corners of the state looking for unsafe motorists...from drunk drivers and aggressive speeders to distracted drivers who continue to text while behind the wheel.
CIOT Border to Border	May 13, 2024	The summer Click It or Ticket campaign was kicked off at the annual CIOT Border to Border event, designed to raise awareness of the importance of safety belts ahead of the Memorial Day holiday weekend. 35% of agencies participated resulting in 5,761 occupant protection contacts.

Duration	Description / Highlights
Operation Zero Tolerance June 24 - July 7, 2024	Operation Zero Tolerance is Georgia's high-visibility enforcement program that targets impaired drivers through concentrated patrols and sobriety checkpoints; 34% of Georgia law enforcement agencies participated in this operation resulting in 1,151 impaired driving contacts.
<div data-bbox="168 441 402 499">Operation Southern Slow Down</div> <div data-bbox="168 531 475 791"></div> <div data-bbox="483 594 701 625">July 15 – 21, 2024</div>	Law enforcement from Georgia, South Carolina, Alabama, Florida, and Tennessee teamed up to combat speeding. This was the fifth year of this campaign. Four media events were held around the state during this week, including Augusta with South Carolina, Phoenix City with Alabama, Yulee with Florida, and Ringgold with Tennessee. Enforcement activities were conducted by 36% of Georgia law enforcement resulting in 10,148 speeding contacts.
<div data-bbox="168 882 467 909">Hands Across the Border</div> <div data-bbox="168 940 475 1201"></div> <div data-bbox="483 1050 737 1081">August 26 – 29, 2024</div>	Law enforcement from Georgia joined forces with counterparts in Florida, Alabama, South Carolina, and Tennessee to conduct road checks in their respective states over a 4-day period leading up to Labor Day weekend. FFY 2024 marked the campaign's 33rd year. State and local law enforcement in all five states worked simultaneously to take drunk and drugged drivers off the roads, as well as issue citations for distracted driving, speeding, being unbuckled (including car seats) and other traffic violations in an effort to make roads even safer for the holiday weekend. This year, there were 6 events held with our partner states.

## Thunder Task Force

The Thunder mission is to detect Georgia's high-crash corridors and reduce mounting highway deaths and serious injuries by introducing a high-visibility law enforcement presence to help stabilize the extreme and illegal driving behaviors of careless motorists who cause those crashes. The taskforce's goal is to show a significant reduction in traffic fatalities and injuries during initiatives and subsequent waves.

The Thunder strategy assigns concentrated patrols to state routes, rural roads, and interstate highways on alternating schedules for each day of the crackdown. Thunder officers will conduct safety belt, distracted driving and sobriety road checks and speed patrols while collecting enforcement data to document their life-saving progress.

Operation Thunder has a history of reducing highways deaths since the highway safety project's inception in 2007. Each time it's launched, the GOHS Thunder Taskforce deploys a combined safety

belt, distracted driving, speed, and DUI mobilization with local traffic enforcement units. H.E.A.T. officers are certified in field sobriety and ARIDE (Advanced Roadside Impaired Driving Enforcement) or drug recognition experts, with required training in advanced traffic law, DUI Breathalyzer and speed detection equipment, emergency vehicle operation and pursuit intervention. Many of these officers are also certified in phlebotomy.

#### THUNDER TASK FORCE DEPLOYMENTS FOR FFY 2024

Mobilization Event	Duration
Savannah, Georgia	December 7 - 9, 2023
Pooler, Georgia	March 14 - 17, 2024
Coweta County, Georgia	March 27 - 29, 2024
Muscogee County, Georgia *	September 26-28, 2024

\*Cancelled due to Hurricane Helene.

### Governor's Challenge

The FFY2024 grant year marked the 25th anniversary of the Georgia Governor's Challenge, an annual banquet hosted by the Governor's Office of Highway Safety. The awards program recognizes statewide law enforcement agencies in nine different categories based on department size, as well as in several other specialty categories. Winners were announced during the awards banquet in Macon, Georgia on October 25, 2024.

The Governor's Challenge is designed to highlight outstanding achievements in highway safety enforcement and education. It recognizes agencies for the approach and effectiveness of their overall highway safety programs. Agencies are evaluated not just for enforcement initiatives, but for innovative problem-solving in their communities, using public information activities and creating departmental policies that support their traffic enforcement campaign efforts.



## 2023-2024 Award Winners

AWARD CATEGORY	PLACE
<i>Category 1: 1-10 Officers</i>	
McCaysville Police Department	1 <sup>st</sup> Place
Alto Police Department	2 <sup>nd</sup> Place
Boston Police Department	3 <sup>rd</sup> Place
<i>Category 2: 11-25 Officers</i>	
Twiggs County Sheriff's Office	1 <sup>st</sup> Place
Tybee Island Police Department	2 <sup>nd</sup> Place
Oglethorpe County Sheriff's Office	3 <sup>rd</sup> Place
<i>Category 3: 26-45 Officers</i>	
Calhoun Police Department	1 <sup>st</sup> Place
Milledgeville Police Department	2 <sup>nd</sup> Place
Morrow Police Department	3 <sup>rd</sup> Place
<i>Category 4: 46-75 Officers</i>	
Snellville Police Department	1 <sup>st</sup> Place
Dalton Police Department	2 <sup>nd</sup> Place
Crisp County Sheriff's Office	3 <sup>rd</sup> Place
<i>Category 5: 76-100</i>	
Rome Police Department	1 <sup>st</sup> Place
Floyd County Police Department	2 <sup>nd</sup> Place
Liberty County Sheriff's Office	3 <sup>rd</sup> Place
<i>Category 6: 101-200</i>	
Coweta County Sheriff's Office	1 <sup>st</sup> Place
Gainesville Police Department	2 <sup>nd</sup> Place
Warner Robins Police Department	3 <sup>rd</sup> Place
<i>Category 7: 201-500</i>	
Hall County Sheriff's Office	1 <sup>st</sup> Place
Forsyth County Sheriff's Office	2 <sup>nd</sup> Place
Henry County Police Department	3 <sup>rd</sup> Place

<i>Category 8: 501+</i>	
Dekalb County Police Department	1 <sup>st</sup> Place
Atlanta Police Department	2 <sup>nd</sup> Place
Cobb County Police Department	3 <sup>rd</sup> Place
<i>College &amp; University</i>	
University of North Georgia Police Department	1 <sup>st</sup> Place
University of West Georgia Police Department	2 <sup>nd</sup> Place
Coastal Pines Technical College	3 <sup>rd</sup> Place
<i>Traffic Enforcement Network of the Year</i>	
Coastal Area Traffic Enforcement Network	1 <sup>st</sup> Place
Middle Georgia Traffic Enforcement Network	2 <sup>nd</sup> Place
Mountain Area Traffic Enforcement Network	3 <sup>rd</sup> Place
Coordinator of the Year	Captain Lee Smith
Asst Coordinator of Year	Lt. Victor Tyson
<i>HEAT Team of the Year</i>	
Middle Georgia Nighthawks	1 <sup>st</sup> Place
Savannah Police Department	2 <sup>nd</sup> Place
Hall County Sheriff's Office	3 <sup>rd</sup> Place
<i>SPECIAL CATEGORY AWARDS</i>	
Forsyth County Sheriff's Office	Impaired Driving
Morrow Police Department	Speed Awareness
Dalton Police Department	Occupant Protection
Snellville Police Department	Distracted Driving
Twiggs County Sheriff's Office	Rookie of the Year
Rome Police Department	Child Passenger Safety
Valdosta Police Department	Bike/Pedestrian Safety
Twiggs County Sheriff's Office	Teen/Young Driver Safety
Western Region Traffic Enforcement Network	Motorcycle Safety
Calhoun Police Department	Community Engagement
Snellville Police Department (229.25 Points)	Governor's Cup



## **Funded Projects**

See Section “6.9 Police Traffic Services” for the list of law enforcement agencies funded to implement evidenced-based enforcement activities.



# 7.0 Public Participation and Engagement

## PP&E or Community Engagement: What's the Difference?

As a data-driven agency, our approach to engagement creates pathways for meaningful partnerships within communities. GOHS implements [Public Participation and Engagement \(PP&E\)](#) as a proactive process designed to ensure comprehensive representation from diverse community groups. Outlining how GOHS actively seeks feedback and, where feasible, integrate that input into projects, programs, and plans to reflect the community's voice and priorities.

Conversely, [Community Engagement](#) extends its focus on building connections with communities primarily to understand, strengthen and raise awareness. While both approaches aim to foster collaboration, PP&E emphasizes inclusive decision-making, whereas Community Engagement centers on raising awareness and strengthening understanding. Together, these strategies empower GOHS to achieve impactful and sustainable outcomes.



## The FY2024 Process and Beyond

The outcomes of this engagement process are integrated into GOHS's triennial Highway Safety Plan, guiding traffic safety priorities, resource allocation, funding opportunities, strategic inter-agency partnerships, and community-level collaborations to improve traffic safety outcomes in Georgia.

GOHS follows a 3-Stage engagement process which includes the following.

1. Identify Communities adversely affected and disproportionately impacted by specific traffic safety problems.
2. Collaborate with community leaders and members to discuss traffic safety problems and brainstorm community-appropriate solutions.
3. Fund, support, or co-develop community-appropriate countermeasures.

## Expanded Process currently being employed

1. **Problem Identification:** The PP&E / Community Engagement Process begins with analyzing the traffic data to identify high-risk areas and specific safety challenges. Here we get to ask questions and understand not only what the problems are but the magnitude.
2. **Stakeholder Engagement** At this stage we focus on partnership and collaborative conversation with local governments, community leaders, and public safety organizations. Convene meetings to share data, gather feedback, and establish collaborative strategies. PP&E is a conversation.
3. **Strategy Development** at this level we work with partnering cities to refine goals and align resources based on stakeholder input with the hopes to launch initiatives like the "Interchange Improvement Project." Discussed below.
4. **Implementation and Monitoring:** As a result of collaborative efforts with stakeholders we can execute planned projects and initiatives, facilitated by designated highway officers. Pivotal to PP&E process is the tracking progress and maintain regular communication through consistent scheduled meetings.
5. **Sustained Engagement** is important to maintain relationships. Host follow-up meetings with lead contacts for the projects to ensure accessibility and to remain current with status of projects and programs. The fluid conversation will benefit such as expanding efforts to other high-risk communities based on ongoing assessments.
6. **Evaluation and Continuous Improvement** is where we will use benchmarks such as community surveys, workshop attendance, and traffic data comparisons to review assessing program effectiveness to inform future safety decisions and initiatives.

