

GOHS 2014

HIGHWAY SAFETY PLAN



Governor's Office of Highway Safety

TABLE OF CONTENTS

EXECUTIVE SUMMARY

• Mission Statement.....	5
• Unique Traffic Safety Issues.....	6
• Legislative Updates.....	6
• Purpose of Plan.....	6
• Coordination with Strategic Highway Safety Plan.....	6

Section 1: HIGHWAY SAFETY PLANNING PROCESS

• FFY 2014 Planning Calendar.....	9
• Highway Safety Plan: Data Sources.....	10
• Data Sources Description Chart.....	10
• Problem Identification Process.....	11
• State Demographics.....	11
• Highway Safety Planning Process Participants.....	12
• Strategies for Project Selection.....	12
• Grant Application Process.....	14
• Grant Review Process.....	16

Section 2: PERFORMANCE PLAN

• Georgia Motor Vehicle Fatalities.....	21
• FFY 2014 Core Performance Measures and Goals.....	23
• Governor’s Office of Highway Safety (GOHS) FFY 2014 Priority Goals.....	24
• Traffic Safety Performance Measures.....	25

Section 3: HIGHWAY SAFETY STRATEGIES, PROJECTS AND BUDGET SUMMARIES

• Planning and Administration.....	27
○ Program Narrative.....	27
○ Section 402 Projects.....	30
○ Section 402 Budget Summary.....	30
• Alcohol and Other Drugs Countermeasures.....	31
○ Effectiveness of Programs.....	31
○ Program Narrative	31
○ Section 402 Projects.....	41
○ Section 402 Budget Summary.....	47

- **Alcohol and Other Drugs Countermeasures cont'd**
 - Section 410 Projects..... 48
 - Section 410 Budget Summary..... 48
 - Section 405 Projects (Impaired Driving)..... 49
 - Section 405 Budget Summary (Impaired Driving)..... 52

- **Occupant Protection..... 53**
 - Effectiveness of Programs..... 53
 - Program Narrative..... 53
 - Section 402 Projects..... 57
 - Section 402 Budget Summary..... 58
 - Section 405 Projects..... 59
 - Section 405 Budget Summary..... 60

- **Traffic Records Assessment..... 61**
 - Section 405 Projects..... 61
 - Section 405 Budget Summary..... 63

- **Speed and Aggressive Driving Countermeasures..... 64**
 - Program Narrative..... 64
 - Section 402 Projects..... 67
 - Section 402 Budget Summary..... 67

- **Police Traffic Services..... 68**
 - Effectiveness of Programs..... 68
 - Program Narrative..... 68
 - Section 402 Projects..... 73
 - Section 402 Budget Summary..... 81
 - Section 402 Budget Summary (*continued*)..... 82

- **Pedestrian and Bicycle Safety Countermeasures..... 83**
 - Effectiveness of Programs..... 83
 - Program Narrative..... 83
 - Section 402 Projects..... 86
 - Section 402 Budget Summary..... 87
 - State Funds: 200 Share the Road Projects..... 88
 - State Funds: 200 Share the Road Budget Summary..... 89

• Community Traffic Safety Program (CTSP)	90
○ Effectiveness of Programs.....	90
○ Program Narrative.....	90
○ Section 402 Projects.....	98
○ Section 402 Budget Summary.....	100
○ Safe Community Countermeasures	101
○ Section 402 Projects.....	101
○ Section 402 Budget Summary.....	101
○ Resource Information Center and Clearinghouse	102
○ Program Narrative.....	102
• Motorcycle Safety	104
○ Effectiveness of Programs.....	104
○ Program Narrative.....	104
○ Section 2010 Projects.....	108
○ Section 2010 Budget Summary.....	108
• Paid Media	109
○ Effectiveness of Programs.....	109
○ Program Narrative.....	109
○ Section 402 Projects.....	116
○ Section 402 Budget Summary.....	116
○ Section 405 Projects.....	117
○ Section 405 Budget Summary.....	117
Section 4: PERFORMANCE REPORT	
• Core Outcome Measures / Trends.....	119
• Performance Goals and Trends.....	120
• FFY 2012 Grant Accomplishments.....	125
• Crash Summary.....	125
Section 5: PROGRAM COST SUMMARY AND LIST OF PROJECTS	
• Program Cost Summary and Lists of Projects.....	128
Section 6: CERTIFICATION AND ASSURANCES	
• Certification and Assurances for FFY 2014.....	157

Section 7: APPENDIX

- Attachment #1: FFY 2014 Core Performance Detailed Justification..... 168

Section 8: SECTION 405 MAP 21 GRANT APPLICATION

- **Section 405 Map 21 Grant Application Table of Contents..... 179**
- **Appendix D..... 180**
- **Updated Occupant Protection Plan for FY 2014 405 (b) (23 CFR 1200.21)... 194**
 - Occupant Protection Plan..... 196
 - Click It or Ticket..... 200
 - Child Restraint Inspection Stations..... 202
 - Child Passenger Safety Technician..... 202
 - Chart Showing Child Restraint Inspection Stations by County..... 210
- **State Traffic Safety Information System Improvements (23 CFR 1200.22)... 225**
 - Traffic Records Plan..... 227
 - Traffic Records Assessment Update Report..... 228
- **Impaired Driving Countermeasures 405 (d) (23 CFR 1200.23)..... 235**
 - Assurance Statement..... 237
- **Motorcyclist Safety 405 (f) (23 CFR 1200.25)..... 239**
 - **Motorcyclist Awareness Program..... 241**
 - Data Used to Identify Priorities..... 241
 - Motorcycle Safety Plan..... 243
 - Collaboration Among Agencies..... 250
 - Strategic Communications Plan..... 251
 - Awareness Program Development Letter..... 253
 - Authority Over Motorcyclist..... 254
 - **Impaired Driving Program..... 257**
 - Data Used Identify Priorities..... 257
 - Impaired Driving Program..... 258
 - Law Defining Impairment..... 262

EXECUTIVE SUMMARY

Under the authority and approval of Governor Nathan Deal, the Governor's Office of Highway Safety (GOHS) produces the annual Highway Safety Plan (HSP) which serves as Georgia's programmatic guide for the implementation of highway safety initiatives and an application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA). Georgia's Highway Safety Plan is directly aligned with the priorities and strategies in the Georgia Strategic Highway Safety Plan and includes a wide variety of proven strategies and new and innovative countermeasures. The Highway Safety Plan is used to justify, develop, implement, monitor, and evaluate traffic safety activities for improvements throughout the federal fiscal year. National, state and county level crash data along with other information, such as safety belt use rates, are used to ensure that the planned projects are data driven with focus on areas of greatest need. All goals and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.

MISSION STATEMENT

The Mission of the Governor's Office of Highway Safety is to educate the public on traffic safety and facilitate the implementation of programs that reduce motor vehicle related crashes, injuries and fatalities on Georgia roadways.

In FFY 2013, Governor's Office of Highway Safety (GOHS) made tremendous gains in state collaborations to reach its mission with unprecedented partnerships with the Georgia Department of Driver Services (DDS), Georgia Department of Public Safety (DPS), Georgia State Patrol (GSP), Georgia Department of Public Health (DPH), Georgia Department of Transportation (GDOT), Georgia Sheriff's Association, Administrative Office of the Courts (AOC), Prosecuting Attorney's Council (PAC), and the University of Georgia (UGA). With these committed partnerships, the Governor's Office of Highway Safety (GOHS) embraced the Strategic Highway Safety Planning by facilitating the 5-E's Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation.

Some of the major performance targets that will be addressed in FFY 2014 include:

- Decreasing alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2014.
- Maintaining the steady decrease of speeding related fatalities below the 2011 calendar base year count of 220 by December 31, 2014.

These two goals will be accomplished through major enforcement and public awareness campaigns in conjunction with the national high-visibility mobilizations including the Governor's Office of Highway Safety Highway Enforcement of Aggressive Traffic (H.E.A.T.) program and the Governor's Office of Highway Safety Thunder Task Force.

- Decreasing unrestrained passenger vehicle occupant fatalities in all seating positions by four percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.

This goal will be accomplished through continuing partnerships with the Georgia Department of Public Health, the University of Georgia's Traffic Injury Prevention

Institute, Georgia State Patrol, and the Atlanta Fire Department. The Governor's Office of Highway Safety collaborates with these agencies in implementing national high-visibility enforcement campaigns, public awareness campaigns as well as child passenger safety fitting stations and trainings.

Unique Traffic Safety Issue: The Governor's Office of Highway Safety continues to address the issue of non- use (or gross misuse) of child passenger restraints in rural areas of Georgia. The Thunder Task Force enforcement campaigns indicate citation numbers for child passenger seats have dramatically increased in recent months. To address this issue, the Governor's Office of Highway Safety is continuing the emphasis on collaborations with rural law enforcement agencies through the expansion of the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program, providing public awareness through the annual Child Passenger Safety Caravan, and encouraging increased rural participation in events including National Child Passenger Safety Week.

Legislative Updates: The Strategic Highway Safety Plan not only guides our resource allocation decisions, it also drives our legislative strategies. During the most recent session, the Georgia legislature passed House Bill 407 that beginning July 1, 2013 requires mandatory use of ignition interlock devices following second conviction for driving under the influence of alcohol or other drugs.

PURPOSE OF THE PLAN

Georgia Governor's Office of Highway Safety's (GOHS) Highway Safety Plan is designed to serve as a guideline for staff members to implement, monitor, and evaluate activities throughout the federal fiscal year. Each section of the Highway Safety Plan (HSP) begins with a program goal statement which explains the broad purpose, ultimate aim and ideal destination of the program. It provides a general umbrella under which other identified programs with the same focus are grouped together. Included are the most recently available data that substantiate the depth of the problem and verify the need for it to be addressed. The target population section specifies the group that is expected to benefit from the activities and the performance objective section indicates the expected results and measurable outcomes of the plan. Performance measures indicate the values to be used in determining if progress was made beyond baselines. It gives a gauge of where the project is prior to implementation compared to after implementation. Strategies are the activities that are required to implement the objectives.

Coordination with the State Strategic Highway Safety Plan (SHSP)

The performance measures and goals listed in the 2014 Highway Safety Plan are identical and in alignment with the goals and activities identified in the State Strategic Highway Safety Plan. With the Governor's Strategic Highway Safety Plan, Georgia's highway safety goals are clearly defined. Measurable lifesaving strategies contribute to specific highway safety areas to achieve the desired, lifesaving outcomes. The Strategic Highway Safety Plan (SHSP) Emphasis Area Task Teams are organized in developing specific emphasis area countermeasures. Countermeasures are represented in proposed safety projects within each of the emphasis area Task Teams. Individual safety agencies have progressed in their respective safety planning efforts. Existing highway safety plans and organizational contributions are aligned to leverage existing resources. The results are Georgia's annual highway fatalities continuing to decline.

Georgia will review the statewide annual fatality reduction goal every three years. Georgia is well on its way to developing a Strategic Highway Safety Plan (SHSP) Process/Impact Evaluation. While participating in the Federal Highway Administration (FHWA) Evaluation Process Model (EPM), Georgia retained Emory University, Rollins School of Public Health to develop a Strategic Highway Safety Plan (SHSP) Evaluation. The two evaluation programs created an Evaluation Process Model (EPM) Tracking Tool and Logic Model Process review, respectively. The final Evaluation Process Model (EPM) tracking tool update and Emory Strategic Highway Safety Plan (SHSP) Logic Model may be viewed online at www.gahighsafety.org/shsp/.

SECTION 1:

HIGHWAY SAFETY PLANNING PROCESS



FFY 2014 GOVERNOR'S OFFICE OF HIGHWAY SAFETY PLANNING CALENDAR

December 2013	Review structure and components of all Governors' Office of Highway Safety program areas to determine if any updates are needed to enhance the program for the upcoming fiscal year.
January 2014	Produce an annual Ranking Report, identify available funds, and develop program's Request for Proposals (RFPs).
February 2014	Based on availability of federal funds, contact prospective grantees to determine interest, post Request for Proposals (RFPs), host grant application workshops, and open the Governors' Office of Highway Safety electronic grant system.
April 2014	Submission of grant applications.
April – June 2014	Review, revise and finalize grant applications.
July 1, 2014	Submit Highway Safety Plan. Notify grant awarded applicants.
October 2014	Grant start-up.

Highway Safety Plan: Data Sources

The Highway Safety Plan is based on the latest statistics available from the National Highway Traffic Safety Administration (NHTSA) for highway safety problem solving. All data stated within this document will correlate and reference back to the summary of performance measures as agreed upon by National Highway Traffic Safety Administration (NHTSA) and The Governor’s Highway Safety Association (GHSA). The data has been obtained through the National Fatality Analysis Reporting System (FARS) database with the exception of the *number of serious injuries in traffic crashes* which has been documented with state crash data files.

Data Sources Description

Data Type	Description	Citation
Roadway Fatalities	Fatality Analysis Reporting System (FARS) is a nationwide census providing National Highway Traffic Safety Administration (NHTSA), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes. Governor’s Office of Highway Safety (GOHS) uses the raw data set (individual records for the state of Georgia) to design specific queries that are use to identify geographic regions where crash occur, specific population group that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 1 Jun. 2013. < http://www-nrd.nhtsa.dot.gov >.
Roadway Crashes and Injuries	The GEARS online services provided by Appriss, Inc. are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. Governor’s Office of Highway Safety (GOHS) uses pre-designed queries in GEAR and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where crash occur, specific population group that are disproportionately affected, and identify risk factors associated with specific crashes (i.e. alcohol impaired driving, distracted driving, speeding, unrestrained/un-helmeted, etc.).	Georgia Crash Reporting System (GEARS). Web. 1 Jun. 2013. < http://www-nrd.nhtsa.dot.gov >.
Occupant Protection	The Survey Research Center, University of Georgia, on behalf of the Governor’s Office of Highway Safety (GOHS) and the University of Georgia Department of Health Promotion and Behavior, conducted an observational survey of safety belt use between April and July 2012, and an observational survey of child safety seat use during March 2012. Governor’s Office of Highway Safety (GOHS) uses the survey findings to identify usage rates (included motorcycle helmets) by geographic region, gender, race/ethnicity, age group (children under 5 years) and overall statewide population.	Bason, James. J. “Statewide Use of Occupants Restraints: Observational Survey of Safety Restraint Use in Georgia”. 2012. Survey Research Center, University of Georgia: Athens, Georgia

Other datasets used by Governor’s Office of Highway Safety (GOHS) and strategic partners includes:

- Crash Outcomes Data Evaluation System (CODES)
- National EMS Information Systems
- Georgia Emergency Medical Service data
- Georgia Emergency Department Data
- Georgia Hospital Discharge Data
- Citation Data from the Department of Driver Services
- Vital Records

As more current data becomes available, Governor's Office of Highway Safety (GOHS) will use such in refining its Highway Safety Plan (HSP).

Problem Identification Process

Problem analysis is completed by Governor's Office of Highway Safety (GOHS), law enforcement, Department of Transportation, Department of Health Promotion and Behavior/Traffic Safety Research and Evaluation Group, Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS), contracted epidemiologist with the Governor's Office of Highway Safety, and other involved agencies and groups. The Performance Identification process for performance measures and targets are evidence-based and is consistent with the "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025). Governor's Office of Highway Safety (GOHS) will regularly review the performance measures and coordinate with other above mentioned agencies for input and update on our performance measures. A state-level analysis was completed, using the most recent data available (currently 2011 data). Motor vehicle crash data, occupant protection survey results, roadway fatality data, and other data on traffic safety problems are analyzed statewide and on county levels. Program level evaluation findings for major issues (impaired driving, safety belts, and pedestrian/bicycle safety) were also included in the problem identification process. Surveillance data along with evaluation findings were used directly to link the identified crash issues, statewide performance goals, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem.

State Demographic

In 2011, there were 1,223 motor vehicle fatalities in the State of Georgia. This is a 2% decline in roadway fatalities in comparison to the previous year and a 26% decline from 2007 roadway fatalities. Nine (9) counties in Georgia had no roadway fatalities in 2011. This same year (2011), there were 104,524 motor vehicle injures and 296,349 motor vehicle crashes in Georgia. In 2010, the national average roadway fatality rate was 1.11 fatalities per 100 million vehicle miles traveled (VMT). That same year, Georgia had a fatality crash rate of 1.12 fatalities per 100 million vehicle miles traveled (VMT). Although the Georgia fatality rate is high in comparison to the national average, this is the lowest fatality rate for Georgia in recorded history. The level of roadway exposure among Georgians has increased over time. The number of licensed drivers has steadily increased since 2003. In 2003, there were 5.5 million licensed drivers and 104 billion vehicle miles traveled in comparison to 2010 where there were 5.7 million drivers and 111 billion vehicle miles traveled.

The Highway Safety Plan (HSP) contains Education and Enforcement countermeasures for reducing motor vehicle related crashes, injuries and fatalities on Georgia roads. It also documents strategic, comprehensive, and collaborative efforts with the Engineering and Emergency Medical Services components to roadway safety in the State. This "5-E" approach will result in a balanced and effective strategy to saving lives on Georgia's roadways. Governor's Office of Highway Safety (GOHS) plans to develop, promote, implement and evaluate projects designed to address those identified major contributing injury and fatal highway safety factors with the latest data available.

Highway Safety Planning Process Participants

In developing the Highway Safety Plan, The Governor's Office of Highway Safety collaborates and received input from the following agencies: Strategic Highway Safety Plan Task Teams (Aggressive Driving, Impaired Driving, Occupant Protection, Serious Crash Type, Age-related Issues, Non-motorized Users, Vehicle Types, Trauma Systems, Traffic/Crash Records Data Analysis, Traffic Incident Management Enhancement), Georgia Department of Drivers Services, Georgia Department of Public Safety, Georgia State Patrol, Georgia Department of Public Health, Georgia Department of Transportation, Georgia Sheriff's Association, Administrative Office of the Courts, Prosecuting Attorneys Council, and the University of Georgia.

Strategies for Project Selection

The Governor's Office of Highway Safety provides funding opportunities to police departments, governmental entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grants are received by invitation using a ranking system, through responses to request for proposals (RFP), and through unsolicited submissions where documented highway safety problems exist.

- ***The Ranking System***

The Governor's Office of Highway Safety (GOHS) employs an epidemiologist to aggregate and correlate motor vehicle related data from the Georgia Department of Driver Services (DDS), Department of Transportation (DOT) and the Fatality Analysis Reporting System (FARS). From the Epidemiologist's analysis, Georgia highway safety crash data is ranked by county. The areas considered in this analysis include speed, impaired driving, restraint use, pedestrian, motorcycles, and bicycle. Governor's Office of Highway Safety (GOHS) utilizes this information to identify a list of jurisdictions with high numbers of traffic safety crashes, injuries, and fatalities. Governor's Office of Highway Safety (GOHS) purges the lists and contacts jurisdictions to seek interest/support in addressing the problems/gaps identified in the analysis.

- ***Request for Proposals (RFP)***

As innovative programs are developed, specific requests for proposals are distributed to communities, special interest groups, governmental agencies and other stakeholders through electronic mediums (i.e. the Governor's Office of Highway Safety (GOHS) Website, Association of County Commissioners of Georgia (ACCG) Website, Georgia Municipal Association (GMA), Governor's Office of Highway Safety (GOHS) ListServ and newspapers (Atlanta Journal Constitution and other legal organs). The request for proposals (RFP) provides an introduction to the specific problem(s), eligibility criteria, program goals and objectives, suggested activities, methods of evaluation and the program maximum funding level. Upon receipt of all applicants responding to the request for proposals (RFP), a review team is assigned the task of assessing applications to determine if the proposed projects are viable via the Governor's Office of Highway Safety (GOHS) online reporting system, Electronic Grants of Highway Safety (eGOHS).

- ***Discretionary Grants***

Funds are also used to support governmental entities furthering Governor's Office of Highway Safety's mission. In these instances, the purpose, scope, and funding requirements are subjected to Governor's Office of Highway Safety (GOHS) staff review and scoring prior to Governor's Office of Highway Safety (GOHS) Director Approval. Milestones and performance objectives are tailored to the specific project/purpose and established prior to any commitment of funds. All prospective applicants must follow Governor's Office of Highway Safety (GOHS) procedures in applying for highway safety funds. Projects that have been deemed vital to the Governor's Office of Highway Safety (GOHS) mission by the Director may receive funding for multiple years.

- ***Governor's Office of Highway Safety (GOHS) Renewal Process***

Based on the availability of funds and within the discretion of Governor's Office of Highway Safety (GOHS), grantees may be recommended for subsequent years of funding. Generally, grants are funded for no more than three years. Grantees may copy their current application within Electronic Grants of Highway Safety (eGOHS) and make any necessary changes for the next federal fiscal year. These renewal applications are then reviewed along with any other funding requests.

GRANT APPLICATION PROCESS

Who Can Apply

Local and state political subdivisions identified by the Governor's Office of Highway Safety through Ranking Reports may apply for federal funds. Other local political jurisdictions, state agencies, not for profit organizations and community and faith-based organizations may apply for federal funds to implement programs in direct support of solving a highway safety problem through a Request for Proposal process.

When to Apply

Applications for federal funds are generally accepted six months prior to the beginning of each federal fiscal year, which begins October 1. Dependent upon the time frame of the identified problem, subsequent applications for funding may also be submitted anytime during the fiscal year.

How to Apply

Prospective grantees must submit an application on Electronic Grants of Highway Safety (eGOHS) using quantitative data pertinent to their jurisdiction's identified traffic safety problem(s). The Governor's Office of Highway Safety (GOHS) Grant Application consists of the following three (3) major parts. The need to complete all major parts varies according to Program emphasis areas.

Part 1 – Programmatic Section

1. **Problem Identification:** The problem statement must clearly define the problem(s) planned to address. The statement must provide a concise description of the problem(s), where it is occurring; the population affected, how and when the problem is occurring, etc. It must include consecutive years of the most recent data to establish the conditions and the extent of the problem(s). (Charts, graphs and percentages are effective ways of displaying the required data).
2. **Program Assessment:** The applicant must identify the resources that the community/jurisdictions are currently using to address the problem(s) identified under the problem identification section mentioned above. This section will (1) review and note activities and results of past and current efforts, indicating what did or did not work (2) assess resources to determine what is needed to more effectively address the problem(s) and (3) identify local laws, policies, safety advocate groups and organizations that may supports/inhibit the success of the project.
3. **Project Objectives, Activities and Evaluation:** The objectives must clearly relate to the target problem(s) identified in the Problem Identification section mentioned above. The activities identify the steps needed to accomplish each objective. Finally, a comprehensive evaluation plan must be developed to explain how to measure the outcome of each proposed activity listed.
4. **Media Plan:** The applicant must describe a plan for announcing the award of the grant to the local community. Media outlets available to the project must be stated. A discussion

of how the public will be informed of grant activities throughout the entire project period is also included.

5. **Resource Requirements:** This section must list the resources needed in order to accomplish the objectives. Requirements may include but not be limited to personnel, equipment, supplies, training needs and public information/educational materials. A brief description of how and by whom the resources will be used is also required.
6. **Self Sufficiency:** This statement must reflect a plan of action that explains how the activities of the project will be continued after federal funds are no longer available to implement the project. The self-sufficiency plan must identify potential sources of non-federal funds.
7. **Milestone Chart:** This chart must provide a summary of the projected activities to be accomplished on a monthly basis. This section reflects the activities described in the Project Objectives, Activities and Evaluation Section mentioned above.

Part II – Budget Section

Each budget item(s) must be allowable, reflect a reasonable cost and be necessary to carry out the objectives and activities of the project. Potential budget categories include:

- a. Personnel Services (Salaries and Fringes)
- b. Regular Operating Expenses
- c. Travel of Employees
- d. Equipment Purchases
- e. Per Diem and Fees
- f. Computer Charges and Computer Equipment
- g. Telecommunications
- h. Motor Vehicle Purchases
- i. Rent/Real Estate

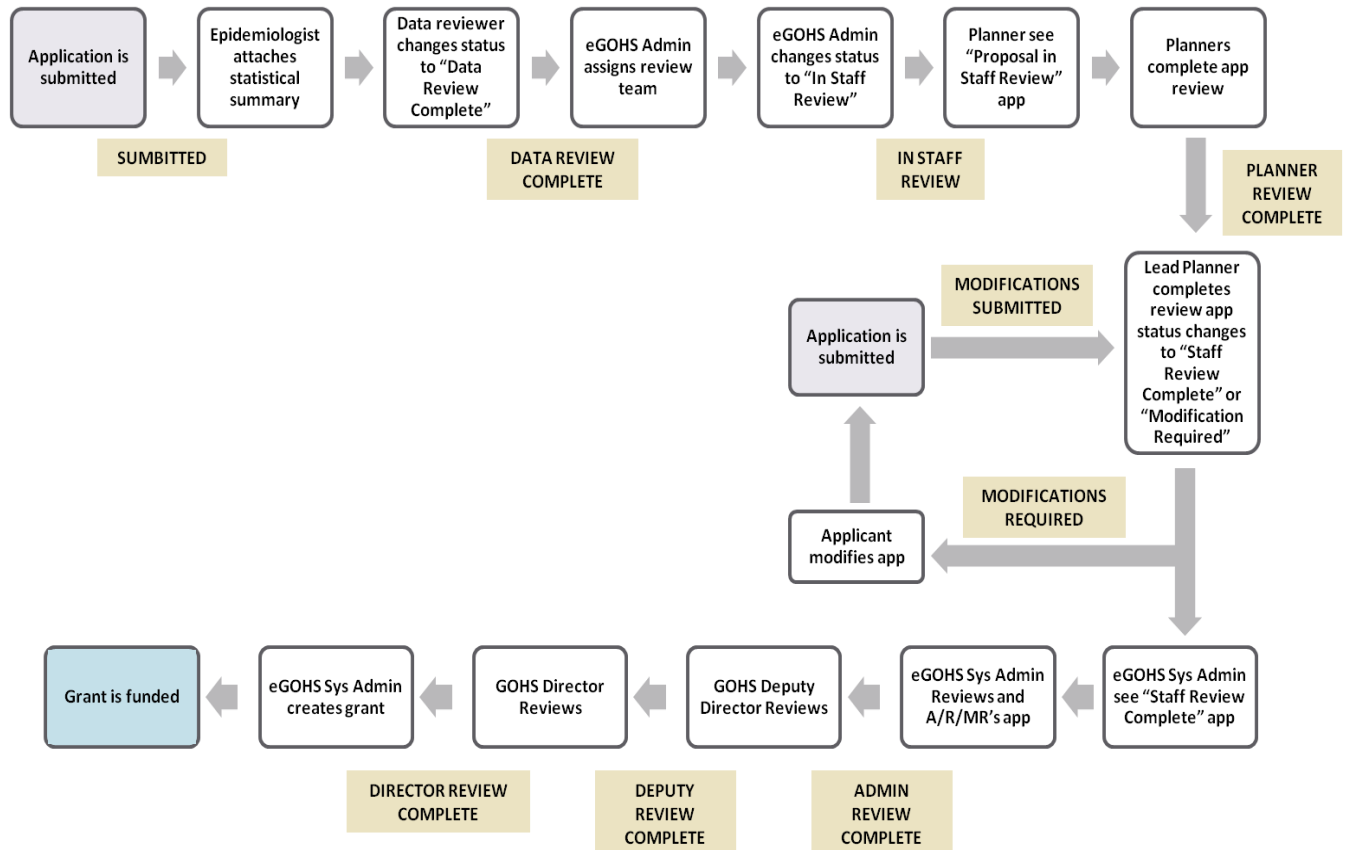
Part III: Grant Terms, Conditions and Certification:

This section contains certain legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply. Additionally, individuals responsible for the financial aspects of the grant are identified. The request/application for funding must be submitted by the appropriate Authorizing Official who may be either an elected official and/or agency head. Upon approval, the application is made part of the executed grant agreement between the Governor's Office of Highway Safety (GOHS) and the applicant/jurisdiction.

