



Governor's Office
of Highway
Safety

**2011
Annual
Report**

DECEMBER 2011

Georgia Governor's Office of Highway Safety

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Introduction

Overview – The Georgia Governor’s Office of Highway Safety (GOHS/Office) is pleased to present its **2011 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. The Office seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by our Office are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. The Office expended approximately \$13.1 million during the federal fiscal year (FFY) 2011 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA).

FFY 2011 Georgia Core Behavior Traffic Safety Performance Measures:

- 1. To maintain the steady decrease of traffic fatalities below the 2008 calendar base year count of 1,493 by December 31, 2011.*
Outcome Status: Traffic fatalities totaled 1,244 in 2010, a 16.7% **decrease** from the 2008 calendar base year count.
- 2. To maintain the steady decrease of serious traffic injuries below the 2008 calendar base year count of 115,737 by December 31, 2011.*
Outcome Status: Serious traffic injuries totaled 111,290 in 2010, a 3.8% **decrease** from the 2008 calendar base year count.
- 3. To decrease fatalities/VMT fifteen percent (15%) from the 2008 calendar base year rate of 1.37 to 1.16 by December 31, 2011.*
Outcome Status: The fatalities/VMT rate was 1.11 in 2010, a 19% **decrease** from the 2008 calendar base year rate.
- 4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen percent (15%) from the 2008 calendar base year count of 578 to 491 by December 31, 2011.*
Outcome Status: Unrestrained passenger vehicle occupant fatalities totaled 427 in 2010, a 26.1% **decrease** from the 2008 calendar base year count.
- 5. To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.*
Outcome Status: Alcohol impaired driving fatalities totaled 298 in 2010, a 28.4% **decrease** from the 2008 calendar base year average.
- 6. To maintain the steady decrease of speed related fatalities below the 2008 base year count of 309 by December 31, 2011.*
Outcome Status: Speed related fatalities totaled 217 in 2010, a 29.8% **decrease** from the 2008 calendar base year count.
- 7. To decrease motorcyclist fatalities ten percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.*
Outcome Status: Motorcyclist fatalities totaled 127 in 2010, a **decrease** of 28.2% from the 2008 calendar base year count.
- 8. To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year count of 14 to 12 by December 31, 2011.*

Outcome Status: Un-helmeted motorcyclist fatalities totaled 14 in 2010, which represents *no change* from the 2008 calendar base year count.

9. *To decrease drivers age 20 or younger involved in fatal crashes twenty percent (20%) from the 2008 calendar base year count of 221 to 177 by December 31, 2011.*

Outcome Status: Drivers age 20 or young involved in fatal crashes totaled 175 in 2010, a *decrease* of 20.8% from the 2008 calendar base year count.

10. *To reduce pedestrian fatalities one percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.*

Outcome Status: Pedestrian fatalities totaled 168 in 2010, an *increase* of 15.1% from the 2008 calendar base year count.

11. *Increase the rate of observed safety belt use from baseline 89.6% in 2008 to 90.1% by the end of FFY 2011 for drivers and front seat outboard passengers.*

Outcome Status: The rate of observed safety belt use was 93.0%, a 3.8% increase over the 2008 baseline.

In FFY 2011, the Office made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety (Georgia State Patrol), Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, Georgia Association of Chiefs of Police, Georgia Department of Agriculture, Administrative Office of the Courts, Prosecuting Attorney's Council, the University of Georgia, and many others documented throughout this report. With this committed partnership, GOHS has embraced Strategic Highway Safety Planning by facilitating the *5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation*.

In this document, the key areas of Impaired Driving, Speed Enforcement, Occupant Protection, Pedestrian and Bicycle Safety, Traffic Records, and Paid Media will be addressed as suggested by the Governor's Highway Safety Association (GHSA) Annual Report Template. GOHS has an ongoing evaluation of program outcomes that will be available in February 2012 and will be added to this document as a supplement and a complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2011 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 20), full analysis of their individual and collective accomplishments are difficult by the December 31 deadline for submission of our Annual Report as required by NHTSA.

Crash Summary – Crash Summary – While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, GOHS uses the timeliest sources available to evaluate its effectiveness. For this report, the Fatality Analysis Reporting System (FARS) was used to complete all fatality statistics, and injury data and total vehicle miles traveled (VMT) were derived from the Georgia Department of Transportation (GDOT). As reported by FARS, there were 1,244 traffic fatalities in Georgia in CY 2010, a 3.1% decrease from CY 2009 and a 26.5% drop over the last five years. The reduction in 2010 total deaths marks the fifth straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to GDOT, injuries on Georgia roads rose 1.4% in 2010 from 2009; however, total injuries fell 16.6% over the last five years. GDOT estimated total Georgia road travel was 111.9 billion miles in 2010, a 2% increase over 2009. The overall fatality per 100 million VMT dropped to 1.11 in 2010, a 5.1% reduction from 2009 and a 25.5% decrease over the last five years.

According to FARS, 2010 unrestrained fatalities on Georgia roads decreased to 427, a 5.9% reduction from 2009 when 454 such fatalities occurred, and a 34.2% drop over the last five years. Of fatalities among passenger vehicle occupants age 5 and above with known restraint use, 53.4% were unrestrained in 2010. NHTSA estimates that at Georgia's current belt use rate, 469 lives were saved by safety belts in 2010. Alcohol-impaired driving fatalities dropped 10% to 298 in 2010 from 331 in 2009, and 34.4% over the last five years. In Georgia, 24% of all fatalities were alcohol-impaired in 2010, which is below the US percentage of 31.1%. In 2010, speed-related fatalities reduced 8.8% to 217 in 2010 from 238 in 2009, and 46.7% over the last five years. Motorcyclist fatalities dropped 9.3% to 127 in 2010 from 140 in 2009, and 17.5% over the last five years. Motorcyclist fatalities dropped two years in a row in 2010 for the first time in the last 15 years. Un-helmeted motorcyclist fatalities rose to 14 in 2010 from 11 in 2009. Of fatalities among motorcyclists with known helmet use, 11.3% were un-helmeted in 2010. NHTSA estimates that at Georgia's current helmet use rate, 67 lives were saved by motorcycle helmets in 2010.

The number of Georgia drivers under the age of 21 involved in fatal crashes rose in 2010 to 175, an 18.2% increase over 2009; however, over the last five years, the number of young drivers involved in fatal crashes decreased 41.3%, the result of new licensing laws and GOHS' programmatic efforts. Pedestrian fatalities rose in Georgia in 2010 to 168, a 10.5% increase over 2009, and a 13.5% increase over the last five years. In addition, bicyclist fatalities remained unchanged over the last five years. According to early data, pedestrian fatalities in 2011 are down 14.7%, and bicyclist fatalities are down 8.3%. Though this data is preliminary, reductions in pedestrian and bicyclist fatalities are the result of GOHS' concerted efforts in these areas in FFY 2011, as well as new legislation in Georgia aiming to make roads safer for non-motorists.

Accomplishments – In FFY 2011, Georgia:

1. Recorded the highest safety belt usage in the State's history at 93.0%, which is 3 percentage points higher than the previous high of 90.0% in 2006. This achievement is due to the hard work of traffic safety professionals in the vital field of occupant protection, and to the passage of the **Pickup Truck Safety Belt** law (SB 458), which went into effect in June 2010. The new law requires both drivers and passengers of pickup trucks to buckle-up in their vehicles. The observed safety belt use rates of pickup truck occupants in August 2010 and August 2011 (both after the law was passed) were 85.0% and 84.1%, respectively. These rates represent a 21.5% increase over the previous 10 year average for pickup truck occupants.
2. Passed into state law a requirement for **Booster Seats up to Age 8** (HB 273). This new law brings Georgia in line with the age recommendations of NHTSA by raising the mandatory booster seat age to 8. In conjunction with this law, the Georgia Department of Public Health and the Georgia State Patrol partnered to "Give Kids a Boost", a statewide campaign aimed at educating parents of the new state law that went into effect on July 1, 2011. When used correctly in the second row, child safety seats are at least 60-percent effective in preventing fatalities.
3. Improved riding conditions for Georgia bicyclists with "**The Better Bicycling Bill**" (HB 101), passed into law in May 2011. The bill modernizes a host of outdated bicycling laws, including recognition of bicyclists' right-of-way in dedicated bike lanes, established minimum design guidelines for bike lanes, and clarifying circumstances under which a cyclist may take full travel lane due to unsafe conditions or obstructions. Most

importantly, the bill defines three feet as the minimum safe passing distance for motor vehicles overtaking bicyclists. In a March 2011 survey conducted by the University of Georgia, 92% of respondents agreed that they would feel safer knowing that the law required a three-foot safe passing distance for cars passing bicycles.

4. Combated distracted driving by enforcing the **Texting While Driving Ban** (SB 360) and the **Teen Cell Phone Driving Ban** (HB 23). The texting ban applies to all drivers who may be subject to a penalty of \$150 fine and one point on their driver's license for writing, sending or reading text messages, or emailing or using the internet on any wireless device. The teen cell phone ban prohibits drivers under age 18 from talking on cell phones and texting while driving. According to the fall 2011 Georgia Poll conducted by the University of Georgia, cell phone use and texting emerged as the number one traffic safety problem on Georgia roads with 22.6% of open-ended responses. In the same poll, 88% of participants were aware of the texting ban, and 82% responded that they would stop texting while driving due to the law.
5. Enforced the **Super Speeder Law** (HB 160), which discourages trauma-causing behavior by adding an additional \$200 fine for driving over 85 mph anywhere in the state and for driving 75 mph or more on two lane roads. Super Speeder also increased driver's license reinstatement fees for violators committing a second and third offense. From 2005 to 2010, Georgia drivers reported slowing down on roads with a speed limit of 55 mph and above from an average of 8.16 mph over the speed limit to 4.74 mph over the limit according to surveys conducted by the University of Georgia. According to the 2010 survey, 95.0% of drivers agreed that speeding is dangerous when driving at 80 mph or above.
6. Police aggressive traffic with the **Highway Enforcement of Aggressive Traffic (H.E.A.T.)** program. Twenty-one H.E.A.T. grants were allocated in FFY 2011. The expansion over the past seven years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. Of reporting H.E.A.T. jurisdictions in FFY 2011, 85.7% had a decrease in fatalities and 57.1% had a decrease in injuries. In addition, a majority of H.E.A.T. jurisdictions reported reductions in fatalities involving unrestrained motorists (66.7%), impaired driving (68.8%), speeding (53.8%), and pedestrians (83.3%).
7. Stood out as a model state for innovative enforcement strategies; specifically, the continuation of a very effective multi-agency enforcement effort through regional **Traffic Enforcement Networks (TENs)**, which are the cornerstone of motivating, mobilizing, training and communicating with Georgia's traffic enforcement officers. FFY 2011 was the thirteenth year of success for the TENs, and all 16 regional networks continue to be strong and active. The GATEN listserv surpassed 1,100 subscribers during FFY 2011. GATEN has proven to be an effective communication and education tool among Georgia's traffic enforcement officers and prosecutors. This was due to GOHS staff's diligent efforts in implementing innovative programs that address vehicle crashes.
8. Coordinated the **"100 Days of Summer HEAT"**, a multi-jurisdictional campaign designed to reduce speeding, impaired driving and occupant protection violations in counties with major traffic safety problems. Georgia was the impetus for this program being adopted by the NHTSA Southeast

Region. The campaign began with May Click It or Ticket and concluded with the Labor Day Impaired Driving mobilization. During the “100 Days of Summer HEAT” program, law enforcement conducted 8,932 road checks, 748 media events, and 1,800 educational events. Approximately 74% of law enforcement jurisdictions in Georgia participated in the “100 Days of Summer HEAT” program. The 4th of July OZT campaign was combined with a new initiative called “**Operation I-75 Slowdown**”, which included a morning news conference in Warner Robins and an afternoon news conference in Tifton. The campaign included a safety message wherein a police officer, sheriff’s deputy or state trooper was posted every three miles on I-75 from Macon south to the state line.

9. Partnered with the Fulton County Medical Examiner’s Office (FMEO) to host “**Halloween HEAT**” news conference in the Main Autopsy Suite at FMCO. The location was used to illustrate to media and attendees the drastic, “final” consequences that can occur when impaired drivers get behind the wheel. The holiday campaign was also a chance to announce a new grant from NHTSA to the Georgia Coroner Association for a Vital Records Reporting System.
10. Organized the 20th **Hands Across the Border** from August 28-September 1, 2011. HATB was combined with the kickoff of the Labor Day campaign of Drive Sober or Get Pulled Over. Media events were held in Columbus at the GA/AL state line; at the Alabama Welcome center at the GA/FL/AL state line; at the Georgia Welcome Center at the AL state line; in Lake Park, GA at the FL state line; in Rossville, GA at the TN state line; in Rabun County, GA at the GA/NC/SC state line; at the I-95 Welcome Center at the FL state line; and on the Talmadge Bridge in Savannah, GA. Media events were combined with nightly network meetings, checkpoint briefings and sobriety checkpoints near each state line.
11. Mobilized **Operation Rolling Thunder** by the GOHS Thunder Task Force in two areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help communities in Georgia combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law enforcement presence in high crash corridors. In FFY 2011, Operation Rolling Thunder conducted ninety-day high-visibility mobilizations in Gainesville and Hall County. The campaign kickoff included a news conference with GOHS Director Harris Blackwood.
12. Hosted by GOHS the Georgia **Highway Safety Conference** from August 1-3, 2011. The focus of this year’s conference was encouraging Georgia highway safety stakeholders to continue their fight to reduce crashes, injuries and fatalities due to distracted driving. With a theme “Every Life Counts”, the conference was highlighted by Georgia Governor Nathan Deal, who headlined the conference luncheon on Tuesday, August 2. Media events included one-on-one interviews with Governor Deal and GOHS Director Blackwood.
13. Focused on effective and individualized communication programs at the 2011 **Strategic Communications Forum** in Atlanta. From June 6-8, NHTSA and the Governor’s Highway Safety Association (GHSA) jointly hosted the forum, which welcomed highway safety media professionals across the country to share success stories and to plan strategy in an ever changing communications landscape.