## Activities and Achievements Summary

### Public Participation and Engagement:

The Georgia Governor's Office of Highway Safety (GOHS) prioritized addressing the rising number of pedestrian fatalities and serious injuries in communities disproportionately affected by traffic-related incidents. In our FFY24 – FFY26 Triennial Georgia HSP **we identified communities** with statewide hotspots and priorities. Our goal was to establish a solid footprint that can be used and customized throughout the state. The process began with data-led problem identification, where GOHS isolated target counties and identified specific safety challenges.

Focusing on the top 3 counties noting hot spots in specific traffic safety issues, GOHS chose the city of Fairburn in Fulton County as our initial stakeholder engagement opportunity. GOHS partnered to **engage and collaborate** with the local community leaders and key stakeholders in tackling these pressing issues. In July of 2023, GOHS convened a meeting with 37 elected officials, public safety professionals, nonprofit organizations, and other community leaders. The discussion centered on collaborative strategies and corrective measures to effectively improve traffic safety outcomes. As a result of our collaborative conversation the following priorities were discussed, and possible solutions and resources were then shared by GOHS.

- **Priority Issue: Teens and Safe Driving**

### **GOHS Support Initiatives**

- GOHS can provide the Seatbelt Convincer for educational demonstrations and assist with intersection enforcement to identify drivers using their phones. Upon contact, drivers receive brochures outlining relevant laws. Additionally, GOHS supports publicized road checks and enforcement efforts when invited, further promoting traffic safety awareness.
- Available educational resources include Students Against Destructive Decisions (SADD) and Young Adult (YA) College Programs, both focused on promoting safe driving among young drivers.
- Partnerships with Georgia Public Broadcasting (GPB) to deliver safe driving messages to teens and parents.
- Enforcement mobilizations further reinforce these efforts by informing the public and emphasizing the consequences of unsafe driving behaviors.
- In response to the need for expanded education, the Drivers' Education Commission offers scholarships in collaboration with the Department of Driver Services (DDS). GOHS partners with DDS to administer approximately 5,500 scholarships annually.

- **Priority Issue: Commercial Motor Vehicle**

### **GOHS Support Initiatives**

- GOHS assisted offering information and contacts to develop a partnership with GSP to make sure everyone gets properly trained.
- The NO ZONE including, The Federal Highway partners with Motor Carriers. was offered as a suggestion to come to the community with a Traffic Safety Fair (covers all areas).

Specifically bottlenecking intersections, weight increase in tractor trailers and potholes. Highway 14 and 74 provided information on how to access GDOT's website for Numetrics for crash data and traffic counts.

As a result of successful alliances along with a safe-system approach actionable outcomes, including Fairburn's partnership with GDOT, launching the "Interchange Improvement Project," This project is designed to address traffic safety concerns by relieving congestion, widening the interchange, and improving infrastructure. Outside of the interchange project, no projects were created specifically under the GOHS umbrella of funding to assist the city of Fairburn, GA.

This project highlights the power of effective collaborative conversations in driving meaningful progress. As a result, of the PP&E meeting facilitated by GOHS in July including ongoing collaborative conversations, identification of shared resources Fairburn was able to create a path towards

improvement projects, identified areas of opportunity needed previously mentioned. The project was halted in December 2024 due to two identified protected species found while clearing obstructive trees.

[Fairburn Fall Festival October – 2023](#) GOHS was honored to participate in Fairburn's Fall Festival, held on October 5th in downtown Fairburn. This annual event, which attracts over 8,000 attendees, provided a valuable opportunity to connect directly with community members of all ages and socio-economic backgrounds. Through this engagement, we gathered insights into their highway safety concerns and discussed desired changes, further strengthening our relationship with the Fairburn community.

Maintaining **sustained engagement** is a pivotal part of the process. The next planned PP&E meeting with stakeholders is scheduled for January 22, 2025, where the implementation of planned projects, programs and campaigns will be discussed. Specifically, Fairburn faces the challenge of road sharing behaviors and awareness in regard to pedestrians and truck safety. With the increase of distribution warehouses in the area and infrastructure issues planned programming will educate and inform the community on how to maintain safer highways.

With the efforts of Fairburn and GOHS support a program overview coined “Respect the Road, Respect Each Other” was developed, these efforts include but are not limited to educational campaigns, PP&E activities (e.g. road safety expo, neighborhood safety walks, road safety pledges allow local businesses involvement).

Finally, to ensure effectiveness the projects and programs will be met **with evaluation and continuous improvement** efforts that will be ongoing, using benchmarks such as surveys, PP&E tracker data, workshop attendance, traffic data comparisons etc. This will allow us to assess program effectiveness to inform future safety decisions and initiatives.

# Appendices

- A. **Performance Measure Trends & Projections**
- B. **Grants by Funding Source**
- C. **Traffic Records - Section 405c Quantitative Progress Reports**

## APPENDIX A: PERFORMANCE MEASURE TRENDS & PROJECTIONS

The sections below describe Georgia's performance for each Traffic Safety Performance Measure goal and target established in the 2023 and 2024 Highway Safety Plans. At the time of this report, the 2023 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2023 preliminary fatality data from the University of Georgia's Traffic Safety Research and Evaluation Group (TSREG).

### *Description of Preliminary Data Source*

The 2023 TSREG Preliminary Fatality Data includes all Georgia roadway fatalities for motorists, pedestrians, bicyclists, and other road users. The data records were derived from the Georgia Department of Transportation's (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System's (GEARS) online database, and validated with GDOT's Fatal Crash Recording System (FCRS) database. Delays in data availability at the time of analysis are possible due to the inherent nature of reporting roadway fatalities.

### *Methodology & Considerations*

GOHS, our state agency partners, and local organizations use the five-year statewide rolling average (2019-2022 FARS data and 2023 TSREG preliminary fatality data) to determine each traffic safety performance measure's annual targets and progress status. Specifically, GOHS plots the five most recent data points to determine the "best fit" model (linear or quadratic polynomial) that shows the relationship between the five-year rolling average and time. The model with the highest  $R^2$  value (the square of correlation that measures the variation between the five-year rolling average and time) is used to determine whether the FY2023 and FY2024 target values are being met. It's important to note that five-year rolling averages are designed to smooth the data and reduce the variations that may appear in the raw annual time series; therefore, the correlation values ( $R^2$ ) are usually higher for models with the five-year moving average than those with annual raw values.

### *Georgia's Acknowledgement of Increasing 5-Year Moving Average Trends*

In most states, the 5-year rolling average will continue to rise despite future annual decreases for most traffic safety performance measures. However, §1300.11(3)(i) requires states to set performance targets that demonstrate 'constant' or 'improved' performance. Georgia established the targets to 'maintain' the 5-year rolling average of fatalities at the 2017-2021 baseline to meet this requirement. In the FFY24-FFY26 HSP, Georgia acknowledged that setting a target of 'constant' compared to the baseline was an unachievable goal and not informed by what is shown in the 5-year rolling average calculations and projections and, therefore, may not be met. *The FFY24 HSP Target Assessment (shown below) shows that Georgia is not on track to meet any of the 'maintaining the 5-year rolling average' targets established in the triennial HSP.*



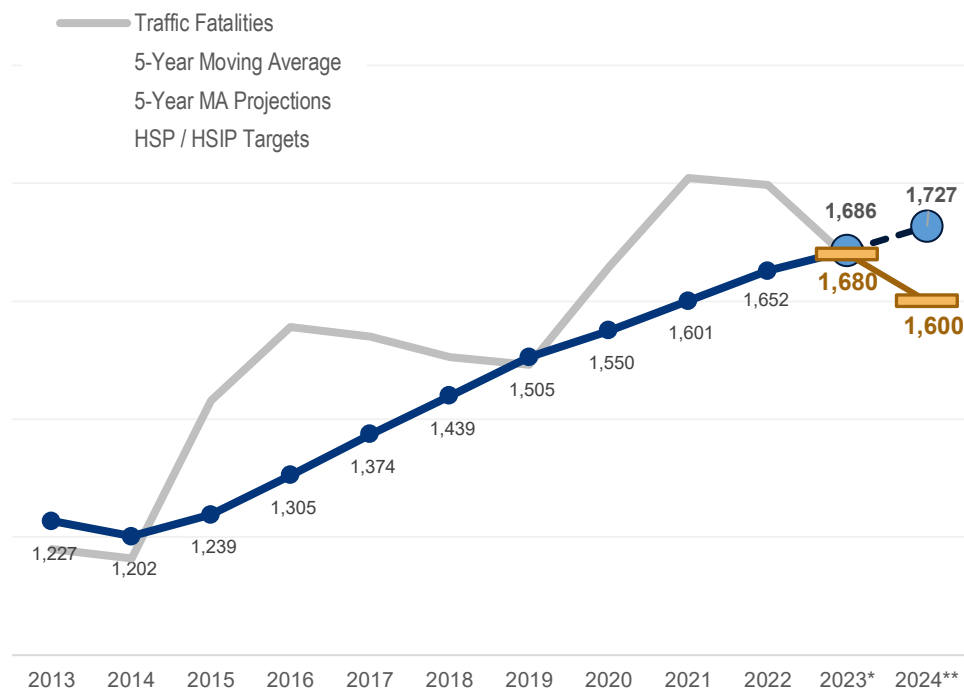
## C-1: Number of traffic fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	1,600	1,727	● Not on Track	5-year: 2019-2023	1,680	1,686	● Did Not Meet

GOHS **did not meet** its 2023 HSP goal to maintain the 2019-2023 5-year moving average below the projected 1,680 traffic fatalities. The preliminary 2019-2023 5-year moving average is 1,686 traffic fatalities.

After falling steadily from 2016 to 2019, Georgia's total traffic fatalities increased sharply in 2020 (1,658) and 2021 (1,809). However, preliminary data show that traffic fatalities decreased by 7% (124 count decrease), from 1,797 fatalities in 2022 to an estimated 1,373 fatalities in 2024.