GRANT REVIEW PROCESS

All grant applications are submitted through the Electronic Grants for the Office of Highway Safety (eGOHS) System.

eGOHS Review Process Flow



First, the epidemiologist attaches a statistical analysis to the proposals, based on the target population. Next, a review team is assigned and planners begin the review process. The Electronic Grants of Highway Safety (eGOHS) system maintains the information and issues the notifications regarding each step. Each member of the review team completes scoring based on established guidelines and the Electronic Grants of Highway Safety (eGOHS) system calculates each score. Once the review team, along with the Division Director of Planning and Programs (eGOHS System Administrator), Governor’s Office of Highway Safety (GOHS) Deputy Director and the Governor’s Office of Highway Safety (GOHS) Director complete their review, accepted grant applications receive a grant number and the Electronic Grants of Highway Safety (eGOHS) System Administrator creates the grant.

As new applications are reviewed, they are placed in a “holding status” in either “Staff Review Complete” or “Proposal In Administrative Review” until Governor’s Office of Highway Safety (GOHS) verifies the availability of federal funding, as well as the needs for special programs,

based on ‘data’ for new projects. Once amount is verified, the application continues in the Review Process Flow outlined above.

Preliminary Conference

After prioritizing the ranking reports and extending request for proposals (RFPs), jurisdictions are selected and notified of their eligibility to apply for federal funding. For those who respond, a grant funding procedures workshop is arranged during which Governor’s Office of Highway Safety (GOHS) grant application and reporting documents are explained and the grant application submission date is established.

The Preliminary Conference is required and facilitated for potential agencies that have never or not recently received Governor’s Office of Highway Safety (GOHS) grant funding. Request for proposals (RFP) is only extended to new agencies (not currently funded by Governor’s Office of Highway Safety) based on the availability of federal funds. If sufficient funding isn’t available to consider the addition of new grants, a Preliminary Conference is not necessary.

Grant Selection Notification

The Authorizing Official and the Project Director of the awarded grants receive a copy of the final approved grant which includes the Governor’s Office of Highway Safety (GOHS) Grant Terms, Conditions and Certifications. The applicant is notified electronically via Electronic Grants of Highway Safety (eGOHS) and hard copy via U.S. Mail of the approval or disapproval of the Highway Safety Grant Application. Upon receiving notification of the grant award, the grantee is able to implement the grant during the current FFY from October 1st through September 30th.

Project Director’s Conference

Following grant award notification, grantees are invited to a training conference to learn about Governor’s Office of Highway Safety (GOHS) procedures. This conference is intended to inform grantees, especially new grantees of Governor’s Office of Highway Safety’s expectations for the grant year. This activity may be conducted in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the use of the Electronic Grants of Highway Safety (eGOHS) system for the submission of claims, progress reports, and amendments. The Governor’s Office of Highway Safety (GOHS) Grant Terms and Conditions are also highlighted.

Funding Formula

The Section 402 formula is:

- 75% based on the ratio of the State’s population in the latest Federal census to the total population in all States.
- 25 % based on the ratio of the public road miles in the State to the total public road miles in all States.

In addition, it requires that at least 40% of the total federal annual obligation limitation must be used by or for the benefit of political subdivision of the State.

Project Funding Period

The federal government operates on a fiscal year that commences on October 1 and ends on September 30. Generally, projects will only be funded during this time span. Occasionally, prior year funds are rolled over into the current fiscal year to continue a project, but this practice is neither encouraged nor frequent.

Governor's Office of Highway Safety (GOHS) generally funds innovative traffic safety projects at the rate of 100% the first year, 80% the second year, and 60% the third year. The diminishing levels of funding are designed to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. At the discretion of the Governor's Office of Highway Safety (GOHS) Director and a Governor's Office of Highway Safety (GOHS) application review committee, a project may be funded beyond 3 years and at different rates. The local agency is expected to establish precedents and develop procedures that support continued operation of the traffic safety program using local funding.

Equipment Purchases

Under the provisions of Section 402, the purchase of equipment cannot be approved unless it is an actual component of a highway safety program. Cost of purchase for new or replacement equipment with a useful life of one year or more and an acquisition cost of \$5,000 or more, must be pre-approved by the grant approving officials. Equipment must go through the bid process and have prior approval from the Office of Highway Safety and/or National Highway Traffic Safety Administration (NHTSA).

DOT LEP Guidance

The Georgia Governor's Office of Highway Safety (GOHS) will comply and inform its sub-recipient to comply with the "Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons" (DOT LEP Guidance).

Grant Monitoring

Process evaluation is continual throughout the grant year. Governor's Office of Highway Safety (GOHS) utilizes an evaluation team from The University of Georgia to complete evaluation of each application as they are submitted as well as throughout the course of the grant. The evaluation team reviews applications to make certain that stated objectives and activities are reasonable and attainable. Grants can then be revised if updates are necessary. The evaluation team continues to work with all grantees throughout the grant year to ensure accurate evaluation is ongoing within each grant. At the completion of the grant year, the team reviews the accomplishments of each grant to determine the overall outcome obtained from Governor's Office of Highway Safety (GOHS) grantees.

The Governor's Office of Highway Safety (GOHS) conducts desktop reviews of all grantees as a means of ensuring compliance with state and federal regulations. By the 20th of each month during the grant cycle, grantees are required to submit a monthly progress report and financial claim documenting the previous month's activities. Beginning in Federal Fiscal Year (FFY) 2008, Governor's Office of Highway Safety (GOHS) accepted electronic signatures to expedite the claim process. Currently, reimbursement for claims is delivered within 45 days from receipt of the claim and programmatic reports. Effective January 1, 2012, grantees are required to

receive their claim for reimbursement payment electronically via Automatic Clearing House (ACH). Exceptions will be considered on a case by case basis.

Governor's Office of Highway Safety (GOHS) planners complete a mid-year review of all completed grantee report submissions to document the progress of the grant. Planners then make a recommendation for continued and future funding based on the overall performance and reach of the grant. Governor's Office of Highway Safety (GOHS) Planners must also conduct a minimum of one onsite visit per year with each grantee receiving more than \$25,000 in grant funds. Additionally, 50% of grants up to \$24,999.00 must have one onsite visit. During the onsite visit, planners discuss problems identified, progress of the project, record keeping and support documents, accountability of equipment, budget, as well as verifying that funds obligated were spent in accordance with the grant agreement.

SECTION 2:

PERFORMANCE PLAN



Governor's Office of Highway Safety

GEORGIA MOTOR VEHICLE FATALITIES

In 2011, there were 1,223 motor vehicle fatalities in the State of Georgia. This is a 2% decline in roadway fatalities in comparison to the previous year and a 26% decline from 2007 roadway fatalities. Nine (9) counties in Georgia had no roadway fatalities in 2011.

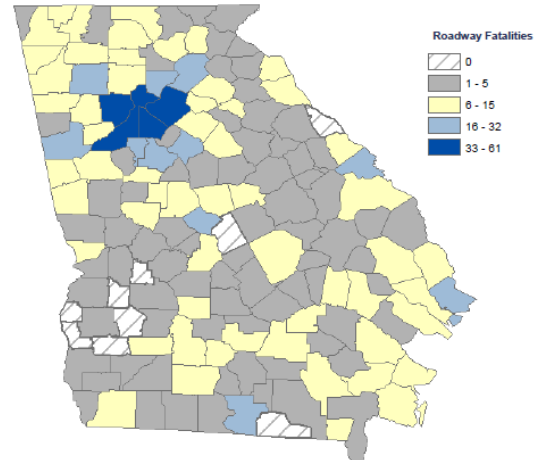
This same year (2011), there were 104,524 motor vehicle injures and 296,349 motor vehicle crashes in Georgia.

The table to the right shows the top 10 counties of 2011 that had the highest motor vehicle fatalities in Georgia. Fulton, DeKalb, Gwinnett, Cobb, and Richmond counties continue to have the highest number of roadway fatalities. In 2011, 19% of all Georgia motor vehicle fatalities occurred in these counties. Although five of the ten counties with the highest 2011 fatalities decreased from the previous year, counties like Richmond, Cobb, Clayton, and DeKalb experienced an increase in fatalities.

Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. From 2009 to 2010¹ the fatality rates in rural areas have increased by 4%. In that same time period, overall fatalities rates decreased by 5% and urban fatality rates decreased by 13% within the same time period.

The total fatality 3-year average has declined by 17% in 2010 from the 2009, an average of 1,344 motor vehicle deaths with the last three years. The rural fatality 3-year average has steadily declined over the 5-year period, with an average annual decrease of 6%. On the other hand, the urban fatality 3-year average remained steady of the past five years.

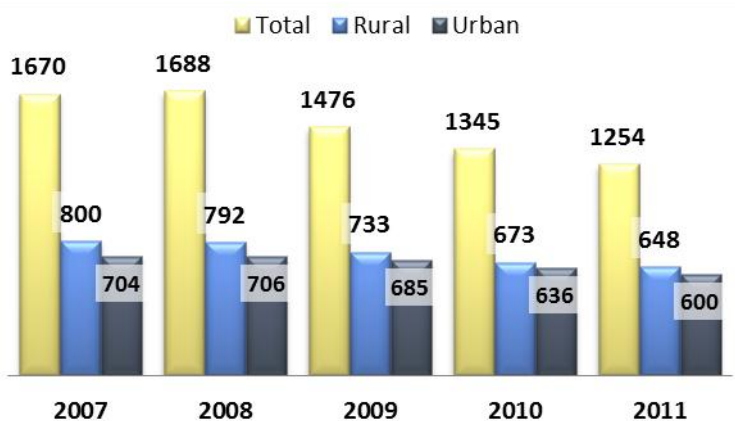
2011 Motor Vehicles Fatality Map



Top 10 Counties of 2011 – Fatalities & Percent of Total Fatalities

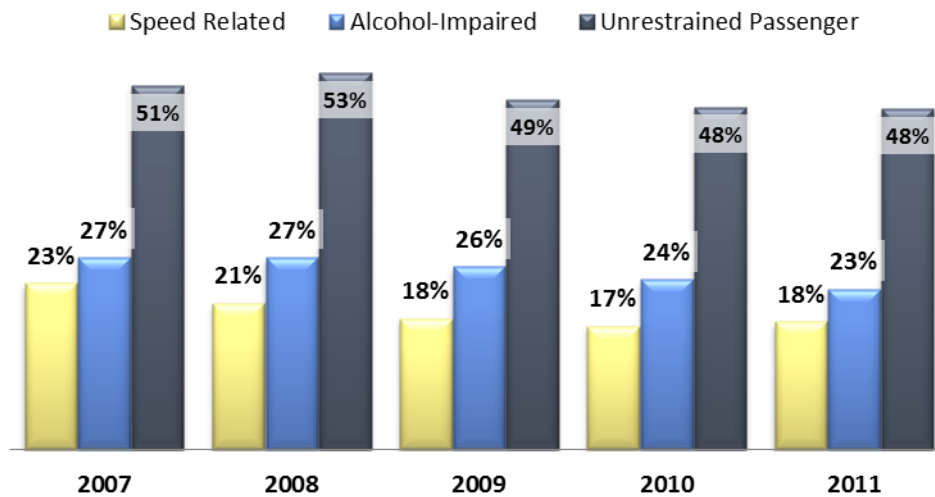
Counties by 2011 Ranking	Total Fatalities		Percent of Total Fatalities	
	2010	2011	2010	2011
1 Fulton County	72	61	6	5
2 DeKalb County	49	51	4	4
3 Gwinnett County	57	50	5	4
4 Cobb County	35	42	3	3
5 Richmond County	19	32	2	3
6 Clayton County	24	30	2	2
7 Hall County	26	26	2	2
8 Carroll County	27	22	2	2
9 Chatham County	43	21	3	2
10 Bibb County	26	20	2	2
<i>Top Ten Counties</i>	388	355	31	29
<i>All Other Counties</i>	859	868	69	71
<i>Total Statewide</i>	1,247	1,223	100	100

3-Year Average Fatalities



¹ 2011 fatality rates (Fatalities Per 100 Million Vehicle Miles Driven) were not yet available as of June 13, 2013 Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 1 Jun. 2013. <<http://www-nrd.nhtsa.dot.gov>>

Speed Related, Alcohol-Impaired and Unrestrained Passenger Georgia Roadway Fatalities



Driving under the influence of drugs and/or alcohol is a problem in Georgia. Over the past five years (from 2007 to 2011), 352 alcohol impaired fatalities occurred per year, representing on average 26% of all roadway fatalities a year. The lowest percentage of alcohol related fatalities occurred in 2009 with 331 deaths representing 25% of all fatalities in that year. In 2011, Georgia experienced the lowest number (277 counts) of alcohol related fatalities.

In 2011, the number of unrestrained fatalities for persons older than 5 years of age riding in passenger vehicles decreased by 2% from 428 unrestrained fatalities in 2010. The percentage of unrestrained fatalities among passengers in a moving vehicle has decreased from 53% in 2008 to 48% in 2011.

GEORGIA'S GOVERNOR'S OFFICE OF HIGHWAY SAFETY FFY2014 CORE PERFORMANCE MEASURES AND GOALS

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease overall fatality rates in rural and urban areas.
 - a. To decrease fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar year of 1.09 to 1.07 by December 31, 2014.
 - b. To decrease rural fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.
 - c. To decrease urban fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014.
- 4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.
- 5) To decrease alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2012.
- 6) To decrease of speeding related fatalities below the 2011 calendar base year count of 220 to 217 by December 31, 2014.
- 7) To decrease motorcyclist fatalities from the 2011 calendar base year count of 149 to 140 by December 31, 2014.
- 8) To decrease un-helmeted motorcyclist fatalities from the 2011 calendar base year of 15 to 14 by December 31, 2014.
- 9) To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.
- 10) To reduce pedestrian fatalities from the 2011 calendar year 130 to 129 by December 31, 2014.

See Appendix, page 167 for a detailed data justification on determining the targets and goal for end of year 2014.

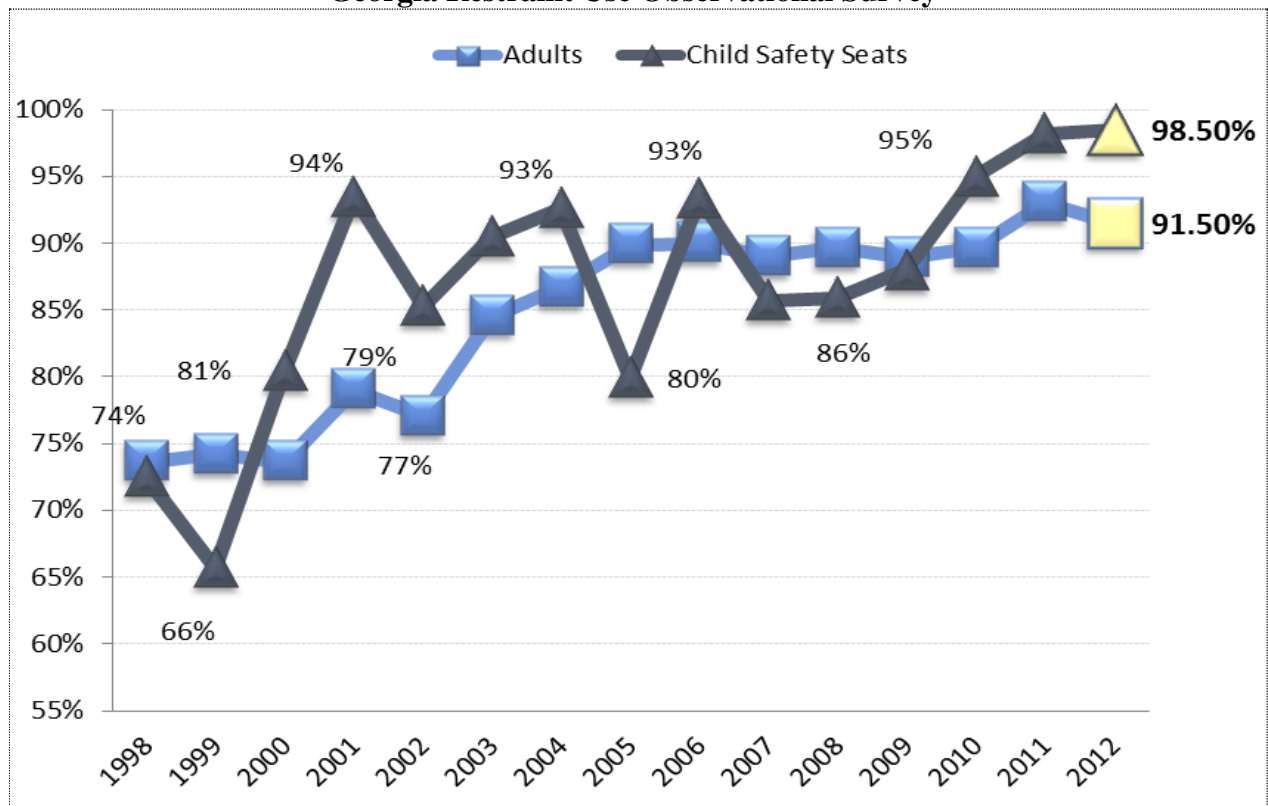
GEORGIA'S GOVERNOR'S OFFICE OF HIGHWAY SAFETY FFY2014 PRIORITY GOALS

- Increase the rate of observed safety belt use from baseline 91.5% in 2012 to 92% by the end of FFY 2014 for drivers and front seat outboard passengers.
- Reduce the alcohol related fatality rate (BAC = .08+) from 2011 baseline of 0.25 fatalities (277) per 100 million vehicle miles traveled (VMT) to 0.21 fatalities per 100 million vehicle miles traveled (VMT) (based on 111,722 million vehicle miles traveled (VMT)).
- Reduce speed related fatal crashes from baseline 220 fatalities (18% of all fatalities) in 2011 to 217 fatalities by the end of December 31, 2014.
- Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia

Core Behavior

To maintain statewide observed safety belt use of front seat outboard in passenger from the 2012 calendar base year average usage rate of 91.5% to 92% by December 31, 2014.

Georgia Restraint Use Observational Survey



Traffic Safety Performance Measures*

Core Outcome Measures		Year						
		2005	2006	2007	2008	2009	2010	2011
Traffic Fatalities	Total	1,729	1,693	1,641	1,495	1,292	1,244	1,223
	Rural	800	740	836	701	663	654	625
	Urban	655	725	737	688	629	590	578
	Unknown	274	228	68	106	0	0	20
Fatalities Per 100 Million Vehicle Miles Driven**	Total	1.52	1.49	1.46	1.37	1.18	1.11	---²
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	1,341	1,306	1,244	1,085	925	885	877
	Restrained	516	507	488	406	358	380	389
	Unrestrained	669	649	637	575	456	427	421
	Unknown	156	150	119	104	111	78	67
Alcohol-Impaired Driving Fatalities (BAC= .08+)***		433	454	445	405	333	298	277
Speeding-Related Fatalities		340	407	384	309	239	217	220
Motorcyclist Fatalities	Total	144	154	163	178	140	127	149
	Helmeted	129	125	142	160	126	110	132
	Un-helmeted	15	21	21	15	11	14	15
	Unknown	0	8	0	3	3	3	2
Drivers Involved in Fatal Crashes	Total	2,506	2,422	2,296	2,059	1,755	1,682	1,684
	Aged Under 15	9	6	3	4	3	3	6
	Aged 15-20	317	292	281	217	145	172	159
	Aged Under 21	326	298	284	221	148	175	165
	Aged 21 and Over	2,148	2,088	1,985	1,801	1,584	1,467	1,494
	Unknown Age	32	36	27	37	23	40	25
Pedestrian Fatalities		150	148	154	147	152	168	130
Daytime Front Seat Passenger Vehicle Occupants Observed		89.90%	90.00%	89.00%	89.60%	88.90%	90.3%	93.0%

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

** 2008 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

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

² 2011 fatality rates (Fatalities Per 100 Million Vehicle Miles Driven) were not yet available as of June 13, 2013 Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 1 Jun. 2013. <<http://www-nrd.nhtsa.dot.gov>>

SECTION 3:

**HIGHWAY SAFETY
STRATEGIES, PROJECTS,
AND BUDGET SUMMARIES**



PLANNING AND ADMINISTRATION

PROGRAM GOALS: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities according to the FFY 2014 Highway Safety Plan Goals.

Problem Identification and Program Justification

As directed by the Highway Safety Act of 1966, 23 USC Chapter 4, the Governor is responsible for the administration of a program through a State highway safety agency which has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Deal has authorized the Governor's Office of Highway Safety (GOHS) to assemble staff and resources for planning and administering effective programs and projects to save lives, reduce injuries and reduce crashes. This responsibility is guided by written policies and procedures for the efficient operation of personnel, budgetary and programmatic functions. The major Governor's Office of Highway Safety (GOHS) document produced annually is the Highway Safety Plan (HSP). The Highway Safety Plan (HSP) is prepared by highway safety professionals who are driven by leadership principles for finding solutions to State and local highway safety problems. The Governor's Office of Highway Safety (GOHS) manages these efforts to mitigate the major problems in a cost-effective and lifesaving manner. The State's Strategic Highway Safety Plan is used to document the problems and to propose countermeasures. The Governor's Office of Highway Safety (GOHS) Planning and Administration (P&A) staff responsibilities include a continuous process of fact-finding and providing guidance and direction for achieving the greatest impact possible. The goal of the Planning and Administration staff is to make highway use less dangerous and to contribute to the quality of life in Georgia and the nation.

In 2011, there were 1,223 motor vehicle fatalities in the State of Georgia. This is a 2% decline in roadway fatalities in comparison to the previous year and a 26% decline from 2007 roadway fatalities. Nine (9) counties in Georgia had no roadway fatalities in 2011. This same year (2011), there were 104,524 motor vehicle injures and 296,349 motor vehicle crashes in Georgia. Since 2004, the numbers of crashes, injuries, and fatalities have decreased by 14 percent, 24 percent, and 25 percent, respectively. The number of roadway fatalities varied from 1994 to 2011, peaking in 2005 with 1,729 fatalities, but a rate of 1.52 fatalities per 100 vehicle miles traveled (VMT). However, in 2010 Georgia experienced the lowest fatality rate in fifteen years, with 1.11 fatalities per every 100 million vehicle miles traveled (VMT). The highest fatality rate occurred in 1996 with 1.76 fatalities per 100 million vehicle miles traveled (VMT) and 1,573 roadway fatalities. Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. From 2009 to 2010 the fatality rates³ in rural areas have increased by 4%. In that same time period, overall fatalities rates increased by 4% and urban fatality rates decreased by 11% within the same time period.

Although these statistics paint a tragic picture, there are ways to reduce the risk of crashes, injuries and fatalities. Strong law enforcement, effective highway safety legislation, improved

³ 2011 fatality rates (Fatalities Per 100 Million Vehicle Miles Driven) were not yet available as of June 13, 2013 Fatality Analysis Reporting System (FARS) Encyclopedia State Traffic Safety Information. Web. 1 Jun. 2013. <<http://www-nrd.nhtsa.dot.gov>>

road designs, public education and information, and community support, are among the proven means of reducing crashes, injuries and fatalities. The Governor's Office of Highway Safety (GOHS) will continue to leverage the benefits initiated during the last planning cycle. The agency's Highway Safety Plan provides the direction and guidance for the organization.

Strategic Highway Safety Planning

The majority of activities undertaken by the Governor's Office of Highway Safety (GOHS) are oriented towards encouraging the use of passenger restraint systems, minimizing dangers associated with individuals driving under the influence of drugs and alcohol, reducing unlawful speeds and encouraging safe behavior while driving in general. While these activities are associated with behavioral aspects of transportation system usage, it is clear that the substantive safety issues these programs are seeking to address require further transportation planning efforts aimed at increasing transportation system safety. The relationship between the highway safety agency and the planning efforts of various transportation agencies is one that needs to be strengthened and strategies found to better integrate these processes.