14. Discussed with NHTSA Administrator David Strickland the issue of **hyperthermia and the dangers of leaving children in hot cars**. The event included an address by Administrator Strickland and a question and answer period with the audience and local media. The event concluded with an outdoor demonstration about how hot car interiors can get when vehicles are left in the sun.
15. Conducted the Special Operations Division's annual **Governor's Challenge Awards Program** at the Macon Centroplex on September 23, 2011. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. Of the 59 original applications received, 28 different law enforcement agencies were recognized with a total of 39 awards. Byron Police Department was the grand prize winner of the 2011 Governor's Challenge and a fully equipped Ford F-250 pickup truck.
16. Continued implementation of the **NHTSA Gold Standards** with the DUI Court program in four counties. The evaluation of the pilot DUI Court program, which included three courts, showed a decrease in recidivism.
17. Renewed multi-professional highway safety synergies through the continuation of a **Strategic Highway Safety Plan (SHSP)** in 2011 by GOHS and GDOT. The structure includes executive oversight, buy-in and direct involvement of the Safety Program Leadership (SPL) members, lead by an Operations Manager, with 14 Task Team Leaders supported by Risk Analysis and Evaluation Team safety data analysts. Georgia was selected as a development state to participate in the SHSP model implementation process to determine the role the SHSP plays in the development and implementation of Georgia safety partners' transportation safety-related plans and programs. The SHSP launches new directives, learns, communicates, and collaborates in the fields of: transportation engineering, traffic enforcement, public information and education, trauma/EMS, academia, safety data systems, injury prevention, metropolitan planning, policy development, multi-modal transit, and others.
18. Responded to Federal Highway Administration's (FHWA) designation of Georgia as a pedestrian focus state with the continuation of the **Georgia Bicycle and Pedestrian Safety Action Plan**, which identified current conditions, safety problems and needs, and determined future funding and programs. The plan worked to both encourage walking and biking, and promote safety. The goals are to reduce pedestrian fatalities by 33% by 2013, and to reduce pedestrian and bicycle crashes and injuries by 20% by 2013, while increasing biking and walking by 20%. Plans are underway to increase funding for pedestrian and bicycle programs, improve infrastructure, and to streamline data collection.
19. Brought together advocates, business leaders, on-road and off-road recreational cyclists and commuters, elected officials and staff from across Georgia to the first **Georgia Bike Summit** in Savannah on October 9, 2011. Attendees were able to network, collaborate, educate, and empower advocates, and identify common issues in local communities and set priorities for Georgia Bikes in 2011.
20. Enacted the **"Rural and Human Services Transportation Coordination"** legislation. As in a number of states, it is now required that agencies work together to deliver transportation in a coordinated, efficient manner to all Georgians. GOHS organized a workshop focused on older and disabled drivers to help enlarge the "outside the transportation community" support

base for this legislation and to plan for its implementation.

21. Joined Operation Lifesavers for their **Decade of Action/”Bee a Buckler”** news conference at the Capitol. Atlanta and other communities in Georgia joined more than 100 cities across the world with the goal of saving 5 million lives and preventing 50 million injuries in the next ten years, launched by the United Nations in response to a worldwide epidemic of road deaths. The “Bee a Buckler” program is the oldest active volunteer occupant protection program in the nation, having originated in Georgia in 1969. Since its inception, the program has expanded to include all 50 states and five other countries and now includes education on the correct use of child safety seats and booster seats. In honor of the event, Governor Deal named September 2-5 “Bee a Buckler” Safety Week.
22. Recognized by Mothers Against Drunk Driving (MADD) Georgia law enforcement agencies, officers and individuals in the community who work to stop drunk driving at the **2011 MADD Golden Shield Honor Awards**. Governor Deal spoke on the importance of law enforcement in combating drunk driving, and MADD President Laura Dean Mooney shared her story on how she got involved with MADD.
23. Launched Georgia’ first ever **GOHS Cinco de Mayo Hispanic Outreach** highway safety campaign. This public awareness initiative is designed to target Georgia’s Spanish-speaking community with safe-and-sober driving messages on radio and television throughout the Cinco de Mayo fiesta week.
24. Invested in **Tomorrow’s Transportation Today (IT3)**, which is Georgia’s effort to bring results-oriented, strategic orientation to transportation planning and implementation. Part of IT3, the Statewide Strategic Transportation Plan (SSTP) identified future transportation infrastructure improvements. By investing in transportation improvements, Georgia has an opportunity to create up to 425,000 jobs over the next 20 years and \$480 billion in GDP growth over the next 30 years. The plan will prevent vehicle roadway departures, minimize consequences of leaving the road, improve design and operation of intersections, improve pedestrian safety, reduce vehicle-train crashes, provide off-system pilot office support and implementation program, and improve safety management system crash records. The IT3 also supports 15 Metropolitan Planning Organizations (MPO’s) in the Atlanta area. The Atlanta metropolitan area represents 73% of Georgia’s population and 19% of Georgia’s total land area. MPO’s exchange info and experiences and enhance practice of metro planning, provide educational opportunities, and discuss issues relevant to local, state and federal policies and requirements for transportation planning.
25. Continued the Department of Public Safety’s **Motor Carrier Compliance Division (MCCD) Commercial Vehicle Safety Plan (CVSP)** with a mission to reduce the number of fatal and injury related crashes on Georgia’s highways by the effective and fair regulation of the commercial motor carrier industry and to raise awareness by the general public about sharing the roads safety with commercial motor vehicles. Its goal is to reduce commercial vehicle involved fatal crashes to 0.16 per 100 million VMT by 2011. The CVSP employs the Commercial Motor Vehicle Enforcement Unit (CVEU), which is comprised of 40 GSP troopers, to increase driver-only inspections to target driver fatigue and place more emphasis on driver accountability.
26. Promoted the **“Share the Road”** message by GOHS to motorists and raised awareness about motorcycle safety in areas facing high crash rates, deaths and injuries by creating a series of radio and print ads to remind people to

- check twice for motorcycles. These ads also discouraged riding drunk with the message: “Just one drink and you’re five times more likely to crash.”
27. Coordinated with Georgia Department of Driver Services (DDS) to increase **motorcycle training and education** across the state. The demand for motorcycle training is growing based on increased motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and GDDS are dedicated to opening additional training sites and training more instructors across the state.
 28. Sponsored the sixth annual “**Georgia Rides to the Capitol**” event when over 1,000 bicyclists from the metro Atlanta region rode to the Capitol in order to raise support for improved conditions for cycling. Issues raised were the development of regional systems of both on-road bicycling facilities, multi-use trails, and cycling connections to major transit facilities, activity centers and schools. The media event on the steps of the Capitol included Governor Deal and GOHS Director Blackwood.
 29. Educated highway construction and maintenance workers, contractors and the motoring public about the dangerous conditions in work zones with the 2011 **Georgia Work Zone Safety Week**, April 4-8, 2011. A key element of this campaign is to inform motorists that they are more likely to be killed or injured in work zone crashes than Georgia DOT employees or contract workers.
 30. Responded to a growing crisis in trauma care for the State of Georgia, the **Georgia Trauma Care Network Commission** continues to stabilize and strengthen existing trauma centers and help support trauma patient care and transport by Emergency Medical Services. After addressing and helping resolve immediate problems in the system, the Georgia Trauma Commission has pursued an aggressive assessment and planning process, which included reviewing the extensive record of stakeholder input over the past several years, a review of the Georgia trauma system by the American College of Surgeon's Trauma Consultation program, economic analysis by Georgia State University's Georgia Health Policy Center, and trauma system consulting partially funded by the Healthcare Georgia Foundation. This has enabled the Georgia Trauma Commission to outline a vision for the Georgia Trauma System for the decades ahead, and defines a cost-effective plan for moving achievement of this vision forward over a five year period, between 2009 and 2014.
 31. Provided funding opportunities to high schools through **Students Against Destructive Decisions (SADD)** programs, which raise awareness among high school students of the dangers of impaired and unrestrained driving. In FFY 2011, GOHS funded 32 individual high school SADD chapters and 3 school systems with an additional 70 schools throughout the state.
 32. Established by the Center for Disease Control (CDC) and the National Organizations for Youth Safety (NOYS), the **Traffic Safety Leaders Scholarship**. The scholarship was established to recognize youth who have taken the lead to address traffic safety issues as they pursue their post-secondary education.
 33. Held on the Georgia Institute of Technology campus a **Town Hall Meeting, Alcohol Use on College Campuses** on April 26, 2011. The goal of the town hall style conversation was to provide students an opportunity to empower one another with strategies for healthy decisions related to alcohol. Nine colleges in the Atlanta area were represented at the meeting.
 34. Conducted by GHSA and GOHS the **Driving Skills for Life Program**

February 23-25, 2011, sponsored by Ford Motor Company. This year's event took place at Chattahoochee High School in Metro Atlanta to demonstrate safe driving skills for teen drivers. Ford's Driving Skills for Life is a national safety initiative designed to help states increase awareness of the hazards of teen driving and to teach the critical skills young licensed beginning drivers need to respond to the demands of the road.

35. Funded the **Georgia Child Injury Prevention Plan (CIPP)** to involve multiple agencies serving children. The CIPP provides a framework to achieve a collaborative process to prevent childhood injuries and focuses on public awareness, systematic planning of evidence-based interventions, statewide reduction of death and disability, and evaluating programs.
36. Launched by the **Child Passenger Safety (CPS) Board** a website complete with toolbox for technicians and a complaint form for community members to ensure quality practices. The Board also created a policy for background checks for volunteers and created uniform language for the new 2011 Child Passenger Safety legislation that was used to market the changes to Georgia laws through fact sheets, flyers, brochures, news conferences, participation in NHTSA twitter party during Child Passenger Safety Week, and various presentations throughout the state.
37. Improved the state's **traffic data systems** to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to install the electronic citation and crash reporting system TraCS, train Law Enforcement Agencies (LEA) personnel, and provide essential support for those LEAs that wish to use TraCS. The Office of Health Information and Policy made available, over the Division of Public Health's publicly accessible internet based system, its data system OASIS, which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The GDDS initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN.
38. Completed in FFY 2011 development and training for the **DPS Technology Data Model**, which was funded at \$9 million for the Computer Aided Dispatch (CAD) model statewide for Georgia State Patrol (GSP), Motor Carrier Compliance Division (MCCD), and the Capitol Police. The model includes hardware, software, training, installation, and configuration services to install 9 dispatch centers and 830 vehicles with software products. Vehicles require custom consoles, docking stations for laptops, printers, cabling and GPS receivers. This effort will help achieve information interoperability with other LEAs and develop a Compstat approach to the use of traffic enforcement assets aimed at high crash corridors. Crash data will be collected in a more timely and accurate method. Decisions will be data driven and will concentrate on outcomes in reduction of traffic incidents.
39. Developed the **Statewide Transportation Improvement Program (STIP)** to identify federally funded transportation projects such as highway maintenance, bicycle, and pedestrian projects for Fiscal Years 2010-13. The STIP is a GDOT four-year work program updated annually, exclusively for

Georgia's rural areas. Programs already include federally funded highway and bridge projects, maintenance projects, transportation enhancement activities projects and public transportation projects. With 13 meetings annually, the public is encouraged to participate.

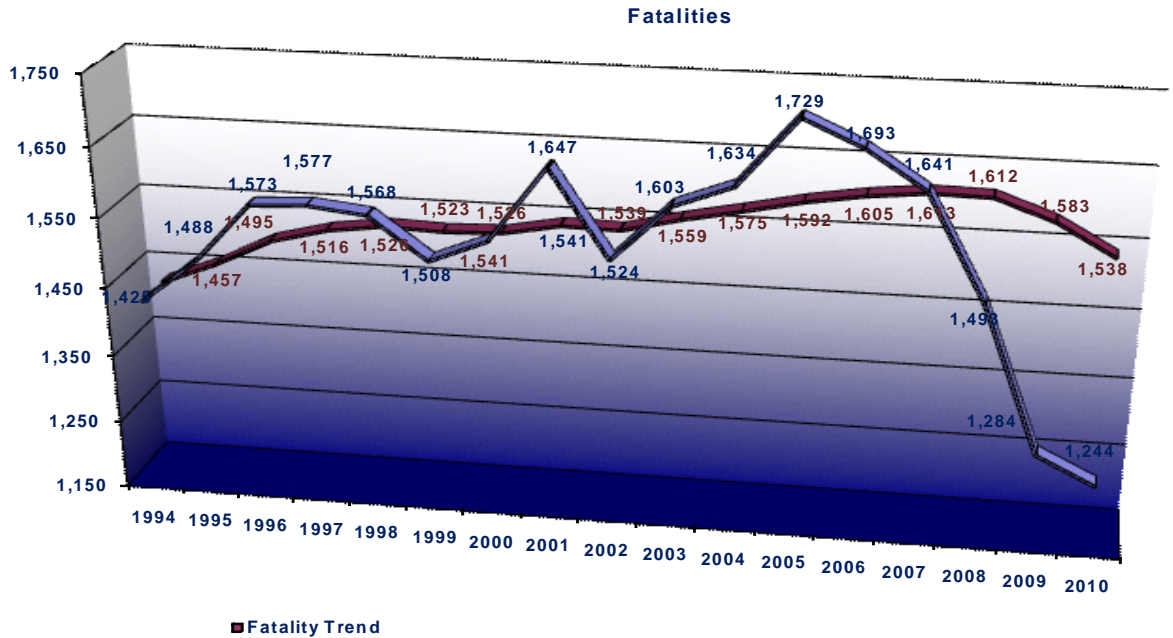
40. Continued a fully functional **Traffic Records Coordinating Council and Executive Steering Committee (TRCC)** with collaboration of State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
41. Streamlined grant process through **eGOHS (Electronic Grants for the Office of Highway Safety)** in which applications were submitted, reviewed, and approved electronically. All grants in FFY2010 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, MARs) from remote locations (at home or in the field).
42. Continued efforts to address issues initially highlighted in the 2003 Performance Audit related to process and impact evaluation and accountability of all grantees. These efforts include a highly successful collaborative relationship with the **Traffic Safety Research and Evaluation Group (TSREG)**, College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.
43. Completed grants achieved 80.8% of the stated objectives in FFY 2011. Of these completed grants, 91.7% achieved at least half of the stated objectives, and 31.4% achieved all of the stated objectives.
44. Completed grants achieved 76.9% of the stated milestones in FFY 2011. Of these completed grants, 95.3% completed at least half of the stated milestones, and 37.1% completed all of the stated milestones.