GOHS is **not on track** to meet the 2024 HSP goal of maintaining the 2020-2024 5-year moving average below the projected 1,600 traffic fatalities. However, GOHS has **met** its **annual** goal of decreasing the number of traffic fatalities by 2.4%, from 1,797 in 2022 to 1,753 by 2024.



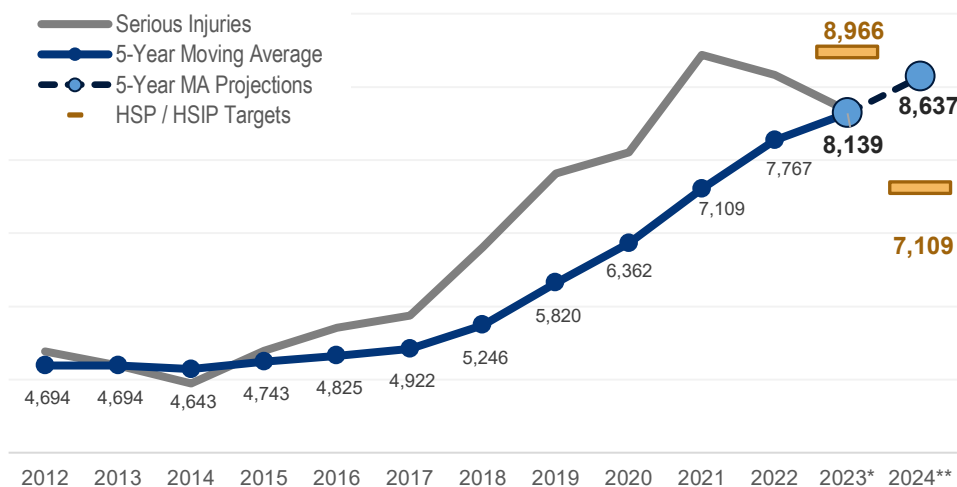
## C-2: Number of serious injuries<sup>4</sup> in traffic crashes

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	7,109	8,637	● Not on Track	5-year: 2019-2023	8,966	8,139	● Met

GOHS **met** its 2023 HSP goal to maintain the 2019-2023 5-year moving average below the projected 8,966 serious traffic injuries. Preliminary 2023 crash data shows that the 2019-2023, 5-year moving average is 8,139 serious injuries in traffic crashes.

In FY2024, GOHS and its partnering agencies (Georgia Department of Transportation, Emory University, Georgia Department of Public Health, and others) stepped up their efforts to improve the accuracy of serious injury data by linking emergency department and hospital discharge records with crash reports. The aim is to target educational interventions to agencies whose classification of injuries on crash reports does not match well with the eventual medical determination. Preliminary data show that traffic fatalities decreased by 7% (489 count decrease), from 8,660 serious injuries in 2022 to an estimated 8,171 serious injuries in 2024.

Using the most recent data available and current definitions for serious injuries, GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024 5-year moving average below the projected 7,109 serious traffic injuries. Projections show that the 2020-2024, 5-year moving average is 8,637 serious injuries in traffic crashes. **GOHS, however, has met its annual goal of decreasing the number of serious traffic injuries by 2.5% from 8,660 in 2022 to 8,444 by 2024.**



<sup>4</sup> Note that the GDOT, GOHS, and the State Highway Safety Plan (SHSP) data teams are currently standardizing the definition of 'serious injury', and it is subject to change. Any changes in the 'serious injury' definition as a result of using the updated crash form will impact the final datasets. **This will lead to changes in the final counts presented in future data reporting and calculations of annual targets.**

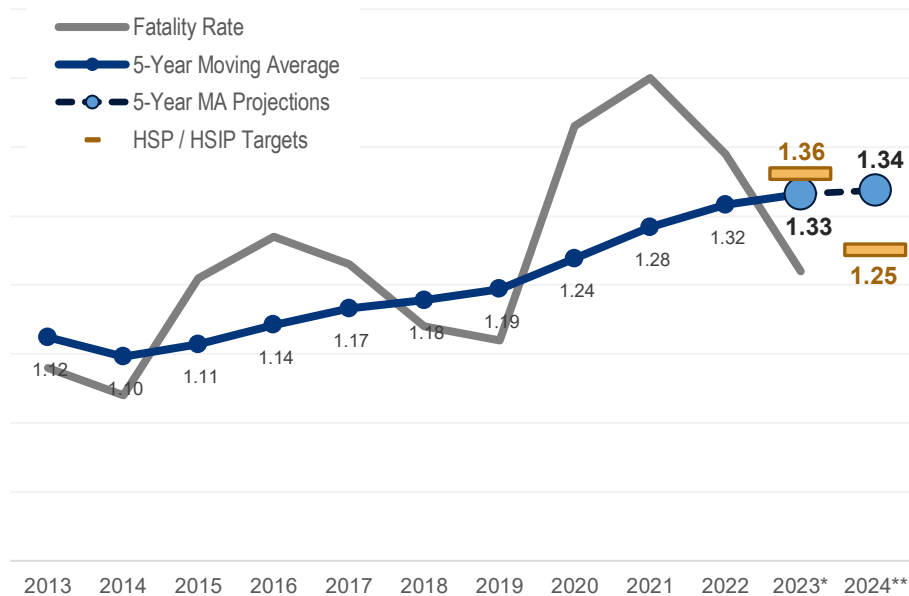
### C-3: Fatalities/VMT

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	1.25	1.34	● Not on Track	5-year: 2019-2023	1.36	1.33	● Met

GOHS **met** their 2023 HSP goal to maintain the 2019-2023, 5-year moving average traffic fatalities per 100M VMT below the projected 1.36. The preliminary 2019-2023, 5-year moving average fatality rate is 1.33 fatalities per 100M VMT.

The preliminary data shows traffic fatalities per 100 million VMT decreased in 2022 and 2023 compared to previous years—1.49 in 2021, 1.39 in 2022, and 1.22 fatalities per 100M VMT in 2023).

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average traffic fatalities per 100M VMT below the projected 1.25. Projections show the 2020-2024, 5-year moving average is 1.34 traffic fatalities per 100M VMT. GOHS, however, has **met** its **annual** goal of decreasing the fatalities per 100M VMT by 0.7% from 1.39 in 2022 to 1.38 by 2024.



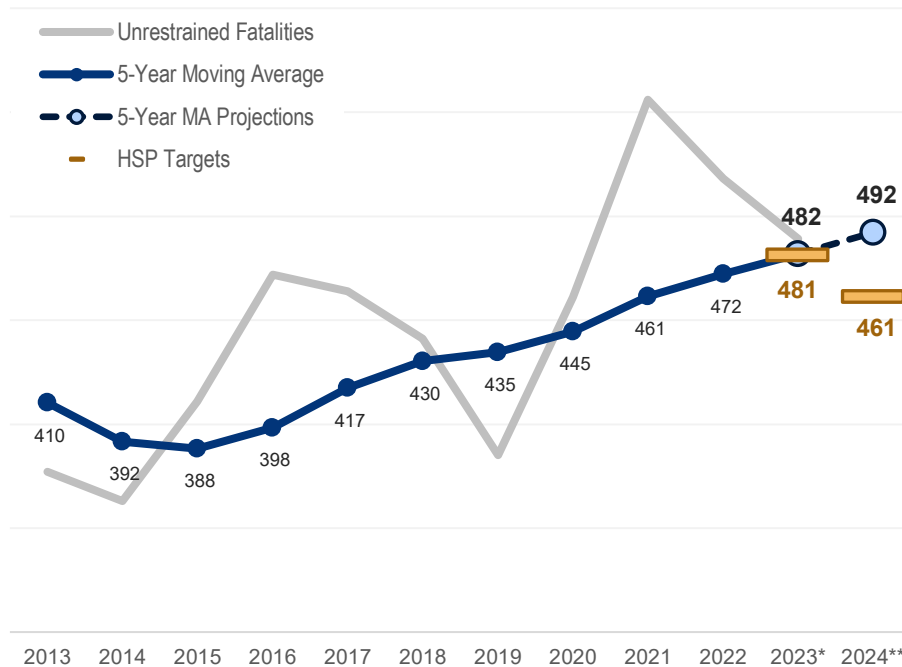
## C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	461	492	● Not on Track	5-year: 2019-2023	481	482	● Did Not Meet

GOHS **did not meet** its 2023 HSP goal to maintain the 2019-2023, 5-year moving average below the projected 481 unrestrained passenger vehicle occupant fatalities. The preliminary 2019-2023, 5-year moving average is 482 unrestrained passenger fatalities.

In 2023, the preliminary number of unrestrained passenger fatalities decreased by 6%, from 518 unrestrained fatalities in 2022 to 489 in 2023. However, the proportion of fatally injured occupants who were unrestrained remains relatively consistent at 46.7% in 2023 compared to 47.4% in 2022.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 461 unrestrained traffic fatalities. The 2020-2024, 5-year moving average is projected to be 492 unrestrained passenger fatalities. GOHS, however, has **met** its **annual** goal of decreasing the number of unrestrained passenger vehicle occupant fatalities by 2.3% from 518 in 2022 to 506 by 2024.



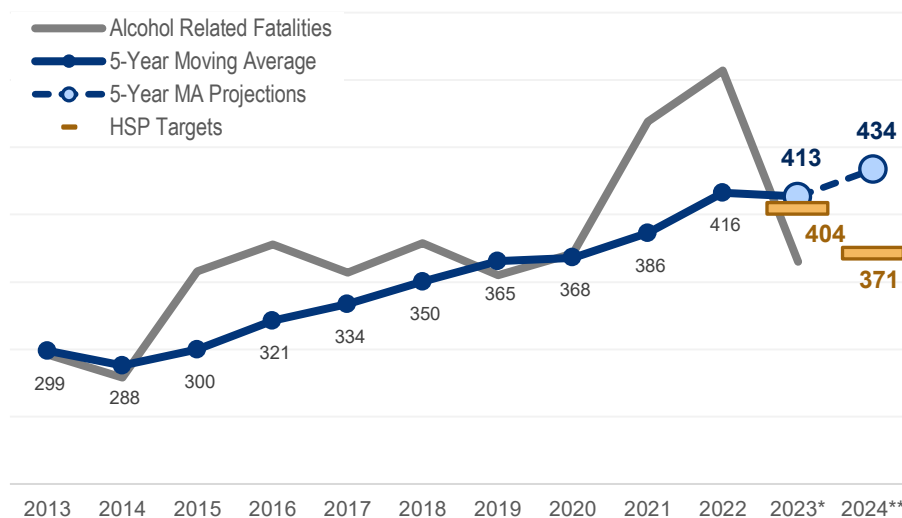
## C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	371	434	● Not on Track	5-year: 2019-2023	404	413	● Did Not Meet

GOHS **did not meet** its 2023 HSP goal to maintain the 2019-2023, 5-year moving average below the projected 404 alcohol-related traffic fatalities. The preliminary 2019-2023, 5-year moving average is 413 alcohol-related traffic fatalities.