The effective integration of safety considerations into transportation planning requires the collaborative interaction of numerous groups. In most cases, parties involved will depend on what issue is being addressed. Governor's Office of Highway Safety (GOHS) has collaborated with the Georgia Department of Transportation (GDOT), the Georgia Department of Public Safety (DPS), the Department of Driver Services (DDS), the Georgia Department of Human Resources (DHS), the Office of State Administrative Hearings, the Georgia Association of Chief of Police, the Georgia Sheriff's Association, the Atlanta Regional Commission (ARC), other Metropolitan Planning Organizations (MPOs), local law enforcement, health departments, fire departments and other stakeholder groups to produce Georgia's Strategic Highway Safety Plan (SHSP). Collectively we will develop and implement on a continual basis a highway safety improvement program that has the overall objective of reducing the number and severity of crashes and decreasing the potential for crashes on all highways. The requirements for our highway safety improvement program include:

- *Planning:* A process of collecting and maintaining a record of crashes, traffic and highway data, analyzing available data to identify hazardous highway locations; conducting engineering study of those locations; prioritizing implementation; conducting benefit-cost analysis and paying special attention to railway/highway grade crossings.
- *Implementation:* A process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.
- *Evaluation:* A process for evaluating the effects of transportation improvements on safety including the cost of the safety benefits derived from the improvements, the crash experience before and after implementation, and a comparison of the pre- and post project accident numbers, rates and severity.

Target Population

Planning, implementing, and evaluate highway safety programs and efforts that will benefit of all Georgia's citizens and visitors.

FFY2014 Performance Objectives

- Objective 1: To maintain an effective staff to deliver public information and educational programs that help reduce crashes, injuries and fatalities in Georgia.
- Objective 2: To administer operating funds to targeted communities to support the implementation of programs contained in the Governor's Office of Highway Safety's Highway Safety Plan.
- Objective 3: To collect and analyze traffic crash data to ensure resources are directed to the identified problem areas.
- Objective 4: To evaluate the effectiveness of programs and their impact upon Governor's Office of Highway Safety (GOHS) mission and performance goals.
- Objective 5: To continue to work with highway safety partners and advocates implementing a Strategic Highway Safety Plan through Integrated Safety Management Planning.

FFY2014 Key Performance Measures

- To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.

Strategies

1. Assess and identify the training needs of staff.
2. Foster a work environment that encourages productivity and effectiveness.
3. Identify and partner with key agencies, organizations and individuals in bringing about needed changes that will result in fewer deaths and injuries on Georgia roadways.
4. If applicable, prepare applications in response to National Highway Traffic Safety Administration's (NHTSA) Request for Proposals (RFP) for demonstration projects.
5. Provide monitoring and evaluation of Governor's Office of Highway Safety (GOHS) programs.
6. Develop a regular operating budget to support the implementation of the Governor's Office of Highway Safety's Highway Safety Plan.
7. Conduct annual/quarterly programmatic and fiscal audits that meet Governor's Office of Highway Safety (GOHS), federal and state requirements.
8. Collect and analyze current information about motor vehicle crashes and make it available to the general public.

Planning and Administration – Section 402

Goal: To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor’s Office of Highway Safety

Project Number: 2014-GA-0203-00

Project Summary: Provide for the direct and indirect expenses that are attributable to the overall management of the State’s Highway Safety Plan. To include half (½) salaries for twelve (12) people and related personnel benefits for the Governor’s Representatives for Highway Safety and for other technical, administrative, and clerical staff for the State’s Highway Safety Office. Other costs include travel, equipment, supplies, rent and utility expenses necessary to carry out the functions of the State’s Highway Safety Office.

Budget: **Planning and Administration: Budget Summary**

<i>Description</i>	<i>Federal</i>	<i>State/Match</i>
402PA	\$584,000.00	\$0.00
State Appropriation	\$0.00	\$550,135.00
NASCAR Tags	\$0.00	\$33,865.00
Share the Road Tags	\$0.00	\$0.00
Total All Funds	\$584,000.00	\$584,000.00

ALCOHOL AND OTHER DRUG COUNTERMEASURES

PROGRAM GOALS: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.25 in calendar 2011, to 0.21 alcohol-related fatalities per 100 million vehicle miles of travel during FFY 2014.

Effectiveness of Programs

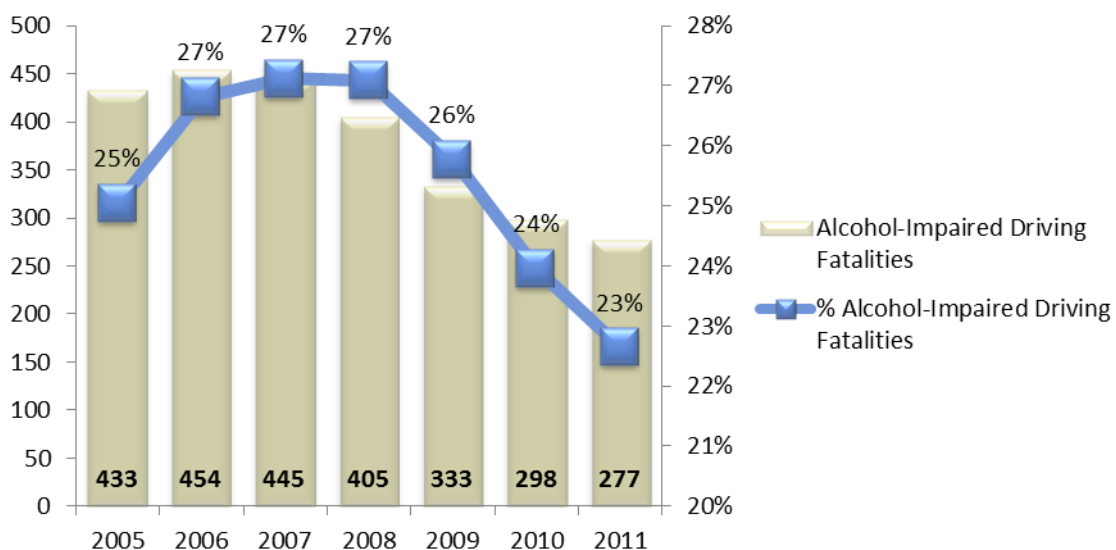
The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- DUI Courts (Countermeasures That Work (CTW), Chapter 1: page 25)
- Young Adult Program, Students Against Destructive Decisions (CTW, Chapter 1: pages 50, 59)
- Beyond the Bell: Minimum Legal Drinking Age, Underage Drinking and Impaired Driving (CTW, Chapter 1: pages 50-51, 55)
- Prosecuting Attorney's Council: Traffic Safety Resource Prosecutors (CTW, Chapter 1: page 12)

Problem Identification and Program Justification

The National Highway Traffic Safety Administration (NHTSA) reports that in 2011, 32,367 people were killed in motor vehicle traffic crashes in the United States, of which 9,878 (31%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than \$45 billion in economic costs on an annual basis.

Georgia Alcohol-Impaired Driving Fatalities



As indicated in the graph above, alcohol was associated with 277 highway fatalities in Georgia during 2011. This equates to twenty-three percent (23%) of Georgia's overall fatalities. Data shows from 2010 to 2011, Georgia experienced a decrease in overall crash fatalities of 24 and a decrease of 22 less alcohol-related traffic deaths.

Alcohol-impaired driving death rates are very high in urban areas where alcohol establishments are most prevalent. These areas include: Metropolitan Atlanta, Augusta, Savannah, Macon, and Columbus. College towns such as Athens and Valdosta, though not heavily populated, tend to show trends of impaired driving problems as well. Overwhelmingly, impaired driving crashes tend to take place between the hours of 10:00PM and 4:00AM; these hours are consistent with bars, and restaurants closings.

The chance of a crash being fatal is six times higher if exposed to an impaired driver when compared to those not related to alcohol or drugs. These numbers indicate that Georgia should continue to emphasize preventative measures for countering the problems of driving under the influence of alcohol. Even with stricter laws, high visibility law enforcement, and increased public information and education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable.

Georgia's impaired driving statistics have been impacted by the drug culture as reflected in an increase in drug related crashes. The number of law enforcement officers properly trained to identify drug impairment has been limited because of manpower shortages and lack of understanding for the need of this training by the law enforcement community. A companion program to Drug Recognition Experts (DRE), Standardized Field Sobriety Testing (SFST), is experiencing some success although the defense bar has vigorously attacked the Standardized Field Sobriety Test (SFST) process, particularly the portion which deals with Horizontal Gaze Nystagmus (HGN). The primary problem is that many non-traffic enforcement officers are not properly trained in this procedure and their ability to detect, evaluate and help through prosecution efforts is limited.

Georgia's Administrative License Suspension (ALS) law continues to be misused by the defense bar. In assessing the effectiveness of Georgia's Administrative License Suspension procedures for impaired drivers, the initial analysis of Administrative License Suspension (ALS) hearings and data revealed that a large percentage of Administrative License Suspension (ALS) hearings were lost by the state because of the officer's failure to attend hearings. Training proves to be an effective tool to combat Administrative License Suspension (ALS) issues and Georgia will increase its efforts to train law enforcement and Administrative License Suspension (ALS) judges.

Impaired Driving Enforcement – Highway Enforcement of Aggressive Traffic (H.E.A.T)

Aggressive driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers.

Since 2001, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. Originally, three

officers from six counties, the City of College Park, and the City of Atlanta came together to form a team of twenty-four officers to form Highway Enforcement of Aggressive Traffic (H.E.A.T.). Since this formation, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2013, Governor's Office of Highway Safety (GOHS) funded nineteen (19) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units across the state where speed and impaired driving crashes and fatalities are consistently high. Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2014.

The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will continue to focus on impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The overall goals of the Highway Enforcement of Aggressive Traffic (H.E.A.T) programs are to:

- Reduce the number of impaired driving crashes in jurisdictions identified by 10%
- Enforce laws targeting aggressive driving around Georgia.

Impaired Driving Assessment

In FFY 2007, The Governor's Office of Highway Safety (GOHS) requested the National Highway Traffic Safety Administration's (NHTSA) assistance in assessing Georgia's alcohol and drug impaired driving countermeasures program. The Georgia Impaired Driving Assessment was conducted at the Georgia Tech Hotel and Conference Center, Atlanta, GA, from July 29 - August 3, 2007. Arrangements were made for program experts in Georgia to deliver briefings and provide support materials to the Assessment team on a wide range of topics over a three-day period.

At the conclusion of the assessment, the National Highway Traffic Safety Administration team provided the Governor's Office of Highway Safety (GOHS) with a compilation of priority and suggested recommendations. The following is the list of priority recommendations that Governor's Office of Highway Safety (GOHS) plans to address over the next several years. Governor's Office of Highway Safety (GOHS) will continue to identify and implement strategies to meet the recommendations in FFY 2014.

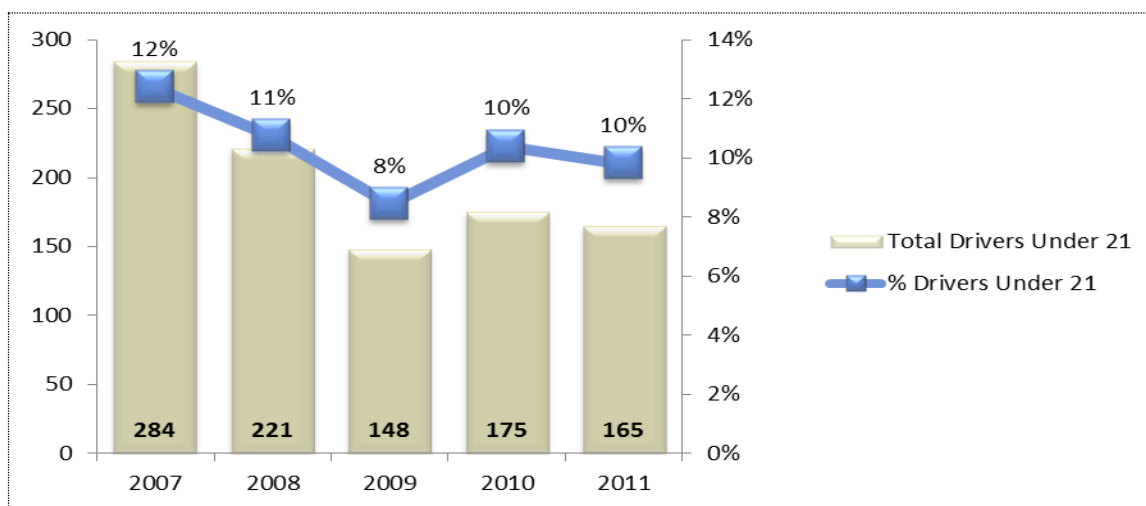
- Expand the Strategic Highway Safety Plan (SHSP) impaired driver task team to include additional agencies and organizations which represent a broader spectrum of interest and involvement in impaired driving programs including, for example, youth programs
- Students Against Destructive Decisions (SADD), underage prevention and enforcement (Children and Youth Coordinating Council, Georgia Network for Substance Abuse Prevention in Higher Education, Department of Revenue), highway enforcement (Department of Public Safety), diversity (minority population liaisons), Prosecuting Attorneys Council, Administrative Office of the Courts (AOC), and the Probation Advisory Council.
- Designate an impaired driving coordinator who would assist with communication and coordination of all impaired driving program elements as a focal point for the State. This person and his/her position should be well-communicated to all traffic safety partners.

- Explore, adapt and adopt methods to achieve a level of self-sufficiency for impaired driving programs which have proven successful in other states, such as the New York’s “STOP DWI” program and New Mexico’s fine system.
- Design and implement a centralized statewide citation tracking system containing information about a citation from “cradle to grave”.
- Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.
- Sponsor and participate in meaningful awards and recognition programs to provide positive reinforcement for DUI enforcement.
- Ensure that enforcement of impaired driving is an agency priority that is part of the annual strategic plan.
- Encourage Chiefs and Sheriffs’ Associations to work with the appropriate entities to address ongoing issues related to administrative license hearings.
- Ascertain an accurate count and understanding of the caseload of the adjudication of impaired driving cases.
- Collect and analyze Department of Revenue data to develop programs to address DUI occurrence and crashes of habitual violators.
- Conduct a thorough management audit of the Administrative License Suspension (ALS) process to determine what the issues are, and what needs to be addressed to improve the adjudication process.
- Develop, fund, and implement a comprehensive, data-based marketing plan in support of impaired driving prevention.
- Develop procedures to use appropriate safety data (crashes, citations, driver suspension, mapping of crashes to citation and enforcement activities) to conduct impact evaluations.
- Link and integrate driver files with vehicle files.

Teenage and Young Adult Drivers (Ages 15-19 Years)

In 2011, there were a total of 165 fatalities that involved young people ages 15-20 years. Of those 67 were driving and lost their lives, 46 were passengers of the teen driver, 37 were occupants of another vehicle, and 17 were non-occupants. The number of young drivers under the age 21 involved in fatal crashes has unsteadily decreased since 2007. In 2007, young drivers represented 12% of all drivers involved in fatal crashes (284 young drivers). In 2011 the number of young drivers involved in fatal crashes decreased by 42% (119 less drivers) in comparison to the peak in 2007.

Georgia Young Drivers Involved in Fatal Crashes



The Teenage and Adult Driver Responsibility Act (TADRA) directly addresses the leading killer of our young people – traffic crashes. The law significantly changes the way young motorists earn and maintain the privilege of driving by providing a controlled means for new drivers to gain experience and by reducing high-risk driving situations. While the law does focus on young drivers, it also contains important provisions that affect drivers over 21, particularly in the area of DUI prevention and enforcement.

High-risk behavior, texting while driving, peer pressure, inexperience, limited use or no use of occupant safety devices, lack of proper driving information and education are a few of the problems that our youth face while driving on Georgia’s roadways. In an effort to address these issues, the Teenage and Adult Driver Responsibility Act (TADRA) was enacted on July 1, 1997 to reduce the number of lives lost in crashes involving young drivers. Since the enactment of the Teenage and Adult Driver Responsibility Act (TADRA), there have been a number of legislative changes that have strengthened the law and consequently reduced teen driver deaths.

Graduated driver licensing policies serve to delay full licensure and then limit exposure to the highest risk conditions after licensure, allowing young drivers to gain experience under less risky driving conditions. A similar strategy may be needed to guide parents. Researchers from the National Institute of Child Health and Human Development reports that parents do not appear to appreciate just how risky driving is for novice drivers and tend to exert less control over their teenage children driving than might be expected. Recent research has demonstrated that simple motivational strategies can persuade parents to adopt driving agreements and impose greater restrictions on teen driving. Several studies have shown that greater parent involvement is associated with less teen risky driving behavior.

The Teenage and Adult Driver Responsibility Act (TADRA) is helping tremendously to reduce the carnage, but still too many young drivers are dying. Because of this, the Governor’s Office of Highway Safety (GOHS) is promoting proven countermeasures (both legal requirements and recommended best practices) for this specific audience. In our research of effective methods for addressing the safety of young drivers, we have discovered that several states are recommending

parents establish short-term “rules of the road” contracts with their new teen driver. Research conducted by Dr. Bruce Simons-Morton and others at the National Institute of Child Health and Human Development demonstrated that such parental intervention positively impacts youth by influencing them to choose less risky behaviors.

Governor’s Commission on Teen Driving

In an effort to reduce crashes among Georgia's youngest drivers, Governor’s Office of Highway Safety (GOHS) Director Harris Blackwood developed the idea of forming a teen driving commission that, for the first time in the nation, would be composed solely of teens. In August 2012, Georgia Governor Nathan Deal announced the formation of the Governor's Commission on Teen Driving. Composed solely of teens between 15 and 18 years of age, the 22 member Commission (selected via an application process administered by the Governor’s Office of Highway Safety) was tasked with identifying strategies to educate their peers about the dangers of impaired driving, texting and driving, and driving distracted. The Commission held its introductory meeting October 24 and 25, 2012 at the State Capitol in Atlanta. During those two days, the Commission members heard from law enforcement, safety and licensing officials, as well as met with Governor Deal. They formed their subcommittees and began the work of determining how best to reach their peers with critical safety messages. The subcommittees worked over the next five months, via conference call and online, to formulate their recommendations. The Commission members reconvened at Lake Lanier in Buford, Georgia to finalize and announce their recommendations. Their suggestions included a call to reform the state’s Alcohol and Drug Awareness Program in high schools.

Other recommendations included marking teen driving restrictions on licenses, imposing community service punishments to replace fines, encouraging high schools to use No Texting pledges in order for students to receive parking privileges, placing signage on Georgia roadways reminding motorists of Caleb's Law, and strengthening texting penalties.

The staff at the Governor’s Office of Highway Safety is now working to identify opportunities to implement the recommendations set forth by the Governor’s Commission on Teen Driving. While continuing to receive input from Commission members, Governor’s Office of Highway Safety will leverage partnerships with the Departments of Driver Services, Transportation and Education, law enforcement agencies, the Georgia Legislature, and statewide media outlets to promote and advance the Commission’s work.

Students Against Destructive Decisions (SADD)

In this era of science-based prevention and increased accountability, Students Against Destructive Decisions (SADD) is strengthening and documenting the effectiveness of its activities and programming. The strong name recognition and expansive chapter base put Students Against Destructive Decisions (SADD) at an advantage to take a leadership role in implementing model prevention practices within local communities across the country. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of Students Against Destructive Decisions (SADD). Through Students Against Destructive Decisions (SADD) chapters, young people of all ages and backgrounds become skilled, educated agents for youth initiatives developed by local, state and national organizations

working to promote youth safety and health. Students Against Destructive Decisions (SADD) students are valued as contributing members of their communities.

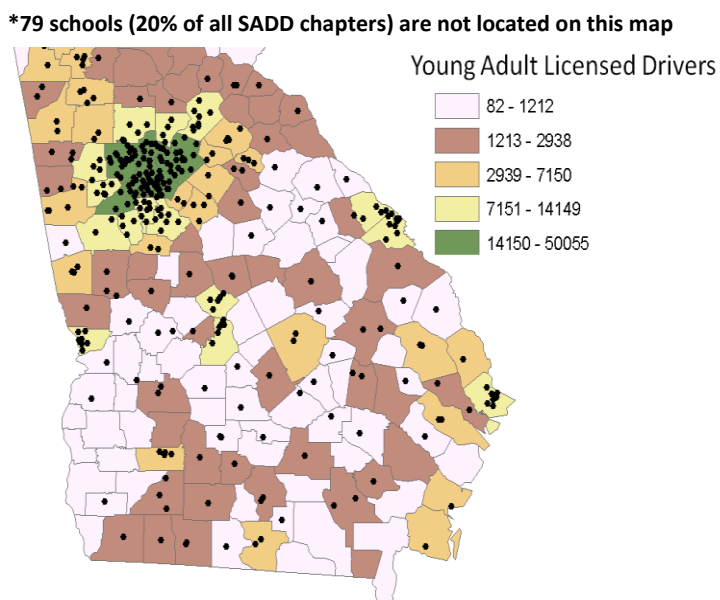
Students Against Destructive Decisions (SADD) contains elements of scientifically grounded prevention principles recognized and endorsed by National Institute for Drug Abuse (NIDA), Center for Substance Abuse Prevention (CSAP), Center for the Application of Prevention Technologies (CAPT), and National Institute of Mental Health (NIMH).

The Governor’s Office of Highway Safety (GOHS) targets this age group by supporting high school Students Against Destructive Decisions (SADD) chapters throughout the state of Georgia. Students Against Destructive Decisions (SADD) comprises so many different things – an idea, a family, a youth movement, and a national nonprofit organization. When considered at its most grassroots level, Students Against Destructive Decisions (SADD) is a network of 10,000 student-run chapters all over the country.

Each of those chapters functions differently, moving at its own pace and with its unique assets to address the issues that are critical to its school and community. But all Students Against Destructive Decisions (SADD) chapters have a common goal: to empower young people to help their peers live safer, healthier, more positive lives.

For more than a quarter-century, Students Against Destructive Decisions (SADD) has been recognized as a national leader in alcohol and drug education and prevention. What began as a small-town, grass-root response to the tragedy of two impaired driving crashes and the resulting deaths of two teenage students, became a nationwide organization fueled by millions of young people across the country.

In 1997, in response to requests from Students Against Destructive Decisions (SADD) students themselves, Students Against Destructive Decisions (SADD) expanded its mission and name and now sponsors chapters called Students Against Destructive Decisions. SADD continues to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, Students Against Destructive Decisions (SADD) now highlights prevention of destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, impaired driving, violence, and suicide. Students involved in Students Against Destructive Decisions (SADD) Chapters are known to have a positive attitude in sustaining from the use alcohol and other drugs in addition to making positive decisions in dealing with other teen issues.



Some counties in Georgia are underserved in Students Against Destructive Decisions (SADD) chapters – there are some counties with 1,200 to 3,000 young licensed drivers and no mapped local SADD Chapter

Georgia Young Adult Program (GYAP)

The Governor's Office of Highway Safety (GOHS) recognizes the highway safety issues involving young adult drivers and partners with colleges and universities throughout the state to implement the Georgia Young Adult Program (GYAP). The mission of the Georgia Young Adult Program (GYAP) is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area and statewide highway safety related conferences.

The Governor's Office of Highway Safety (GOHS) Young Adult Program originated in 2000, and has expanded to 18 colleges or universities in FFY 2013. The Governor's Office of Highway Safety Young Adult Program's mission is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.

Target Population

Because the problems of alcohol impaired driving have the potential to affect all motorists, the target population is the motoring public to include young, inexperienced drivers ages 16 - 24.

FFY 2014 Performance Objectives

- Objective 1: To provide DUI countermeasure funding incentives to counties that make up 55% of impaired driving fatalities.
- Objective 2: To implement three (3) impaired driving enforcement mobilizations in which 75% of the law enforcement agencies participate.
- Objective 3: To maintain Highway Enforcement of Aggressive Traffic (H.E.A.T) programs in areas across the state which demonstrate high risk for aggressive and impaired driving.
- Objective 4: To provide funding to 15% of Georgia public high schools.
- Objective 5: To provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions.
- Objective 6: To provide funding to at least sixteen (16) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities rates are the highest.
- Objective 7: To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
- Objective 8: To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
- Objective 9: To continue funding of DUI courts in six (6) jurisdictions in Georgia (Cherokee, Gwinnett, Liberty, Richmond, Rockdale, and Troup).

FFY2014 Key Performance Measures

1. To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
2. To maintain the steady decrease of *serious traffic injuries* below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
3. To decrease alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2014.
4. To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.

Strategies

1. Offer jurisdictions that make up 55% of impaired driving fatalities to implement impaired driving countermeasures.
2. Conduct three (3) waves of statewide enforcement with the “*Drive Sober or Get Pulled Over.*” campaign.
3. Conduct concentrated patrols in areas identified for high impaired driving violations.
4. To promote attendance of all task forces in Traffic Enforcement Network meetings and activities.
5. Maintain and/or establish new task forces in local communities where impaired driving problems are identified.
6. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center
7. Assist with the funding of Young Adult programs at colleges and universities for the training peer educators and educating the students on highway safety issues.
8. Strengthen partnerships with Students Against Destructive Decisions (SADD), local organizations, high school groups and community-based coalitions to create community-based coalitions, and faith-based organizations to address teen driving issues.
9. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks.
10. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
11. Utilize Georgia’s Governor’s Commission on Teen Driving in our public education and information campaigns and community coalitions.
12. Continue “100 Days of Summer H.E.A.T (Highway Enforcement of Aggressive Traffic),” a sustained impaired driving enforcement campaign.
13. Maintain the Traffic Enforcement Network system where monthly meetings are held throughout the state to distribute traffic related materials and information and to hold monthly road checks.
14. Maintain an impaired driving coordinator to assist with communications, coordination and the implementation of National Highway Traffic Safety Administration (NHTSA) assessment recommendations relating to all elements of impaired driving.
15. Grantees will participate in Click-It or Ticket, Operation Zero Tolerance, and National Highway Safety campaigns and report numbers for each campaign to the Governor’s Office of Highway Safety online.
16. Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will

conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.

17. Identify and implement strategies to address the Hispanic population in developing countermeasures dealing with impaired and aggressive driving.
18. To maintain six (6) DUI Courts with focus public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision.
19. Purchase Intoxilyzer 9000 for law enforcement agencies.