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

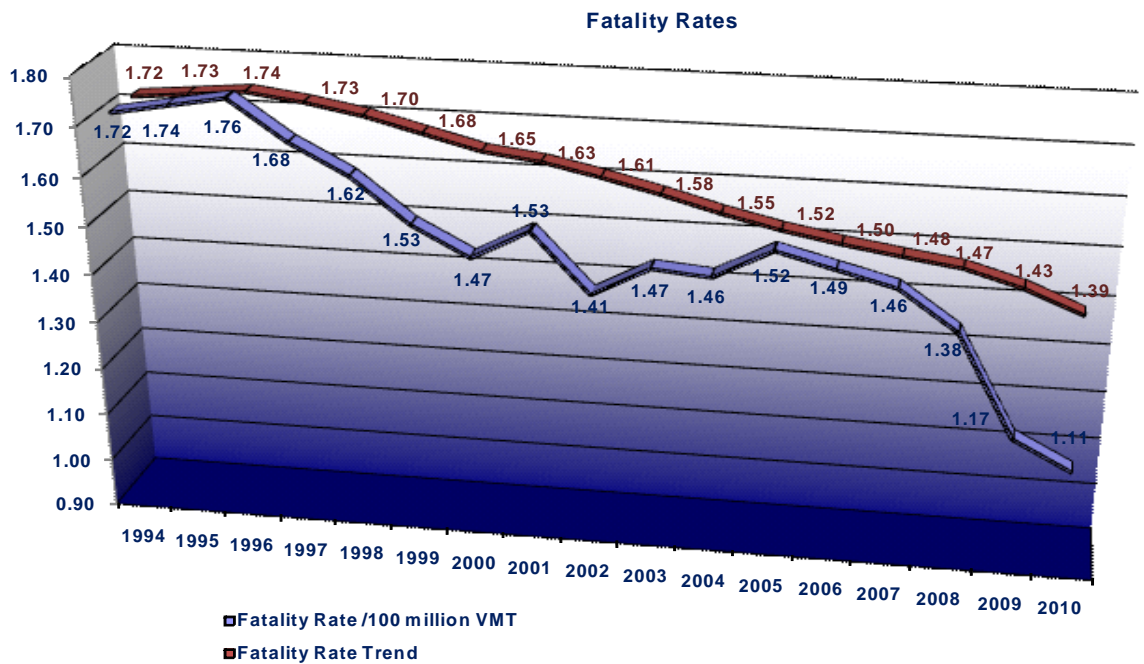
*Source: FARS

Performance Goals and Trends

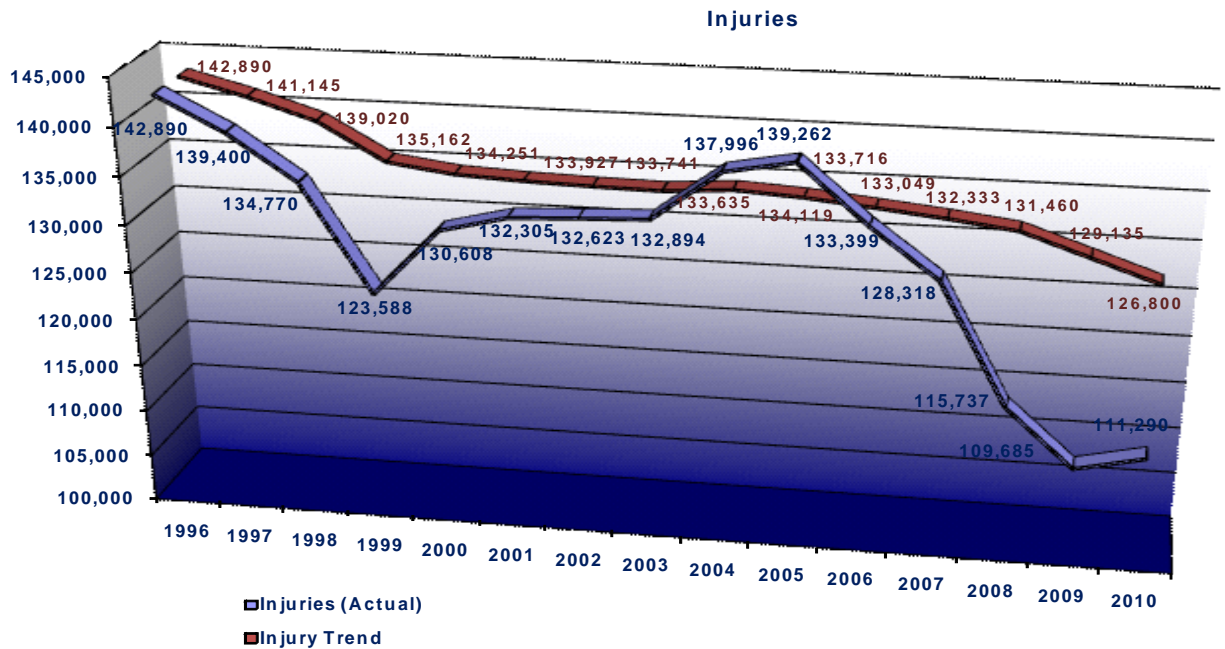
Goal: Fatalities To maintain the steady decrease of traffic fatalities below the 2008 calendar year count of 1,493 by December 31, 2011.
Baseline 1,493 fatalities in 2008.



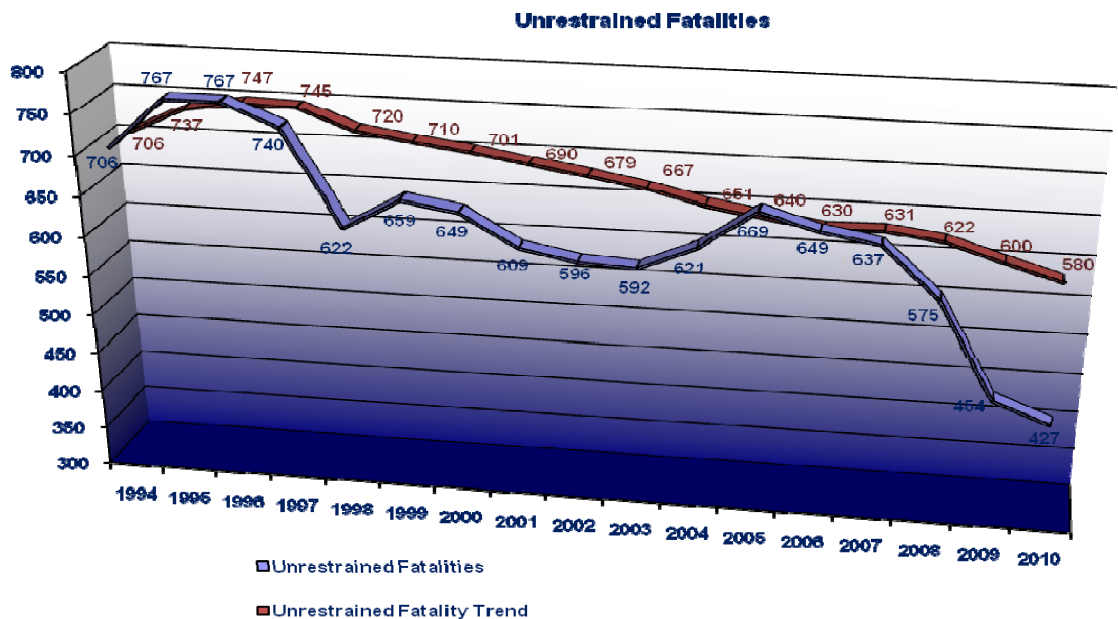
Goal: Fatality Rate/VMT To decrease fatalities/VMT fifteen percent (15%) from the 2008 calendar base year rate of 1.37 to 1.16 by December 31, 2011.
Baseline 1.37 fatalities/VMT in 2008.



Goal: Injuries To maintain the steady decrease of serious traffic injuries below the 2008 calendar base year count of 115,737 by December 31, 2011.
Baseline 115,737 injuries in 2008.

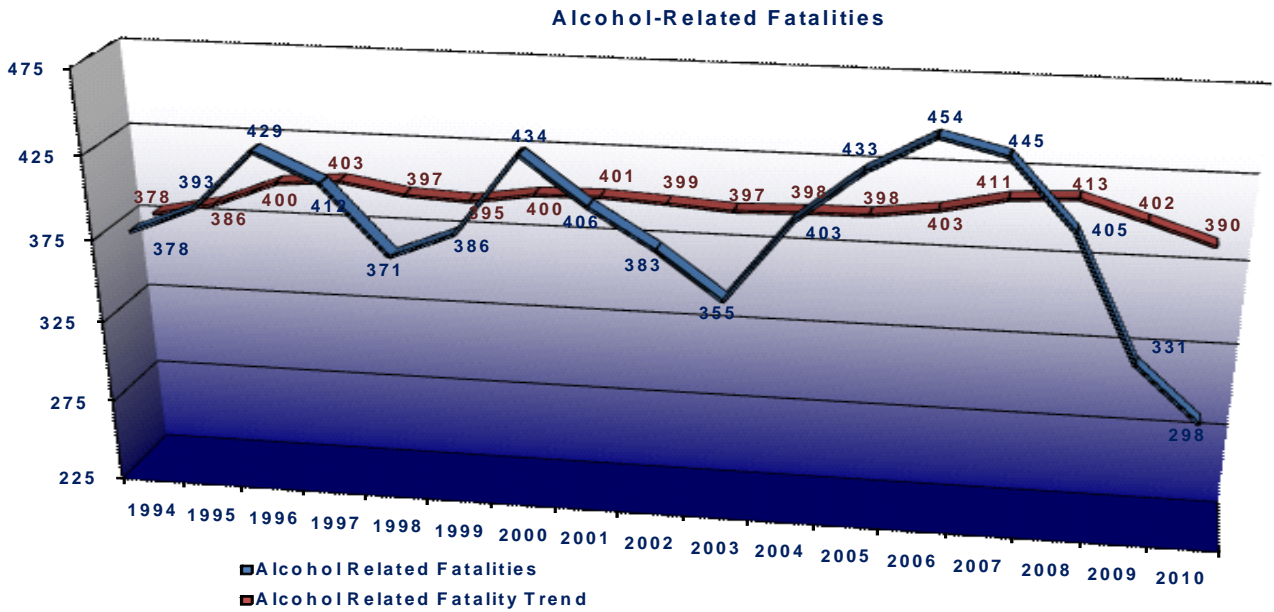


Goal: Unrestrained Fatality Trends To decrease unrestrained passenger vehicle occupant fatalities in all seating positions fifteen percent (15%) from the 2008 calendar base year count of 575 to 491 by December 31, 2011.
Baseline 575 unrestrained fatalities in 2008.



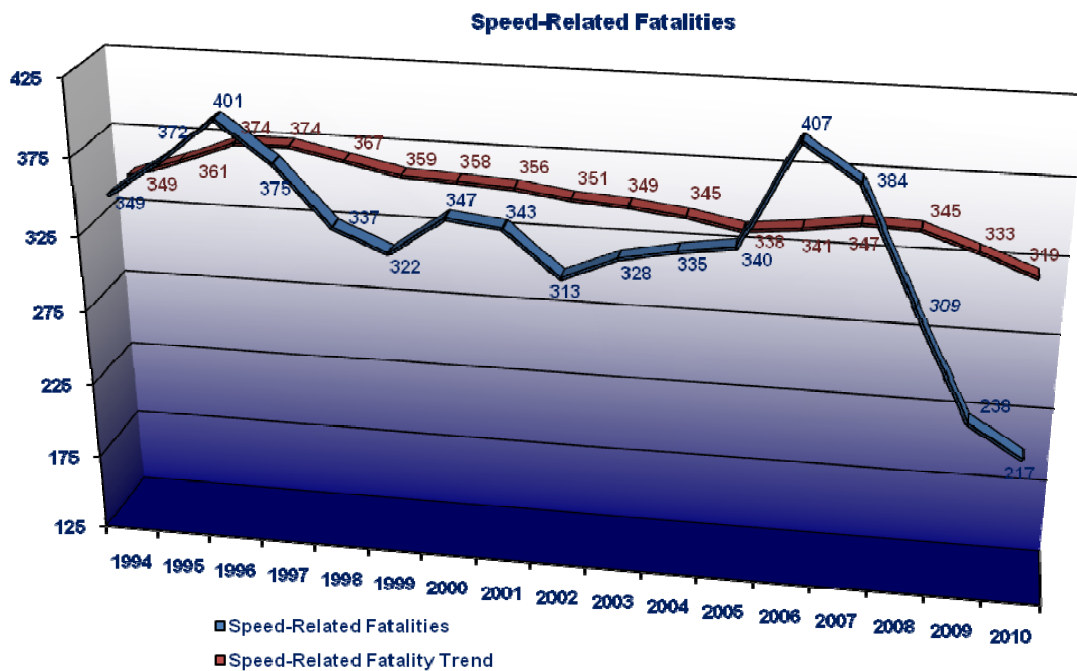
Goal: Alcohol-Related Fatalities To decrease alcohol impaired driving fatalities thirteen-percent (13%) from the 2008 calendar base year average of 416 to 360 by December 31, 2011.

Baseline 416 alcohol-related fatalities in 2008. (As previously reported in 2011 HSP.)

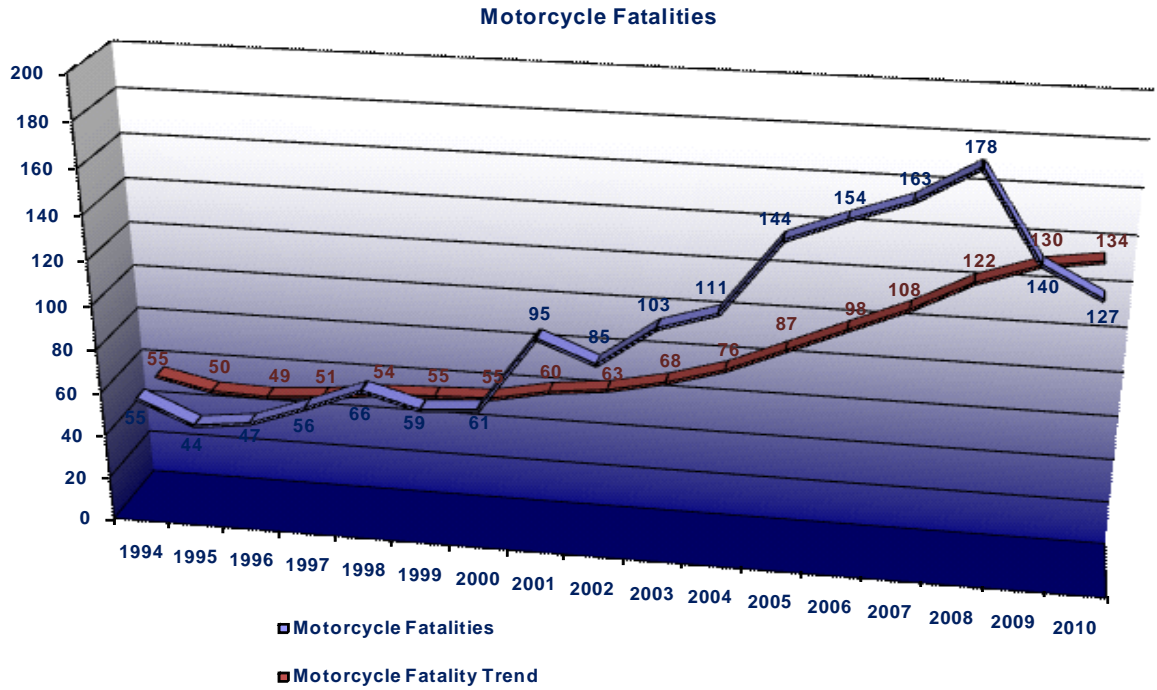


Goal: Speed-Related Fatalities To maintain the steady decrease of speed related fatalities below the 2008 base year count of 309 by December 31, 2011.

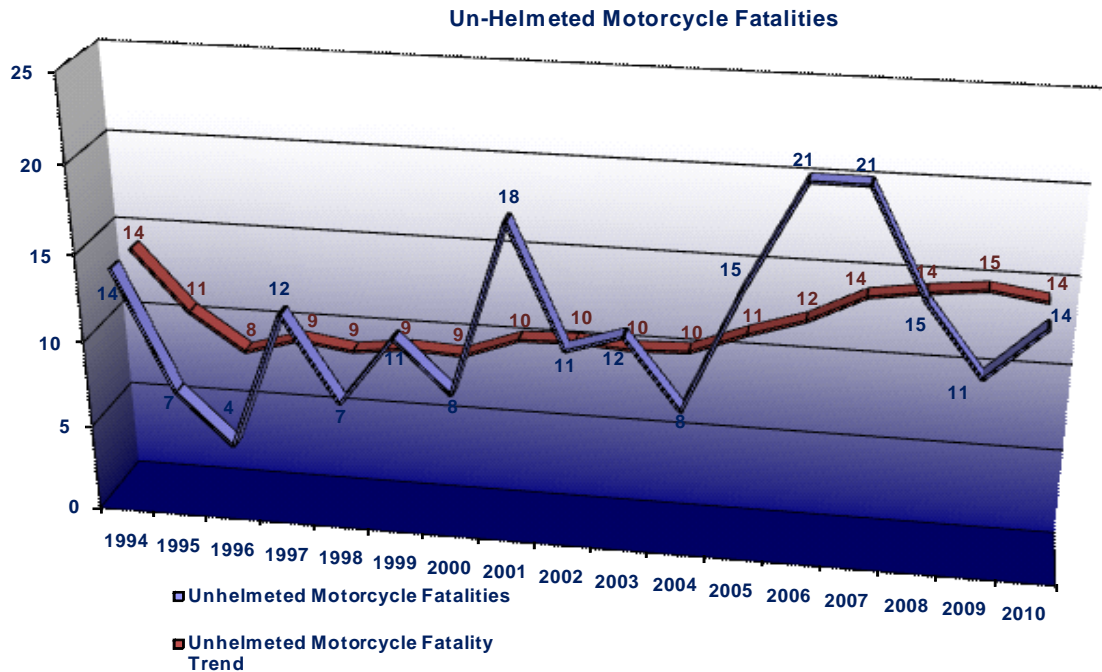
Baseline 309 speed-related fatalities in 2008.