Impaired driving fatalities have fluctuated over the past five years, but the 5-year moving average shows an upward trend. In 2022, there were 507 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol-impaired driving fatalities accounted for 29% of all motor vehicle traffic fatalities in Georgia in 2023. According to preliminary data, fatalities in alcohol-impaired-driving crashes decreased by 23% between 2022 and 2023 (507 to 392 fatalities).

GOHS is **not on track** to meet the 2024 HSP goal of maintaining the 2020-2024 5-year moving average below the projected 371 alcohol-related traffic fatalities. The projected 2020-2024 5-year moving average is 434 alcohol-related traffic fatalities. GOHS, however, has **met its annual** goal of decreasing the number of alcohol-related fatalities by 2.4% from 507 in 2022 to 495 by 2024.



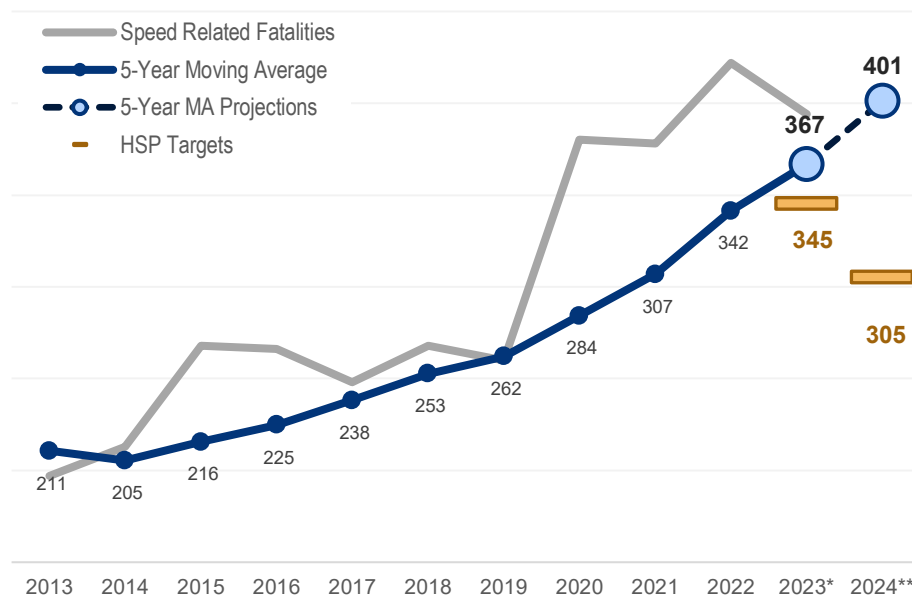
## C-6: Number of speeding-related fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	305	401	● Not on Track	5-year: 2019-2023	345	367	● Did Not Meet

GOHS **did not meet** their 2023 HSP goal to maintain the 2019-2023, 5-year moving average speed-related fatalities below the projected 345. The preliminary 2019-2023, 5-year moving average is 367 speed-related fatalities.

Despite the decrease in the number of drivers on Georgia roads, some of those who remained on the roads engaged in riskier behavior, especially speeding. However, preliminary data show that speeding-related fatalities decreased by 7% (30 count decrease), from 422 fatalities in 2022 to an estimated 392 fatalities in 2024.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 305 speed-related fatalities. The 2020-2024, 5-year moving average is projected to be 401 speed-related fatalities. GOHS, however, has **met its annual** goal of decreasing the number of speeding-related fatalities by 2.4% from 422 in 2022 to 412 by 2024.



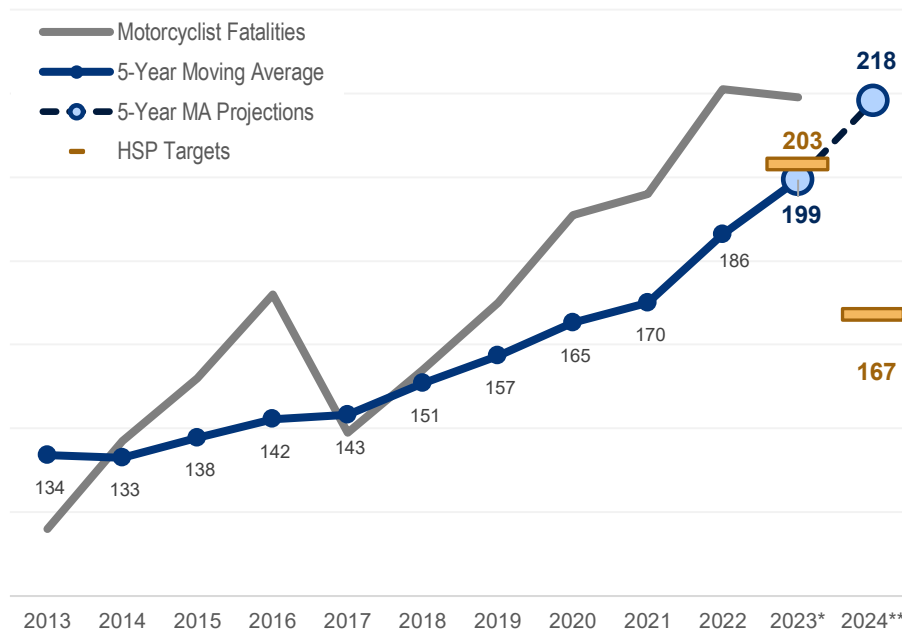
## C-7: Number of motorcyclist fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	167	218	● Not on Track	5-year: 2019-2023	203	199	● Met

GOHS **met** its 2023 HSP goal of maintaining the 2019-2023 5-year moving average below the projected 203 motorcyclist fatalities. The preliminary 2019-2023 5-year moving average is 199 motorcyclist fatalities.

Motorcyclist fatalities increased steadily from 2017, peaking at 221 in 2022. However, preliminary data for 2023 shows a 9% decrease, with fatalities dropping from 221 in 2022 to 201 in 2023.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 167 motorcyclist fatalities. The 2020-2024, 5-year moving average is projected to be 218 motorcyclist fatalities. GOHS, however, has **met its annual goal of decreasing the number of motorcyclist fatalities by 1.8%, from 221 in 2022 to 217 by 2024.**





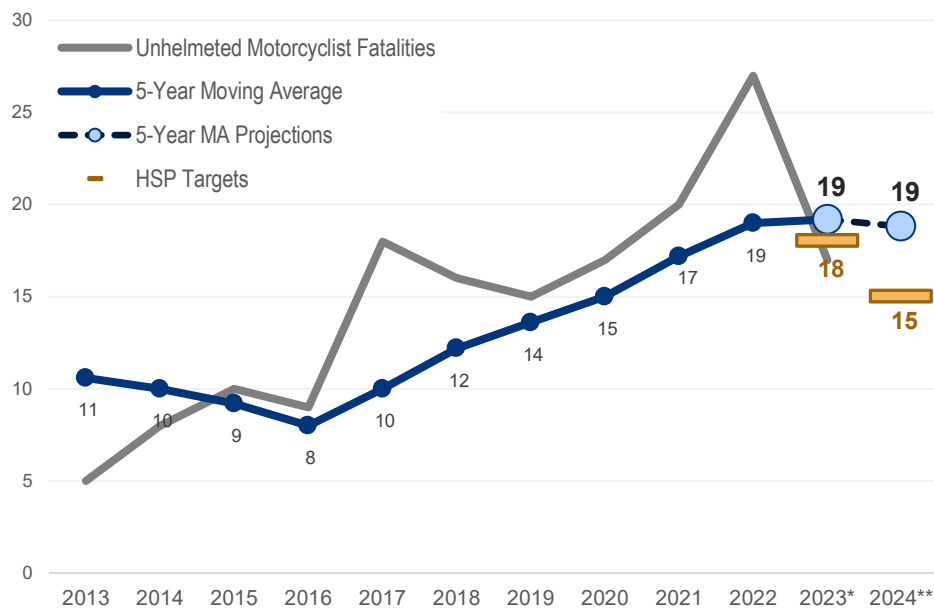
## C-8: Number of un-helmeted motorcyclist fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	15	19	● Not on Track	5-year: 2019-2023	18	19	● Did Not Meet

GOHS **did not meet** its 2023 HSP goal of maintaining the 2019-2023 5-year moving average below the projected 18 helmeted motorcyclist fatalities. The preliminary 2019-2023 5-year moving average is 19 un-helmeted motorcyclist fatalities.

The number of un-helmeted motorcyclist fatalities nearly doubled to 15 from 2019 to 27 in 2020. In 2023, however, the number of un-helmeted fatalities decreased to 17.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 15 un-helmeted motorcyclist fatalities. The 2020-2024, 5-year moving average is projected to be 19 un-helmeted motorcyclist fatalities. GOHS, however, has **met** its **annual** goal of decreasing the number of un-helmeted motorcyclist fatalities by 7.4% from 27 in 2022 to 25 by 2024.