Alcohol and Other Drug Countermeasures – Section 402

Goal: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.27 in calendar 2010, to 0.24 alcohol-related fatalities per 100 million vehicle miles of travel during FFY 2014.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: **Governor’s Office of Highway Safety (GOHS) – Administration, Training, PI&E and Partnership Initiatives**

Project Number: **2014-GA-0193-00-C**

Project Description: Governor’s Office of Highway Safety personnel will administer and manage 402 alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency mission, data analysis, seeking partnerships, providing training and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds.

Budget: **\$107,600**

Project Title: **Clayton County Public Schools Student Against Destructive Decisions (SADD – 11 High Schools)**

Project Number: **2014-GA-0117-00-C**

Project Description: Student Against Destructive Decisions (SADD) is a National known organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of destructive behaviors and attitudes that are harmful to young people including underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities.

*This grant includes eleven (11) high schools within Clayton County Public Schools for simplicity.

Clayton Co Open Campus	\$2,500.00	Morrow High School	\$2,500.00
Drew High School	\$2,500.00	Mt. Zion High School	\$2,500.00
Elite Scholars High School	\$2,500.00	Mundy's Mill High School	\$2,500.00
Forest Park High School	\$2,500.00	North Clayton High School	\$2,500.00
Jonesboro High School	\$2,500.00	Riverdale High School	\$2,500.00
Lovejoy High School	\$2,500.00	Administrative Fee	\$2,500.00

Budget: **\$30,000**

Alcohol and Other Drug Countermeasures – Section 402

Project Title: DeKalb County School System (Students Against Destructive Decisions (SADD) – 20 High Schools)

Project Number: 2014-GA-0127-00-C

Project Description: Student Against Destructive Decisions (SADD) is a National known organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of destructive behaviors and attitudes that are harmful to young people including underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities.

*This grant includes twenty (20) high schools within DeKalb County School System for simplicity.

Arabia Mountain High School	\$2,400.00	Martin Luther King High School	\$2,400.00
Cedar Grove High School	\$2,400.00	McNair High School	\$2,400.00
Chamblee High School	\$2,400.00	Miller Grove High School	\$2,400.00
Clarkston High School	\$2,400.00	Redan County High School	\$2,400.00
Columbia High School	\$2,400.00	Southwest DeKalb High School	\$2,400.00
Cross Keys High School	\$2,400.00	Stephenson High School	\$2,400.00
DeKalb Alternative School	\$2,400.00	Stone Mountain High School	\$2,400.00
Druid Hills High School	\$2,400.00	Towers High School	\$2,400.00
Dunwoody High School	\$2,400.00	Tucker High School	\$2,400.00
Lakeside High School	\$2,400.00		
Lithonia High School	\$2,400.00	Administrative Fee	\$2,500.00

Budget: \$50,500

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **Fulton County School System (Students Against Destructive Decisions (SADD) – 17 High Schools)**

Task Number: **2014-GA-0146-00-C**

Project Summary: Student Against Destructive Decisions (SADD) is a National known organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of destructive behaviors and attitudes that are harmful to young people including underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities.

*This grant includes seventeen (17) high schools within Fulton County School System for simplicity.

Alpharetta High School	\$2,500.00	Langston Hughes High School	\$2,500.00
Banneker High School	\$2,500.00	Milton High School	\$2,500.00
Cambridge High School	\$2,500.00	North Springs High School	\$2,500.00
Centennial High School	\$2,500.00	Northview High School	\$2,500.00
Chattahoochee High School	\$2,500.00	Riverwood High School	\$2,500.00
Creekside High School	\$2,500.00	Roswell High School	\$2,500.00
Crossroads Second Chance-South	\$2,500.00	Tri-Cities High School	\$2,500.00
Independence High School	\$2,500.00	Westlake High School	\$2,500.00
Johns Creek High School	\$2,500.00	Administrative Fee	\$2,500.00

Funding: **\$45,000**

Alcohol and Other Drug Countermeasures – Section 402

Project Title: Students Against Destructive Decisions (SADD - 22 Individual High Schools)

Project Number: (See Below)

Project Description: Student Against Destructive Decisions (SADD) is a National known organization designed to endorse a firm “No Use” message related to the use of alcohol and other drugs. With its expanded focus, the chapters listed below will focus on implementing activities designed to highlight prevention of destructive behaviors and attitudes that are harmful to young people including underage drinking and impaired driving. Students Against Destructive Decisions (SADD) Chapters will empower young people to help their peers live safer, healthier and more productive lives in the schools and communities.

2014-SADD-0124-00-C	Bainbridge High School	2,500.00
2014-SADD-0163-00-C	Baldwin High School	2,500.00
2014-SADD-0072-00-C	Brookwood High School	2,500.00
2014-SADD-0100-00-C	Cairo High School	2,500.00
2014-SADD-0147-00-C	Christian Educ Centers, Inc. (dba Ctr Point)	2,000.00
2014-SADD-0121-00-C	Early College Academy	2,500.00
2014-SADD-0182-00-C	Evans High School	2,500.00
2014-SADD-0181-00-C	Forsyth Central High School	2,500.00
2014-SADD-0001-00-C	George Washington Carver High School	2,500.00
2014-SADD-0143-00-C	Glynn Academy High School	2,500.00
2014-SADD-0088-00-C	Hardaway High School	2,500.00
2014-SADD-0098-00-C	Kendrick High School	2,500.00
2014-SADD-0187-00-C	Lamar County School System	2,500.00
2014-SADD-0189-00	Loganville High School	2,500.00
2014-SADD-0140-00-C	Murray County High School	2,490.00
2014-SADD-0185-00-C	North Paulding High School	2,500.00
2014-SADD-0091-00-C	Northside High School	2,500.00
2014-SADD-0040-00-C	Parkview High School	2,500.00
2014-SADD-0036-00-C	Pepperell High School	2,500.00
2014-SADD-0122-00-C	Rose Hill Center	2,500.00
2014-SADD-0179-00	South Effingham High School	2,500.00
2014-SADD-0132-00-C	Woodstock High School	2,500.00

Budget: \$54,490

Alcohol and Other Drug Countermeasures – Section 402

Project Title: Beyond the Bell

Project Number: 2014-GA-0127-00-C

Project Description: Public awareness programs targeted to underage drivers, in regards to drinking age, zero tolerance, penalties and enforcement programs aimed to prevent alcohol from getting into the hands of minors.

Budget: \$18,200

Project Title: DUI Court Programs (*6 Jurisdictions*)

Project Number: (See Below)

Project Description: Each established court program will agree to follow the Georgia Standards/Ten Guiding Principles which focuses on targeting the population, performing clinical assessments; development of a treatment plan; supervision for the offender; forge agency, organization and community partnerships; judicial leadership role; case management strategies; address transportation issues; evaluation of the program and the creation of a sustainable program.

2014-GA-0018-00-C **Cherokee Co DUI Court:** To protect the safety of the citizens of Cherokee County by providing participants an opportunity to become productive; offering necessary treatment and services through intense judicial supervision for repeat DUI offenders, \$32,300.

2014-GA-0060-00-C **Gwinnett Co DUI Court:** To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to impaired driving, \$29,200.

2014-GA-0021-00-C **Liberty Co DUI Court:** To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision, \$25,000.

2014-GA-0085-00-C: **Richmond Co DUI Court:** To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to alcohol and other drug abuse. The DUI Court will provide offenders an opportunity to receive necessary treatment and services through intense judicial supervision, \$25,000.

Alcohol and Other Drug Countermeasures – Section 402

Project Title: **DUI Court Programs (6 Jurisdictions)**

Project Number: **(See Below)**

Project Description: *(Continued below)*

2014-GA-0101-00-C **Rockdale Co DUI Court:** To improve public safety and reduce crime and costs to taxpayers of Georgia by reducing recidivism of DUI Court participants for offenses related to impaired driving, **\$29,000.**

2014-GA-0059-00-C **Troup Co DUI Court:** To provide a DUI Court Coordinator in order to improve monitoring of participants using S.C.R.A.M. and random home checks, **\$36,900.**

Budget: **\$177,400**

Alcohol and Other Drug Countermeasures – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0193-00-C	GOHS – Administration, Training, PI&E and Partnership Initiatives	107,600.00	402AL
2014-GA-0117-00-C	Clayton Co Public Schools (SADD 11 Schools)	30,000.00	402AL
2014-GA-0127-00-C	DeKalb Co School System (SADD 20 Schools)	50,500.00	402AL
2014-GA-0146-00-C	Fulton Co School System (SADD 17 Schools)	45,000.00	402AL
2014-GA-0117-00-C	SADD High Schools (22)	54,490.00	402AL
2014-SADD-0124-00-C	1. Bainbridge High School	2,500.00	402AL
2014-SADD-0163-00-C	2. Baldwin High School	2,500.00	402AL
2014-SADD-0072-00-C	3. Brookwood High School	2,500.00	402AL
2014-SADD-0100-00-C	4. Cairo High School	2,500.00	402AL
2014-SADD-0147-00-C	5. Christian Educ. Centers, Inc. (dba Center Point)	2,000.00	402AL
2014-SADD-0121-00-C	6. Early College Academy	2,500.00	402AL
2014-SADD-0182-00-C	7. Evans High School	2,500.00	402AL
2014-SADD-0181-00-C	8. Forsyth Central High School	2,500.00	402AL
2014-SADD-0001-00-C	9. George Washington Carver High School	2,500.00	402AL
2014-SADD-0143-00-C	10. Glynn Academy High School	2,500.00	402AL
2014-SADD-0088-00-C	11. Hardaway High School	2,500.00	402AL
2014-SADD-0098-00-C	12. Kendrick High School	2,500.00	402AL
2014-SADD-0187-00-C	13. Lamar County School System	2,500.00	402AL
2014-SADD-0189-00	14. Loganville High School	2,500.00	402AL
2014-SADD-0140-00-C	15. Murray County High School	2,490.00	402AL
2014-SADD-0185-00-C	16. North Paulding High School	2,500.00	402AL
2014-SADD-0091-00-C	17. Northside High School	2,500.00	402AL
2014-SADD-0040-00-C	18. Parkview High School	2,500.00	402AL
2014-SADD-0036-00-C	19. Pepperell High School	2,500.00	402AL
2014-SADD-0122-00-C	20. Rose Hill Center	2,500.00	402AL
2014-SADD-0179-00	21. South Effingham High School	2,500.00	402AL
2014-SADD-0132-00-C	22. Woodstock High School	2,500.00	402AL
2014-GA-0164-00-C	Beyond the Bell	18,200.00	402AL
	DUI Court Programs (6)	177,400.00	402AL
2014-GA-0018-00-C	1. Cherokee County DUI Court	32,300.00	402AL
2014-GA-0060-00-C	2. Gwinnett County DUI Court	29,200.00	402AL
2014-GA-0021-00-C	3. Liberty County DUI Court	25,000.00	402AL
2014-GA-0085-00-C	4. Richmond County DUI Court	25,000.00	402AL
2014-GA-0101-00-C	5. Rockdale County DUI Court	29,000.00	402AL
2014-GA-0059-00-C	6. Troup County Board of Commissioners	36,900.00	402AL
402 AL Total		483,190.00	
Total All Funds		483,190.00	402AL

Alcohol and Other Drug Countermeasures – Section 410

Goal: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.27 in calendar 2010, to 0.24 alcohol-related fatalities per 100 million vehicle miles of travel during FFY 2014.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: **Governor’s Office of Highway Safety**

Project Number: **2014-GA-0201-00-C**

Project Description: Governor’s Office of Highway Safety (GOHS) personnel will administer and manage Section 410 Alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency’s mission, data analysis, seeking partnerships, providing training and public information and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds. Governor’s Office of Highway Safety (GOHS) will develop and implement aggressive public information and education campaigns to address alcohol and other drug countermeasures. This will include the creation of brochures, collateral messaging items and effective communication with the media and public sectors.

Budget: **\$105,000**

Alcohol and Other Drug Countermeasures – Section 410: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0201-00-C	Governor’s Office of Highway Safety	105,000.00	410AL
410 AL Total		105,000.00	
Total All Funds		105,000.00	410AL

Impaired Driving Countermeasures – Section 405d1

Goal: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures. The overall goal is to reduce the alcohol-related fatality rate from 0.27 in calendar 2010, to 0.24 alcohol-related fatalities per 100 million vehicle miles of travel during FFY 2014.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor’s Office of Highway Safety (Impaired Driving)

Project Number: Pending App

Project Description: Governor's Office of Highway Safety (GOHS) personnel will administer and manage Section 410 Alcohol programs. This will include overseeing in-house grants and contracts, seeking and overseeing grants that foster the agency’s mission, data analysis, seeking partnerships, providing training and public information and additional responsibilities necessary to ensure proper and efficient use of federal highway safety funds. Governor's Office of Highway Safety (GOHS) will develop and implement aggressive public information and education campaigns to address alcohol and other drug countermeasures. This will include the creation of brochures, collateral messaging items and effective communication with the media and public sectors.

Budget: \$89,800

Project Title: Department of Driver Services (ADAP)

Project Number: 2014-GA-0043-00-C

Project Description: This program provides the adolescent an overview of alcohol and its impact on traffic safety laws relating to the under age 21 driver.

Budget: \$26,800

Project Title: MADD Georgia

Project Number: 2014-GA-0119-00-C

Project Description: This is a data driven effort to support 40 (Mothers Against Drunk Driving) MADD Chapters through public education and Victim Impact Panels in the five identified metropolitan areas: Atlanta, Albany, Columbus, Macon and Savannah.

Budget: \$126,000

Impaired Driving Countermeasures – Section 405d1

Project Title: Prosecuting Attorney’s Council (TSRP)

Project Number: 2014-GA-0111-00-C

Project Description: The program will focus on providing training to prosecutors and law enforcement officers. The training is designed to improve the investigation and prosecution of traffic related criminal offenses in an effort to reduce motor vehicle related injuries and fatalities. The program encompasses the hiring of a full-time Traffic Safety Resource Prosecutor (TSRP).

Budget: \$205,400

Project Title: Georgia Dept of Public Safety – Nighthawks/DUI – North/South

Project Number: 2014-GA-0061-00-C

Project Description: The Georgia Department of Public Safety (DPS) will operate a Nighthawk DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$1,785,000

Project Title: Georgia Public Safety Training Center DRE and SFST Program

Project Number: 2014-GA-0076-00-C

Project Description: To provide advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.

Budget: \$376,600

Impaired Driving Countermeasures – Section 405d1

Project Title: Young Adult Programs (16 Colleges and Universities)

Project Number: See Below

Project Description: To develop and implement alcohol prevention programs and activities on college and university campuses, disseminate information, and provide a forum in which alcohol related issues can be discussed and addressed through peer prevention.

2014-YA-0048-00-C	ABAC Advancement Foundation	\$5,330.00
2014-YA-0108-00	Bainbridge College	\$7,000.00
2014-YA-0160-00-C	Clayton State University	\$5,350.00
2014-YA-0065-00-C	Fort Valley State University	\$6,150.00
2014-YA-0069-00-C	Georgia College & State University	\$7,200.00
2014-YA-0154-00	Georgia Regents University (<i>formerly Augusta State Univ</i>)	\$8,860.00
2014-YA-0067-00-C	Georgia Southwestern State University	\$7,000.00
2014-YA-0078-00-C	Georgia Tech Research Corp.	\$11,030.00
2014-YA-0011-00-C	GSU Research & Service Foundation, Inc.	\$8,760.00
2014-YA-0158-00-C	Kennesaw State University Research and Service Found.	\$10,500.00
2014-YA-0037-00-C	North Georgia College & State University	\$7,270.00
2014-YA-0118-00-C	Oglethorpe University	\$5,000.00
2014-YA-0102-00-C	South Georgia College	\$3,500.00
2014-YA-0109-00-C	Valdosta State University	\$6,090.00
2014-YA-0070-00-C	West Georgia, University of	\$11,720.00
2014-YA-0031-00-C	Young Harris College	\$5,000.00

Budget: \$115,760

Impaired Driving Countermeasures – Section 405d1

Impaired Driving Countermeasures – Section 405d1: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
Pending App	Governor's Office of Highway Safety (Impaired Driving)	89,800.00	405d1
2014-GA-0043-00-C	Department of Driver Services (ADAP)	26,800.00	405d
2014-GA-0119-00-C	MADD Georgia	126,000.00	405d
2014-GA-0111-00-C	Prosecuting Attorney's Council (TSRP)	205,400.00	405d
2014-GA-0061-00-C	Georgia Dept of Public Safety – Nighthawks/DUI – North/South	1,785,000.00	405d
2014-GA-0076-00-C	Georgia Public Safety Training Center DRE & SFST	376,600.00	405d
<i>See Below ↓</i>	Young Adult Programs (16 Colleges and Universities)	115,760.00	405d
2014-YA-0048-00-C	1. ABAC Advancement Foundation	\$5,330.00	405d1
2014-YA-0108-00	2. Bainbridge College	\$7,000.00	405d1
2014-YA-0160-00-C	3. Clayton State University	\$5,350.00	405d1
2014-YA-0065-00-C	4. Fort Valley State University	\$6,150.00	405d1
2014-YA-0069-00-C	5. Georgia College & State University	\$7,200.00	405d1
2014-YA-0154-00	6. Georgia Regents University	\$8,860.00	405d1
2014-YA-0067-00-C	7. Georgia Southwestern State University	\$7,000.00	405d1
2014-YA-0078-00-C	8. Georgia Tech Research Corp.	\$11,030.00	405d1
2014-YA-0011-00-C	9. GSU Research & Service Foundation	\$8,760.00	405d1
2014-YA-0158-00-C	10. Kennesaw State Univ Research & Serv.	\$10,500.00	405d1
2014-YA-0037-00-C	11. North Georgia College & State Univ	\$7,270.00	405d1
2014-YA-0118-00-C	12. Oglethorpe University	\$5,000.00	405d1
2014-YA-0102-00-C	13. South Georgia College	\$3,500.00	405d1
2014-YA-0109-00-C	14. Valdosta State University	\$6,090.00	405d1
2014-YA-0070-00-C	15. West Georgia, University of	\$11,720.00	405d1
2014-YA-0031-00-C	16. Young Harris College	\$5,000.00	405d1
405d1 Total		2,725,360.00	
Total All Funds			

OCCUPANT PROTECTION

PROGRAM GOALS: The overall program goal is to maintain the increase in the rate of observed safety belt use from 91.5% in 2012 to 92.0% by the end of FFY 2014 of drivers and front seat outboard passengers.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Seat Distribution and Inspection Sites (CTW, Chapter 2: pages 27, 34-35)
- Child Passenger Safety Caravan and Thunder Task Force (CTW, Chapter 2: page 29)

Problem Identification and Program Justification

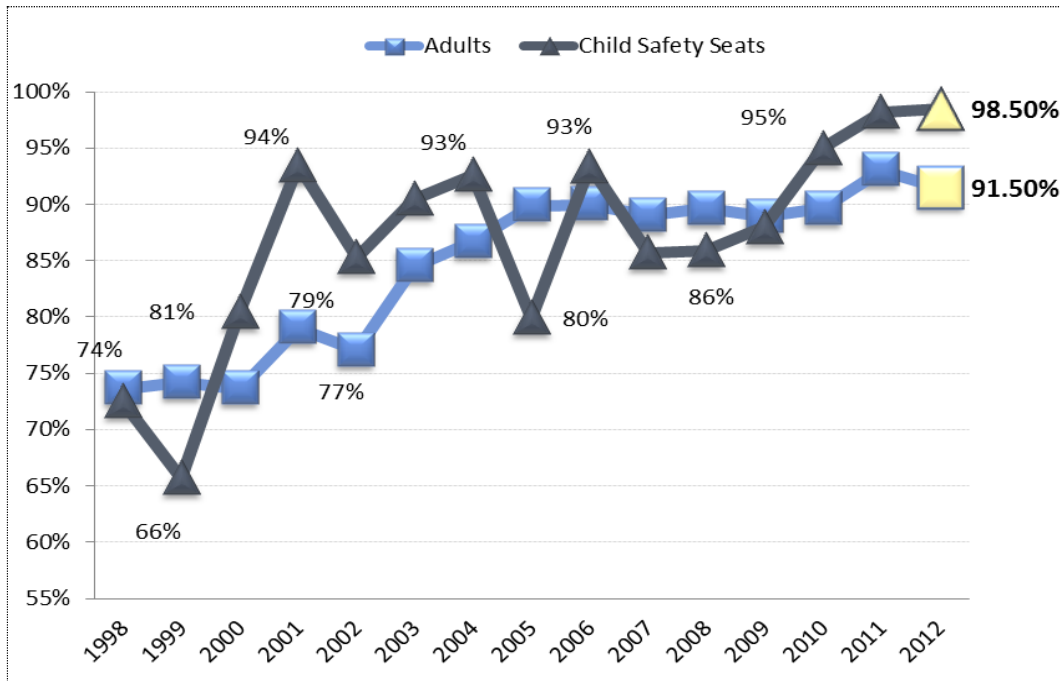
One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In Georgia, non-restraint use is consistently associated with over fifty percent (50%) of all vehicle crash fatalities. The National Highway Traffic Safety Administration (NHTSA) data that shows safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%). For light-truck occupants, seat belts reduce the risk of fatal injury by sixty percent (60%) and moderate-to-critical injury by sixty-five percent (65%). Research on the effectiveness of child safety seats has found them to reduce fatal injury by seventy-one percent (71%) for infants and by fifty-four percent (54%) for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are fifty-eight percent (58%) and fifty-nine percent (59%), respectively.

The Governor's Office of Highway Safety (GOHS), in partnership with the University of Georgia Survey Research Center, conducts an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Non-users are disproportionately male and pickup truck occupants. Highlights from the September 2012 report are as follows:

- Statewide safety belt usage in 2012 for drivers and passengers of passenger cars, trucks, and vans was 91.5%, a slight decrease of 1.5% from 2011.
- Safety belts usage was 95.0% in passenger cars, 94.7% in vans, and only 85.8% in trucks.
- Observed safety belt use for front seat occupants was highest in rural areas (93.1%), followed by other Metropolitan Statistical Areas (92.6%), and the Atlanta Metropolitan Statistical Area (MSA) (88.3%).

- Child safety seat usage in 2012 was 98.5%, an increase of 0.3% from the 2011 usage rate. Child safety seat usage was highest in the Atlanta Metropolitan Statistical Area (MSA) and rural areas of the state (both 100.0%), followed closely by non-Atlanta Metropolitan Statistical Areas (MSAs) (96.3%).

Georgia Restraint Use Observational Survey



In 2010, a total of 44 children ages 6-8 years in Georgia were involved in fatal motor vehicle crashes (crashes that led to more than one fatality). Of those children involved in fatal crashes, 22 were injured and 11 were killed. Only 5 out of the 11 fatality injured children were reported to be using a supplemental restraint, such as a child safety seat or a booster seat, in addition to the adult seat belt.

In the three-year period from 2005 to 2007, hospitalization charges for 248 children who were hospitalized due to motor vehicle traffic related injuries were about \$7 million. An additional \$5 million in charges was for the 5,111 emergency room visits for the same period. Because of the gap in our law and what the statistics are showing, Georgia introduced and passed new legislation, Senate Bill 88. On July 1, 2011 Georgia's new law went into effect requiring children to be properly restrained in a child passenger safety restraint device until they reach eight (8) years of age.

Target Population

The target population is all occupants in motor vehicles, with particular emphasis on populations who are most at risk by not using restraints or not placing their children in restraints.

FFY 2014 Performance Objectives

- Objective 1: To increase the statewide safety belt usage rate to 92% by the end of 2014.
- Objective 2: To maintain the increase in the use of child safety restraint systems for children age seven and under of 98.5% in 2014.
- Objective 3: To increase safety belt use rate by 2.5% for rural drivers and passengers in the FFY 2014.
- Objective 4: To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To maintain the steady decrease of *serious traffic injuries* below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.

Strategies

1. Sponsor a minimum of four (4) attendees to highway safety conferences such as LifeSavers.
2. Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
3. Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
4. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by the Governor's Office of Highway Safety (GOHS).
5. Facilitate an annual meeting for Georgia's certified Child Passenger Safety Technician (CPST) Instructors to provide program updates and improve Child Passenger Safety (CPS) class instructions.
6. Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor's Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety (CPS).
7. Host at least one Child Passenger Safety Caravans with representatives from each of the Child Passenger Safety (CPS) focus grants, saturating Child Passenger Safety (CPS) public information and education programs to communities most at risk.
8. Provide occupant and child safety seat education to the communities and address occupant safety use among young adults through funds awarded to DeKalb Safe Communities and numerous Students Against Destructive Decisions (SADD) grants to conduct activities such as Ghost Outs, safety belt surveys, and school assemblies encouraging safety belt usage.

9. Provide funds to the University of Georgia to implement public information and education strategies to increase the public's awareness of proper use of safety belts and child restraints statewide through (a) the statewide distribution of approximately 850,000 Public Information and Education (PI&E) materials and (b) the development of materials targeting at-risk populations.
10. Provide funds to the University of Georgia to conduct eighteen Child Passenger Safety Technician (CPST) Certification Courses, certifying 200 new technicians and to offer 13 Continuing Education Unit (CEU) credit workshops as well as two Instructor Development courses in FFY 2013 to encourage recertification and enhance quality of instruction.
11. Provide funds to the University of Georgia to provide training during scheduled Child Passenger Safety Technician (CPST) courses to a minimum of six bilingual (Spanish-speaking) students.
12. Facilitate the presentation of Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Drivers Error) Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors, reaching an average of 125 participants per month.
13. Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
14. Provide funds to the University of Georgia to coordinate and conduct two Child Passenger Safety (CPS) awareness presentations for Spanish-speaking communities with high Hispanic/Latino populations and to give 2 "Safe Transportation of Children in Child Care" presentations to child care providers.
15. Provide funds to the University of Georgia to coordinate and host a minimum of two combined CarFit Event Coordinator/Technician trainings, certifying 20 individuals to conduct events at local senior centers, churches and other locations where older drivers frequently visit in an effort to help older drivers become safer drivers for a longer time.
16. Provide funds to the University of Georgia Survey Research Center to conduct Governor's Office of Highway Safety (GOHS) Annual Statewide Safety Belt Use Rate Survey in accordance with National Highway Traffic Safety Administration's criteria.