Goal: Motorcycle Fatalities To decrease motorcyclist fatalities ten percent (10%) from the 2008 calendar base year count of 177 to 160 by December 31, 2011.
Baseline 177 motorcycle deaths in 2008. (As previously reported in 2011 HSP.)



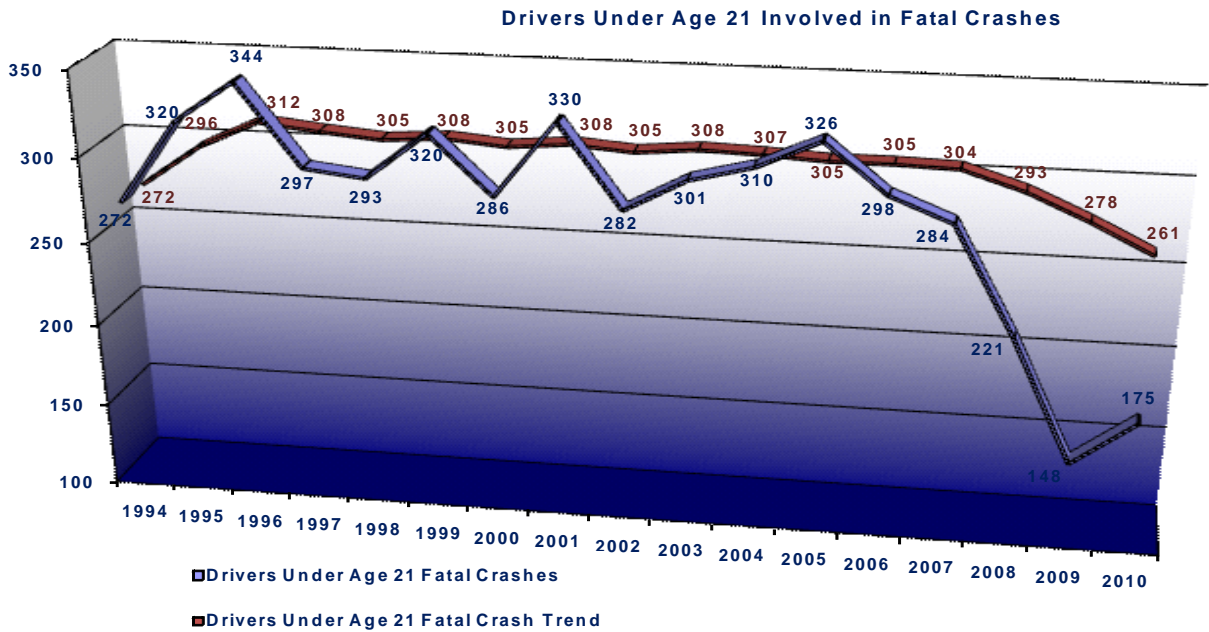
Goal: Unhelmeted Motorcycle Fatalities To decrease un-helmeted motorcyclist fatalities fifteen percent (15%) from the 2008 calendar base year count of 14 to 12 by December 31, 2011.
Baseline 14 un-helmeted motorcyclist fatalities in 2008. (As previously reported in 2011 HSP.)



Goal: Drivers Under Age 21 Fatal Crashes

To decrease drivers age 20 or younger involved in fatal crashes twenty percent (20%) from the 2008 calendar base year count of 221 to 177 by December 31, 2011.

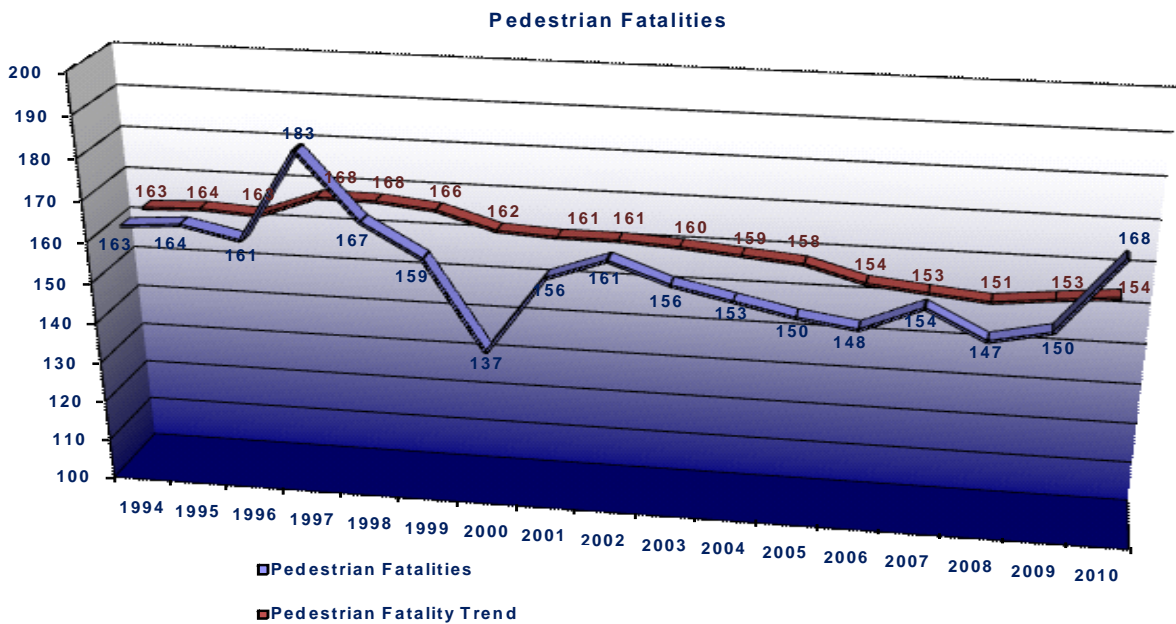
Baseline 221 drivers under age 21 involved in fatal crashes in 2008.



Goal: Pedestrian Fatalities

To reduce pedestrian fatalities one percent (1%) from the 2008 calendar base year 146 to 144 by December 31, 2011.

Baseline 146 pedestrian fatalities in 2008.

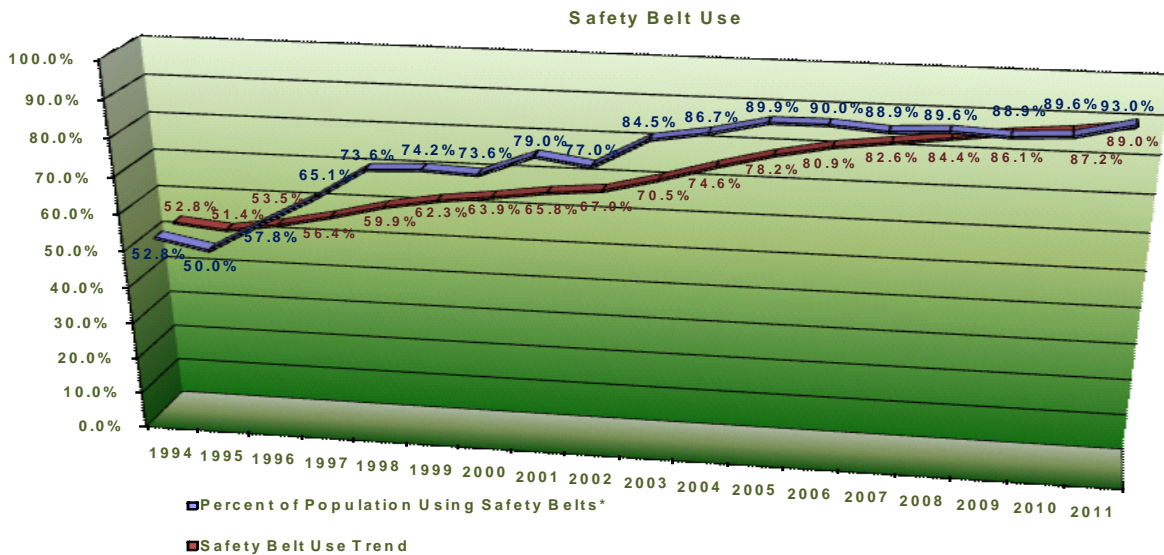


Core Behavior Measure / Trends	Baseline Data 1994-2000										Progress Report Data 2001-2011							
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Percent of Population Using Safety Belts*	52.8%	50.0%	57.8%	65.1%	73.6%	74.2%	73.6%	79.0%	77.0%	84.5%	86.7%	89.9%	90.0%	88.9%	89.6%	88.9%	89.6%	93.0%
Safety Belt Use Trend	52.8%	51.4%	53.5%	56.4%	59.9%	62.3%	63.9%	65.8%	67.0%	70.5%	74.6%	78.2%	80.9%	82.6%	84.4%	86.1%	87.2%	89.0%

Core Outcome Goals

Goal: Speed-Related Fatalities Increase the rate of observed safety belt use from baseline 89.6% in 2008 to 90.1% by the end of FFY 2011 for drivers and front seat outboard passengers.

Baseline 89.6% observed safety belt usage in 2008.



Core Activity Measures / Trends	Baseline Data FFY2009 - FFY2011		
Citation data aggregated from GOHS grantee self-reported data and jurisdictions voluntarily reporting monthly data on the GOHS Online Reporting System.			
	FFY 2009	FY2010	FY2011
Safety Belt Citations	186416	199347	193727
Safety Belt Citations Trend	186416	192882	193163
Impaired Driving Arrests	52270	52775	51165
Impaired Driving Arrests Trend	52270	52523	52070
Speeding Citations	661908	631643	595387
Speeding Citations Trend	661908	646776	629646

Core Survey Questions (*Due to miscommunication, some survey questions were not asked in Georgia during FFY 2011, but will be asked in future years.)

Impaired Driving Question 1: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?*				
Impaired Driving Question 2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?*				
Impaired Driving Question 3: What do you think the chances are of someone getting arrested if they drive after drinking? (Pre: Dec 2010; Post Jan 2011)				
	Pre		Post	
Almost Certain	11.8%		11.1%	
Very Likely	20.8%		27.6%	
Somewhat Likely	36.6%		30.0%	
Somewhat Unlikely	16.1%		11.9%	
Very Unlikely	14.8%		19.3%	
Safety Belt Question 1: How often do you use safety belts when you drive or ride in a car, van sport utility vehicle or pick up? (Pre: May 2011; Post June 2011)				
	Pre		Post	
All of the time	88.6%		92.1%	
Most of the time	7.1%		4.4%	
Some of the time	1.9%		1.6%	
Rarely	1.0%		1.2%	
Never	1.4%		0.8%	
Safety Belt Question 2: In the past 60 days, have you read, seen or heard anything about safety belt law enforcement by police? (Pre: May 2011; Post June 2011)				
	Pre		Post	
Yes	26.8%		25.4%	
No	73.2%		74.6%	
Safety Belt Question 3: What do you think the chances are of getting a ticket if you don't wear your safety belt? (Pre: May 2011; Post June 2011)				
	Pre		Post	
Very Likely	43.1%		43.8%	
Somewhat Likely	21.0%		31.8%	
Somewhat Unlikely	13.3%		9.9%	
Very Unlikely	22.6%		14.6%	
Speeding Question 1: On a road with a speed limit of 55mph, how often do you driver over the speed limit? (Pre: Dec 2010; Post: Jan 2011)				
	Pre		Post	
Most of the time	34.2%		28.7%	
Some of the time	34.0%		31.0%	
Hardly Ever	23.0%		25.6%	
Never	8.8%		14.7%	
Speeding Question 2: In the past 30 days, have you read, seen or heard anything about speed enforcement by police?*				
Speeding Question 3: What do you think the chances are of getting a ticket if you drive over the speed limit?*				

Core Behavior

To maintain the rate of observed safety belt use of 93.0% by the end of FFY 2012 for drivers and front seat passengers.

FFY2012 Core Performance Measures and Goals

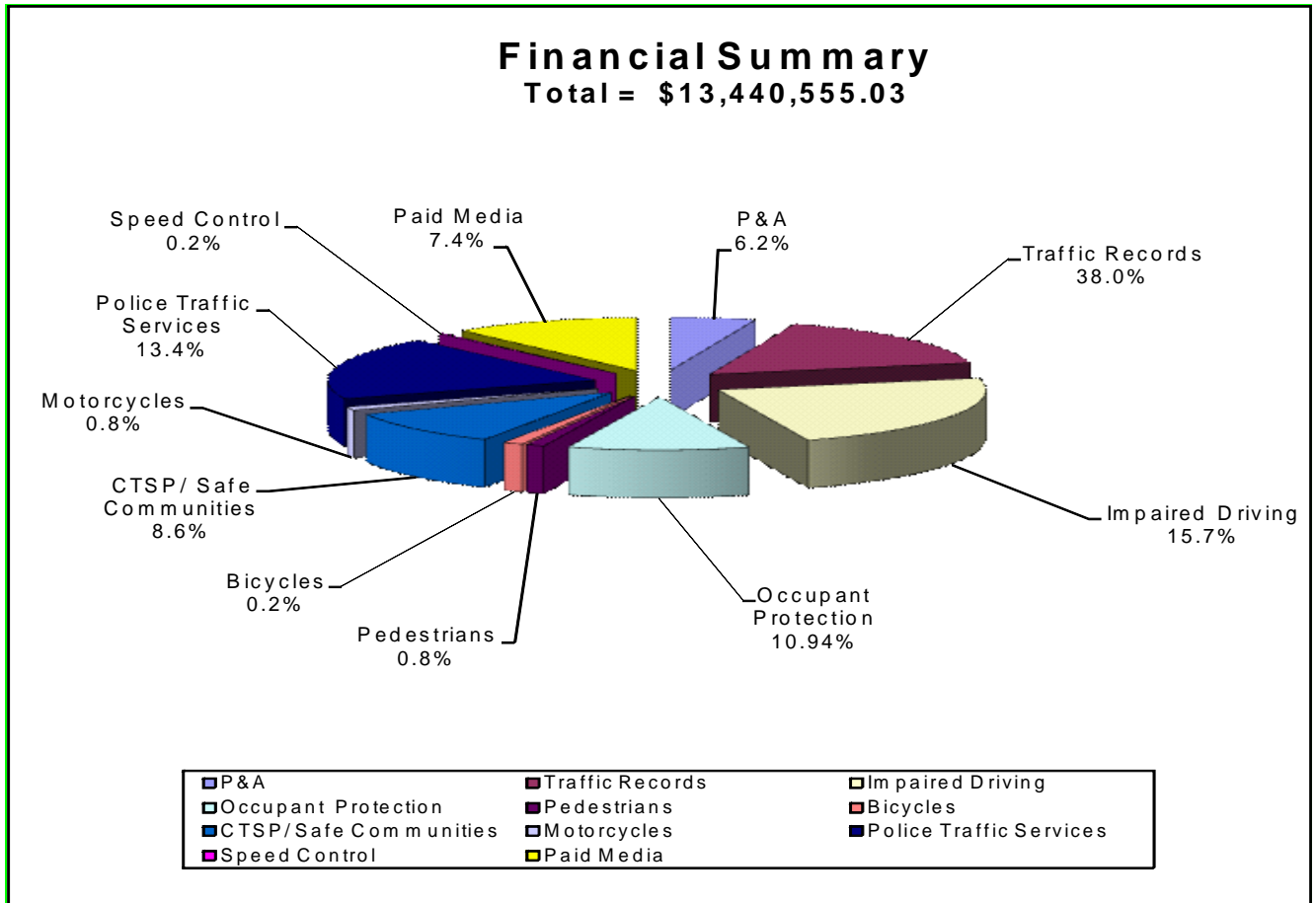
1. To maintain the steady decrease of traffic fatalities below the 2009 calendar base year of 1,284 fatalities to 1,122 fatalities by December 31, 2012.
2. To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year of 109,685 to 105,326 by December 31, 2012.
3. To decrease fatalities/VMT by six-percent (6%) from the 2009 calendar base year of 1.18 to 1.11 by December 31, 2012.
4. To decrease unrestrained passenger vehicle fatalities in all seating positions by ten-percent (10%) from the 2009 calendar base year of 454 to 410 by December 31, 2012.
5. To decrease alcohol impaired driving fatalities by ten-percent (10%) from the 2009 calendar base year of 331 to 299 by December 31, 2012.
6. To maintain the steady decrease of speeding related fatalities below the 2009 calendar base year of 238 by December 31, 2012.
7. To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.
8. To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.
9. To decrease drivers age 20 year or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.
10. To reduce pedestrian fatalities from the 2009 calendar base year of 150 to 141 by December 31, 2012.