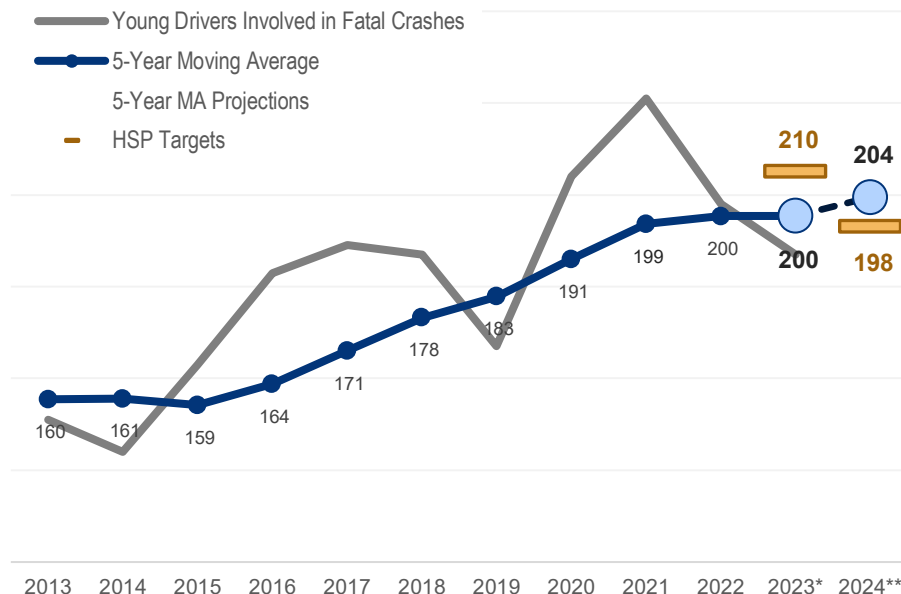
## C-9: Number of drivers age 20 or younger involved in fatal crashes

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	198	204	● Not on Track	5-year: 2019-2023	210	200	● Met

GOHS **met** its 2023 HSP goal to maintain the 2019-2023, 5-year moving average of young drivers involved in fatal crashes below the projected 210. The preliminary 2019-2023, 5-year moving average is 200 young drivers involved in fatal crashes.

The number of drivers aged 20 years or younger involved in fatal crashes increased between 2019 and 2021. Young drivers often engage in risky driving behaviors (i.e., texting and driving, riding without a seatbelt, speeding, etc.). They do not have years of experience recognizing and avoiding dangerous roadway situations. However, preliminary data for 2023 shows a 5% decrease, with fatalities dropping from 203 in 2022 to 192 in 2023.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 198 young drivers involved in fatal crashes. The 2020-2024, 5-year moving average is projected to be 204 young drivers involved in fatal crashes. GOHS, however, has **met** its **annual** goal of decreasing the number of young drivers involved in fatal crashes by 2.0%, from 203 in 2022 to 199 by 2024.



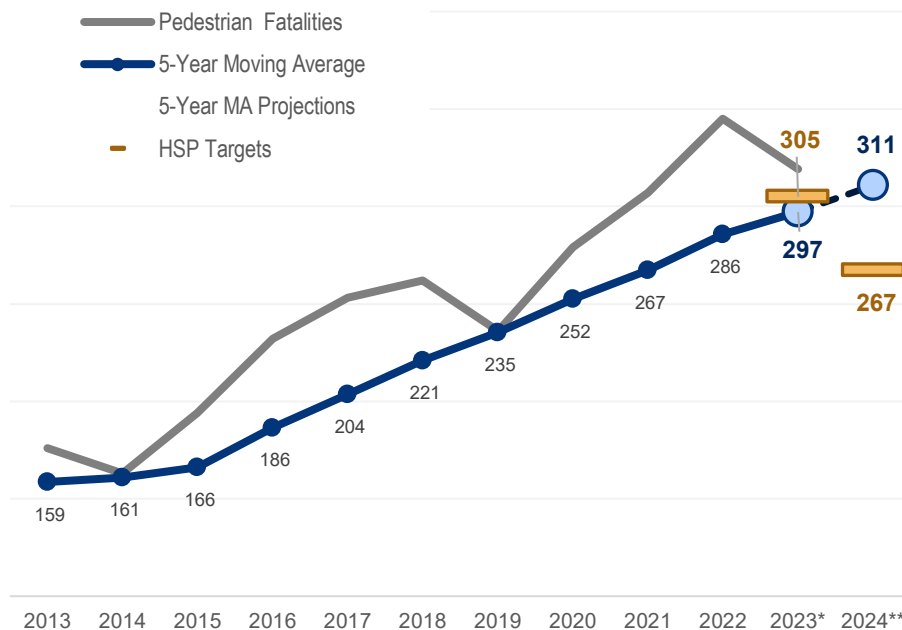
## C-10: Number of pedestrian fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	267	311	● Not on Track	5-year: 2019-2023	305	297	● Met

GOHS **met** its 2023 HSP goal to maintain the 2019-2023, 5-year moving average below the projected 305 pedestrian fatalities. The preliminary 2019-2023, 5-year moving average is 297 pedestrian fatalities.

Pedestrian fatalities have steadily climbed in Georgia between 2014 and 2022. However, preliminary data for 2023 shows an 8% decrease, with fatalities dropping from 345 in 2022 to 319 in 2023.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 267 pedestrian fatalities. The 2020-2024, 5-year moving average is projected to be 311 pedestrian fatalities. GOHS, however, has **met** its **annual** goal of decreasing the number of pedestrian fatalities by 2.3%, from 345 in 2022 to 337 by 2024.



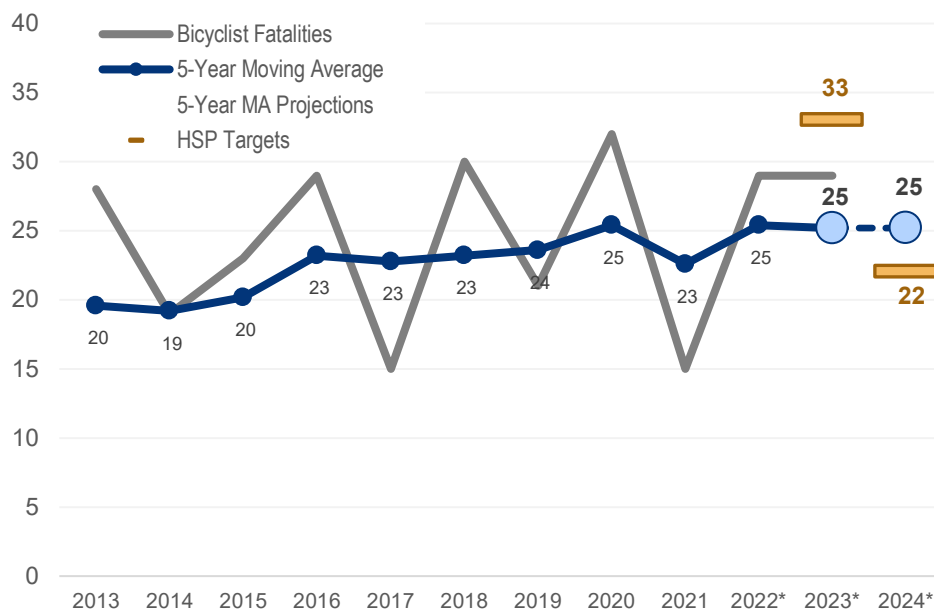
## C-11: Number of bicyclist fatalities

FY2024				FY2023			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2020-2024	22	25	● Not on Track	5-year: 2019-2023	33	25	● Met

GOHS **met** its 2023 HSP goal to maintain the 2019-2023 5-year moving average below the projected 33 bicyclist fatalities. The preliminary 2019-2023 5-year moving average is 25 bicyclist fatalities.

Preliminary numbers show that there were 22 bicyclists fatally injured in the state of Georgia – less than one percent of all traffic fatalities were bicyclists. The count of bicyclist fatalities decreased from 29 in 2022 to 22 in 2023.

GOHS is **not on track** to meet the 2024 HSP goal to maintain the 2020-2024, 5-year moving average below the projected 22 bicyclist fatalities. The 2020-2024, 5-year moving average is projected to be 25 bicyclist fatalities. GOHS, however, has **met** its **annual** goal of decreasing the number of bicyclist fatalities by 6.9%, from 29 in 2022 to 27 by 2024.



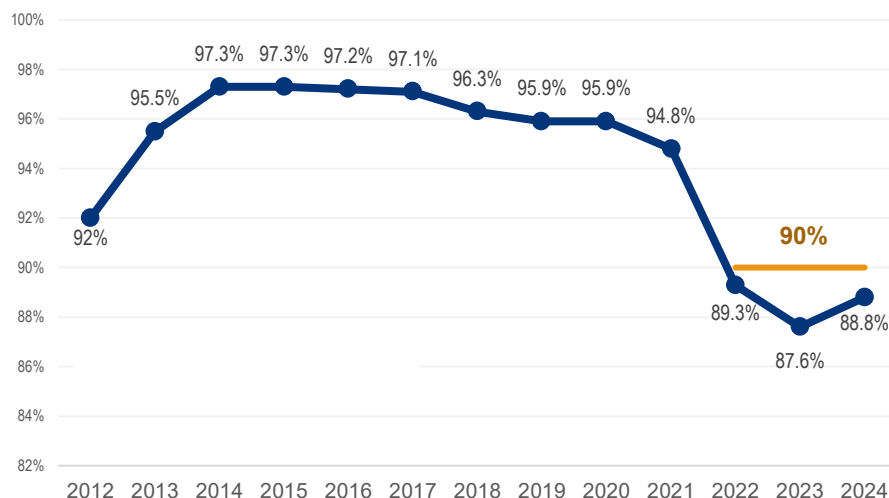
## B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants

FY2024				FY2023			
Target Year(s)	Target Value	Actual Value	Progress Status	Target Year(s)	Target Value	Actual Value	Progress Status
2024	90.0%	88.8%	● Not Met	2023	90.0%	87.6%	● Did Not Meet

GOHS **did not meet** its 2023 HSP goal to keep the annual observed seatbelt usage rate at or above 90%. In 2023, the annual observed seatbelt usage rate was 87.6%.

Since 2011, Georgia's observed seat belt usage rate has been over 90% — 9 out of 10 front passenger occupants have been observed wearing a seat belt. However, between 2015 and 2023, the statewide observed seatbelt usage rate has steadily declined. The statewide safety belt usage in 2024 for drivers and passengers of passenger cars, trucks, and vans was 88.8% — a 1.2% net increase from 2023.

GOHS **did not meet** the 2024 HSP goal to maintain an annual seatbelt usage rate above 90%. In 2024, the annual observed seatbelt usage rate was 88.8%.