Occupant Protection Countermeasures – Section 402

Goal:	To maintain the increase in the proper use of safety belts and child safety restraint systems statewide. The overall program goal is to maintain the increase in the rate of observed safety belt use from 89.6% in 2010 to 93.0% by the end of FFY 2013 of drivers and front seat outboard passengers.
--------------	---

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor’s Office of Highway Safety

Project Number: 2014-GA-0192-00-C

Project Description: The Governor’s Office of Highway Safety (GOHS) proposes to support statewide efforts to increase Georgia’s safety belt and child safety seat use rates through other federally funded programs, governmental entities, public/private organizations local grass root community coalitions, and National, state and local campaigns.

Budget: \$2,500

Project Title: Georgia Traffic Injury Prevention Institute – UGA Cooperative Extension (GTIPI)

Project Number: 2014-GA-0017-00-C

Project Description: Georgia Traffic Injury Prevention Institute (GTIPI) will provide educational programs, training, resources and curriculum development for traffic safety education in Georgia. The program will focus on conducting 17 child passenger safety technician certification classes, certifying 195 new technicians, and educating a least six (6) bilingual participants. Training sessions will be presented statewide for the Georgia Teen Ride through Parents Reducing Incidents of Drivers Error (P.R.I.D.E.). In addition, the program will continue to update and distribute necessary print and online version of educational materials/production. The program will conduct 7 Continuing Education Unit (CEU) workshops for Child Passenger Safety Technician (CPST) recertification; one Child Passenger Safety Technician (CPST) Instructors Workshop; facilitate annual Child Passenger Safety (CPS) Advisory Board Meetings, host two CarFit certification classes certifying 20 Event Coordinators and conduct twenty Georgia Teen Ride with Parents Reducing Incidents of Drivers Error (P.R.I.D.E.) Train the Trainer Certification Class.

Budget: \$ 640,000

Occupant Protection Countermeasures – Section 402

Occupant Protection Countermeasures – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0192-00-C	Governor's Office of Highway Safety	2,500.00	402OP
2014-GA-0017-00-C	Georgia Traffic Injury Prevention Institute – UGA Cooperative Extension (GTIPI)	640,000.00	402OP
402OP Total		642,500.00	
Total All Funds		642,500.00	402OP

Occupant Protection Countermeasures – Section 405b1

GOAL:	The overall program goal is to maintain the increase in the rate of observed safety belt use from 91.5% in 2012 to 92.0% by the end of FFY 2014 of drivers and front seat outboard passengers.
--------------	--

Project Title: Governor’s Office of Highway Safety

Project Number: 2014-GA-0190-00-C

Project Description: The Governor’s Office of Highway Safety proposes to support statewide efforts to increase Georgia’s safety belt and child safety seat use rates through other federally funded programs, governmental entities, public/private organizations local grass root community coalitions, and National, state and local campaigns.

Budget: \$147,500

Project Title: City of Atlanta (Fire Department)

Project Number: 2014-GA-0095-00-C

Project Description: This program will assist low income families with small children obtain child safety seats along with instructions on how to install child safety seats correctly. The Atlanta Fire Department provides seats to 36 inspection stations for distribution to indigent families year round. Atlanta Fire Department is also the primary instructing agency for fire fighters to become child passenger safety technicians.

Budget: \$162,700

Occupant Protection Countermeasures – Section 405 b1

Project Title: Department of Public Health (DPH), Child Occupant Safety Program

Project Number: 2014-GA-0107-00-C

Project Description: The “Children Safe Motor Vehicle Safety Program” will focus on reducing the risk behaviors of children regarding safety belts, child safety seats, bike safety, pedestrian safety and teen driving issues. The Child Occupant Safety program seeks to ensure that Georgia's children are safe while riding in motor vehicles. This program provides child safety seats and educational materials to multiple health departments throughout Georgia.

Budget: \$400,000

Occupant Protection Countermeasures – Section 405b: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0190-00-C	Governor’s Office of Highway Safety	147,500.00	405b1
2014-GA-0095-00-C	City of Atlanta (Fire Department)	162,700.00	405b1
2014-GA-0107-00-C	Department of Public Health (DPH), Child Occupant Safety Prog	400,000.00	405b1
405b Total		710,200.00	
Total All Funds		710,200.00	405b1

Traffic Safety Information Systems Improvements - Section 405c

Goal: To implement a strategic plan that will create a fully electronic traffic records system including the collection, transfer, repositories, analysis, and interfaces that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and activities.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor's Office of Highway Safety (GA Traffic Safety Info System)

Project Number: 2014-GA-0188-00-C

Project Description: These funds will be used to provide management responsibility of the Traffic Records Coordinating Committee (TRCC) program within the Governor's Office of Highway Safety (GOHS) organization. Additionally, funds will be used to create and implement an internal Grants Management System in order to assist Governor's Office of Highway Safety (GOHS) in the tracking and management of programmatic and fiscal functions within the organization.

Budget: \$131,400

Project Title: Georgia Association of Chiefs of Police (LEA Technology)

Project Number: 2014-GA-0042-00-C

Project Description: The Association will provide selected small law enforcement agencies with the computer hardware needed to submit crash reports electronically.

Budget: \$165,500

Project Title: Department of Public Health – Public Access Data Linkage (OASIS)

Project Number: 2014-GA-0014-00-C

Project Description: The Health Policy and Assessment Unit (HPAU) maintains an internet based data query system, called OASIS, which is publicly accessible and allows users to submit queries for hospital emergency department discharge, data and crash data. The OASIS web site typically receives 12,500 hits per week. This project makes these data sets available for highway safety partners, researchers, and the public.

Budget: \$177,200

Traffic Safety Information Systems Improvements - Section 405c

Project Title: Department of Public Health - Support for CODES Crash Data Linkage

Project Number: 2014-GA-0008-00-C

Project Description: The Georgia Crash Outcome Data Evaluation System (CODES) has gathered crash reports, Emergency Medical Services (EMS) reports, and hospital data and probabilistically linked these data for 2000 through 2002. More statistical support is needed to investigate the validity of these linked data sets, to conduct analyses, and to prepare data-based products. We are also proposing to accomplish additional linkages with the Department of Driver Services (DDS) data sets.

Budget: \$91,100

Project Title: Department of Public Health - Enhancements to EMS GEMSIS Database

Project Number: 2014-GA-0053-00-C

Project Description: The Georgia Emergency Medical Services Information System (GEMSIS) was implemented in March 2006. It allows Emergency Medical Services (EMS) service providers to transmit their Emergency Medical Services (EMS) Patient Care Reports (PCRs) directly into Georgia Emergency Medical Services (GEMSIS) database and has replaced manual scanning of Patient Care Reports (PCRs). The result has been more accurate, timely and complete data that produce reports that are highly valued by the providers.

Georgia Emergency Medical Services (GEMSIS) is designed to be compliant with the National Emergency Medical Services Information System (NEMSIS) and allows Georgia Emergency Medical Services (EMS) data to be exported into the national system. In order to sustain that compatibility and to enhance the capacity of the Georgia Emergency Medical Services (GEMSIS) system, periodic upgrades are required. This project would provide the capacity to implement those upgrades.

Budget: \$26,400

Traffic Safety Information Systems Improvements - Section 405c

Traffic Safety Information Systems Improvements – Section 405c: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0188-00-C	Governor’s Office of Highway Safety (GA Traffic Safety Info System)	131,400.00	405c
2014-GA-0042-00-C	Georgia Association of Chiefs of Police (LEA Technology)	165,500.00	405c
2014-GA-0014-00-C	Department of Public Health – Public Access Data Linkage (OASIS)	177,200.00	405c
2014-GA-0008-00-C	Department of Public Health - Support for CODES Crash Data Linkage	91,100.00	405c
2014-GA-0053-00-C	Department of Public Health - Enhancements to EMS GEMSIS Database	26,400.00	405c
405c Total		591,600.00	
Total All Funds		591,600.00	405c

SPEED AND AGGRESSIVE DRIVING COUNTERMEASURES

PROGRAM GOALS: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal to monitor and reduce the proportion of speeding related fatalities at 220 fatalities (18% of all roadway fatalities) in 2011 to 217 by the end of December 31, 2014.

Problem Identification and Program Justification

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

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

Speed-Related Motor Vehicle Fatalities in Georgia Number and Annual % Change				
Region		2009	2010	2011
Georgia	Speed-Related Fatalities	238	217	220
	% Speed-Related	18%	17%	18%
	Annual % Change in Speed-Related Fatalities		-9%	1%
National	Speed-Related Fatalities	10,664	10,508	9,944
	% Speed-Related	31%	32%	31%
	Annual % Change in Speed-Related Fatalities		-1%	-5%

The chance of a crash being fatal is over three times higher in crashes related to speed than crashes not related to speed. More young male drivers are involved in fatal crashes as a result of speeding. In 2011, 39 percent of the 15 to 20 year olds and 37% of 21 to 24 year old male drivers who were involved in fatal crashes were also speeding at the time of the crash. During the same year, 35% of all motorcycle riders involved in fatal crashes were speeding, as compared to 22% for passenger car drivers, 19% for light truck drivers, and 8% for large truck drivers. Georgia had 220 speed-related crash deaths (18% of all roadway fatalities) in 2011 – This is a

slight increase from 217 speed related fatalities (17% of all roadway fatalities) in 2010.

Thunder Task Force

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

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

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

Target Population

The target population is the motoring public of Georgia.

FFY 2014 Performance Objectives

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

Ultimate Measure

Reduce the count of speed related fatal crashes from baseline 220 fatalities in 2011 to 217 by the end of December 31, 2014

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,236 fatalities by December 31, 2014 to 1,100 fatalities.
- 2) To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.

- 3) To decrease of speeding related fatalities below the 2011 calendar base year count of 220 to 217 by December 31, 2014.

Strategies

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

Speed and Aggressive Driving Countermeasures – Section 402

Goal: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal to decrease speeding related fatalities by sixteen-percent (16%) from the 2010 base year of 217 to 183 fatalities.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor’s Office of Highway Safety

Project Number: 2014-GA-0197-00-C

Project Description: The Governor’s Office of Highway Safety proposes to support statewide efforts to reduce serious injury and fatality related crashes through other federally funded programs, governmental entities, public/private organizations local grass root community coalitions, and National, state and local campaigns.

Budget: \$2,500

Project Title: Georgia Public Safety Training Center (RADAR & LIDAR)

Project Number: 2014-GA-0077-00-C

Project Description: Advanced level law enforcement training course focusing on reducing serious injury and fatality related crashes through proactive speed enforcement training programs.

Budget: \$33,600

Speed and Aggressive Driving Countermeasures – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0197-00-C	Governor’s Office of Highway Safety	2,500.00	402SC
2014-GA-0077-00-C	Georgia Public Safety Training Center (RADAR & LIDAR)	33,600.00	402SC
405c Total		36,100.00	
Total All Funds			

POLICE TRAFFIC SERVICES

PROGRAM GOALS: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- High Visibility Enforcement, Thunder Task Force, Networks, HEAT, small incentives, (CTW, Chapter 1: pages 19-22,24)

Problem Identification and Program Justification

For the past several years, the rate of highway safety fatalities in Georgia declined. This is due in part to stringent, high visibility enforcement. Through more concentrated high visibility enforcement campaigns such as “Click It or Ticket” and “Operation Zero Tolerance”, the rates are expected to drop even more.

The Governor’s Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in the state of Georgia. Campaigns such as “Operation Zero Tolerance” and “Click it or Ticket” have proven that high visibility enforcement is the key to saving lives on Georgia’s roadways as well as interdicting the criminal element through traffic enforcement.

Click it or Ticket	Nov 18 – Dec 1, 2013
Operation Zero Tolerance	Dec 13, 2013 - Jan 1, 2014
Click it or Ticket	May 19 – Jun 1, 2014
Operation Zero Tolerance	Jun 20 – Jul 6, 2014
Operation Zero Tolerance	Aug 15 – Sept 1, 2014

Georgia has a total of 59,329 law enforcement officers employed by a total of 1,038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. Effective communication is crucial in penetrating and mobilizing Georgia’s law enforcement. Georgia’s law enforcement agencies, like many others across the country are understaffed and due to budget constraints, do not possess the tools necessary to effectively enforce Georgia’s traffic laws.

The challenge is to market traffic enforcement initiatives to law enforcement command staff, as well as line officers, on to the importance of high visibility enforcement and the impact on highway safety. This same message must be conveyed to the prosecutors and judicial communities as well. Changing high-risk driving behavior through public education, strict traffic law enforcement, efficient prosecution and effective sentencing is the key to reducing Georgia’s traffic fatalities and injuries.

Law enforcement agencies must be provided adequate tools, training and networking opportunities in an effort to efficiently and effectively enforce Georgia's traffic laws and educate the public on highway safety issues. It is also necessary to provide law enforcement agencies, as well as law enforcement officers with incentive items, to motivate officers and constantly serve as a reminder that occupant protection and DUI enforcement are vital. In addition, funding for printing of these incentives, brochures, and highway safety materials are necessary in order for these agencies to disseminate pertinent information to the public regarding enforcement initiatives and market the campaigns for highly visible public recognition.

Adequate funding continues to be a problem for law enforcement agencies, large and small. Traffic enforcement is a specialized field, requiring specialized equipment for effective enforcement and prosecution. Funding is necessary to provide agencies with the proper equipment, training and support to effectively enforce Georgia's traffic laws, thereby saving countless lives on Georgia's roadways.

Traffic Enforcement Networks

The Governor's Office of Highway Safety created sixteen regional traffic enforcement networks that encompass all 159 Georgia counties. The networks are made up of local and state traffic enforcement officers and prosecutors from each region of the state. The networks are coordinated by a coordinator and an assistant coordinator, both which are full time law enforcement officers volunteering their time and efforts to highway safety. The dedicated support from these officers, their law enforcement agency and department heads are unsurpassed. The networks meet monthly to provide information, training and networking opportunities to the attending officers. Prosecutors, Judges and non-traditional traffic enforcement agencies such as the Georgia Department of Natural Resources, Department of Corrections and Military Police often attend the meetings and offer assistance for traffic enforcement training and initiatives. The networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. The traffic enforcement networks have become an outstanding networking, training and communication tool for Georgia's traffic enforcement community.

In an effort to communicate legislative updates, court decisions and other pertinent information to traffic enforcement officers across the state, the Governor's Office of Highway Safety in partnership with Emory University has established an email list serve that all participating law enforcement officers can receive up to date traffic enforcement related information. Information is about traffic enforcement policies, legal updates, training opportunities, and other traffic enforcement related information. There are over 1,100 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

Thunder Task Force

The Governor's Office of Highway Safety Thunder Task Force is a Traffic Enforcement Special Response Team coordinated by the Law Enforcement Services Team. This is an evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and injuries in locations most at risk for such incidents. The Thunder Task Force is a data driven, high visibility, sustained, traffic enforcement response team, designed to impact a jurisdiction with a Thunder Task Force mobilization. The concept is to identify a county or area of the state to deploy the Task Force based on the data, partner with the local law enforcement jurisdictions and courts, develop an enforcement strategy based on current crash reports and data, and infiltrate the region

with three months of high visibility enforcement and earned media. The Task Force identifies the areas, conducts the mobilizations, turns the numbers around in that region, then moves to another region of the state and repeats the process.

A significant part of Thunder Task Force is educating local citizens regarding necessary changes in their driving behavior to further reduce traffic fatalities and injuries. The enforcement efforts are directed by traffic crash fatality data analysis updated within the Fatality Analysis Surveillance Tool (FAST) developed by Governor's Office of Highway Safety (GOHS), and Georgia Electronic Accident Reporting System (GEARS). The Thunder Task Force is coordinated by the Governor's Office of Highway Safety Traffic Services Division and includes the Georgia State Patrol, Governor's Office of Highway Safety HEAT Units (Highway Enforcement of Aggressive Traffic), Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. We also use as much local crash data as available, looking at time of day, location and causation (DUI, Seatbelt, Speed, Motorcycles). The Thunder Task Force is deployed to areas of the state that data indicates unusually high incidences of traffic fatalities and serious injuries. The Task Force identifies the problem areas, and conducts mobilizations using the resources that are needed for these problem areas, such as the Motor Carrier Compliance Division (MCCD), Child Passenger Safety Technicians (CPST), and trained DUI officers. With this continued effort of putting resources where the problems are, the Governor's Office of Highway Safety (GOHS) is able to stabilize the problem with a proven effective and cost efficient method of saving lives, therefore reducing the projected numbers of annual traffic fatalities in the State of Georgia. While conducting a Thunder Task Force Mobilization, the enforcement plan is adjusted on a continuous basis, using current local data provided by the local jurisdiction. 60 to 90 days after the mobilizations end, the Task Force typically returns to the jurisdiction for a follow up visit and evaluation.

Target Population

The target population is state and local law enforcement agencies and the law enforcement officers working therein.

FFY 2014 Performance Objectives

- Objective 1: To maintain a statewide safety belt usage rate of at least 95%.
- Objective 2: To maintain the number of corporate partners for FFY 2014 who provide support for the Governor's Office of Highway Safety's law enforcement projects to at least 40.
- Objective 3: To create and implement public information and education strategies for the purpose of increasing public awareness of highway safety and law enforcement initiatives that reduce traffic crashes, injuries and fatalities statewide.
- Objective 4: To attain at least 75% of Georgia Law Enforcement Agencies reporting enforcement data on the Governor's Office of Highway Safety Online Reporting System.

Ultimate Measure

Reduce the fatality rate with education, enforcement, and effective partnerships.

FFY 2014 Performance Measures

1. To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
2. To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
3. Maintain the rate of observed safety belt use of 95% by end of FFY 2014 for drivers and front seat passengers.

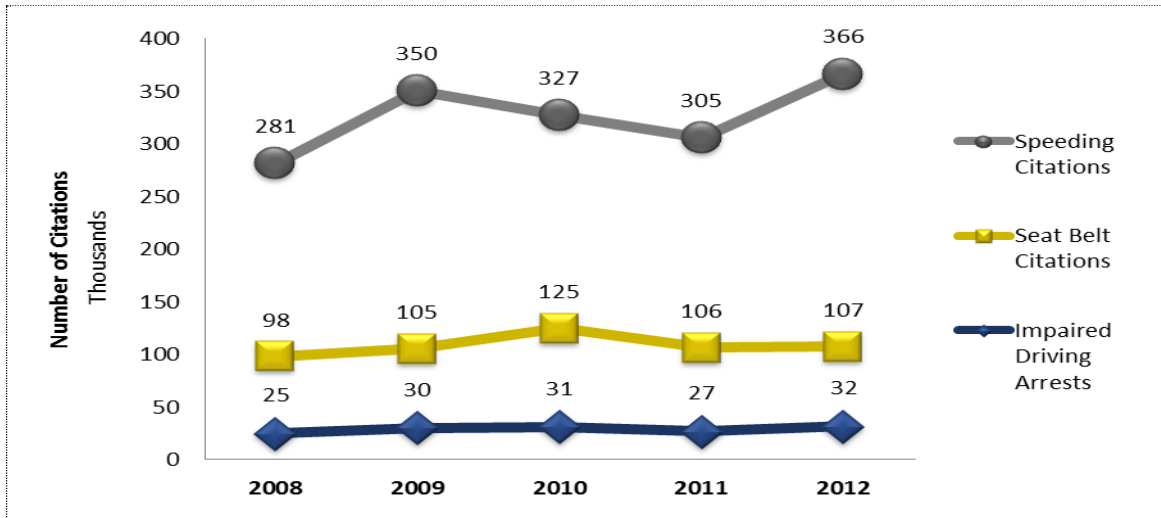
Strategies

1. Support specialized highway safety and traffic enforcement training for Georgia's law enforcement community.
2. Support executive level training for law enforcement agency heads and command staffs, encouraging traffic enforcement and highway safety as a departmental priority.
3. Continue to support and encourage occupant protection and child safety training for law enforcement officers.
4. Continue to provide funding to our law enforcement partners to assist in providing the tools necessary for effective and professional traffic enforcement activities.
5. Support and assist in facilitating specialized traffic enforcement training at every traffic enforcement network meeting.
6. Continue to support and market Drug Recognition Expert and Standardized Field Sobriety Test training, to Georgia's law enforcement agencies and officers.
7. Encourage participation and facilitate law enforcement recruitment efforts in each of the sixteen (16) regional traffic enforcement networks, making available the resources of the traffic enforcement networks to every law enforcement agency in Georgia.
8. Encourage and facilitate 100% law enforcement participation in five waves of high visibility enforcement during FFY 2014.
9. Continue to recruit corporate partners to assist with The Governor's Office of Highway Safety supported law enforcement campaigns and initiatives.
10. Encourage and facilitate law enforcement agencies to work with their local media in marketing The Governor's Office of Highway Safety high visibility enforcement initiatives.
11. Encourage law enforcement agencies to market highway safety information at safety fairs and other public and community events.
12. Provide the necessary highway safety informational publications and collateral items to Georgia law enforcement agencies to assist in marketing the highway safety messages of the Governor's Office of Highway Safety to the general public.
13. Continue to exhibit and promote The Governor's Office of Highway Safety initiatives and highway safety information at law enforcement, judiciary, and prosecutor training conferences as well as other public, governmental and private gatherings.
14. Conduct at least three Thunder Task Force mobilizations during FY 2014.
15. Facilitate the implementation of Data Driven Approaches to Crime and Traffic Safety (DDACTS) concepts to Georgia's law enforcement community.

Law Enforcement Citation Data

Deterring Unsafe Driving in Georgia

Governor's Office of Highway Safety (GOHS) Grant-Supported Enforcement Activities



Governor's Office of Highway Safety (GOHS) Grant-Supported Enforcement Activities by Program, Number of Citations 2008-2012

	Year	100 days of Summer HEAT	National Mobilizations	HEAT Programs (Statewide)	Thunder Task Force	5 year Total
Impaired Driving Arrests	2008	10,828	6,749	7,149	363	25,089
	2009	15,629	7,598	6,685	446	30,358
	2010	18,674	4,854	7,108	494	31,130
	2011	14,845	5,324	6,249	241	26,659
	2012	15,517	9,325	6,361	327	31,530
	5 yr. Total		75,493	33,850	33,552	1,871
Seat Belt Citations*	2008	50,287	34,968	12,275	719	98,249
	2009	69,355	22,972	12,287	866	105,480
	2010	91,313	20,082	12,887	524	124,806
	2011	70,205	23,619	11,346	997	106,167
	2012	67,885	29,541	9,948	53	107,427
	5 yr. Total		349,045	131,182	58,743	3,159
Speeding Citations	2008	140,315	88,669	51,206	1,299	281,489
	2009	213,327	88,687	47,308	816	350,138
	2010	234,485	53,886	38,106	515	326,992
	2011	196,724	70,779	37,148	820	305,471
	2012	207,343	123,814	35,045	53	366,255
	5 yr. Total		992,194	425,835	208,813	3,503

*Seatbelt citations only includes adult seatbelt violations and not child safety restraint violations

+Governor's Office of Highway Safety (GOHS) support these programmatic efforts by initiating collaboration and mobilization among existing strategic partners, in addition to providing other non-monetary resources.

Police Traffic Services- Section 402

Goal: To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behaviors.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: **Governor's Office of Highway Safety**

Project Number: **2014-GA-0199-00-C**

Project Description: Administrative, training, telecommunication and Public Information and Education (PI&E) support to the Governor's Office of Highway Safety (GOHS) Law Enforcement Services team, the regional Traffic Enforcement Networks, and Georgia's traffic enforcement community.

Budget: **\$711,400**

Project Title: **Traffic Enforcement Networks (16)**

Project Number: **See Below**

Project Description: Governor's Office of Highway Safety (GOHS) will provide small grants to sixteen (16) regional traffic enforcement networks to support the goals and missions of the networks in providing training, networking and communication opportunities to Georgia's traffic enforcement officers.

2014-TEN-0159-00-C	Blairsville PD	\$20,000	2014-TEN-0023-00-C	Oconee Co. SO	\$20,000
2014-TEN-0057-00	Byron PD	\$20,000	2014-TEN-0103-00	Peachtree City PD	\$20,000
2014-TEN-0049-00-C	Cairo PD	\$20,000	2014-TEN-0133-00-C	Port Wentworth PD	\$20,000
2014-TEN-0114-00-C	Charlton Co. SO	\$20,000	2014-TEN-0145-00	Treutlen Co. SO	\$20,000
2014-TEN-0161-00-C	Douglas Co. SO	\$20,000	2014-TEN-0144-00	Walton Co. BOC	\$20,000
2014-TEN-0149-00-C	Gainesville PD	\$20,000	2014-TEN-0162-00-C	Waynesboro PD	\$20,000
2014-TEN-0068-00-C	Harris Co. SO	\$20,000	2014-TEN-0157-00	Zebulon PD	\$20,000
2014-TEN-0007-00-C	Lowndes Co. SO	\$20,000	(TBD)	TEN Pending	\$20,000

Budget: **\$320,000**

Police Traffic Services - Section 402

Project Title: Georgia Sheriff's Association

Project Number: 2014-GA-0006-00-C

Project Description: To provide training to sheriffs and their command staff emphasizing Governor's Office of Highway Safety (GOHS) initiatives and other specialized training. Also to support the Georgia Governor's Challenge program as described below.