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

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

Financial Summary Details

	402	405	406	408	410	2005TR (State)	2010K6	Total	% of Total
P&A	\$502,482.23		\$186,182.99					\$688,665.22	5.12%
Traffic Records			\$1,023,000.00	\$1,176,161.54				\$2,199,161.54	16.36%
Impaired Driving	\$1.00				\$3,105,602.41			\$3,105,603.41	23.11%
Occupant Protection	\$439,477.94	\$1,030,575.45						\$1,470,053.39	10.94%
Pedestrians	\$147,869.90							\$147,869.90	1.10%
Bicycles						\$161,413.03		\$161,413.03	1.20%
CTSP/ Safe Communities	\$1,409,190.75							\$1,409,190.75	10.48%
Motorcycles							\$136,546.53	\$136,546.53	1.02%
Police Traffic Services	\$2,514,187.10		\$60,265.43					\$2,574,452.53	19.15%
Speed Control	\$30,052.24							\$30,052.24	0.22%
Paid Media	\$542,607.56				\$974,938.93			\$1,517,546.49	11.29%
Total	\$5,585,868.72	\$1,030,575.45	\$1,269,448.42	\$1,176,161.54	\$4,080,541.34	\$161,413.03	\$136,546.53	\$13,440,555.03	100.00%
Check Total (eGOHS Batch)	\$5,585,868.72	\$1,030,575.45	\$1,269,448.42	\$1,176,161.54	\$4,080,541.34	\$161,413.03	\$136,546.53	\$13,440,555.03	100.00%
Variance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		



Despite a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, the numbers of impaired driving and speed-related crashes, injuries and fatalities are unacceptable. Improvements are being realized; however, fatalities are six times more likely in crashes involving impaired driving than those not involving alcohol and drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. One out of every five (5) crash deaths in Georgia involved unsafe or illegal speed. The majority of the drivers in speed-related crashes are male. In FFY 2011, GOHS sought to reduce impaired driving and speed-related deaths by establishing clear, measurable objectives in this area. GOHS utilized NHTSA Sections 402, 406 and 410 funding to accomplish these objectives.

Objectives

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

Noteworthy Programs

In FFY 2011, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. "DUI Courts Program" – A continuation of the DUI adjudication pilot program, four (4) DUI Courts were continued with GOHS funding in FFY 2011.
2. "Highway Enforcement Against Aggressive Traffic (H.E.A.T.)" – A law enforcement program within 21 county and local agencies that aims at reducing aggressive traffic violations and DUI's. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.

3. "Operation Zero Tolerance" (OZT) – A model statewide initiative program which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHS' Regional Traffic Enforcement Networks and required of all the FFY 2011 law enforcement grants targeting impaired drivers and all of the educational grantees as well.
4. "Students Against Destructive Decisions (SADD)" grant program – Letters were sent to all 425 high schools in Georgia making them aware of available funds for traffic safety programs. GOHS provided significant resources for the 32 schools that elected to participate. In order to centralize leadership and increase cooperation between grantees in the same area, three (3) block school system SADD grants containing an additional 70 schools were funded in FFY 2011.
5. Young Adult grants program – GOHS funded 20 peer-education programs through BACCHUS and GAMMA chapters and other affiliated organizations at colleges and universities. These programs focused primarily on reducing impaired driving among young adult drivers.
6. Training for law enforcement officers – Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving and speeding countermeasures including the administration of Standardized Field Sobriety Tests, certification as Drug Recognition Experts, and use of RADAR and LIDAR.
7. "Mothers Against Drunk Driving" – In FFY 2011, funds were provided to MADD for the successful recruitment of new volunteers. MADD undertook the development of volunteers and community action sites, as well as implementing MADD core programs and relaying MADD/GOHS messages.
8. "Georgia Responsible Alcohol Sales and Service (RASS)" – In FFY 2011 the Council on Alcohol and Drugs educated stakeholders about the need for Responsible Alcohol Sales and Service training and provided such training for alcohol retail outlet owners and licensees.
9. "Operation Drive Smart" – In FFY 2011 the Duluth Police Department conducted this innovative multi-phase teen impaired driving program in schools across the state. This year the theme was "Just Drive!!! Don't gamble with your life."
10. "Hispanic Youth Safety Initiative (HYSI)" – In FFY 2011 the Hispanic Marketing Group established and conducted a highway safety initiative to prevent underage drinking in the Hispanic community in Gwinnett County.

Funding Sources

1. NHTSA Section 402CP Funding: A total of \$38,900 was expended to fund Duluth Police Department's "Operation Drive Smart".
2. NHTSA Section 402PT Funding: A total of \$2,447,613.10 was expended to fund H.E.A.T. programs, Traffic Enforcement Networks (TENs), and Small Agency Incentive Grants.
3. NHTSA Section 402SC Funding: A total of \$30,052.24 was expended to train officers in the use of RADAR and LIDAR for speed enforcement at the Georgia Public Safety Training Center.
4. NHTSA Section 406PT Funding: A total of \$60,265.43 was expended to fund the Thunder Task Force and the Camden County Sheriff's Office rural roads grant.
5. NHTSA Section 410K8 Funding: A total of \$3,081,009.76 was expended to fund law enforcement programs, including the Georgia State Patrol Operation Nighthawks and the Georgia Public Safety Training Center for impaired driving enforcement training. Education programs were funded, including Students Against Destructive Decisions (SADD) chapters in Georgia high schools, Young Adult (YA) programs in Georgia colleges and universities, and the Alcohol and Drug

Awareness Program (ADAP). Awareness programs were funded, such as Mothers Against Drunk Driving (MADD) of Georgia and the Hispanic Youth Safety Initiative (HYSI). Adjudication programs were funded, including the Prosecuting Attorney Council's Traffic Safety Adjudication Program to aid in the prosecution of impaired drivers, and four (4) DUI Courts.

Results

As a result of the noteworthy programs mentioned above and efforts by GOHS and its additional grantees, the following results were achieved.

1. The "DUI Court" program was continued in FFY 2011 with four (4) DUI Courts funded in four (4) counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. During FFY 2011, the DUI Courts served 2,558 participants. A total of 178 new participants joined the program, 131 participants graduated, 59 interlock devices were installed, 99 became eligible for re-licensure, and 140 completed DUI School. Also, 39 participants were terminated for non-compliance, giving the program a retention rate of 98.5%.
2. "Operation Zero Tolerance" – In FFY 2011, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state. In a poll conducted by the Survey Research Center at the University of Georgia during November 2010, 77.7% of respondents had heard of OZT, and 69.2% of respondents indicated that it was at least somewhat likely that they would be stopped by police when drinking and driving.
3. In FFY 2011 funding was offered to 26.4% (n=112) of Georgia high schools to encourage safety belt use and discourage drinking while driving. Out of the completed SADD grantees, 93.5% achieved at least 50% of the stated objectives. Overall, SADD grantees achieved 78.0% of the stated objectives and 77.4% of the stated milestones.
4. There were 20 colleges and universities funded in FFY 2011 to implement peer education programs to encourage safety belt use and prevent drinking and driving. Of Young Adult grantees, 85.0% achieved at least 50% of the stated objectives. Overall, Young Adult grantees achieved 75.6% of the stated objectives and 70.3% of the stated milestones.
5. During the "100 Days of Summer Heat" campaign from May to September 2011, law enforcement personnel apprehended 14,845 DUI violators statewide, and made an additional 7,922 drug arrests. In addition, law enforcement personnel gave out 196,724 speeding citations.
6. The total number of officers trained for impaired driving countermeasures in FFY 2011 was 1,129 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
7. The total number of officers trained for speeding countermeasures in FFY 2011 was 401 through the Georgia Public Safety Training Center.
8. In FFY 2011, 21 H.E.A.T. grants received funding. 95.2% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. In total, H.E.A.T. grantees achieved 82.8% of the stated objectives and 72.7% of the stated milestones. H.E.A.T. officers arrested 6,249 DUI offenders, an average of 74 DUIs per officer over the grant year, and 37,148 speeding citations were distributed by H.E.A.T. officers, an average of 442 per officer. In addition, H.E.A.T. officers made 447 drug arrests.
9. In FFY 2011, the MADD Volunteer Initiative succeeded in recruiting 17 volunteers. Volunteers conducted 15 Responsible Drinking programs at Atlanta schools, including Safe Prom and Alcohol Awareness Month.

10. In FFY 2011, the Georgia Responsible Alcohol Sales and Service (RASS) program successfully initiated collaborative efforts in each of four counties to be served (Fulton, Hall, Spaulding, and Rockdale counties) and held training workshops in each county. A print and radio Public Service Announcement (PSA) was created with the theme “Training alcohol retailers not to sell or serve underage youth helps everyone.”
11. In FFY 2011, “Operation Drive Smart” coordinated 15 programs for 18,392 young drivers at high schools across Georgia providing education addressing young driver related crashes involving alcohol and drugs.
12. In FFY 2011, the Hispanic Youth Safety Initiative conducted programs to stop Hispanic underage drinking at six high schools and churches in Gwinnett County.

Future Strategies

Georgia looks to employ the following strategies in FFY2012:

1. DUI Countermeasures – To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
2. Impaired Driving Mobilizations – To implement three (3) impaired driving enforcement mobilizations in which 75% of law enforcement agencies participate.
3. H.E.A.T. Programs – To maintain H.E.A.T. programs in areas in Georgia that demonstrate high risk for aggressive and impaired driving.
4. SADD Programs – To provide funding to 15% of Georgia public high schools.
5. Young Adult Programs – To provide funding to at least nineteen (19) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
6. Prosecutor Training – To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
7. DUI Adjudication – To provide funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup counties).
8. Council on Alcohol and Drugs – To provide funding through the Council on Alcohol and Drugs to train alcohol-licensed establishments on the importance of and reasons for Responsible Alcohol Sales and Service (RASS) training, as well as other issues pertaining to underage drinking.

Approximately 45% of Georgia's fatally injured motor vehicle occupants were unrestrained during the crash. A significant number of the victims could have survived the crash experience had they used safety belts. GOHS supported efforts to reduce deaths involving unrestrained occupants. The following specific and measurable objectives were sought in FFY 2011. GOHS utilized NHTSA Sections 402 and 405 funding to accomplish these objectives.

Objectives

1. To increase the statewide safety belt usage to 90.1% in calendar year 2011.
2. To increase the use of child safety restraint systems for children age five and under to 95% by calendar year 2011.
3. To increase safety belt use rate by 2% for rural drivers and passengers.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

Noteworthy Programs

GOHS made a statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the "Click-It or Ticket" Campaigns. Out of the 173 GOHS-funded programs in FFY 2011, 110 (63.6%) included other significant occupant protection programming elements. The following are some of the most noteworthy programs:

1. "Georgia Traffic Injury Prevention Institute (GTIPI)" – A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, and elderly driving. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education.
2. "Click-It or Ticket" – The "Click It or Ticket" campaign is a highly visible Specialized Traffic Enforcement Program (STEP) designed to increase safety belt usage by Georgia motorists.
3. "Car Safety Seat Fitting Station Program" – A program through the Atlanta Fire Department designed to provide technician training, recertification, and free car safety seat inspection and installation services to the general public in the Atlanta metro area.
4. "Injury Free Coalition for Kids" – A program designed to provide child passenger safety education to the motoring public with major emphasis focused on the Hispanic population through a program entitled, "Cuidad los Ninos".
5. Child Passenger Safety Awareness Week held on September 18 – 24, 2011 - A national campaign designed to increase the awareness and stress the importance of "correct" use of occupant safety devices in motor vehicles.
6. "Department of Public Health Child Occupant Safety Program" – Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Public Health in more than 80 Georgia counties. There are four successful IPS programs that address child passenger safety: 1) Mini Grant; 2) Matching Grant - \$25,000 of other funding sources; 3) Rural Hospital Program; and

4) Teddy Bear Sticker Program. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, EMS, fire departments, law enforcement, hospitals, and SAFE KIDS organizations.

Funding Sources

1. NHTSA Section 402OP Funding: A total of \$430,697.75 was expended to fund the Georgia Traffic Injury Prevention Institute (GTIPI) and other occupant protection programs.
2. NHTSA Section 402SA Funding: A total of \$163,172.26 was expended to fund three (3) Safe Communities programs in Dougherty, DeKalb and Cobb counties.
3. NHTSA Section 405K2 Funding: A total of \$1,030,575.46 was expended to fund the Department of Public Health Child Occupant Safety Program, the Injury Free Coalition for Kids Atlanta, The Atlanta Fire Rescue Fitting Station, and the Georgia Traffic Injury Prevention Institute (GTIPI).