Note: The 2020-2023 Observational Survey of Seat Belt Use in Georgia was conducted by the Injury Prevention Research Center at Emory (IPRCE). Previous iterations of the study were conducted by the Traffic Safety Research and Evaluation Group in the College of Public Health at the University of Georgia. The 2020 sample design remained the same as in previous iterations and complies with 23 CFR 1340 (Uniform Criteria for State Observational Surveys of Seat Belt Use) and has been reviewed and approved by NHTSA for use in 2019-2023. The design of the 2022 Safety Belt Observation Survey represents a replication of surveys conducted in Georgia since 1987 (with slight updates in 1997, 2000, 2006, and 2012 to conform to NHTSA guidelines) and allows for continued comparison with earlier surveys.

## APPENDIX B: GRANTS BY FUNDING SOURCE

Appendix B shows the FY2024 GOHS grant award amounts and total expenditures by funding source and program area.

Program Area	Organization	Grant Number	FY2024 Awarded Amount	Funding Source	FY2024 Expenditures
PLANNING & ADMINISTRATION					
In-House Grant	GA GOHS PA	GA-2024-402 P&A-036	\$677,637.00	402 BIL	\$636,195.10
COMMUNICATIONS (PAID ADVERTISING)					
In-House Grant Distracted Driving	GA GOHS	GA-2024-405b M1*DD-155	\$860,000.00	405b BIL	\$45,000.00
		GA-2024-405e B8APE-155		405e BIL	\$584,299.65
In-House Grant	GA GOHS PM	GA-2024-402PM-097	\$1,016,646.00	402 BIL	\$984,407.76
COMMUNITY TRAFFIC SAFETY PROGRAM					
Paid Media	GA GOHS 405B M1*CP	GA-2024- 405b M1*CP- 098	\$1,755,000.00	405b BIL	\$723,997.92
	GA-GOHS 405b Sup BIL	GA-2024-405b Sup BIL M1*CP-098		405b Sup BIL	\$157,448.68
	GA GOHS FDL*OP	GA-2024-405d FDL*OP-098		405d BIL	\$680,482.18
IMPAIRED DRIVING					
In-House Grant/Media	GA GOHS 405D M6X	GA-2024-405d-M6X-099	\$1,510,500.00	405d BIL	\$1,443,588.30
In-House Grant	GA GOHS AL	GA-2024-402 AL-179	\$117,394.47	402 BIL	\$108,323.49
	DeKalb County PD	GA-2024-FAST 405d M6X-126	\$261,750.34	405d FAST	\$146,026.20
		GA-2024-405d M6X-126		405d BIL	\$34,530.80
	Mothers Against Drunk Driving-GA	GA-2024- 405d FDL*AL-042	\$105,702.22	405d BIL	\$55,989.81
	Driver Services, Georgia Department of	GA-2024- 405d FDL*AL-070	\$61,196.78	405d BIL	\$32,640.01
	Public Safety Training Center, GA	GA-2024- 405d M6X-014	\$747,216.53	405d BIL	\$665,471.84
	Public Safety, Georgia Dept. of	GA-2024- 405d M6X-087	\$2,174,487.36	405d BIL	\$1,441,117.93
	Prosecuting Attorney's Council	GA-2024- 405d M6X-025	\$555,602.00	405d BIL	\$509,080.59
	Cobb County Board of Commissioners	GA-2024-405d M6X-020	\$37,895.04	405d BIL	\$32,181.16
	Mothers Against Drunk Driving	GA-2024-405d M6X-026	\$144,440.04	405d BIL	\$96,321.12
MOTORCYCLE SAFETY					
In-House Grant/Media	GA GOHS 405f M11X	GA-2024-F.A.S.T. 405f M11X-101-PP	\$147,019.56	405f FAST	\$145,726.41
	Driver Services, Georgia Department of	GA-2024-F.A.S.T. 405f M11X-071	\$144,021.56	405f BIL	\$116,578.67

Program Area	Organization	Grant Number	FY2024 Awarded Amount	Funding Source	FY2024 Expenditures
<b>NON-MOTORIZED (PEDESTRIAN &amp; BICYCLIST)</b>					
In-House Grant/Media	GA GOHS 405h FHX	GA-2024-F.A.S.T. 405h FHX-102	\$600,000.00	405h FAST	\$597,529.33
In-House Grant	GA GOHS-PS	GA-2024-402 PS-061	\$192,319.00	402 BIL	\$129,977.81
	Bike Walk Macon	GA-2024-405d FDL*PS-035	\$55,156.29	405d BIL	\$7,524.57
		GA-2024-405g BGPE- 035		405g BIL	\$44,364.80
	Fulton County SO/Bike Ped	GA-2024-402 PS-073	\$5,209.42	402 BIL	\$3,392.50
		GA-2024-405d FDL*PS-001		405d BIL	\$10,479.36
	Bike Walk Golden Isles	GA-2024- 405g Sup BIL OP- 001	\$58,450.44	405g Sup BIL	\$41,902.78
	Centerville PD	GA-2024-402 PS-129	\$7,773.00	402 BIL	\$5,248.35
	Propel ATL	GA-2024-405d FDL*PS-006	\$70,947.84	405d BIL	\$11,824.62
		GA-2024-405g BGPE-006		405g BIL	\$59,123.10
	Savannah Bicycle Campaign	GA-2024-405d FDL*PS-039	\$45,854.90	405d BIL	\$5,486.78
		GA-2024-405g BGPE-039		405g BIL	\$26,196.34
	Muscogee County SO	GA-2024-402 PS-114	\$112,194.40	402 BIL	\$64,423.00
	Bike Athens	GA-2024-405d FDL*PS-024	\$51,931.24	405d BIL	\$6,534.76
		GA-2024-405g BGPE-024		405g BIL	\$38,672.54
	Georgia Bikes	GA-2024-405d FDL*PS-050	\$147,764.32	405d BIL	\$7,429.22
		GA-2024-405g BGPE-050		405g BIL	\$127,510.55
<b>OCCUPANT PROTECTION</b>					
In-House Grant	GA GOHS OP	GA-2024-402 Sup Op-068	\$163,907.00	402 BIL	\$163,907.00
	Public Health, Georgia Dept of	GA-2024-402 OP-002	\$1,683,500.00	402 BIL	\$1,479,000.62
	Atlanta Fire Rescue Dept, City of	GA-2024-402 OP-023		402 BIL	\$5,500.00
		GA-2024-405b B2CPS_US- 023	\$193,506.91	405b BIL	\$177,273.57
	Sparta, City of	GA-2024-405b M1HVE-103	\$8,000.00	405b BIL	\$3,907.00
	Cleveland PD	GA-2024-405b M1HVE-151	\$11,280.00	405b BIL	\$9,007.20
	Emory University-Seatbelt Survey	GA-2024- 405b M1*OP-077	\$296,509.93	405b BIL	\$24,766.62
		GA-2024-405b M2OP-077		405b BIL	\$243,804.86
	Georgia, University of Evaluation	GA-2024- 405b M1*OP-048	\$230,666.19	405b BIL	\$51,950.97
		GA-2024-405d FDL*CP-048		405d BIL	\$159,421.65
	Shepherd Center	GA-2024-405b M1*OP-110	\$237,300.00	405b BIL	\$118,650.00
		GA-2024-405d FDL*OP-110		405d BIL	\$118,650.00
<b>POLICE TRAFFIC SERVICES</b>					
In-House Grant	GA GOHS PT	GA-2024-402 PT-003	\$1,086,812.50	402 BIL	\$1,085,176.83
HEAT	Douglas County SO	GA-2024-402 PT-009	\$92,086.24	402 BIL	\$90,392.55
HEAT	Dawson County S.O.	GA-2024-402 PT-016	\$75,878.45	402 BIL	\$64,212.66
HEAT	Henry County PD/BOC	GA-2024-402 PT-022	\$74,692.32	402 BIL	\$54,646.09
HEAT	Glynn County PD	GA-2024-402 PT-038	\$70,541.28	402 BIL	\$51,137.96
HEAT	Bibb County Gov	GA-2024-402 PT-028	\$58,456.08	402 BIL	\$37,956.80
HEAT	Floyd County PD	GA-2024-402 PT-030	\$137,346.45	402 BIL	\$108,124.05