Budget: \$185,700

Project Title: Governor's Challenge Program

Project Number: 2014-GA-0006-00-C (*continued*)

Project Description: In an effort to recognize the outstanding performance and dedication of Georgia's law enforcement agencies in the area of Highway Safety, the Georgia Governor's Office of Highway Safety has established the Governor's Challenge Awards Program, patterned after the International Association of Chiefs of Police's (IACP) National Law Enforcement Challenge. The Governor's Challenge Program is an incentive/award program designed to award law enforcement agencies for outstanding achievements regarding highway safety enforcement and education programs throughout the state. Law enforcement agencies are judged on their overall highway safety program which includes departmental policies, enforcement initiatives, public information activities and innovative approaches. Winning agencies are recognized at a special awards ceremony. The grand prize is a fully equipped law enforcement vehicle.

The Governor's Challenge Awards Program targets three major traffic safety priorities; occupant protection, impaired driving, and speeding. The Governor's Office of Highway Safety recognizes that law enforcement plays an extremely important role in overall highway safety in the State of Georgia. Campaigns such as Click it or Ticket, Operation Zero Tolerance, and the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways, as well as interdicting the criminal element through traffic enforcement. The Governor's Challenge Awards Program is an opportunity to reward and thank those agencies that have made a difference in their communities through high visibility traffic enforcement and highway safety education.

Governor's Challenge applications are also entered into the International Association of Chiefs of Police's (IACP's) National Law Enforcement Challenge for national recognition.

Budget: (*\$100,000 included in GA Sheriff's Association Grant 2014-GA-0006-00-C above*)

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) **City of Atlanta Police Department**

Project Number: **2014-GA-0041-00-C**

Project Description: The Atlanta Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$58,437**

Project Title: (H.E.A.T.) **Bibb County Government**

Project Number: **2014-GA-0106-00**

Project Description: The Bibb County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$58,320**

Project Title: (H.E.A.T.) **DeKalb County Police Department**

Project Number: **2014-GA-0064-00-C**

Project Description: The DeKalb County Police Dept will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$66,500**

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) **Douglas County Sheriff's Office**

Project Number: **2014-GA-0090-00-C**

Project Description: The Douglas County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$71,000**

Project Title: (H.E.A.T.) **Douglas Police Department**

Project Number: **2014-GA-0028-00-C**

Project Description: The Douglas Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$80,800**

Project Title: (H.E.A.T.) **Dublin Police Department**

Project Number: **2014-GA-0112-00-C**

Project Description: The Dublin Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$38,400**

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) Forsyth County Board of Commissioners

Project Number: 2014-GA-0010-00-C

Project Description: The Forsyth County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$43,750

Project Title: (H.E.A.T.) Glynn County Police Department

Project Number: 2014-GA-0039-00-C

Project Description: The Glynn County Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$74,600

Project Title: (H.E.A.T.) Habersham County Sheriff's Office

Project Number: 2014-GA-0110-00-C

Project Description: The Habersham County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$68,100

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) **Henry County Police Department**

Project Number: **2014-GA-0012-00-C**

Project Description: The Henry County Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$54,500**

Project Title: (H.E.A.T.) **Marietta Police Department**

Project Number: **2014-GA-0105-00-C**

Project Description: The Marietta Police Department will operate a DUI Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$115,100**

Project Title: (H.E.A.T.) **Paulding County Sheriff's Office**

Project Number: **2014-GA-0002-00-C**

Project Description: The Paulding County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$72,300**

Police Traffic Services- Section 402

Project Title: (H.E.A.T.) Pickens County Sheriff's Office

Project Number: 2014-GA-0148-00-C

Project Description: The Pickens County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$66,100

Project Title: (H.E.A.T.) Sandy Springs Police Department

Project Number: 2014-GA-0046-00-C

Project Description: The Sandy Springs Police Department will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$75,360

Project Title: (H.E.A.T.) Bartow County Sheriff's Office

Project Number: 2014-GA-0206-00

Project Description: The Bartow County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: \$250,000

Police Traffic Services - Section 402

Project Title: (H.E.A.T.) **Richmond Co Sheriff's Office**

Project Number: **Pending App**

Project Description: The Richmond County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$250,000**

Project Title: (H.E.A.T.) **Pending**

Project Number: **Pending App**

Project Description: The Richmond County Sheriff's Office will operate a Highway Enforcement of Aggressive Traffic (H.E.A.T.) Task Force. The project will focus on impaired driving and the objectives and activities will be accomplished through enforcement and education.

Budget: **\$250,000**

Project Title: **Georgia Dept of Public Safety – Middle Georgia Nighthawks/DUI**

Project Number: **2014-GA-0062-00-C**

Project Description: To more effectively address the problem related to impaired drivers, this task force will provide intense enforcement coverage of the Macon and Columbus metropolitan areas.

Budget: **\$581,700**

Police Traffic Services - Section 402

Project Title: Small Incentive Grants (25)

Project Number: See Below

Project Description: To Fund Traffic safety equipment to small law enforcement agencies for high visibility enforcement initiatives.

2014-GA-0120-00	Aragon Police Dept	\$10,000.00	2014-GA-0033-00	Jefferson Police Dept	\$10,000.00
2014-GA-0025-00	Ashburn Police Dept	\$10,000.00	2014-GA-0003-00	Lavonia Police Dept	\$10,000.00
2014-GA-0115-00	Banks County SO	\$10,000.00	2014-GA-0104-00	Lincoln County SO	\$10,000.00
2014-GA-0000-00	Barnesville Police Dept	\$10,000.00	2014-GA-0032-00	Maysville Police Dept	\$10,000.00
2014-GA-0089-00	Blairsville Police Dept	\$10,000.00	2014-GA-0058-00	Ray City Police Dept	\$10,000.00
2014-GA-0056-00	Byron Police Dept	\$10,000.00	2014-GA-0026-00	Ringgold Police Dept	\$10,000.00
2014-GA-0020-00	Centerville Police Dept	\$10,000.00	2014-GA-0081-00	Sandersville Police Dept	\$10,000.00
2014-GA-0004-00	Clarkston Police Dept	\$10,000.00	2014-GA-0099-00	Taliaferro County SO	\$10,000.00
2014-GA-0035-00	Coffee County SO	\$10,000.00	2014-GA-0016-00	Tift County SO	\$10,000.00
2014-GA-0075-00	Cordele Police Dept	\$10,000.00	2014-GA-0045-00	Treutlen County SO	\$10,000.00
2014-GA-0083-00	Fayetteville Police Dept	\$10,000.00	2014-GA-0024-00	Whigham Police Dept	\$10,000.00
2014-GA-0015-00	Fitzgerald Police Dept	\$10,000.00	2014-GA-0027-00	White County SO	\$10,000.00
2014-GA-0009-00	Fort Oglethorpe PD	\$10,000.00			

Budget: \$250,000

Police Traffic Services – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0199-00-C	Governor’s Office of Highway Safety	711,400.00	402PT
PT-14-03	Traffic Enforcement Networks (16)	320,000.00	402PT
2014-TEN-0159-00-C	1. Blairsville Police Department	20,000.00	402PT
2014-TEN-0057-00	2. Byron Police Department	20,000.00	402PT
2014-TEN-0049-00-C	3. Cairo Police Department	20,000.00	402PT
2014-TEN-0114-00-C	4. Charlton County Sheriff’s Office	20,000.00	402PT
2014-TEN-0161-00-C	5. Douglas County Sheriff’s Office	20,000.00	402PT
2014-TEN-0149-00-C	6. Gainesville Police Department	20,000.00	402PT
2014-TEN-0068-00-C	7. Harris County Sheriff’s Office	20,000.00	402PT
2014-TEN-0007-00-C	8. Lowndes County Sheriff’s Office	20,000.00	402PT
2014-TEN-0023-00-C	9. Oconee County Sheriff’s Office	20,000.00	402PT
2014-TEN-0103-00	10. Peachtree City Police Department	20,000.00	402PT
2014-TEN-0133-00-C	11. Port Wentworth Police Department	20,000.00	402PT
2014-TEN-0145-00	12. Treutlen County Sheriff’s Office	20,000.00	402PT
2014-TEN-0144-00	13. Walton County Board of Commissioners	20,000.00	402PT
2014-TEN-0162-00-C	14. Waynesboro Police Department	20,000.00	402PT
2014-TEN-0157-00	15. Zebulon Police Department	20,000.00	402PT
Pending App	16. (TBD) TEN	20,000.00	402PT

(Continue on following page)

Police Traffic Services – Section 402: Budget Summary (Continued)

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0006-00-C	Georgia Sheriff's Association	185,700.00	402PT
2014-GA-0041-00-C	City of Atlanta Police Department	58,437.00	402PT
2014-GA-0106-00	Bibb Co Government	58,320.00	402PT
2014-GA-0064-00-C	DeKalb Co Police Department	66,500.00	402PT
2014-GA-0090-00-C	Douglas County Sheriff's Office	71,000.00	402PT
2014-GA-0028-00-C	Douglas Police Department, City of	80,800.00	402PT
2014-GA-0112-00-C	Dublin Police Department	38,400.00	402PT
2014-GA-0010-00-C	Forsyth County	43,750.00	402PT
2014-GA-0039-00-C	Glynn County Police Department	74,600.00	402PT
2014-GA-0110-00-C	Habersham County Sheriff's Office	68,100.00	402PT
2014-GA-0012-00-C	Henry County PD/Henry Co BOC	54,500.00	402PT
2014-GA-0105-00-C	Marietta Police Department	115,100.00	402PT
2014-GA-0002-00-C	Paulding County Board of Commissioners	72,300.00	402PT
2014-GA-0148-00-C	Pickens County Sheriff's Office	66,100.00	402PT
2014-GA-0046-00-C	Sandy Springs Police Department	75,360.00	402PT
2014-GA-0206-00	Bartow County Sheriff's Office	250,000.00	402PT
Pending App	Richmond County Sheriff's Office	250,000.00	402PT
Pending App	(TBD) HEAT Pending Determination	250,000.00	402PT
2014-GA-0062-00-C	Georgia Dept of Public Safety – Middle Georgia Nighthawks/DUI	581,700.00	402PT
	Small Incentive Grants (25)	250,000.00	
2014-GA-0120-00	1. Aragon Police Department	10,000.00	402PT
2014-GA-0025-00	2. Ashburn Police Department	10,000.00	402PT
2014-GA-0115-00	3. Banks County Sheriff's Office	10,000.00	402PT
2014-GA-0000-00	4. Barnesville Police Department	10,000.00	402PT
2014-GA-0089-00	5. Blairsville Police Department	10,000.00	402PT
2014-GA-0056-00	6. Byron Police Department	10,000.00	402PT
2014-GA-0020-00	7. Centerville Police Department	10,000.00	402PT
2014-GA-0004-00	8. Clarkston Police Department	10,000.00	402PT
2014-GA-0035-00	9. Coffee County Sheriff's Office	10,000.00	402PT
2014-GA-0075-00	10. Cordele Police Department	10,000.00	402PT
2014-GA-0083-00	11. Fayetteville Police Department	10,000.00	402PT
2014-GA-0015-00	12. Fitzgerald Police Department	10,000.00	402PT
2014-GA-0009-00	13. Fort Oglethorpe Police Dept, City of	10,000.00	402PT
2014-GA-0033-00	14. Jefferson Police Department	10,000.00	402PT
2014-GA-0003-00	15. Lavonia Police Department	10,000.00	402PT
2014-GA-0104-00	16. Lincoln County Sheriff's Office	10,000.00	402PT
2014-GA-0032-00	17. Maysville Police Department	10,000.00	402PT
2014-GA-0058-00	18. Ray City Police Department	10,000.00	402PT
2014-GA-0026-00	19. Ringgold Police Department	10,000.00	402PT
2014-GA-0081-00	20. Sandersville Police Department	10,000.00	402PT
2014-GA-0099-00	21. Taliaferro County Sheriff's Office	10,000.00	402PT
2014-GA-0016-00	22. Tift County Sheriff's Office	10,000.00	402PT
2014-GA-0045-00	23. Treutlen County Sheriff's Office	10,000.00	402PT
2014-GA-0024-00	24. Whigham Police Department	10,000.00	402PT
2014-GA-0027-00	25. White County Sheriff's Office	10,000.00	402PT
402 PT Total		3,742,067.00	
Total All Funds		3,742,067.00	402PT

PEDESTRIAN AND BICYCLE SAFETY

PROGRAM GOALS: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance goal is to reduce pedestrian fatalities from the 2011 calendar year 130 to 129 by December 31, 2014.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

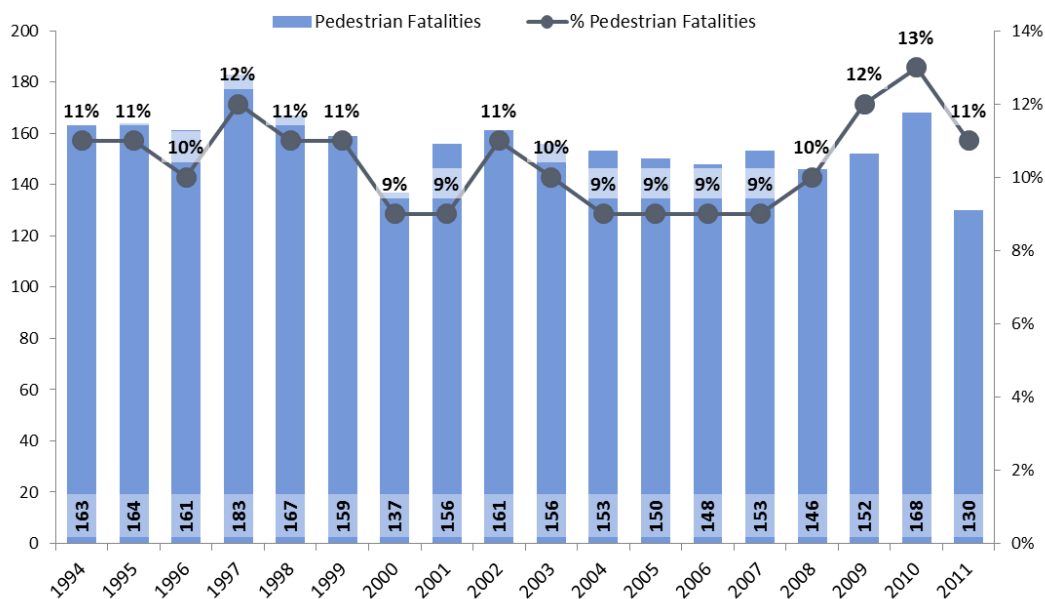
- Pedestrians Educating Drivers on Safety (P.E.D.S.) (CTW, Chapter 8: pages 13-16, 22-30)
- Atlanta Bicycle Campaign, GDOT (CTW, Chapter 9: pages 8-31)

Problem Identification and Program Justification

Pedestrians

Georgia pedestrian safety programs are aimed to reduce pedestrian injuries and fatalities through education, enforcement, and outreach. Walking is encouraged as an alternate mode of transportation to motor vehicle travel.

Georgia Pedestrian Fatalities, 1994-2011



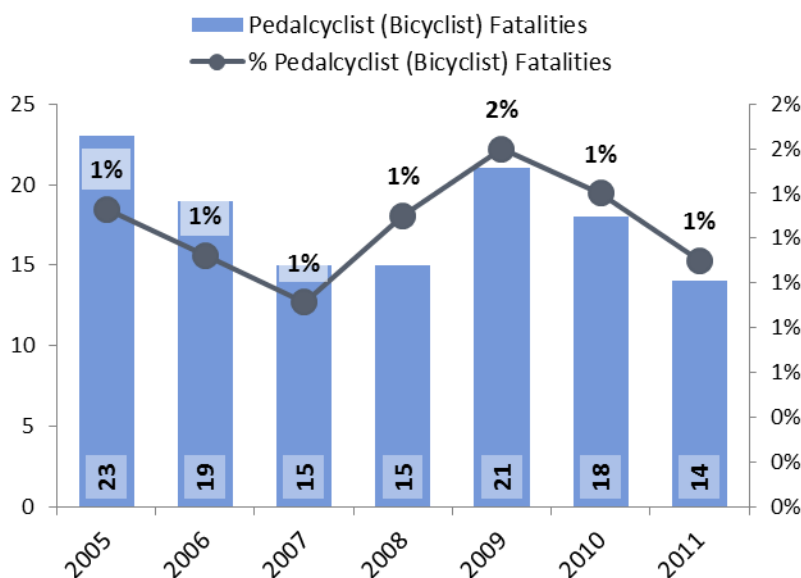
From 2007 through 2011, 11% of the people killed in motor vehicle crashes in Georgia were pedestrians. In 2011, 130 pedestrians were killed in motor vehicle crashes. Pedestrian fatalities accounted for 11% of all motor vehicle fatalities in 2011.

Walking is a critical mode of transportation in Georgia – every trip begins and ends with walking. And many trips, in big cities and small towns around the state, can be accomplished entirely on foot. The fast growing metropolitan areas and economic hubs of Georgia rely on safe and attractive pedestrian walkways to accommodate pedestrian travel, enhance business districts, and provide access to homes, businesses, and schools. Many non-driving residents around the state rely on accessible walkways to access public transit. The safety and accessibility of pedestrian walkways are critical issues throughout the state and in urban areas.

Bicyclists

Although not as common as motor vehicle and pedestrian incidences, bicycle casualties are still a major concern. In 2011, there were a total of 14 bicycle-related deaths in Georgia. In 2012, the Georgia Department of Transportation reports that 18 bicycle-related deaths in Georgia, however the data is uncertified. Similar to pedestrian injuries, majority of bicycle-related incidences occurred during the after school/night hours, on the weekends, in non-rural high traffic locations, and were primarily male (National Center for Statistics & Analysis).

Georgia Bicyclists Fatalities, 2005-2011



Bicyclists do not mix with larger vehicles without modification of roadway designs and traffic laws specifically designed to protect the persons most vulnerable to traffic injury and fatality. Deaths occurring to bicyclists represent 1.1% of all crash fatalities in Georgia in 2011. The majority of these fatalities occurred between 3:00 pm and 9:00 pm.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of pedestrians and bicyclists. Organizations that advocate for a balanced approach to development are beginning to impact planning and development. Neighborhood

associations, faith communities, and city governments are working together to address these emerging safety concerns.

Bicycling is a healthy, inexpensive, and efficient mode of transportation throughout Georgia. The metropolitan areas around the state offer opportunities for bicycle commuting and active transportation while the rural roads offer many miles of scenic highway for exploring the state.

Target Population

The target population is pedestrians and bicyclists in Georgia.

FFY 2014 Performance Objectives

- Objective: To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.
- Objective: 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”.

FFY 2014 Performance Measures

1. To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
2. To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
3. To reduce pedestrian fatalities from the 2011 calendar year 130 to 129 by December 31, 2014.

Strategies

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

Pedestrian / Bike Safety Countermeasures -- Section 402

Goal: To reduce pedestrian and bicycle risks of injury and death in motor vehicle crashes by offering training, partnerships and public information initiatives. The performance goal is to maintain the steady decrease of pedestrian fatalities below the 2010 calendar base year count of 168 by December 31, 2014.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title **Governor’s Office of Highway Safety**

Project Number: **2014-GA-0202-00-C**

Project Description: The Governor’s Office of Highway Safety proposes to support statewide efforts to implement pedestrian / bike safety countermeasures through other federally funded programs, governmental entities, public/private organizations local grass root community coalitions, and National, state and local campaigns.

Budget: **\$2,500**

Project Title **Atlanta Bicycle Campaign – Share the Road**

Project Number: **2014-GA-0152-00-C**

Project Description: The Share the Road project will educate bicyclists on safe cycling, motorists on interacting with bicyclists safely and legally, and engineers and law enforcement officers on best practices.

Budget: **\$68,100**

Project Title: **Pedestrians Educating Drivers on Safety (P.E.D.S.)**

Project Number: **2014-GA-0082-00-C**

Project Description: This program includes an anti-speeding campaign and promotes safety for Hispanic pedestrians through education, enforcement, and engineering solutions. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Budget: **\$67,000**

Pedestrian / Bike Safety Countermeasures -- Section 402

Project Title: Collaboration with GDOT Statewide Bike/Pedestrian Coordinator

Project Description: Governor's Office of Highway Safety (GOHS) will continue to work with Georgia Department of Transportation (GDOT) to identify pedestrian safety issues and effective solutions to those issues. Georgia was able to produce a Guidebook for Pedestrian Safety Planning that is a useful guide for local jurisdictions to reference when making pedestrian safety improvements. Also, Governor's Office of Highway Safety (GOHS) collaborated with Georgia Department of Transportation (GDOT) to produce a 4-page booklet (driver's manual supplement) on pedestrian safety, a flyer targeting Spanish-speaking pedestrians on Buford Highway, and a poster. The flyer and poster promote use of the median refuge islands Georgia Department of Transportation (GDOT) will be installing later this year.

Budget: GDOT

Pedestrian / Bike Safety Countermeasures – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0202-00-C	Governor's Office of Highway Safety	2,500.00	402PS
2014-GA-0152-00-C	Atlanta Bicycle Campaign – Share the Road	68,100.00	402PS
2014-GA-0082-00-C	Pedestrians Educating Drivers on Safety (P.E.D.S.)	67,000.00	402PS
GDOT	Collaboration with GDOT Statewide Bike/Pedestrian Coordinator		
402 PS Total		137,600.00	
Total All Funds		137,600.00	402PS

200 Share the Road (*State Funds*)

Goal:	To fund staff and activities for statewide comprehensive safety programs designed to share the road. The following projects will be funded in an effort to deliver program countermeasures.
--------------	--

Project Title **Alpharetta PD Bicycle Safety Campaign**

Project Number: **2014-GA-0074-00-C**

Project Description: As more communities strive to become bicycle friendly, the greater the interaction between cyclists, pedestrians and automobiles. Education is needed to ensure the safety of all users of the road.

Budget: **\$14,700**

Project Title **Bike Athens (*Bicycle Safety Education*)**

Project Number: **2014-GA-0156-00-C**

Project Description: Our project will educate youth, adults dependent on bicycle transportation, and those enrolled in a Ticket Diversion program on bicycle safety equipment use, safe riding practices, and bicycle laws.

Budget: **\$60,200**

Project Title **Georgia Bikes**

Project Number: **2014-GA-0063-00-C**

Project Description: A multi-faceted, statewide, bicycle safety project using remedies found in the Georgia Bicycle and Pedestrian Safety Action Plan and the Share the Road Specialty tag program.

Budget: **\$83,700**

200 Share the Road (*State Funds*)

Project Title **Savannah Bicycle Coalition**

Project Number: **Pending App**

Project Description:

Budget: **\$20,000**

Project Title **Governor's Office of Highway Safety (GOHS) (*Share the Road*)**

Project Number: **2014-GA-0128-00**

Project Description: Share the Road internal grant for the purpose of share the road markings, road signs, and printing.

Budget: **\$32,500**

Share the Road (State Funds) – Section 200: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0074-00-C	Alpharetta PD Bicycle Safety Campaign	14,700.00	200
2014-GA-0156-00-C	Bike Athens (<i>Bicycle Safety Education</i>)	60,200.00	200
2014-GA-0063-00-C	Georgia Bikes	83,700.00	200
Pending App	Savannah Bicycle Coalition	20,000.00	200
2014-GA-0128-00	GOHS (<i>Share the Road</i>)	32,500.00	200
200 Total		211,100.00	
Total All Funds		211,100.00	200

COMMUNITY TRAFFIC SAFETY PROGRAMS

PROGRAM GOALS: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated cost with the establishment and maintenance of effective Safe Communities and Community Traffic Safety Programs.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Berry College Police Department Distracted Driving (CTW, Chapter 4: page 18)
- Georgia Mountains Carfit Program, Older Driver Program (CTW, Chapter 7: pages 11-12)

Problem Identification and Program Justification

In 2011, Georgia experienced 1,223 roadway fatalities (Fatality Analysis Reporting System), 104,524 roadway injuries, and 296,349 motor vehicle crashes. Of all 159 counties in Georgia, Fulton County (having the largest population per square mile) continues to have the largest number of fatalities (61 fatalities).

	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities	1,634	1,729	1,693	1,641	1,493	1,284	1,244	1,223
Fatality Rate	1.44	1.52	1.49	1.46	1.37	1.18	1.11	1.09

Crashes are the leading cause of death for persons ages 2-34 and the largest contributor to spinal and head injuries. These crashes exact a major toll on community resources such as health care costs, workplace productivity and human services. However, community awareness of the extent of the problem remains limited because of fragmented and incomplete data.

Safe Communities

Safe Communities is an injury prevention program organized around the principle that communities are best able to identify their unique safety problems, prioritize those problems and recruit the appropriate community resources to solve their problems. An analysis of the total injury problem will put traffic crashes in the foreground as the leading contributor to major preventable health problems in the community. In order to assess the magnitude of motor vehicle crashes in a community, a Safe Community program must use data from multiple sources to identify the types and severity of injuries and fatalities, the costs of treatment, and the impact on the community. When communities look at their injury data, they discover that motor vehicle injuries are a major issue.

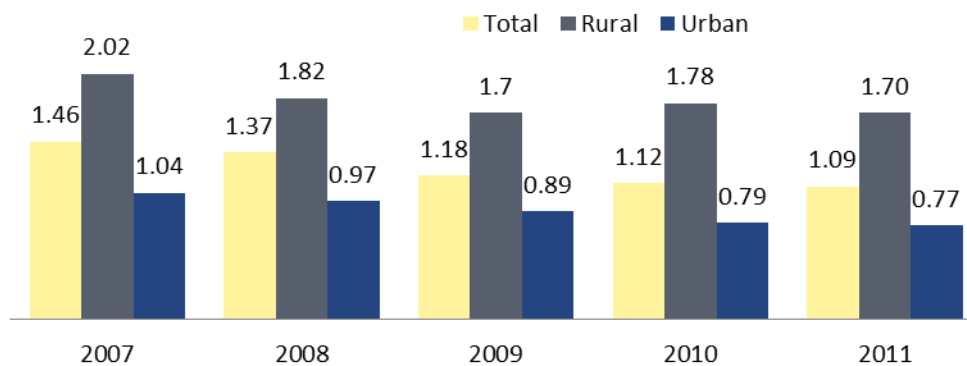
A Safe Community program must have the participation of local citizens and community organizations in addressing the local injury problem. This is imperative because citizens ensure

that local values and attitudes are considered during the process of identifying the injury problems and formulating successful solutions. Expanded partnerships within a Safe Community program ensure that coalitions work with the community to address the roadway safety issues within a particular jurisdiction. Partnerships allow communities to develop collaborative strategies and share resources that increase opportunities for reaching target populations.