Results

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

1. The overall safety belt usage rate reported by the UGA Survey Research Center's observational study conducted in August 2011, including trucks, was 93%, the highest rate ever recorded in Georgia. Safety belt usage rates were 94.8% for cars and 95% for vans. Pick-up truck safety belt usage was 84.1%.
2. Safety belt usage in rural areas was 88.2% in rural areas in 2011, up 8.3 percentage points from 2010.
3. Child safety seat usage increased in 2011 to 98.2% from 95.3%. Observed child safety seat usage in rural areas was 98.6% in 2011.
4. "Click-It or Ticket" (CIOT) – In FFY 2011 there were two (2) "Click-It or Ticket" campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations. In a 2010 poll conducted by the Survey Research Center at the University of Georgia, 90.5% of respondents reported hearing of CIOT.
5. During the 2011 "100 Days of Summer HEAT" campaign, law enforcement officers from across the state handed out 25,332 safety belt violations, and 4,210 child restraint citations.
6. During FFY 2011, H.E.A.T. officers cited 70,205 safety belt offenders and 11,097 drivers for not using child safety seat restraints.
7. During FFY 2011, 91.6% of respondents to the annual occupant protection survey were aware of Georgia's primary safety belt law. Of respondents, 92.7% agreed that wearing a safety belt in a crash would reduce severity of injuries, and 85.6% stated they would wear a safety belt if NOT required by law.
8. During FFY 2011, Georgia Traffic Injury Prevention Institute (GTIPI) trained 309 new child safety seat technicians, including 17 new Spanish-speaking technicians in three classes targeting the Latino population. GTIPI contacted 708 families at 27 car seat checkpoints. GTIPI facilitated 17 Child Passenger Safety Technicians (CPST) classes. To promote safety belt and booster seat use, GTIPI conducted 237 rollover simulations. GTIPI inducted 1,017 new members of the Saved by the Belt Club, a group for those who have been saved from injury or death by safety belts. GTIPI trained 29 CarFit technicians and held 15 CarFit events to promote occupant protection among the elderly. GTIPI training 184 Georgia Teens Ride with Parents Reducing Injuries and Driver Error (P.R.I.D.E.) instructors and held 169 P.R.I.D.E. classes, reaching 3,070 young drivers across the state.

9. During FFY 2011, the Atlanta Fire Department distributed 2,482 car seats at 54 child safety seat checkpoints and other events. Grant personnel also trained 29 new Child Passenger Safety Technicians.
10. During FFY 2011, The Department of Public Health Child Occupant Safety Program distributed 10,674 child safety seats, including 37 seats for children with special medical needs, through its 130 Mini-Grant recipients, and assisted in the recertification of 141 certified child passenger seat technicians. The Injury Prevention Section (IPS) documented 31 lives saved due to program-funded seats through the Teddy Bear Sticker (TBS) Program.
11. During FFY 2011, Injury Free Coalition distributed 1,138 child safety seats, conducted 151 training sessions and participated in 150 exhibits. The program maintains an active list of Hispanic trainers and volunteers.
12. During FFY 2011, GOHS partnered with several occupant safety advocates throughout Georgia to inform parents and caregivers on how to choose the “right” seat for their child. Grantees throughout the state conducted educational training sessions and local child safety seat checks in their target areas. Technicians from GOHS, GTIPI and the Georgia Department of Public Health were available to assist in demonstrating what to look for in selecting the “right” seat. Georgia hosted a state seat check on Saturday, September 24, 2011. A press event was held on Buford Highway. GOHS Director, Mr. Harris Blackwood spoke at the Press Conference. This press event took place following a child safety seat technician class in which several nurses from regional hospitals received their certification and participated in the seat check.

Future Strategies

GOHS will implement the following strategies in FFY2012:

1. Highway Safety Conferences – To sponsor a minimum of four (4) attendees to Highway Safety conferences such as LifeSavers.
2. Enforcement Campaigns – To conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up American Month, Child Passenger Safety Month and Click It or Ticket).
3. CPST Annual Meeting – To facilitate an annual meeting for Georgia’s certified CPST instructors to provide program updates and improve CPS class instruction.
4. Young Adults – To address occupant safety use among young adults through funds to Safe Community grants, numerous SADD grants, and Rural Roads Initiative grants to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.
5. Georgia Traffic Injury Prevention Institute – To provide funds to the University of Georgia to implement public information and education strategies to increase public awareness of the proper use of safety belts and child restraints. GOHS will also provide continued resources for GTIPI CPST training, P.R.I.D.E. program, and CarFit initiative.
6. Older Driver Task Force – To provide funds to the Department of Public Health to continue researching and implementing a program for occupant protection among elderly drivers.
7. Injury Free Coalition for Kids – To distribute occupant safety education and child safety seats to the indigent Hispanic population.
8. Special Needs Children – To provide funds to the Department of Public Health’s Child Occupant Safety Project to teach two “Transporting Georgia’s Special Children Safely” special needs CPS training courses.
9. Child Safety Seat (CSS) Fitting Station – To continue funding the Atlanta Fire Department child safety seat inspection stations.

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

Objectives

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

Noteworthy Programs

In FFY 2011, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. “Pedestrians Safety Initiative” – In FFY 2011, GOHS supported an initiative to encourage communities to examine and plan strategies using the three (3) E’s for countering pedestrian death and injuries.
2. “Pedestrians Educating Drivers on Safety (PEDS)” – Focused on raising awareness for pedestrian safety issues in the metro Atlanta area by advocating for the need for investment in pedestrian facilities, improved street design, and the modification of driver behavior. During FFY 2011, PEDS included a radio campaign, crosswalk crackdowns and pedestrian-friendly design training for engineers.
3. “Pedestrian Advocates of the Coastal Empire (PACE)” – During FFY 2011, the Chatham County Health Department developed Safe Routes to School for walking or biking children in areas identified as High Risk Zones. Established PACE (Pedestrian Advocates of the Coastal Empire) as a multi-faceted pedestrian safety committee in collaboration with community agencies and citizens promoting pedestrian and bicycle safety.
4. “Atlanta Bike Campaign Share the Road Awareness” – During FFY 2011, the Atlanta Bike Campaign provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to “Share the Road” was emphasized.
5. “Georgia Bikes!” – A multi-faceted, statewide, bicycle safety project using remedies found in the Georgia Bicycle and Pedestrian Action Plan and the “Share the Road” Specialty tag program.

Funding Sources

1. Share the Road Specialty Tag Program: A total of \$161,890.81 was expended to fund “Georgia Bikes!”
2. NHTSA Section 402PS Funding: A total of \$147,869.90 was expended to fund the Chatham County Health Department’s “Pedestrian Advocates of the Coastal Empire” program, Pedestrians Educating Drivers on Safety (PEDS), and the Atlanta Bicycle Campaign (ABC).

Results

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

1. During FFY 2011, the PEDS program enabled transportation professionals to design streets, sidewalks and intersections that meet the needs of pedestrians, including those with disabilities through advocacy and education. PEDS increased drivers' perception that neighborhood and school zone speeding is unacceptable by conducting demonstrations of driver feedback signs (radar signs) and published speed deterring strategies on their website. PEDS focused on pedestrian hazards through short videos showing hazards, such as parking or driving on sidewalks, and distributed them through their website along with valuable information for seniors and the Hispanic community. PED radio PSAs were also broadcast on English and Spanish-speaking radio stations. PEDS also focused on hazardous utility wires and missing water meter covers and tracked these pedestrian hazards through a reporting tool on the PEDS website and Facebook page, following up with onsite visits with Atlanta officials and contractors.
2. During FFY 2011, the Chatham County Health Department continued a community wide pedestrian safety campaign. PACE hosted two websites (www.pacesavannah.org and www.safekidssavannah.org), and held monthly meetings for both PACE and Safe Kids Savannah. PACE worked with the Savannah's Citizen Liaison office to develop a traffic calming policy for the city in target neighborhoods. In addition, PACE continued to identify school zones in need of safety improvements, develop "safe routes" in conjunction with Chatham County Schools, conduct traffic injury prevention in identified schools, train crossing guards, and participate in the International Walk to School Day. PACE collaborated with Savannah Metro Police to enforce traffic laws in identified school zones and neighborhoods. PACE conducted 177 trainings throughout the year and 12 pedestrian and bicycle safety events, reaching an estimated 36,783 adults and children.
3. During FFY 2011, the Atlanta Bicycle Coalition (ABC) reached an estimated 661,000 individuals, most of whom were drivers, with the "Share the Road" message. The ABC educated over 110 adult cyclists in 17 trainings through Confident City Cycling and True Beginners classes, as well as 35 kids through 3 Youth Cycling classes. ABC distributed over 9,000 pieces of bicycle safety materials, including hundreds of free lights during the annual bicycle lights and visibility campaign.
4. During FFY 2011, "Georgia Bikes" distributed 10 "seed grants" of \$1,500 each to new bicycle advocacy organizations throughout the state. "Georgia Bikes" created 18 motorist-targeted PSAs on the following topics: watch for cyclists at intersections and yield right of way to cyclists when turning; leave 3 feet of space between car and cyclist when passing; and increase awareness of cyclists on the road. An additional 16 cyclist-targeted PSAs were created with the following topics: be properly equipped and obey "rules of the road." "Georgia Bikes" commissioned the first statewide bicycle safety survey to gather baseline data on Georgia citizens' awareness of safety cycling practices and safety driving practices with bicycles.

Future Strategies

GOHS will look to employ the following strategies in FFY2012:

1. Cyclist Awareness – To increase awareness of motorists and cyclists safe and legal use through enforcement and education.

2. Pedestrian Safety – To provide funding for pedestrian safety through enforcement, training and educational materials.
3. Atlanta Bicycle Coalition – To continue funding ABC to improve bicycle safety through outreach/education to drivers and cyclists on sharing roadways safely and legally; media safety campaigns; and law enforcement partnerships to reduce dangerous behavior.
4. GDOT – To collaborate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

In FFY 2011, GOHS continued to implement a strategic plan to create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interface that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and objectives. GOHS utilized NHTSA section 406 and 408 funding to support traffic records.

Objectives

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

Noteworthy Programs

In FFY 2011, GOHS provided funding for programs to improve traffic records:

1. “The Traffic Records Coordinating Committee (TRCC)” – Responsible for coordinating and facilitating the state’s traffic records activities, funded through the Administrative Office of the Courts. The State Traffic Records Coordinator operates from a strategic plan that guides the Committee’s mission. The plan includes a long-range plan, support of the Traffic Records Coordinator, improvements in the process of crash location, and better communication to reporting agencies.
2. “Crash Report Redesign” – GDOT determines needed changes in field and attributes values to crash reports and crash data, considering both Georgia’s needs and Model Minimum Uniform Crash Criteria (MMUCC) compliance.
3. “Public Access to OASIS Web Query System” – The Department of Public Health will provide continuous, direct access to Hospital Emergency Room visit data and Motor Vehicle crash data and analysis on an online query system (OASIS), decreasing the need to contact staff.
4. “DPS Technology Data Model”—The Department of Public Safety (DPS) implemented Computer Aided Dispatch (CAD) model statewide, which included hardware, software, training, installation, and configuration services. This effort will help achieve information interoperability with other law enforcement agencies and develop a Compstat approach to the use of traffic enforcement assets aimed at high crash corridors.
5. “LEA Technology Grant” – The Georgia Association of Chiefs of Police provides selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically. Agencies must commit to use the equipment for electronic crash reporting for at least three years, and must inform local media of the program implementation.
6. “Statewide Vital Records Reporting System” – The Georgia Coroner’s Association creates an electronic system to collect, store, and analyze data from coroners, including an increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

Funding Sources

1. NHTSA Section 408K9 Funding: A total of \$1,164,472.68 was expended to fund the Traffic Records Coordinating Committee, GDOT's "Crash Report Redesign", and the Department of Public Health's "Crash Outcome Data Evaluation System (CODES)".
2. NHTSA Section 406CP Funding: A total of \$1,023,000 was expended to fund the implementation of the CAD model for the Department of Public Safety.

Results

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

1. Online Reporting – As of December 2011, the percentage of Georgia crash reports being submitted electronically is 51.1%, the first time that Open Portal Solutions has documented that over half of all reports enter the crash database. Electronic submissions are being made by 167 law enforcement agencies.
2. Under the TRCC and Administrative Office of the Courts during FFY 2011, GOHS facilitated the electronic submission of citation data from law enforcement agencies to the courts and from courts to the citation data warehouse. The web portal was updated to provide an easier way for vendors to consume web services available for citation management. The Probate Information System now allows for scanning documents.
3. During FFY 2011, GDOT drafted and issued the Crash Report Redesign report and began implementing changes to crash reports to better fit Georgia's needs.
4. During FFY 2011, the Department of Public Health enhanced the crash reporting interface with updated data and promoted the interface at various forums and conferences.
5. During FFY 2011, the Department of Public Safety outfitted 6 dispatch centers and 400 vehicles with software products. Vehicles required custom consoles, docking stations for laptops, printers, cabling and Global Positioning System (GPS) receivers. Crash data was collected in a more timely and accurate method. Decisions were data driven and concentrated on outcomes in reduction of traffic incidents.
6. During FFY 2011, the Georgia Association of Chiefs of Police awarded technology to 23 small law enforcement agencies across the state. Nine (9) additional agencies declined technology.
7. During FFY 2011, the Georgia Coroner's Association purchased software and adapted it to become the Georgia Coroners Statewide Vital Records Reporting System. Login capacity was distributed to more than 90 coroners statewide.

Future Strategies

GOHS will implement the following strategies in FFY2012:

1. Georgia Crash Data – To provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Uniform Traffic Citation Electronic Communication Program – To provide funding to promote the continued installation and operation for courts throughout Georgia.
3. Electronic Crash Reporting – To expand implementation of electronic crash reporting capacity now available through OPS via contract with GDOT.
4. Records Management System (RMS) – To support utilization of the RMS provided by OPS for interested LEAs that do not have an electronic RMS, and support vendors of electronic RMSs in developing e-reporting capacity for their clients.

5. Vital Records – To provide funds to continue on electronic system to collect, store and analyze data from coroners, including an increased collection of blood alcohol concentration data for drivers involved in fatal crashes.

In conjunction with NHTSA, GOHS developed paid media messages for distribution to statewide and targeted areas for NHTSA/GOHS mobilization periods occurring during “Click It or Ticket,” “Drive Sober or Get Pulled Over,” and “100 Days of Summer HEAT”.

Objective

To provide funds for the procurement of a “year round message” delivered through a statewide Paid Media campaign to reach Georgia’s Primary and Secondary Audience to foster lifesaving highway safety awareness, promote safety belt use, and safe and sober driving. The Combined GOHS safe driving campaign messages condense to this six-word warning: “Slow Down. Buckle-Up. Drive Sober”.

Noteworthy Programs

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

To accomplish its broad PI&E goals, GOHS allocates funding for television, radio, cinema, and sports arena advertisements. In FFY 2011, GOHS expended \$1.47 million to purchase paid media. GOHS expended \$792,356.60 on television advertisements, with \$568,755.60 on local networks, \$198,458.50 on local cable stations, and \$25,142.50 on statewide syndicated channels. GOHS spent \$537,130.32 on radio advertisements, and a total of \$149,619.07 was spent on out-of-home advertisements, including \$75,309.99 at sports arenas. The target population for GOHS’ media campaigns was composed of men aged 18 to 34. Major programs implemented by GOHS included “Click It or Ticket” (CIOT) occupant protection initiatives, “Over the Limit. Under Arrest” (OTLUA), “Operation Zero Tolerance” (OZT) and “Drive Sober or Get Pulled Over” impaired driving initiatives, and “100 Days of Summer HEAT” sustained speed enforcement initiative.

Funding Sources

1. NHTSA Section 402PM Funding: A total of \$515,974.50 was expended to fund Safety Belts Paid Media.
2. NHTSA Section 410K8PM Funding: A total of \$952,681.48 was expended to fund Impaired Driving Paid Media.

Results

GOHS employed paid media throughout its November, 2010 “Click-It or Ticket” initiative. GOHS spent \$260,491.50 for paid media in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 2,143 local radio spots at an estimated added value of \$23,051.37; and 2,129 TV spots at \$32,051.15 during this campaign. These spots combined to form a media blitz that reached television, radio, cable, sporting event and cinema audiences throughout the most populous regions of the state. Television spots during the two campaigns reached 56.9% of the statewide target population 4 times each, for a total of over 3.1 million impressions. Radio advertisements reached 73.8% of the statewide target population 5.7 times each, for a total of over 3.5 million impressions.