Program Area	Organization	Grant Number	FY2024 Awarded Amount	Funding Source	FY2024 Expenditures
HEAT	Forsyth County SO	GA-2024-402 PT-019	\$341,518.08	402 BIL	\$309,603.70
HEAT	City of Atlanta PD	GA-2024-402 PT-041	\$89,426.56	402 BIL	\$80,320.98
HEAT	Liberty County SO	GA-2024-402 PT-021	\$144,264.42	402 BIL	\$121,301.16
HEAT	Rockdale County SO	GA-2024-402 PT-107	\$63,450.00	402 BIL	\$45,870.57
HEAT	Carroll County SO	GA-2024-402 PT-010	\$81,810.72	402 BIL	\$66,074.48
HEAT	Snellville PD	GA-2024-402 PT-034	\$92,697.46	402 BIL	\$73,910.84
HEAT	Clayton County PD	GA-2024-402 PT-011	\$130,087.17	402 BIL	\$99,501.05
HEAT	Savannah PD	GA-2024-402 PT-135	\$342,499.99	402 BIL	\$341,072.63
HEAT/Nighthawk	Public Safety, Georgia Dept	GA-2024-402 PT-086	\$629,135.68	402 BIL	\$532,033.28
HEAT	Coweta County SO	GA-2024-402 PT-012	\$185,239.52	402 BIL	\$177,202.48
HEAT	Fulton County SO	GA-2024-402 PT-074	\$343,111.40	402 BIL	\$0.00
HEAT	Hall County SO	GA-2024-402 PT-017	\$186,800.80	402 BIL	\$185,476.48
HEAT	Muscogee County SO	GA-2024-402 PT-106	\$357,836.25	402 BIL	\$100,244.25
HEAT	Newton County SO	GA-2024-402 PT-051	\$186,325.20	402 BIL	\$121,011.19
HEAT	Spalding County SO	GA-2024-402 PT-008	\$103,480.40	402 BIL	\$64,211.49
TEN	Calhoun PD	TE-2024-402 PT-006	\$24,091.04	402 BIL	\$21,510.24
TEN	Demorest PD	TE-2024-402 PT-009	\$12,297.91	402 BIL	\$12,297.91
TEN	Valdosta PD	TE-2024-402 PT-003	\$25,309.76	402 BIL	\$19,581.86
TEN	Grady County SO	TE-2024-402 PT-002	\$21,397.08	402 BIL	\$19,665.54
TEN	Effingham County SO	TE-2024-402 PT-004	\$31,320.96	402 BIL	\$27,652.58
TEN	Charlton County SO	TE-2024-402 PT-005	\$27,964.48	402 BIL	\$21,033.35
TEN	Oglethorpe County SO	TE-2024-402 PT-001	\$24,699.76	402 BIL	\$16,955.91
TEN	Holly Springs PD	TE-2024-402 PT-007	\$27,660.96	402 BIL	\$18,070.31
TEN	Zebulon PD	TE-2024-402 PT-008	\$23,119.60	402 BIL	\$13,965.72
TEN	Newton County SO	TE-2024-402 PT-010	\$24,296.80	402 BIL	\$17,016.72
TEN	Twiggs County SO	TE-2024-402 PT-011	\$21,842.96	402 BIL	\$21,528.18
TEN	Grovetown PD	TE-2024-402 PT-012	\$28,538.96	402 BIL	\$20,242.78
TEN	Fayetteville PD	TE-2024-402 PT-013	\$27,383.44	402 BIL	\$19,507.56
TEN	Washington County SO	TE-2024-402 PT-014	\$22,039.60	402 BIL	\$17,545.19
TEN	Americus PD	TE-2024-402 PT-015	\$23,959.76	402 BIL	\$21,830.30
TEN	Douglasville, City of	TE-2024-402 PT-016	\$26,569.04	402 BIL	\$25,267.77
TEN	Alto PD	TE-2024-402 PT-026	\$15,078.97	402 BIL	\$13,231.45
	Telfair County SO	GA-2024-402 PT-081	\$35,520.00	402 BIL	\$28,720.65
	Effingham County SO	GA-2024-402 PT-018	\$65,630.00	402 BIL	\$65,550.60
	Clinch County SO	GA-2024-402 PT-082	\$16,800.00	402 BIL	\$9,016.14
	Public Safety Training Center, GA	GA-2024-402 PT-013	\$74,511.84	402 BIL	\$65,689.71
	Twiggs County SO	GA-2024-402 PT-029	\$39,575.20	402 BIL	\$38,690.06
	Oglethorpe County SO	GA-2024-402 PT-033	\$33,549.16	402 BIL	\$18,196.60
	Lowndes County SO	GA-2024-402 PT-043	\$53,798.40	402 BIL	\$34,603.47
	Pooler PD	GA-2024-402 PT-046	\$41,092.80	402 BIL	\$40,139.67

Program Area	Organization	Grant Number	FY2024 Awarded Amount	Funding Source	FY2024 Expenditures
	Bryan County SO	GA-2024-402 PT-049	\$39,749.00	402 BIL	\$39,691.19
	Calhoun PD	GA-2024-402 PT-052	\$41,080.20	402 BIL	\$41,080.18
	Washington County SO	GA-2024-402 PT-056	\$64,466.30	402 BIL	\$64,364.75
	Johnson County BOC	GA-2024-402 PT-080	\$17,000.00	402 BIL	\$10,752.50
	Monroe PD	GA-2024-402 PT-075	\$47,262.00	402 BIL	\$46,994.19
	Claxton PD	GA-2024-402 PT-076	\$37,578.20	402 BIL	\$25,407.62
	Rabun County SO	GA-2024-402 PT-084	\$20,976.00	402 BIL	\$19,651.27
	Morgan County SO	GA-2024-402 PT-090	\$46,520.00	402 BIL	\$44,509.70
	Toombs County SO	GA-2024-402 PT-093	\$31,332.00	402 BIL	\$21,420.30
	Wrens PD	GA-2024-402 PT-095	\$11,620.00	402 BIL	\$8,176.00
	Stockbridge PD	GA-2024-402 PT-120	\$50,418.00	402 BIL	\$47,185.55
	Newnan PD	GA-2024-402 PT-128	\$28,857.60	402 BIL	\$26,758.00
	Cedartown PD	GA-2024-402 PT-144	\$18,957.40	402 BIL	\$17,548.79
	Thomasville PD	GA-2024-402 PT-153	\$36,351.60	402 BIL	\$33,814.93
	Toccoa PD	GA-2024-402 PT-156	\$14,260.00	402 BIL	\$13,582.96
	Chamblee PD	GA-2024-402 PT-157	\$64,304.20	402 BIL	\$40,885.46
	Crisp County SO	GA-2024-402 PT-170	\$22,048.00	402 BIL	\$22,028.40
	Public Safety, Department of	GA-2024-402 PT-177	\$1,420,488.00	402 BIL	\$1,360,817.99
<b>PREVENTING ROADSIDE DEATHS</b>					
In-House Grant	GA GOHS	GA-2024-405H M12BDAT- 115	\$40,850.00	405h BIL	\$0.00
<b>ROADWAY SAFETY</b>					
In-House Grant	GA GOHS RS	GA-2024-402 RS-178	\$297,991.50	402 BIL	\$285,554.58
<b>TRAFFIC RECORDS/DATA PROGRAM</b>					
In-House Grant	GA GOHS-405c	GA-2024- 405c M3DA-109	\$284,253.75	405c BIL	\$265,598.66
	Public Health, Georgia Dept of	GA-2024- 405c M3DA- 004	\$319,382.03	405c BIL	\$317,101.13
	Driver Services, Georgia Department of	GA-2024-405c M3DA- 069	\$265,325.54	405c BIL	\$251,891.39
	Public Health, Georgia Dept of	GA-2024- 405c M3DA- 005	\$211,952.15	405c BIL	\$211,952.15
	Public Safety Training Center	GA-2024-405c M3DA-143	\$56,250.00	405c BIL	\$31,189.12
	Public Health, Georgia Department (EMS/TR)	GA-2024-405c M3DA-040	\$232,656.68	405c FAST	\$157,646.68
				405c BIL	\$0.00
	Georgia Association of Chief Police	GA-2024 405c M3DA-027	\$672,000.00	405c BIL	\$608,881.89
	Driver Services, Georgia Dept. of	GA-2024-405c M3DA-119	\$116,943.88	405c BIL	\$70,720.58
<b>TEEN TRAFFIC SAFETY</b>					
In-House Grant	GA GOHS TSP	GA-2024-402 TSP-062	\$291,971.50	402 BIL	\$291,775.45

Program Area	Organization	Grant Number	FY2024 Awarded Amount	Funding Source	FY2024 Expenditures
	Savannah Technical College	GA-2024-402 TSP-037	\$139,706.66	402 BIL	\$78,758.68
	Children and Parent Resource Group	GA-2024-402 TSP-055	\$350,000.00	402 BIL	\$332,500.00
	Students Against Destructive Decisions SADD	GA-2024-402 TSP-105	\$222,371.04	402 BIL	\$149,512.68
Young Adult	ABAC Advancement Foundation, INC.	YA-2024-402 TSP-002	\$11,760.00	402 BIL	\$6,650.00
Young Adult	Augusta University	YA-2024-402 TSP-005	\$13,144.00	402 BIL	\$10,877.56
Young Adult	Fort Valley State University	YA-2024-402 TSP-010	\$9,640.88	402 BIL	\$3,922.88
Young Adult	Georgia College & State University	YA-2024-402 TSP-004	\$9,539.00	402 BIL	\$7,757.01
Young Adult	Georgia Southwestern State Univ	YA-2024-402 TSP-015	\$12,608.00	402 BIL	\$2,284.69
Young Adult	Georgia State University	YA-2024-402 TSP-001	\$13,232.00	405 BIL	\$6,856.18
Young Adult	Kennesaw State University Foundation	YA-2024-402 TSP-009	\$27,724.89	402 BIL	\$9,422.81
Young Adult	North Georgia, University of	YA-2024-402 TSP-007	\$24,312.00	402 BIL	\$15,785.38
Young Adult	Valdosta State University	YA-2024-402 TSP-012	\$7,630.91	402 BIL	\$3,096.40
Young Adult	West Georgia, University of	YA-2024-402 TSP-016	\$11,200.00	402 BIL	\$4,169.43
<b>OLDER DRIVER</b>					
	Public Health, Georgia Dept. of	GA-2024-402 OD-015	\$208,874.51	402 BIL	\$140,440.71
<b>UNATTENDED</b>					
Heatstroke/Unattended	Early Care and Learning, Georgia Dept. of	GA-2024-402 UNATTD-183	\$30,000.00	402 BIL	\$30,000.00

## **APPENDIX C: TRAFFIC RECORDS - SECTION 405C QUANTITATIVE PROGRESS REPORTS**

### **Traffic Records Quantitative Progress Report**

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY 2024, the Georgia EMS and Injury Surveillance systems have improved in the areas of Accuracy, Completeness, Uniformity, and Timeliness as demonstrated in the Section 405c Quantitative Progress Report below.