Rural Road Initiative

Although urban areas, such as Atlanta Metropolitan Counties (Clayton, Cobb, DeKalb, Fulton, and Gwinnet) have a higher number of crashes, rural areas have significantly higher fatality rates than urban areas. However, from 2007 thru 2011 the fatality rates in rural areas have decreased by 3%; overall fatalities rates decreased by 6% and urban fatality rates decreased by 4% within the same time period. *The figure below shows the disparity in roadway fatalities in rural and urban areas decreasing.*

Georgia Fatality Rate by Region Type, 2007-2011



Data indicate that driving on rural roads is more dangerous than non-rural roads. The danger increases when inexperienced drivers, such as new teen drivers, operate vehicles on rural roads. The increased risk for injury results from both behavioral and environmental factors. Over the last decade, the dangers of rural roads have been well documented. Former Secretary of Transportation Mary E. Peters released the following statement February 2008:

"Rural areas face a number of unique highway safety challenges. Rural crashes are more likely to be at higher speeds than urban crashes; victims of fatal crashes in rural area are more likely to be unbelted than their urban counterparts; and it often takes first responders longer to arrive at the scene of a rural crash, leaving victims waiting longer for medical attention. Outdated roadway design and roadside hazards such as utility poles, sharp-edged pavement drop-offs, and trees close to the roadway also are major contributors to the severity of rural crashes."

Rural counties in Georgia are characterized by small populations per square mile, small towns surrounded by unpopulated rural areas, large percentages of lower income families and

individuals and, in general, an agrarian-based economy. The roads are typically straight; the land flat in the south to rolling in the northern area. Many of the roads are unimproved with soft shoulders and inadequate signage and striping. In a 2004 report to Congress, the Government Accounting Office (GAO) stated that rural roads posed an increased risk and cited driver behavior, roadway environment, vehicle variables, and medical care as reasons. The increased risk of death in Georgia on rural roads may be attributed to numerous factors including individual behavior choices, highway design and construction, laws that do not cover at-risk populations and lack of enforcement of current highway safety laws. The issue of successful community level highway safety planning, evaluation and outcomes is compounded by a lack of data that have been validated and analyzed into useful local level information. Demographic and environmental factors added together increase the risk on rural roads.

Inexperienced drivers contribute to the risk on rural roads. According to the peer reviewed article "Drive Alive: Teen Seat Belt Survey Program (Burkett, 8/2010 WJEM):

"Teens in rural areas are at greater risk of motor vehicle collision death than their urban counterparts. The National Highway Traffic Safety Administration (NHTSA) reported 51% of the fatal crashes and 57% of the fatalities involving teen drivers occurred on rural roadways in 2009...Speed limits on rural roads are often set at higher limits than in urban areas. Seat belt usage among urban residents in 2009 was 83%, while rural residents wore safety belts at a slightly lower rate of 81%."

This increased risk of deaths can be attributed to numerous factors, including highway design and construction, lack of enforcement and poor accordance with occupant safety laws. This proposal aims to establish regional highway safety offices that address these issues to reduce the toll of rural crashes.

Over the past several years, Georgia's safety belt usage rate increased from 19.8% in 1987 to 91.5% in 2011. A 2007 Wayne County High School survey showed safety belt usage for males to be as low as 30%. Safety belt usage survey data from high schools in this region conducted by the Rural Roads Initiative in Southeast Georgia during the years 2008, 2009 and 2010 have demonstrated the need for continued program efforts to boost safety belt usage among these high risk drivers and clarified that this must be a major emphasis. The list below illustrates that this work has just begun.

**Initial Safety Belt Surveys as part of
Rural Roads Initiative in Southeast Georgia**

<i>High Schools</i>	<i>Percentage</i>
Appling County High School	26%
Toombs County High School	17%
Vidalia High School (Toombs)	29%
Metter High School (Candler)	10%
Statesboro High School (Bulloch)	67%
Treutlen High School (Treutlen)	12%
Montgomery County High School	42%
Emanuel County Institute	22%
Wheeler County High School	31%
Coffee County High School	46%
Charlton County High School	56%
Ware County High School	52%

These unexpected and exceedingly low results explain much of the high mortality rates among teen drivers in these rural areas. Clearly these counties have problems that warrant concentrated assistance in promoting highway safety.

The Governor’s Office of Highway Safety (GOHS) Rural Roads program will work to:

1. Increase the number of traffic safety programs in their region
 - a. Maximize use of existing resources, and
 - b. Establish new programs;
2. Provide electronic highway safety data to local jurisdictions to use in better aiming and evaluating program efforts;
3. Establish new community action groups and support existing groups to increase enforcement and local policy development;
4. Increase exposure in rural areas to National Highway Traffic Safety Administration (NHTSA) and Governor’s Office of Highway Safety (GOHS) campaigns;
5. Conduct regional summits to gather support for highway safety initiatives;
6. Increase the number of best practice programs conducted in rural areas; and
7. Increase information flowing back and forth to the state office from rural jurisdictions.

Minority Drivers and Highway Safety

Hispanics

The Centers for Disease Control (CDC) and Prevention reported that motor vehicle crashes were the leading cause of death for Hispanic ages 1 - 44 in 2000. Also, a study conducted by the Johns Hopkins School of Public Health and the Insurance Institute for Highway Safety found a marked increase in traffic death risks among Hispanic children and teens compared to the general youth

population. Traffic crashes are the leading cause of death for Hispanics ages 1 - 34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities.

The Hispanic/Latino population is the fastest growing ethnic group accounting for 50.5 million or 16.3% in the 2010 Census, a 43% increase from the previous Census. In addition, the actual number of Hispanic residents may be much larger, due to an undercount of illegal immigrants. As of February 2003, Hispanic/Latinos became the largest minority group in the US, replacing African Americans. The Immigration and Naturalization Service estimates that approximately 1 million legal Hispanic/Latino immigrants and 800,000 illegal immigrants enter the country each year. By 2050 it is estimated that Latinos will account for approximately one fourth of the total US population.

The Hispanic/Latino population in Georgia experienced a 96.1% growth between 2000 and 2010 (from 435,227 to 853,689 residents in ten years). Census 2010 shows that 9.1% of Georgians are foreign-born. Hispanics often have severe lack of knowledge on local laws and issues concerning highway safety. It is the intent of Governor's Office of Highway Safety (GOHS) to continue to explore highway safety problems and solutions in other counties through-out the State because of the disproportionate involvement among Hispanic residents.

National and state studies have shown that Hispanics have a higher risk of fatal car crashes than non-Hispanic whites. Traffic crashes are the leading cause of death for Hispanics ages 1 - 34 in the United States. Alcohol-related crashes account for about half of all Hispanic traffic-related fatalities. Injuries in these crashes are increased by lack of seat belt usage, which appears to be influenced by to cultural attitudes which increase while under the influence. Young men especially may feel seatbelts challenge their masculinity and bravery. These men may also have a reluctance to admit they cannot "hold their drink", and they may refuse help from someone who offers to drive them home.

Attitudinal data on safety belt usage among Hispanics reflects their cultural biases. The Pew Hispanic Center recently published a study noting that Hispanics, especially those who are foreign born, tend to agree that fate determines their future. The 2000 Motor Vehicle Occupant Safety Study provided support for that by noting that 30% of all Hispanics (compared to 25% of other groups) agreed with the statement "If it is your time to die, you'll die, so it doesn't matter whether you wear your seat belt." Hispanics were also more likely than Non-Hispanics to indicate that wearing a safety belt made them worry more about being in a crash (30% and 13%, respectively) and that safety belts were more likely to harm you than help you in a crash (48% to 34%, respectively). Hispanics are also more than twice as likely (39% compared to 17%) to say that wearing a safety belt makes them self-conscious around their friends.

African Americans

The National Highway Traffic Safety Administration (NHTSA) conducts a telephone survey every two years to measure the status of attitudes, knowledge, and behavior of the general driving age public about drinking and driving (see *Traffic Techs* 89, 135, 192). National Highway Traffic Safety Administration (NHTSA) asked the Gallup Organization to merge data from the 1993, 1995, and 1997 surveys to get a sample large enough to permit analysis by race and ethnicity, which were not reported in the earlier surveys.

- One in four persons (24%) age 16 to 64 has driven a motor vehicle within two hours of consuming alcohol in the past year. Males are more likely to exhibit such behaviors than females (37 vs. 15 percent), and this pattern is found across all races and ethnicities. There are some differences among racial and ethnic groups in drinking and driving attitudes and behaviors.
- More than a quarter twenty-eight percent (28%) of white, non-Hispanic persons, which make up the largest sample, are more likely than any other racial group to report having driven within two (2) hours of consuming alcohol in the past month. American Indian/Eskimos report the second highest prevalence at twenty-one percent (21%). Hispanics, Blacks, and Asians report 17%, 16%, and 13%, respectively, for having driven within two hours after drinking in the past month. Whites age 21 to 29 reports the highest prevalence of this behavior thirty-seven percent (37%), which is almost twice the rate for other racial groups.
- Those who said they have driven within two hours after drinking any alcohol report an average of eleven (11) such trips in the past year (males 14.4 vs. females 5.9 trips). Whites account for eighty-four percent (84%) of all monthly trips, while this group comprises seventy-seven percent (77%) of the 16 to 64 year old population. The percentages for monthly alcohol trips and population are: Blacks (5% - 9%); Hispanics (5% - 7%); Asian Americans (1% - 2%); and Native Americans and Eskimos (2% - 3%).
- About fifty-two percent (52%) of drinking drivers have other passengers with them during these trips for an average of 0.79 passengers per trip. Blacks are least likely to travel with passengers forty-two percent (42%) with an average of 0.67 passengers, whites fifty-two percent (52%) with 0.77 passengers, and others fifty-six percent (56%) with 1.1 passengers.
- Drinking-driving trips average 16.1 miles from origin to destination. Black drinking-drivers report the farthest driving distances at twenty-one (21) miles on average, whites report 16.6 miles, and others report 8.4 miles.
- About ninety percent (90%) of whites and seventy percent (70%) of all other groups say they have heard of legal limits. Less than half of those who said they knew their state's limit were able to specify that limit correctly.
- About three percent (3%) of whites, two percent (2%) of Blacks, two percent (2%) of Asian and seven percent (7%) of American Indian/Eskimos age 16-64 reported being stopped by the police for suspicion of drinking and driving.

The Governor's Office of Highway Safety (GOHS) believes that traffic safety needs and problems differ across populations, so are the strategies required to address them. Efforts to improve traffic safety in the Black community have stalled by a lack of information on communication strategies that would be helpful in determining and shaping effective interventions. The Governor's Office of Highway Safety (GOHS) plans to promote traffic safety programs among the Black population to make a significant difference in the State's overall highway safety fatality problem.

Target Population

DeKalb County, rural Georgia, teens, Hispanic, law enforcement, emergency responders and traffic safety advocates.

FFY 2014 Performance Objective

- Objective 1: To provide support information and instruction to Community programs, organizations and state agencies for the purpose of identifying problems and developing effective strategies to counter highway safety problems.

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease overall fatality rates in rural and urban areas.
 - a. To decrease fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar year of 1.09 to 1.07 by December 31, 2014.
 - b. To decrease rural fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.
 - c. To decrease urban fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014.
- 4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.

Strategies

1. Participate in a minimum of three (3) national traffic safety campaigns in the established communities.
2. Provide funds to highway safety partners throughout rural Georgia to implement programs that will assist in reaching the Governor's Office of Highway Safety (GOHS) performance objectives.
3. Provide funds to the DeKalb Board of Health's Safe Community to assist in planning and implementing a walkability assessment for at least two schools which addresses infrastructure improvement recommendations and to participate in International Walk to School Day and Georgia Walk to School Day with two DeKalb County elementary schools.
4. Provide funds to the DeKalb Board of Health's Safe Communities to conduct 2 child passenger safety classes monthly for families with financial need, to participate in 4

Click It or Ticket events, and hold 4 educational child passenger safety presentations to local elementary schools with car seat distribution for families with financial need who attend.

5. Provide funds to the DeKalb Board of Health's Safe Community to coordinate 3 DUI awareness programs, 5 Ghost Out events, 5 seat belt surveys, and host one table at the Governor's statewide Red Ribbon Campaign kick-off as well as providing support for two school tables during Red Ribbon Week.
6. Provide funds to DeKalb Board of Health's Safe Communities to develop a child pedestrian safety curriculum with Kindergarten - fifth grade classes addressing walking safely near traffic, crossing streets safely, crossing intersections safely, parking lot safety and school bus safety.

Community Traffic Safety Programs - Section 402

Goal:	<p>To reduce the number of motor vehicle crashes, injuries, fatalities and their associated costs with the establishment and maintenance of effective Safe Communities and CTSP programs.</p> <p>To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation</p> <p>The following projects will be funded in an effort to deliver program countermeasures.</p>
--------------	--

Project Title: Governor's Office of Highway Safety

Project Number: 2014-GA-0200-00-C

Project Description: Governor's Office of Highway Safety (GOHS) provides for the management and administration of Networks of Employers for Traffic Safety (NETS) Programs, Safe Community Programs, in-house grants, contracts, regular operating expenses, training among other functions necessary to ensure the proper and efficient use of federal highway safety funds. Governor's Office of Highway Safety (GOHS) will also provide management for a Resource Information Training Center to serve as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.

Budget: \$437,500

Project Title: Berry College Police Department

Project Number: 2014-GA-0153-00-C

Project Description: Efforts will be made to reduce student traffic accidents caused by texting and driving and DUI through an educational program conducted by their peers.

Budget: \$8,100

Community Traffic Safety Programs - Section 402

Project Title: Georgia Motor Trucking Foundation

Project Number: 2014-GA-0005-00-C

Project Description: Georgia Motor Trucking Foundation will increase employee and community awareness of Georgia highway safety issues, innovative safety programs and presentations. Another primary focus is the reduction in the number of crashes and the crash rate for motorists in Georgia. A Public Service Announcement (PSA) will be developed and aired promoting highway safety messages related to this project.

Budget: \$62,600

Project Title: Georgia Mountains Carfit Program

Project Number: 2014-GA-0113-00-C

Project Description: The Carfit Program is designed to educate the elderly populations on the proper use of vehicle occupant safety devices.

Budget: \$109,200

Project Title: Georgia Operation Lifesavers

Project Number: 2014-GA-0096-00-C

Project Description: First responders (law enforcement/emergency responders) receive limited training as to how to respond to a train-motor vehicle crash; these courses will provide them with effective response training.

Budget: \$7,500

Project Title: Georgia Operation Lifesaver

Project Number: 2014-GA-0123-00-C

Project Description: Educate Georgians about safety around trains and railroad tracks, and the danger of trespassing on private railroad property.

Budget: \$24,100

Community Traffic Safety Programs - Section 402

Project Title: University of Georgia (Georgia Highway Safety Programs Evaluation)

Project Number: 2014-GA-0116-00-C

Project Description: This project will evaluate the effectiveness of all funded traffic safety projects statewide. Technical assistance will be provided to Governor's Office of Highway Safety (GOHS) for writing technical reports and for analyzing other data.

Budget: \$308,800

Project Title: Department of Public Health (DPH): Evaluating Interventions for Elderly Drivers

Project Number: 2014-GA-0080-00-C

Project Description: The program will identify, assess and evaluate approaches to reducing injuries and fatalities among older drivers, while promoting highway safety.

Budget: \$88,600

Community Traffic Safety Programs – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0200-00-C	Governor's Office of Highway Safety	437,500.00	402CP
2014-GA-0153-00-C	Berry College Police Department	8,100.00	402CP
2014-GA-0005-00-C	Georgia Motor Trucking Foundation	62,600.00	402CP
2014-GA-0113-00-C	Georgia Mountains Carfit Program	109,200.00	402CP
2014-GA-0123-00-C	Georgia Operation Lifesavers	24,100.00	402CP
2014-GA-0096-00-C	Georgia Operation Lifesavers	7,500.00	402CP
2014-GA-0116-00-C	University of Georgia (Georgia Highway Safety Prog Evaluation)	308,800.00	402CP
2014-GA-0080-00-C	Dept of Public Health (DPH): Evaluating Interventions for Elderly Drivers	88,600.00	402CP
402 CP Total		1,046,400.00	
Total All Funds		1,046,400.00	402CP

Safe Communities Countermeasures - Section 402

Goal: To reduce the number of motor vehicle crashes, injuries, fatalities and their associated costs with the establishment and maintenance of effective Safe Communities and CTSP programs.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor's Office of Highway Safety (GOHS)

Project Number: 2014-GA-0194-00-C

Project Description: The Governor's Office of Highway Safety proposes to support statewide efforts to implement safe communities' countermeasures through other federally funded programs, governmental entities, public/private organizations local grass root community coalitions, and National, state and local campaigns.

Budget: \$2,500

Project Title: DeKalb County Public Health (DeKalb Co Safe Communities)

Project Number: 2014-GA-0071-00-C

Project Description: DeKalb County is one of the largest and most densely populated Counties in Georgia. The DeKalb County Board of Health oversees activities of the Safe Communities Project through its Injury Prevention Section. This traffic safety program will focus its efforts on safety belts, child safety seats, pedestrian safety, teens and support of the DeKalb Students Against Destructive Decisions (S.A.D.D) chapters.

Budget: \$67,800

Safe Communities Countermeasures – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0194-00-C	Governor's Office of Highway Safety	2,500.00	402SA
2014-GA-0071-00-C	DeKalb County Public Health (DeKalb Co Safe Communities)	67,800.00	
402 SA Total		70,300.00	
Total All Funds		70,300.00	402SA

RESOURCE INFORMATION CENTER AND CLEARINGHOUSE

PROGRAM GOALS: To increase public awareness and knowledge of highway safety, create online web access where the highway safety materials are available through a clearinghouse operation.

Problem Identification and Program Justification

The public often goes uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way of determining who needs information and what kinds of items would be helpful. Governor's Office of Highway Safety (GOHS) has dramatically enhanced its website, URL www.gahighwaysafety.org, to increase the general public and stakeholder's ability to acquire highway safety data and information. This site also provides an online store for the ability to order brochures and materials related to traffic safety; with the ability to download each of these media in a PDF format. Governor's Office of Highway Safety (GOHS) also maintains a resource center for direct public access.

FFY 2014 Performance Objectives

- Objective 1: To make highway safety materials available and accessible to Georgia citizens.

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To maintain the steady decrease of *serious traffic injuries* below the 2011 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease overall fatality rates in rural and urban areas.
 - a. To decrease fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar year of 1.09 to 1.07 by December 31, 2014.
 - b. To decrease rural fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.
 - c. To decrease urban fatalities/vehicle miles traveled (VMT) by 2-percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014.
- 4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.
- 5) To decrease alcohol-related fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2014.
- 6) To decrease speeding related fatalities below 2011 calendar base count of 220 to 217 by December 31, 2014.

- 7) To decrease of motorcyclist fatalities from the 2011 calendar base year count of 149 to 140 by December 31, 2014.
- 8) To decrease un-helmeted motorcyclist fatalities from the 2011 calendar base year count of 15 to 14 by December 31, 2014.
- 9) To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.
- 10) To reduce pedestrian fatalities from the 2011 calendar base year count of 130 to 129 by December 31, 2014.

Strategies

1. Maintain Governor's Office of Highway Safety (GOHS) Resource Information Training Center, which serves as a clearinghouse for the coordination and distribution of highway safety materials, training opportunities and major conferences.
2. Governor's Office of Highway Safety (GOHS) will maintain an online resource distribution system in order to maximize efficiency of highway safety information distribution.

MOTORCYCLE SAFETY

Program Goals: To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- Department of Driver Services and Governor's Office of Highway Safety (CTW, Chapter 5: pages 15, 17-22)

Problem Identification and Program Justification

Motorcycles are an increasingly popular means of transportation. Motorcycle registrations increased 7% during 2012 over the number of registrations in 2011. We partially attribute this increase to the current economic situation and the fact that people were trying to find less expensive ways to commute.

In 2011, there were 3,072 crashes involving motorcycles. Of these, 147 riders were killed on the roadways of Georgia. We feel many contributing factors are involved however the main ones include alcohol, speed, distraction, and rider inexperience.

During the first half of 2012, Georgia had experienced 67 fatalities involving motorcycles. With the rather mild winter, Georgia is becoming a state where riders can enjoy their motorcycles year-round. For the first quarter of 2012, we had 33 of the 67 total fatalities. Compare this to the fatalities for 2009, 2010, and 2011 where we had 14, 13, and 23 respectively during the same time frame you can see our problem still exists.

Nationally, motorcycle fatalities have decreased 15% from 2008 when there were 5,312 rider deaths. The problem is that in 2006, motorcycle deaths accounted for 7.9% of the overall traffic deaths. In 2011, motorcyclists accounted for 14 percent of all traffic fatalities, 17 percent of all occupant fatalities, and 4 percent of all occupants injured.

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

Georgia has utilized the *Riders Helping Riders* program and a mix of communication mechanisms to draw attention to the dangers of impaired riding (e.g. newspapers, community

meetings, e-mail, posters, fliers, mini-planners and law enforcement mobilizations). *Riders Helping Riders* is a rider-training program based on findings that riders tend to look out for each other, but for various reasons, are hesitant to intervene in the drinking and riding behavior of their peers. The program communicates the drinking and riding problem, the need for rider intervention as it relates to drinking and riding behavior of their peers, and tools that riders can use to help prevent the drinking and riding of their peers.

Motorcyclists may not be aware that they lack the specialized skills to operate a motorcycle safely. Unlicensed riders may continue to ride under either a ‘perennial permit’ or with no endorsement at all and lack the basic skills needed to operate a motorcycle safely.

In Georgia during the 2011 calendar year, over 50 percent of all motorcyclist fatalities occurred in metropolitan areas including Atlanta, Gainesville, Augusta, Savannah, and Columbus. According to Fatality Analysis Reporting System (FARS) data, Fulton County had the highest number of motorcycle fatalities with 10 in 2011. As of June 30, 2012 Georgia had experienced over 65 motorcycle fatalities. Unfortunately at the end of 2011, Georgia did have an increase in motorcycle fatalities over 2010. Un-helmeted rider deaths are on the increase plus we are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

The 2011 data shows there were 201,206 registered motorcycles in Georgia. There were 59,196 more registrations in 2011 than in 2005; however fatality rate was lower than it was in 2005. The motorcycle fatality rate (as shown in the figure below) varies between 6.45 fatalities per 10,000 registered motorcycles (minimum) in 2010 to the high 10.83 fatalities per 10,000 registered motorcycles in 2006 (maximum).

Motorcycle Fatalities per 10,000 Registered Motorcycles 2005-2011

Source: National Highway Traffic Safety Administration (NHTSA)/ FARS

Year	MC Fatalities	Registration	Fatality Rate
2005	144	142,010	10.14
2006	154	142,276	10.83
2007	163	172,430	9.45
2008	178	188,072	9.46
2009	140	197,171	7.10
2010	127	196,958	6.45
2011	147	201,206	7.31

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year through 2008, alcohol related motorcycle fatalities showed a steady increase in Georgia. According to Fatality Analysis Reporting System in 2010, 27 of the 127 (21%) fatal motorcycle crashes in Georgia involved alcohol either from the rider or the other vehicle’s driver.

In 2011, the alcohol reporting rates for all surviving drivers (including motorcyclist) involved in Georgia fatal crashes was 20% — 173 surviving persons out of 845 surviving drivers involved in a fatal crash were tested for alcohol consumption. The reporting rates are higher for fatally

injured drivers. In 2011, the alcohol tests were giving to 52% of all fatally injured drivers. Overall, in 2011 Georgia has an alcohol reporting rate of 36% among all surviving and fatally injured drivers.

**Georgia Motorcycle Riders (Operators) Killed By Year and the
Riders Blood Alcohol Concentration (BAC)**

Year	Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
	Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS	
		Number	Percent		Number	Percent		Number	Percent
2005	1,345	305	23%	1,161	547	47%	2,506	852	34%
2006	1,268	294	23%	1,154	558	48%	2,422	852	35%
2007	1,209	248	21%	1,087	595	55%	2,296	843	37%
2008	1,037	204	20%	1,022	574	56%	2,059	778	38%
2009	890	184	21%	865	513	59%	1755	697	40%
2010	880	190	22%	806	501	62%	1686	691	41%
2011	845	173	20%	839	437	52%	1684	610	36%

Source: FARS 2005-2011

According to a study conducted by the Pacific Institute for Research and Evaluation (PIRE), the percent of riders dying with low BAC levels is almost twice that of drivers of passenger vehicles.

Target Population

Motorcycle and scooter riders in Georgia as well as all drivers of passenger vehicles who may endanger these users

FFY 2014 Performance Objectives

- Objective 1: To decrease the total number of motorcycle crashes
- Objective 2: To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.

FFY 2014 Key Performance Measures

1. To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
2. To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
3. To decrease alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2014.

4. To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.
5. To maintain the steady decrease of un-helmeted motorcyclist fatalities below the 2011 calendar base year count of 15 to 14 by December 31, 2014.

Strategies

To help achieve these goals, the communication efforts will focus primarily on those areas where the majority of serious motorcycle crashes occur, in the major metropolitan area of Georgia. These metropolitan areas include: Atlanta, Gainesville, Augusta, Savannah, and Columbus, where a majority of the fatalities occurred in 2011.

In addition to the objectives of the Highway Safety Plan and Strategic Highway Safety Plan, other process goals have been set by previous planning efforts. The Motorcycle Safety Strategic Work Group, which also established the Motorcycle Safety Task Force, outlined three major goals for communication:

1. Develop specific public information materials for specific audience.
2. Identify problems and target audiences for public information campaigns.
3. Utilize all Department of Driver Service Centers for disseminating literature to target audiences.