GOHS employed paid media throughout its December, 2010 “Over the Limit. Under Arrest” initiative. GOHS spent \$273,849.98 for paid media in the Atlanta, Albany, Augusta, Columbus, Macon, Savannah, and statewide markets. GOHS received an additional 1,843 local radio spots at an estimated added value of \$16,030.89; and 1,479 TV spots at \$23,207.54 during this campaign. These spots combined to form a media blitz that reached television, radio, cable, sporting event and cinema audiences throughout the most populous regions of the state. Television spots during the two campaigns reached 55.3% of the statewide target population 4.5 times each, for a total of approximately 3.2 million impressions. Radio advertisements reached 75.6% of the statewide target population 5.9 times each, for a total of over 4.1 million impressions.

For its May, 2011 “Click It or Ticket” media initiative, GOHS purchased radio, television, and cable paid media for \$255,483. GOHS received an additional 2,300 local radio spots at an estimated added value of \$40,254.22; and 1,965 TV spots at \$47,281.01. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through its television purchases, GOHS reached 34.9% of households in targeted markets approximately 4.0 times each, making over 3.2 million total impressions. Through its radio spots, GOHS reached 36% of target audiences approximately 5 times each, for over 3.5 million impressions.

For its 4th of July, 2011 “Operation Zero Tolerance” media initiative, GOHS purchased radio, television, and cable paid media for approximately \$383,144.50. GOHS received an additional 2,162 local radio spots at an estimated added value of \$37,237.99; and 1,738 TV spots at \$49,666.72. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached 66.6% of households in targeted markets at a frequency of 4.9 times each, for a total of 4.7 million impressions. Through its radio spots, GOHS reached 69.1% of the target audience approximately 5.7 times each, making 3.9 million total impressions.

For its Labor Day, 2011 “Drive Sober or Get Pulled Over” initiative, GOHS purchased \$295,687 worth of television, radio, cable and sports-venue advertising in metropolitan areas and statewide. GOHS received an additional 1,686 local radio spots at an estimated added value of \$27,665.84; and 2,234 TV spots at \$44,712.69. Television advertisements reached 62% of the target audiences approximately 3.4 times each, and radio spots reached 66.5% of the target market approximately 4.9 times each. For this campaign, television spots made a total of 3.9 million impressions, while radio advertisements made over 2.5 million impressions.

This year, the Georgia GOHS continued its innovative program, “100 Days of Summer H.E.A.T.,” designed to link several traffic safety campaigns into a sustained-enforcement meta-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement officers and data from previous paid media campaigns, GOHS staff created a combined Public Information and Education (PI&E) and enforcement campaign. This campaign was designed to overlay a sustained speeding-reduction initiative on programs that included occupant protection and impaired-driving components. During the FFY 2011 campaign, 748 media events were held, 1,800 educational events were conducted, and 8,932 road checks were coordinated. Statewide, law enforcement personnel apprehended 14,845 DUI violators, issued 70,205 safety belt citations, and caught 196,724 motorists driving above the speed limit. This plan received approval from NHTSA and was adopted in its first year by several other Southeastern states. It received regional acclaim in the Southeast and may be adopted nationally in the future as a combined program model with broad impacts on aggressive and impaired driving and on occupant protection violations. GOHS did not, however, purchase advertisements for this program separately. Rather, sustained enforcement messages were incorporated into the “Drive Sober or Get Pulled Over” paid media campaign and other media purchases, producing significant synergies and cost savings.

The Survey Research Center (SRC) at the University of Georgia conducted a “Drinking and Driving Survey” after the Thanksgiving 2010 campaign. According to the post survey, 82.2% of respondents had heard of OZT, a 5.8% increase in awareness over the previous survey. In the post survey, 28.5% of respondents had heard of the NHTSA “Over the Limit. Under Arrest” slogan, a 27.2% increase in awareness over the previous survey and an 87.5% increase over the awareness level in the previous year. Of those aware of this slogan, 82.7% reported hearing of it from media outlets, such as newspaper, radio or TV, and an additional 26.7% reported seeing messages on road signs, posters and billboards. The same survey found that 57.7% heard of GOHS after the OZT campaign, a 4% over awareness before the campaign, and 70.7% heard of the Move Over Law on the post survey, a 9.1% increase over the pre survey. On the post OZT campaign survey, 38.7% of respondents reported that they were very likely to be stopped by police while drinking and driving, an 18.7% increase in perceived enforcement by the general public.

The SRC also conducted a telephone survey before and after the GOHS May 2011 Click-It-or-Ticket campaign. Awareness of the safety belt law in Georgia increased slightly to 99.6% after the CIOT campaign, compared to 99.1% before. After the campaign, 25.4% of those surveyed had heard of special efforts to ticket drivers not wearing safety belts compared to 26.8% before, a slight decrease in awareness; however, 68.4% of respondents to the post campaign survey reported police in their communities writing more safety belt tickets than a few months ago, compared to 58.5% before the campaign, a 16.9% increase in perceived enforcement. The awareness level of respondents of the slogan “Click It or Ticket” was 82% on the pre and post surveys, and 57.2% of those surveyed heard of CIOT messages on TV or radio.

The 2011 CIOT survey also found that reported safety belt use rose 4% after the campaign, which is corroborated by a 4% increase in observed safety belt use in studied areas. The most common factors cited for the increased use of safety belts included increased awareness (50%), influence/pressure (16.7%), fear of getting a ticket (16.7%), and the safety belt law (16.7%). After the CIOT campaign, 75.6% of respondents

perceived that community law enforcement officers were likely to give tickets for safety belt violations, as opposed to 64.1% before, a 17.9% increase in perceived enforcement. After the campaign, 21.5% of respondents heard about safety belt checkpoints, a 13.8% increase over the rate before the campaign, and 12.7% of respondents saw checkpoints after the CIOT campaign, a 53% increase in observed enforcement, exemplifying GOHS' dedication to following up media messages with enforcement.

In FFY 2011 GOHS also funded grantees who produced tailored PI&E campaigns designed to reach specific audiences to address critical issues. One major paid media program was The Atlanta Bicycle Campaign (ABC), which expended \$39,356.57 in FFY 2011. The ABC provided PI&E on bicycle traffic safety, encouraging both motorists and bicyclists in the Atlanta metropolitan area to "Share the Road." The ABC saturated multiple forms of media with not only television, radio and newspapers messages, but also street banners, billboards, public bus placards, posters, brochures, bumper stickers, promotional pens, and yard signs. Unconventional media events were also held, such as "bike trains." The ABC estimated that they reached over 6 million individuals, most of whom were drivers, during the FFY 2011 campaign.

Other grantees were funded with programs that combined PI&E efforts with other educational interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program included an anti-speeding campaign as well as an initiative to promote pedestrian safety in the Hispanic community of Atlanta. Expending \$67,074.93 in FFY 2011, the PEDS program generated substantial "earned media" for pedestrian-related issues by distributing short videos via Facebook, PEDS' blog and E-Newsletter, appearing on radio shows, and personally inviting reporters to activities such as crosswalk stings. PEDS estimated that they reached over 1.7 million individuals, during the FFY 2011 campaign.

In summary GOHS media campaigns, which were always accompanied by enforcement initiatives, effectively reached the entire state with traffic safety messages that emphasized occupant protection, speeding reduction, and impaired-driving reduction initiatives. These individual GOHS initiatives presented year-round traffic safety media messages to Georgia motorists, emphasizing occupant protection, impaired driving, and safer driving messages.

Future Strategies

Georgia will look to employ the following strategies in FFY 2012:

1. CIOT – To use Paid Media to support ongoing CIOT enforcement efforts to help decrease unbelted injury and fatality statistics on Georgia's highways while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.
2. OZT/OTLUA – To use Paid Media to support ongoing OZT/OTLUA enforcement efforts to increase public awareness for sober driving and to encourage the use of designated drivers to improve Georgia's alcohol-related crash, fatality and injury rate.
3. Share the Road/Motorcycle Safety – To use Paid Media to support the new GOHS Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message.
4. Safe and Sober Cycling – To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.

5. NHTSA – To base Georgia’s year-round Occupant Protection and Impaired Driving Paid Media Plan on the NHTSA National Communications Plan and to coordinate the timetable of the GOHS Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
6. GOHS will conduct a minimum of six Paid Media initiatives during 2011-2012, to include:
 - a. The OZT Labor Day 2011 Campaign OTLUA (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*)
 - b. The CIOT Thanksgiving 2011 Campaign
 - c. The OZT Christmas-New Year 2011/2012 Campaign OTLUA
 - d. The 2012 Share The Road/Motorcycle Awareness campaign, date TBA
 - e. The CIOT Memorial Day 2012 Campaign
 - f. The OZT Independence Day 2012 Campaign OTLUA.

Noteworthy Practices

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

Target: Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2011.

Program Area: Evaluation

Problem Statement

In the past, grantees often submitted proposals for funding that did not clearly identify the objectives of the programs and/or had weak or incomplete evaluation plans. Additionally, grantees were not submitting data to GOHS that could be utilized in categorical statewide program evaluation. There was no system in place to allow GOHS to objectively evaluate each of the grantees' effectiveness.

Objectives

1. FFY 2010 and FFY 2011 grants: Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2010, as well as FFY 2011.
2. FFY 2010 grants: Submit a draft final report to GOHS no later than May 31, 2011 and a final report no later than January 31, 2012, which shall include a summary and interpretation of all data that has been collected during the FFY 2010 funding period.
3. FFY 2009 grants: Compile and analyze the quantitative and qualitative data (both process, impact and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2009.
4. Coordinate the contractual agreement for the statewide observational safety belt survey for FFY 2011 with the Survey Research Center of the University of Georgia.
5. Coordinate the contractual agreement with the Survey Research Center of the University of Georgia to determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by 2011 GOHS initiatives, including December 2010 Operation Zero Tolerance, May 2011 Click It Or Ticket, and Summer 2011 "100 Days of Summer H.E.A.T."
6. Provide three questions to be added to the Georgia Poll concerning the impact of the economic downturn on Georgia driver behavior. This information will be vital in explaining the recent decreases in crashes, injuries and fatalities, and determining whether an economic turnaround would cause a rise in traffic incidents in Georgia.
7. Continue to support the Regional Community Liaisons (RCLs) in District 2 (Northeast Georgia) and District 9 (Southeast Georgia) by providing resources for meetings, attending meetings, and providing technical assistance.
8. Continue to publish and present RCL Pilot Project research and results. RCL research will be published in reputable journals during FFY 2011. RCL research will be presented at state, national and international conferences in FFY 2011.
9. To facilitate traffic safety in local communities by participating in GOHS' mobilizations during the grant period.
10. To draft, write and submit to GOHS, the NHTSA Final Report (also known as the Governor's Highway Safety Association (GHSA) Report by December 15, 2010.
11. To provide evaluation assistance to GTIPI, as needed.

12. Write and submit the Georgia Traffic Safety Program Impact Analysis for all programs implemented in FFY 2010 by September 30, 2011.
13. To provide evaluation services to other GOHS grantees as requested.
14. To analyze past and current Administrative License Suspension (ALS) hearings outcomes in coordination with Administrative Office of the Courts in order to determine effectiveness of ALS program begun in FFY 2004 and to also provide ongoing evaluation aimed at improving the program.

Strategies/Results

1. Traffic Safety Research and Evaluation Group (TSREG) reviewed all grantee Monthly Activity Reports (MARs) and Milestone Charts to make sure grantees were on track to successfully complete objectives and activities. Spreadsheet with delinquent grantees made, updated monthly; planners notified of delinquent grantees. Midpoint evaluation report submitted in June. As of December, final review of grantees with final report complete.
2. FFY 2010 GOHS Preliminary Final Report submitted in May 2011.
3. FFY 2009 GOHS Final Report submitted in September 2010 in the previous grant year.
4. In April 2011, contract between University of Georgia (UGA) Survey Research Center and GOHS fulfilled. Observational safety belt study completed June-August 2011, with full report received August 2011. In July, took part in NHTSA webinar detailing new policies and changes to statewide observational surveys, and SRC currently completing changes to Georgia survey.
5. TSREG and GOHS received results of all three surveys conducted in FFY 2011: "100 Days" survey; OZT survey; and CIOT survey. In September 2011, TSREG began working with SRC to bring three surveys up to NHTSA standards.
6. In December 2011, full report of Georgia Poll findings submitted to GOHS. Results of Georgia Poll presented three times during FFY 2011: Lifesavers Conference in March; Georgia Public Health Association Conference in April; and Georgia Traffic Safety Conference in August.
7. TSREG gave data support and technical assistance to both RCLs throughout FFY 2011, and took part in District 9 (Southeast GA) annual stakeholder's meeting in May 2011.
8. In February 2011, final manuscript draft completed detailing 5 year RCL Pilot implementation, and final results presented at three conferences.
9. In FFY 2011, TSREG became more active in the Athens and UGA communities. In April 2011, TSREG personnel were instrumental in organizing events on UGA campus during Public Health Week. In May, TSREG personnel spoke to UGA class on gender differences in traffic behaviors. In September, TSREG took part in Global Health Symposium on UGA campus, speaking on the topic of traffic safety in the US. In September, child safety seat event was conducted by TSREG at a local community organization.
10. FFY 2010 GHSA report completed in December 2010.
11. Throughout FFY 2011, TSREG gave data and technical support to GTIPI on request. TSREG collaborated with GTIPI in April during National Public Health Week and in September a child safety seat event.
12. The Georgia Traffic Safety Program Impact Analysis was submitted in August 2011.
13. Throughout FFY 2011, TSREG responded to all requests by GOHS grantees for data or technical support. Grants requesting assistance included: Atlanta Bicycle Coalition; Rural Roads Initiatives; GTIPI; Georgia Department of Driver Services (DDS) Motorcycle Training; and Hispanic Youth Safety Initiative.

14. In January 2011, final ALS analysis report submitted, and final ALS results presented at Lifesavers Conference in March 2011.
15. Throughout FFY 2011, TSREG focused on collection and analysis of motorcycle data to determine reasons behind ten year increase in motorcycle rider fatalities in Georgia, and also the recent decrease over the last two years.
16. During FFY 2011, TSREG conducted a survey of motorcycle dealerships across Georgia to determine attitudes, beliefs and behaviors of those who serve as gateway to motorcycle ridership. With 40% response rate, survey yielded valuable results presented by TSREG at the Georgia Public Health Association, Georgia Traffic Safety, and the American Public Health Association (APHA) conferences.
17. Throughout FFY 2011, TSREG addressed the important traffic safety concern of distracted driving through research and surveys of the general public.

Cost: \$287,613.60

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

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Noteworthy Practices *(continued)*

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

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

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

Problem Statement

Georgians traveling on rural roads and living in rural communities are at an increased risk for motor vehicle crash-related deaths. Rural roads in Georgia have consistently scored high for number of persons killed per accident. The increased risk of death may be attributed to numerous factors, including: 1) individual behavior choices; 2) highway design, engineering, and construction; 3) traffic safety laws that do not address at-risk populations; and 4) lack of highway safety law enforcement. Furthermore, a lack of information is available at the local level regarding validated and analyzed data, which affects the ability to successfully address highway safety planning, evaluation, and outcomes at the community level. During FFY2010, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9, through the Georgia Department of Public Health and EMS District 2 through the Pioneer RESA organization.