# Section 405c Quantitative Progress Report

State: GA

Report Date: 4/1/2024

Submitted by: Dipti Patel

Regional Reviewer:

System to be Impacted	<p>___ CRASH ___ DRIVER ___ VEHICLE ___ ROADWAY</p> <p>___ CITATION/ADJUDICATION ___ X EMS/INJURY</p> <p>OTHER specify:</p>
Performance Area(s) to be Impacted	<p>___ X ACCURACY ___ X TIMELINESS ___ X COMPLETENESS</p> <p>___ ACCESSIBILITY ___ X UNIFORMITY ___ INTEGRATION</p> <p>OTHER specify:</p>
Performance Measure used to track Improvement(s)	<p><b>Narrative Description of the Measure</b></p> <p>Increase the average incident validity score for all calls submitted to GEMSIS Elite.</p> <p>Validity score is a method to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. Some rules even address timeliness. GEMSIS Elite currently has 304 active validation rules in place – these validation rules contain previous existing rules and added additional rules for NEMSIS v3.5 data elements, or business logic, rules are assigned point values based on the relative importance of the respective rule. Most (n = 230) rules have a point value of 1. A point value of 1 means that if that rule is triggered, then that record loses 1 point – all records start at a score of 100, and each validation rule reduces the validation score. Agencies are required to maintain an average validation score of 95 or above on calls submitted. Agencies are also required to monitor their data on a weekly basis for accuracy, completeness, uniformity, and timeliness.</p> <p><b>Accuracy Validation Rule Example(s):</b> The following rules address the accuracy of the data in GEMSIS Elite by not allowing conflicting values (e.g., for eResponse.08 – Type of Dispatch Delay, you can't answer both "Technical Failure" and "None/No Delay").</p> <ul style="list-style-type: none"> <li>• Rule ID: 3662 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point)</li> <li>• Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point)</li> <li>• Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point)</li> <li>• Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point)</li> <li>• Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point)</li> </ul> <p><b>Timeliness Validation Rule Example(s):</b> The following rules addresses the timeliness of the data submitted to GEMSIS Elite, by deducting 5 points if the back in service time is more than 36 hours after the call started – this is usually due to the crew neglecting to show that the unit is in service, which delays the submission of the data to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 3825 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points and Error Level)</li> </ul> <p>Rule ID: 3826 = Unit Back in Service (eTimes.13) should not be more than 24 hours after Unit Notified by Dispatch Date/Time (eTimes.03) (1 point and Warning Level)</p>

	<p><b>Completeness Validation Rule Example(s):</b> The following rules address the completeness of the data submitted to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 3582 = Incident Street Address (eScene.15) is required (1 point)</li> <li>• Rule ID: 3587 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point)</li> <li>• Rule ID: 3576 = Destination County (eDisposition.06) is required on transports (1 point)</li> <li>• Rule ID: 3577 = Destination Zip Code (eDisposition.07) is required on transports (1 point)</li> </ul> <p><b>Uniformity Validation Rule Example(s):</b> The following rules address the uniformity of the data by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.</p> <ul style="list-style-type: none"> <li>• Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point)</li> <li>• Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point)</li> <li>• Rule ID: 442 = Unit En Route Date/Time (eTimes.05) Out of Sequence (1 point)</li> <li>• Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point)</li> <li>• Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point)</li> </ul> <p><b>Updated Validation Rules to Address Accuracy, Completeness, Timeliness, and Uniformity</b></p> <p>Updates were made for v3.5 data to current eTimes and Dispatch Priority validation rules to improve documentation related to unit incident times are as follow:</p> <ul style="list-style-type: none"> <li>• Rule ID: 4568 = PSAP Call Date/Time (eTimes.01) is required on 911 responses (1 point)</li> <li>• Rule ID: 4569 = Dispatch Notified Date/Time (eTimes.02) is required on ALL responses (1 point)</li> <li>• Rule ID: 4570 = Dispatch Priority (Patient Acuity) (eDispatch.05) is required on 911 responses and Hospital-to-Hospital Transfers (1 point)</li> </ul>
<p><b>Relevant Project(s) in the State's Strategic Plan</b></p>	<p><b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b></p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>

<b>Improvement(s) Achieved or Anticipated</b>	<b>Narrative of the Improvement(s)</b>  The overall average validity score decreased from a baseline of 99.03 to the current value of 98.67.  There are multiple factors involved for the validity score decrease. The beginning of CY2023 is when EMS Agencies were experiencing various unforeseen challenges such as workforce shortages, diversion issues, and increased long wall times for patient offload which affected the completion of data fields accurately. Additionally, during this time it is also when the Department started the NEMSIS v3.5.0 transition process. During the transition process, the majority of the existing validation rules were replaced but there were also new rules created to accommodate the new data element changes. EMS Agencies had to update their systems with those new validation rules and data fields and educate their crews on proper documentation with new rules and fields. After the transition completed on January 1, 2024 and with a three month of v3.5 data review, we recently revised (36) validation rules in April 2024 to continue with accurate data documentation.
<b>Specification of how the Measure is calculated / estimated</b>	<b>Narrative Description of Calculation / Estimation Method</b>  The number of PCRs submitted to GEMSIS Elite (v3.4 and v3.5) was collected and the average validity score was analyzed for each month.
<b>Date and Baseline Value for the Measure</b>	<i>Baseline: April 1, 2022 – March 31, 2023</i> <i>PCRs entered: 2,797,035</i>  <i>Average Incident Validity Score: 99.03</i>
<b>Date and Current Value for the Measure</b>	<i>Current: April 1, 2023 - March 31, 2024</i> <i>PCRs entered: 2,817,188</i> <i>Average Incident Validity Score: 98.67</i>
<b>Regional Reviewer's Conclusion</b>  <b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	<b>Check one</b>  <input type="checkbox"/> <b>Measurable performance improvement <i>has</i> been documented</b> <input type="checkbox"/> <b>Measurable performance improvement has <i>not</i> been documented Not sure</b>
<b>Comments</b>	



## Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (April 2022 - March 2023)		
Month	Count of Incidents	Average Incident Validity Score
April - 2022	226,232	100.00
May – 2022	238,985	100.00
June – 2022	233,913	100.00
July – 2022	240,731	99.00
August – 2022	245,161	99.00
September – 2022	234,123	99.00
October – 2022	237,449	99.00
November – 2022	230,400	99.00
December – 2022	237,544	99.00
January - 2023	236,852	99.00
February – 2023	206,965	99.00
March – 2023	228,680	99.00
Overall Average Incident Validity Score		<b>99.03</b>
Total Incident Count		<b>2,797,035</b>

CURRENT (April 2023 – March 2024)		
Month	Count of Incidents	Average Incident Validity Score
April - 2023	226,615	98.64
May – 2023	240,855	98.66
June – 2023	230,460	98.80
July – 2023	235,872	98.84
August – 2023	247,254	98.86
September – 2023	231,525	98.97
October – 2023	239,884	98.91
November – 2023	232,950	98.12
December – 2023	246,177	98.16
January - 2024	238,203	98.50
February – 2024	223,322	98.86
March – 2024	224,071	98.81
Overall Average Incident Validity Score		<b>98.67</b>
Total Incident Count		<b>2,817,188</b>

Section 405c Quantitative Progress Report

State: GA

Report Date: 4/01/2024

Submitted by: Dipti Patel

Regional Reviewer:

<b>System to be Impacted</b>	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY <b>OTHER specify:</b>
<b>Performance Area(s) to be Impacted</b>	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION <b>OTHER specify:</b>
<b>Performance Measure used to track Improvement(s)</b>	<b>Narrative Description of the Measure</b>  <p>The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve.</p> <p>This performance measure will look at the difference (in hours) between the EMS unit back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite. The goal is for all 911 calls to be present in GEMSIS Elite within 24 hours of the call completion. The above criteria allow individual hospitals the ability to access patient care reports in a more timely manner, for better continuity of care.</p>
<b>Relevant Project(s) in the State's Strategic Plan</b>	<b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b>  <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>
<b>Improvement(s) Achieved or Anticipated</b>	<b>Narrative of the Improvement(s)</b>  <p>From April 2023 to March 2024 the total number of incidents equaled 1,945,335 the average submission time equaled 155.64 hours, which is a decrease of 85.6% from the baseline.</p> <p>During April 2023 and December 2023, the increase in submission time continued due to EMS Agencies experiencing challenges with workforce shortages, diversion issues, and increased long wall times for patient offload. During this time, it was also when the Department started the NEMSIS v3.5 transition process and implemented a new EMS Data Compliance and Reporting Policy in May 2023. As a result of this, the submission times begin decreasing. Our goal in FY2024 is to continue communicating with ePCR vendors and EMS Agencies on their submission times and remind them of our goal of 24 hours call completion.</p>

<b>Specification of how the Measure is calculated / estimated</b>	<b>Narrative Description of Calculation / Estimation Method</b>  The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.
<b>Date and Baseline Value for the Measure</b>	<i>Baseline: April 1, 2022 – March 31, 2023</i> <i>PCRs entered = 1,902,406</i>  <i>Average time to enter 911 records: 181.78 hours</i>
<b>Date and Current Value for the Measure</b>	<i>Current: April 1, 2023 – March 31, 2024</i> <i>PCRs entered: 1,945,335</i>  <i>Average time to enter 911 records: 155.64</i>
<b>Regional Reviewer's Conclusion</b>	<b>Check one</b>  <input type="checkbox"/> <b>Measurable performance improvement <i>has</i> been documented</b>  <input type="checkbox"/> <b>Measurable performance improvement has <i>not</i> been documented Not sure</b>
<b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	
<b>Comments</b>	

## Georgia GEMSIS Reporting Timeliness\*

BASELINE (April 2022 - March 2023)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2022	153,657	94.11
May - 2022	165,214	77.5
June - 2022	161,211	97.99
July - 2022	168,767	1,142.56
August - 2022	169,001	255.62
September - 2022	162,501	66.26
October - 2022	165,907	77.79
November - 2022	159,508	67.85
December - 2022	164,233	123.99
January - 2023	162,930	98.4
February - 2023	140,137	70.45
March - 2023	156,339	25.19
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		<b>181.78</b>
Total Incident Count		<b>1,902,406</b>

CURRENT (April 2023 - March 2024)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2023	157,691	339.18
May - 2023	166,912	271.28
June - 2023	158,474	256.02
July - 2023	164,217	176.6
August - 2023	172,650	188.59
September - 2023	161,249	136.92
October - 2023	166,959	95.13
November - 2023	158,626	108.8
December - 2023	169,743	106.05
January - 2024	162,657	86.84
February - 2024	152,816	78.51
March - 2024	153,341	23.81
Overall Average Incident Unit Back In Service To Incident Record Created In Hours		<b>155.64</b>
Total Incident Count		<b>1,945,335</b>

\*911 Calls only; average time from call completion to time of submission to GEMSIS Elite.

## Closing Remarks....

I am honored as the Director along with my staff to present the FFY 2024 Annual Highway Safety Report. The report highlights all events and accomplishments along with documentation of the agency and our many partners during the FFY 2024. The agency funded many life-saving initiatives designed to meet our mission statement goals. GOHS used strong countermeasures and a renewed strengthened alliance with partnerships from state, local, community organization, health departments, high schools, colleges, and businesses.

The Annual Report included many graphs and charts that highlighted our progress in the program areas and the proven countermeasures that we funded throughout the year. We recognize that there is still much more to be done. We are committed to finding innovative ways to reach our goal of Zero Fatalities in our State.

— Allen Poole GOHS Director