Objectives:

1. Regions 2 and 9: During FFY 2011, host traffic safety events or projects carried out within the Northeast Georgia Rural Roads Initiative Region.
2. Regions 2 and 9: During FFY 2011, submit traffic safety proposals to GOHS or other funding sources from counties within the region during the program year.
3. Regions 2 and 9: During FFY 2011, provide crash data reports and crash maps for region counties on risk factors and make available at Regional Traffic Enforcement Network (RTEN) meetings.
4. Region 2 and 9: By the end of FFY 2011, establish or maintain rural Community Mobilization Groups (CMGs) in at least 95% of covered counties.
1. Region 9: During FFY 2011, provide Rural Roads Initiative display at conferences and/or meetings.

Strategies/Results:

1. Region 9: During FFY 2011, District 9 Rural Roads Initiative provided 15 displays at conferences, meetings and events in region and throughout the state.
2. Region 9: During FFY 2011, District 9 maintained 22 CMGs and added two (2) new CMGs, with coverage of 96% of region counties.
3. Region 9: In May 2011, held annual stakeholder's meeting with funding from UGA in Mt. Vernon, GA.
4. Region 9: During FFY 2011, District 9 Rural Roads coordinator provided 188 technical assistance visits to region CMGs.
5. Region 9: During FFY 2011, District 9 Rural Roads personnel conducted 123 events and/or projects at region high schools, including teen driver education programs and safety belt surveys.
6. Region 9: During FFY 2011, 27 funding proposals were submitted aided by the Rural Roads Initiative, which responded to the needs of region counties.

7. Region 9: During FFY 2011, 26 data reports and crash maps with risk factors were provided at Regional Traffic Enforcement Network (RTEN) meetings and to requesting agencies.
8. Region 2: During FFY 2011, District 2 Rural Roads Initiative maintained CMGs in 100% of region counties.
9. Region 2: During FFY 2011, District 2 Rural Roads personnel conducted 112 events and/or projects at region police departments, fire departments, schools and other organizations, including child safety seat checks and safety belt surveys.
10. Region 2: During FFY 2011, 10 funding proposals were submitted aided by the Rural Roads Initiative, which responded to the needs of region counties.
11. Region 2: During FFY 2011, 13 data reports and crash maps with risk factors were provided at RTEN meetings and to requesting agencies.

Cost: \$145,547.60

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

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Noteworthy Practices *(continued)*

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

Target: To reduce aggressive traffic violations and DUI's in twenty-one (21) jurisdictions.

Program Area: Speed and aggressive driving countermeasures.

Problem Statement

Twenty-one (21) agencies provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding and aggressive driving, driving under the influence of alcohol or drugs, and driving unrestrained.

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

1. To maintain five officers dedicated to the H.E.A.T. grant 100% of their time. These officers will be certified with radar/lidar, intoxilyzer, SFST, drugs that impair driving and other DUI related classes.
2. To participate in GOHS/NHTSA activities, campaigns, or other programs.
3. To coordinate road checks or saturated patrols with other H.E.A.T. units or local agencies.
4. To initiate a minimum of 30 DUI contacts each month.
5. To initiate a minimum of 200 speed contacts each month.
6. To initiate a minimum of 30 Occupant Safety Restraint non-compliance contacts per month.
7. To conduct safety restraints surveys to gather data to gauge the effects that safety restraint enforcement activities have on citizens during the year.
8. To support Child Passenger Safety programs in the community.
9. To promote traffic safety awareness in the community.

Sample Strategies/Results:

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

1. During FFY 2011, H.E.A.T. units across the state arrested 6,739 DUI offenders, handed out 93,578 speed citations, and cited 9,725 vehicle occupants for safety belt violations. H.E.A.T. units participated in 606 road checkpoints in collaboration with other jurisdictions, and held 1,055 educational events at local schools and other organizations.
2. During FFY 2011, H.E.A.T. units reported a reduction in total deaths and injuries by 22.4% and 9.9%, respectively. In addition, impaired fatalities dropped 12.8%, and speed-related fatalities decreased 56.4%. Pedestrian fatalities dropped 49.1%, and teen deaths fell 18.8%.
3. During FFY 2011, the Metro Atlanta Multi-jurisdictional DUI Task Force targeted areas utilizing traffic analysis. A total of 67,280 speeding tickets, 5,348 DUI arrests, and 3,574 safety belt citations were made in the core Atlanta counties (Fulton, DeKalb, Gwinnett, and Cobb).
4. During FFY 2011, Metro Atlanta area H.E.A.T. units reported reductions fatalities and injuries by 20.2% and 5.6%, respectively. Impaired deaths decreased 38.9%, speed fatalities fell 61.5%, pedestrian fatalities dropped 51.2%, and teen deaths decreased 18.8%.

5. During FFY 2011, H.E.A.T. jurisdictions outside the Metro Atlanta area reported a 44.4% drop in total fatalities, and a 49.4% drop in total injuries. Speed deaths in these jurisdictions were down 10.0% and pedestrian fatalities decreased 41.7%.

Cost: Total H.E.A.T. grants: \$3,038,532.81

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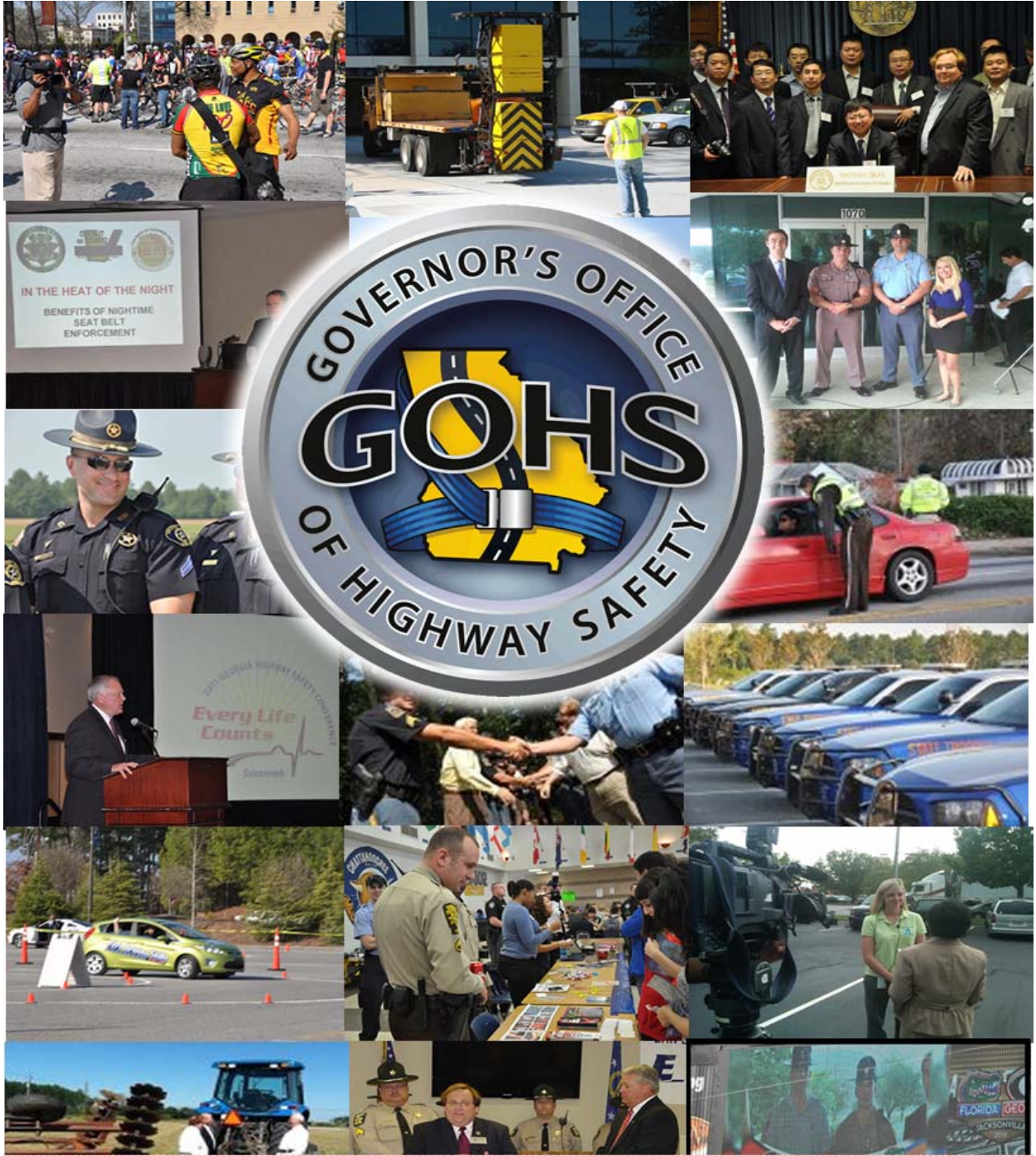
Looking to the Future

Significant challenges to be addressed:

In conjunction with the 2012 GOHS Highway Safety Plan Goals, the following challenges to be addressed:

1. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
2. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
3. **Increase education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing education of current and proposed traffic safety legislation.
4. **Brand highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
5. **Maintain stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
6. **Respond to the rise of motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and research inherent causes behind motorcycle deaths are imperative to enhance the safety of Georgia roadways.
7. **Respond to the practical problems caused by Joshua's Law.** Parents look to the community schools and library systems to solve education issues and provide opportunities for the requirement of driver education.
8. **Respond to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Roads Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
9. **Respond to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.

“2011 Pictorial Review”



2011 GOHS YEAR IN REVIEW



THE 2011 GEORGIA HIGHWAY SAFETY CONFERENCE BROUGHT TOGETHER EXPERTS FROM ACROSS THE COUNTRY TO DISCUSS INNOVATIVE WAYS TO SAVE LIVES ON OUR ROADS AND HIGHWAYS.



FOR SIX DAY LEADING UP TO THE LABOR DAY HOLIDAY WEEKEND, GOHS ALONG WITH GEORGIA STATE PATROL AND LOCAL POLICE AND SHERIFF'S DEPUTIES PARTICIPATE IN THE HANDS ACROSS THE BORDER AWARENESS CAMPAIGN.



ENFORCEMENT PROGRAMS SUCH AS CLICK IT OR TICKET AND OPERATION ZERO TOLERANCE MANAGE TO EDUCATE THE PUBLIC AS WELL AS KEEP GEORGIA'S ROADS SAFE.



GOHS WAS PROUD TO WORK WITH OUR NATIONAL PARTNERS AT GHSA AS ATLANTA WAS THE HOST CITY FOR THE 2011 STRATEGIC COMMUNICATIONS FORUM.



ONE OF THE STRENGTHS OF GOHS IS THE ABILITY TO ORGANIZE AND MAXIMIZE RESOURCES ACROSS THE STATE. THE TRAFFIC ENFORCEMENT NETWORK PROGRAM IS A NATIONAL MODEL FOR BRINGING TOGETHER LAW ENFORCEMENT GROUPS IN THE PURSUIT OF BETTER HIGHWAY SAFETY.



THIS YEAR, THE FLORIDA HIGHWAY PATROL AND THE GEORGIA STATE PATROL JOINED FORCES TO CREATE A SAFETY MESSAGE AT THIS YEAR'S GA/FL GAME. GOHS WAS INSTRUMENTAL IN GATHERING SUPPORT AND RESOURCES TO KEEP FANS FROM DRINKING AND DRIVING.



GOHS CONTINUED ITS TREND OF THINKING OUTSIDE THE BOX IN 2011 WITH A PARTNERSHIP WITH THE GEORGIA DEPARTMENT OF AGRICULTURE PROMOTING FARM ROAD SAFETY IN RURAL AREAS ACROSS THE STATE.



THE GOHS COMMITMENT TO WORKING WITH STATE ELECTED OFFICIALS TO PROMOTE QUALITY LEGISLATION CONTINUED IN 2011. GOVERNOR DEAL SIGNED A NEW BOOSTER SEAT BILL MANDATING SAFETY SEATS FOR CHILDREN UNDER THE AGE OF EIGHT YEARS OLD.



INTERGOVERNMENTAL PARTNERING IS A KEY COMPONENT TO THE GOHS MISSION. THE GEORGIA DOT ALONG WITH GOHS PARTICIPATES IN A STATEWIDE WORK ZONE SAFETY AWARENESS CAMPAIGN TO EDUCATE GEORGIANS ON THE DANGERS OF CONDITIONS IN CONSTRUCTION AREAS.



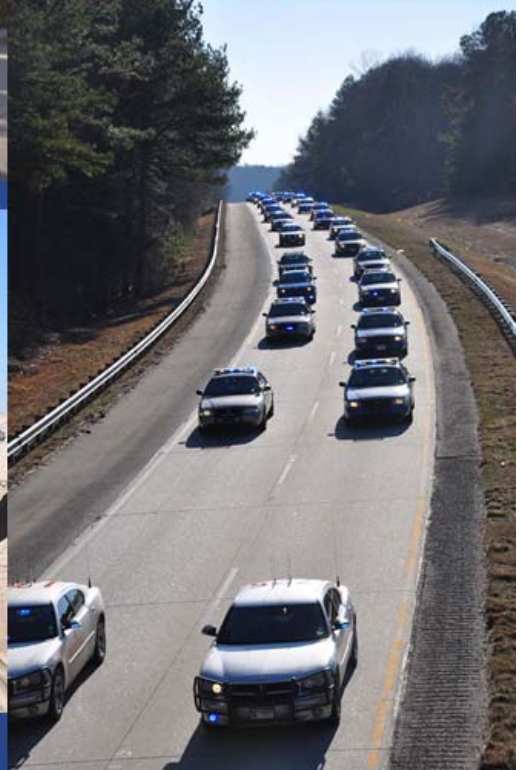
PUBLIC/PRIVATE PARTNERSHIPS HELP TO EXPAND THE GOHS SAFETY MESSAGE BEYOND THE SCOPE OF GOVERNMENT FUNDING. WORKING WITH FORD WITH DRIVING SKILLS FOR LIFE, GOHS WAS ABLE TO BRING DRIVING TRAINING TO A LARGE NUMBER OF GEORGIA TEENS.



THE GOHS MESSAGE EXTENDS TO SAFETY ON ROADS FOR ALL VEHICLES AND CITIZENS. GOHS SUPPORTS BICYCLE SAFETY AND EDUCATION THROUGH EVENTS SUCH AS GEORGIA RIDES TO THE CAPITOL.



GOHS ENGAGES WITH ALL OF ITS PARTNERS IN A WIDE VARIETY OF WAYS. THE 2011 GOLDEN SHIELD AWARDS SPONSORED BY MADD HONORED THOSE IN LAW ENFORCEMENT WORKING TO KEEP DRUNK DRIVERS OFF OF GEORGIA'S ROADS.



THE OPERATION THUNDER TASK FORCE MAXIMIZES LAW ENFORCEMENT ACTIVITY BY BRINGING TOGETHER MULTIPLE AGENCIES IN THE PURSUIT OF ELIMINATING HIGH INCIDENT AREAS OF ROAD DEATHS AND INJURIES ACROSS GEORGIA.



THE GOVERNOR'S CHALLENGE AWARDS LUNCHEON BRINGS TOGETHER LAW ENFORCEMENT FROM ACROSS GEORGIA TO HONOR THE MOST ACTIVE AGENCIES WORKING GEORGIA'S ROADS AND HIGHWAYS.



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