In addition to the Highway Safety Plan strategies, the Motorcycle Safety Task Team is partnering and developing the following programs:

- Create and disseminate effective communication and outreach campaigns to increase motorist's awareness.
- Provide more instructors and training facilities to meet demand and geographical accessibility.
- Encourage proper licensed Riders. (RST)
- Develop and promulgate a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
- Create and disseminate effective educational and awareness communications to riders on how alcohol and other drugs affect motorcycle operator skills.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Georgia Motor Safety Program (GMSP) throughout the state. The Department of Driver Services (DDS) and Governor's Office of Highway Safety (GOHS) web site will also be used to promote the program.
- Promote the Share the Road campaign.
- Department of Public motorcycle fatalities reduction plan.

Motorcycle Safety - Section 2010

Goal:	To maintain the steady decrease of motorcyclist fatalities below the 2010 calendar base year count of 127 by December 31, 2013. The following projects will be funded in an effort to deliver program countermeasures.
--------------	---

Project Title: Governor’s Office of Highway Safety (Motorcycle Safety)

Project Number: 2014-GA-0198-00-C

Project Description: To develop and improve the delivery of motorcycle training to both urban and rural areas (including procurement or repair of practice motorcycles, instructional materials, mobile training units and leasing of facilities for closed-course motorcycle skill training).

Budget: \$20,000

Project Title: Department of Driver Services

Project Number: 2014-GA-0030-00-C

Project Description: To develop and improve the delivery of motorcycle training to both urban and rural areas (including procurement or repair of practice motorcycles, instructional materials, mobile training units and leasing of facilities for closed-course motorcycle skill training).

Budget: \$100,000

Motorcycle Safety – Section 2010: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0198-00-C	Governor’s Office of Highway Safety (Motorcycle Safety)	20,000.00	2010K6
2014-GA-0030-00-C	Department of Driver Services	100,000.00	2010K6
2010K6 Total		120,000.00	
Total All Funds		120,000.00	2010K6

PAID MEDIA

Program Goals: To implement a Paid Media Plan for Governor's Office of Highway Safety's impaired driving and occupant protection campaigns for FFY 2014. Those campaigns include year-round messaging for Georgia driver safety.

Effectiveness of Programs

The National Highway Traffic Safety Administration has proven the effectiveness of the following programs that Georgia participates in. Citations reference Countermeasures That Work: Seventh Edition, 2013. (CTW) Data throughout this section showing the decrease in traffic fatalities proves the effectiveness of these programs.

- High Visibility Enforcement:
 - Impaired Driving (CTW, Chapter 1: pages 19-21, 44)
 - Occupant Protection (CTW, Chapter 2: pages 16, 22-23, 28)
 - Aggressive Driving and Speeding (CTW, Chapter 3: pages 16, 27)
 - Motorcycle Safety (CTW, Chapter 5: page 24)

Problem Identification and Program Justification

- **IMPAIRED DRIVING: *Over The Limit, Under Arrest (OTLUA)***

In 2011, the State of Georgia suffered 1,223 fatalities in motor vehicle crashes. Impaired driving killed 277 persons in those crashes. Alcohol related fatal crashes accounted for 22.6% of all fatal crashes in Georgia in 2011. One-out-of-every-four traffic fatalities in Georgia are currently alcohol-related. The overall cost of crashes, injuries, and deaths related to crashes in Georgia is \$7.8 billion a year. Improvement is still needed for the state in as much as alcohol related fatalities are anticipated to continue to be a prominent factor in Georgia's 2014 stats.

For both paid and earned media projects, Georgia's impaired driving campaigns promote the "***Operation Zero Tolerance***" (OZT) and "***Drive Sober Or Get Pulled Over***" campaign messages in reference to Governor's Office of Highway Safety's statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all Governor's Office of Highway Safety (GOHS) brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use one of both of the campaign messages.

- **OCCUPANT PROTECTION: *Click It or Ticket***

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. This persists despite National Highway Traffic Safety Administration (NHTSA) data that shows safety belts have proven to reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%). In pick-up trucks, SUVs', and mini-vans, properly worn seatbelts reduce fatal

injury by an amazing sixty-percent (60%)! Thirty-four percent (34%) of Georgia's fatally injured vehicle occupants in 2011 were unrestrained during their crash. 421 Georgians died here in 2011 because they didn't *click-it*.

National Highway Traffic Safety Administration (NHTSA) research data shows more than seventy percent (70%) of nationwide passenger vehicle occupants involved in serious crashes survive when wearing safety belts correctly. Although Georgia had the highest recorded safety belt usage rate in the southeast at nearly 93%, sustaining this number necessitates a rigorous, ongoing public awareness campaign that combines attention-getting Paid Media in conjunction with concentrated earned media efforts and high profile enforcement measures.

- **SPEED: *100 Days of Summer H.E.A.T.***

Nearly 18% of crash deaths in Georgia involve unsafe or illegal speed. For every 10mph increase in speed, there's a doubling of energy release when a crash occurs. The faster we drive, the more our reaction time is reduced. The chances of being involved in a fatal crash increase three-fold in crashes related to speed. The majority of drivers in those speed-related crashes fall within the demographics of Georgia's Primary Audience for Paid Media.

The **100 Days of Summer H.E.A.T.** campaign is a multi-jurisdictional highway safety enforcement strategy designed to reduce high-fatality crash-counts due to speed and aggressive driving during the potentially deadly summer holiday driving period from Memorial Day through Labor Day. **H.E.A.T.** stands for "*Highway Enforcement of Aggressive Traffic.*" Governor's Office of Highway Safety (GOHS) Public Affairs promotes this initiative with summer-long earned media via news conferences and cross-promotion paid media Public Service Announcements (PSAs) run in rotation with occupant safety and alcohol counter measure campaign ads.

- **MOTORCYCLE SAFETY: *Share The Road***

Based on data from 2007 to 2011, there has been an unsteady decrease of motorcyclist fatalities with the most fatalities occurring in 2007 with 163. The average decrease between calendar year 2007-2011 is 152 fatalities per year. Based on the data available, the predicted 2013 end of year (EOY) fatalities will be 142. If Georgia continues this trend to the end of 2014, there will be 140 motorcyclist fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease motorcyclist fatalities below the 3-yr average of 143 fatalities.

As part of the Governor's Office of Highway Safety (GOHS) speed and impaired driving countermeasure message strategy, the Governor's Office of Highway Safety uses Paid Media to target motorists and motorcyclists in Georgia's secondary audience with a motorcycle safety and awareness message. Simultaneously, Governor's Office of Highway Safety (GOHS) is targeting motorists with a Share the Road, Motorcycle Safety Awareness campaign in those jurisdictions where the incidences of impaired motorcycle crashes are the highest.

Target Population

Georgia's Primary Audience:

The Governor's Office of Highway Safety (GOHS) Occupant Protection/Impaired Driving Paid Media message is directed at a statewide audience. National Highway Traffic Safety Administration (NHTSA) relies upon the results of a national study conducted for them which shows the use of paid advertising is clearly effective in raising driver safety awareness and specifically has a greater impact on “younger drivers in the 18-to-34 year-old demographic”. Based on National Highway Traffic Safety Administration (NHTSA) audience research data, Georgia's Occupant Safety and Impaired Driving messages are directed at two target audiences during the course of regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34.

Georgia's Secondary Audience:

In its secondary audience, Governor's Office of Highway Safety (GOHS) seeks to reach all Georgia drivers with Occupant Safety and Impaired Driving highway safety messages. However, because Georgia is a state with a growing Hispanic population, newly arrived Latinos also represent a portion of the secondary Paid Media market target. Hispanic radio and TV will continue to represent a portion of the Governor's Office of Highway Safety (GOHS) targeted statewide media buy. Furthermore, because Georgia sees a growing potential for an erosion of occupant safety numbers among young African Americans, that community is also a targeted secondary demographic for Governor's Office of Highway Safety (GOHS) Paid Media highway safety campaigns.

FFY 2014 Performance Objectives

- *Objective 1:* 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 sober driving. The combined Governor's Office of Highway Safety (GOHS) safe driving campaign messages condense to this six-word warning: “Slow Down. Buckle-Up. Drive Sober.”

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To decrease the number of serious traffic injuries below the 2011 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease overall fatality rates in rural and urban areas.
 - a. To decrease fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar year of 1.09 to 1.07 by December 31, 2014.
 - b. To decrease rural fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.

- c. To decrease urban fatalities/vehicle miles traveled (VMT) by two-percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014.
- 4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.
- 5) To decrease alcohol-related fatalities by sixteen-percent (10%) from the 2011 base year of 277 to 234 by December 31, 2014.
- 6) To decrease speed-related fatalities below the 2011 calendar base year count of 220 to 217 by December 31, 2014.
- 7) To decrease motorcyclist fatalities below the 2011 calendar base year count of 149 to 140 by December 31, 2014.
- 8) To decrease un-helmeted motorcyclist fatalities below the 2011 calendar base year of 15 to 14 by December 31, 2014.
- 9) To decrease the number of drivers ages 20 and younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.
- 10) To reduce pedestrian fatalities from the 2011 calendar year count of 130 to 129 by December 31, 2014.

Strategies

- *Governor's Office of Highway Safety (GOHS) Paid Media Weight Goals*
The measure of advertising outreach for Georgia's Occupant Protection and Impaired Driving paid media campaign will be within the goals and guidelines of frequency and reach set by National Highway Traffic Safety Administration (NHTSA) for national paid media campaigns.
- The measure for each Georgia media market purchased for Broadcast TV and Cable TV will be 200-300 Gross Rating Points (GRPs) per week.
 - The measure for each Georgia media market purchased for Radio will be 150-200 (GRP's) Gross Ratings Points per week.
 - These Gross Rating Point (GRP) levels will deliver sufficient Reach (the number of male viewers and listeners age 18-34), and
 - "Frequency" (the number of times the target audience actually sees the message) to achieve the Governor's Office of Highway Safety (GOHS) driver safety communications goals.
 - In accordance with the National Highway Traffic Safety Administration (NHTSA) Grant Funding Policy Part II E Public Communications and 402 Advertising Space Guidance (dated December 1, 2006); Governor's Office of Highway Safety (GOHS) will conduct Department of Driver Services (DDS) and telephone surveys through the University of Georgia for the purpose of assessing message recognition for paid media campaigns.
- *Governor's Office of Highway Safety (GOHS) Public Affairs*
The Governor's Office of Highway Safety employs a full-time Public Information Officer (PIO) with a deep background in writing, print media and the law enforcement community as well as serving 3 years as an Assistant Public Information Officer under Governor's Office of Highway Safety's former Director of Public Affairs. The Public

Information Officer (PIO) coordinates paid and earned media highway safety campaigns. Governor's Office of Highway Safety (GOHS) also employs a full-time Communications Specialist who coordinates a portion of Governor's Office of Highway Safety's (GOHS') earned media campaigns as well as maintaining the Governor's Office of Highway Safety (GOHS) website.

Governor's Office of Highway Safety (GOHS) renewed its contract with the InterConnect Group of Atlanta as its media buyer of record. Governor's Office of Highway Safety (GOHS) Public Affairs continues to write and produce customized PSA scripts for radio for each Georgia enforcement campaign. Governor's Office of Highway Safety (GOHS) currently uses National Highway Traffic Safety Administration (NHTSA)-produced Public Service TV Ads tagged locally for Georgia's Governor's Office of Highway Safety to promote this state's occupant safety and alcohol enforcement campaigns. These paid media ads are regularly broadcast in rotation with national ads during nationwide enforcement campaigns or run during Georgia's statewide initiatives.

- *Major Changes In Local News Coverage*

In recent years, local Public Safety and Public Service organizations have witnessed the steady erosion of their traditional access to local TV and radio news and newspapers for the earned media delivery of life-saving messages to the public through news conferences and feature stories. Highway safety offices across the country have been complaining about this steady disenfranchisement from mainstream media over the past several years and it has been the primary topic of concern of many LifeSavers and Governor's Highway Safety Association (GHSA)-Public Information Office (PIO) media conferences. In previous years, coverage of Governor's Office of Highway Safety (GOHS) news conferences in Atlanta routinely included attendance by all four local TV news stations and the Public Broadcast Service (PBS) and Hispanic affiliates, plus two local radio news channels, with reporters from three-out-of-four commercial stations assigned to deliver self-contained packages or noon live-shots. Around 2008, local Atlanta TV stations began sending photographers-only and infrequently assigned reporters to cover highway safety news conferences. The long term economic downturn remains chiefly responsible for these demonstrable negative effects on major news outlets in Georgia's largest major media market. Diminished broadcast and print advertising incomes have caused reductions in reporter and photographer staffs which in turn reduce flexibility to cover assignments that aren't regarded as potential lead stories. Aggressive new media strategies had to be developed to promote highway safety in Georgia.

- *New Media Strategies*

Because local news media has failed to provide highway safety campaign messaging at previous levels, Governor's Office of Highway Safety (GOHS) has been adapting new strategies to cope with reduced coverage and reach our target audience, with and without budgetary support.

- *New Earned Media Strategies*

1. Discussions with local Atlanta news producers reveal that highway safety campaign kickoff news conferences scheduled with two or more weeks' lead time ahead of

the actual holiday travel periods are considered too far in advance of holiday coverage to grab the attention of the average audience or assignment editor. Producers indicate they just aren't interested in talking about the upcoming Memorial Day holiday when April is still on the calendar, for example. But news producers are more inclined to cover cops and crash predictions when the holiday travel period begins in May. Based on these findings, Governor's Office of Highway Safety (GOHS) Public Affairs continues to issue news releases only around the dates when the enforcement campaigns officially begin and then successfully scheduling news conferences on dates and times closer to the travel holidays when local news is most likely to cover them.

2. To counteract the busier news cycle of the Atlanta media market, Governor's Office of Highway Safety (GOHS) has begun to focus on announcing its campaign messages simultaneously in multiple smaller markets. Not only does this cover the state more quickly and efficiently, it results in increased coverage from the Atlanta market without having to stage local media events that don't receive coverage. Outer market (Columbus, Albany, Macon, Savannah, Augusta) media events are centered on the key news cycle hours of the day, including Noon and 5PM/6PM. Local police DUI or seatbelt road check often follow news conference to provide action video to enhance local news coverage and provide background for potential live shots.
 3. For some campaigns, the traditional news conference format has been replaced by a "press avail," which includes one-on-one interviews opportunities for activities such as a ride-along or demonstration of a Standardized Field Sobriety Test.
 4. Governor's Office of Highway Safety (GOHS) continues to use social media resources to post highway safety messaging to the Georgia motoring public. Governor's Office of Highway Safety (GOHS) Public Affairs continues to successfully use Facebook and Twitter for posting enforcement initiative messages to teens, highway safety stakeholders and local/statewide media.
- *New Paid Media Strategies*
 1. Governor's Office of Highway Safety (GOHS) previously experimented with billboard ads as part of the Rural Roads and Super Speeder campaign Paid Media Buys to increase message penetration in rural counties underserved by cable television, radio, and newspapers. Because of the successful results encountered with these billboard ads, this out-of-home ad strategy continues to be considered as part of other future Governor's Office of Highway Safety (GOHS) campaigns.
 2. In 2009, Governor's Office of Highway Safety (GOHS) also made experimental buys using Gas Pump Topper ads. Because of the continued successful results experienced with these ads, Public Affairs has continued to integrate Gas Pump Toppers into Governor's Office of Highway Safety (GOHS) Paid Media campaigns on a limited basis and when budgets allow for out-of-home spending.
 - *Paid Media Program Support Strategies*
 1. To use Paid Media to support ongoing Click it or Ticket (CIOT) enforcement efforts to help decrease unbelted injury and fatality stats on Georgia's highways

while increasing overall public awareness for occupant safety and increasing the use of safety belts and child safety restraint systems statewide.

2. To use Paid Media to support ongoing “Operation Zero Tolerance” (OZT)/ “Over the Limit-Under Arrest” (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. To use Paid Media to support the Governor's Office of Highway Safety (GOHS) Share The Road/Motorcycle Safety Awareness campaign by targeting motorists and motorcyclists in Georgia’s secondary audience with a motorcycle safety and awareness message.
4. To target motorcyclists with safe and sober cycling messages in jurisdictions where incidences of impaired motorcycle crashes are the highest.
5. To base Georgia’s year-round Occupant Protection and Impaired Driving Paid Media Plan on the National Highway Traffic Safety Administration (NHTSA) National Communications Plan and to correlate the timetable of the Governor's Office of Highway Safety (GOHS) Media Buy Plan to correspond with planned enforcement activities at the state, regional and national level.
6. To optimize driver awareness of ongoing national highway safety campaigns during peak driving periods and during major holiday travel periods.
7. Governor's Office of Highway Safety (GOHS) will conduct a minimum five Paid Media initiatives during 2013-2014, to include:
 - The “Operation Zero Tolerance” (OZT) Labor Day 2013 Campaign “Over the Limit-Under Arrest” (OTLUA) (*which includes overlapping Hands Across The Border and the 100 Days of Summer HEAT campaigns*)
 - The “Click it or Ticket” (CIOT) Thanksgiving 2013 Campaign
 - The “Operation Zero Tolerance” (OZT) Christmas-New Year 2013/2014 Campaign “Over the Limit-Under Arrest” (OTLUA)
 - The “Click it or Ticket” (CIOT) Memorial Day 2014 Campaign
 - The “Operation Zero Tolerance” (OZT) Independence Day 2014 Campaign “Over the Limit-Under Arrest” (OTLUA).

Paid Media - Section 402

Goal: To implement a Paid Media Plan for Governor's Office of Highway Safety's impaired driving and occupant protection campaigns for FFY2014. Those campaigns include year-round messaging for Georgia driver safety.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor's Office of Highway Safety (Click It or Ticket (CIOT) Campaigns)

Project Number: 2014-GA-0204-00

Project Description: In an effort to ensure target audiences are reached, Governor's Office of Highway Safety (GOHS) will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. Governor's Office of Highway Safety (GOHS) will utilize the services of a paid media buyer contracted through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

Nov 2013 CIOT	\$240,000
May 2014 CIOT	\$240,000

Budget: \$480,000

Paid Media – Section 402: Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0204-00	Governor's Office of Highway Safety (CIOT Campaigns)	\$480,000.00	402PM
402PM Total		\$480,000.00	
Total All Funds		\$480,000.00	402PM

Paid Media - Section 405d2 (Impaired Driving)

Goal: To implement a Paid Media Plan for Governor's Office of Highway Safety's impaired driving campaigns for FFY2014. Those campaigns include year-round messaging for Georgia driver safety.

The following projects will be funded in an effort to deliver program countermeasures.

Project Title: Governor's Office of Highway Safety (Operation Zero Tolerance (OZT) Campaigns)

Project Number: 2014-GA-0205-00

Project Description: In an effort to ensure target audiences are reached, Governor's Office of Highway Safety (GOHS) will conduct paid media campaigns consistent with mobilizations of the National Hwy Traffic Safety Administration and compliant with paid media guidelines. Governor's Office of Highway Safety (GOHS) will utilize the services of a paid media buyer contracted through statewide procurement policies. Messaging will be directed at target audiences in each campaign in order to maximize the effectiveness of each paid media campaign.

Christmas/New Years 2013-2014	\$240,000
Independence Day 2014	\$240,000
Labor Day 2014	\$240,000

Budget: \$720,000

Paid Media – Section 405d2 (Impaired Driving): Budget Summary

<i>Project Number</i>	<i>Project Title</i>	<i>Budget</i>	<i>Budget Source</i>
2014-GA-0205-00	Governor's Office of Highway Safety (OZT Campaigns)	\$720,000.00	405d2
405d2 Total		\$720,000.00	
Total All Funds		\$720,000.00	405d2

SECTION 4:

PERFORMANCE REPORT

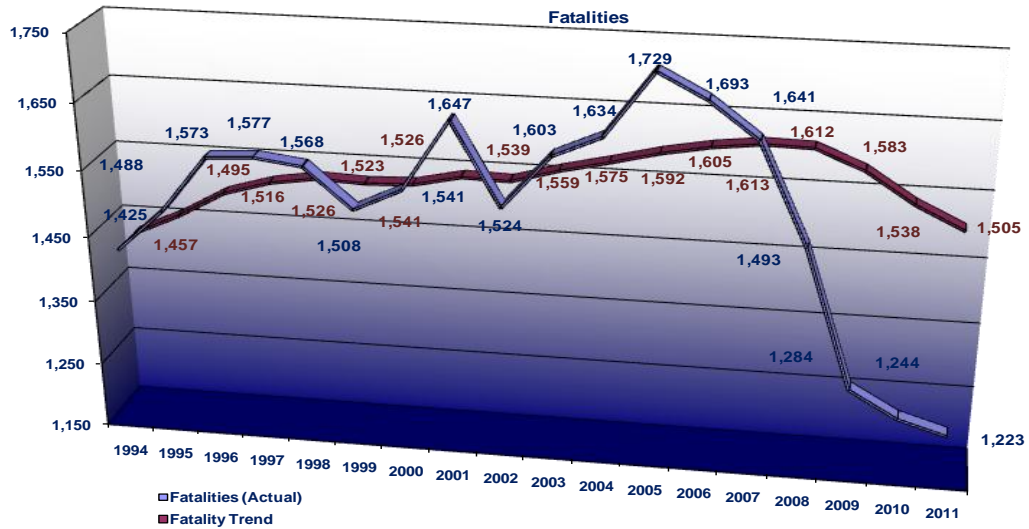


Core Outcome Measures / Trends	Baseline Data 1994-2001							Progress Report Data 2002-2011										
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities (Actual)	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1,634	1,729	1,693	1,641	1,493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

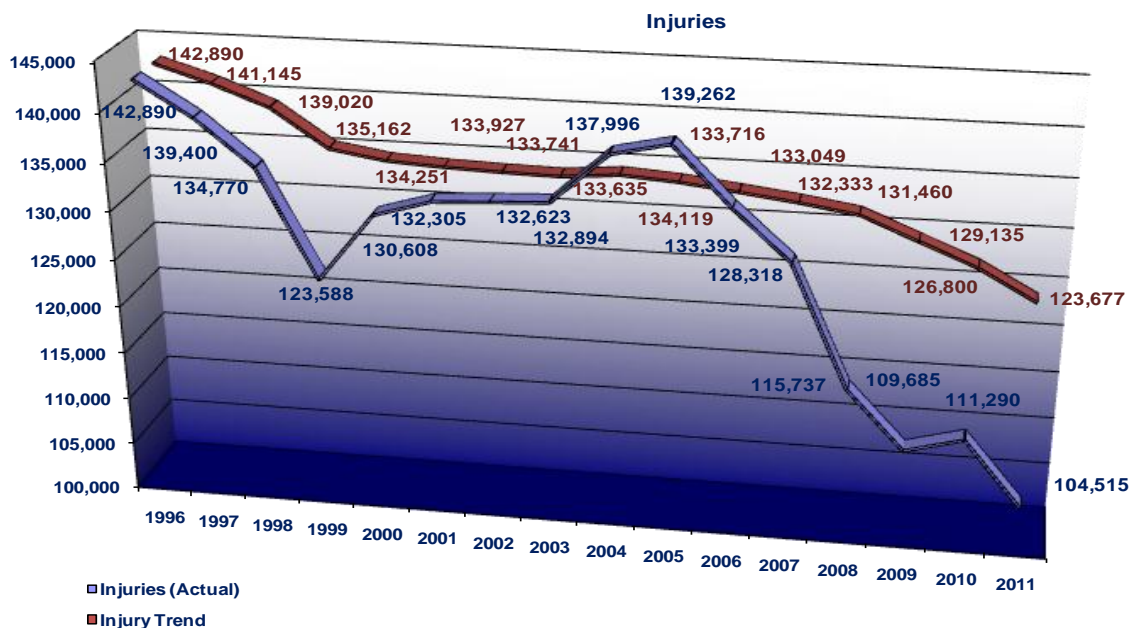
*Source: FARS

Performance Goals and Trends

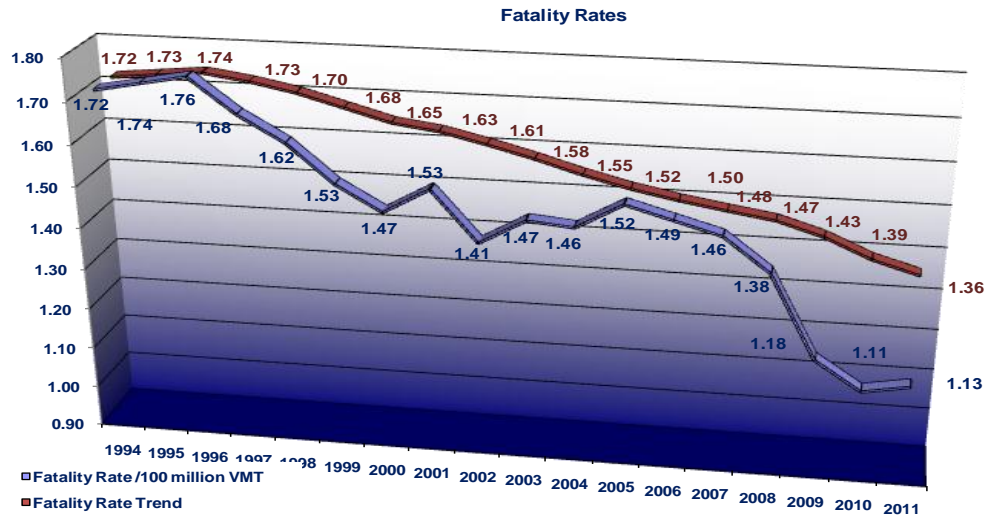
Goal: Fatalities	To maintain the steady decrease of traffic fatalities below the 2009 calendar year of 1,284 fatalities by December 31, 2012 to 1,122 fatalities.
Baseline	1,284 fatalities in 2009.
Outcome Status:	Traffic fatalities totaled 1,223 in 2011, a 4.7% <i>decrease</i> from the 2009 calendar base year count.



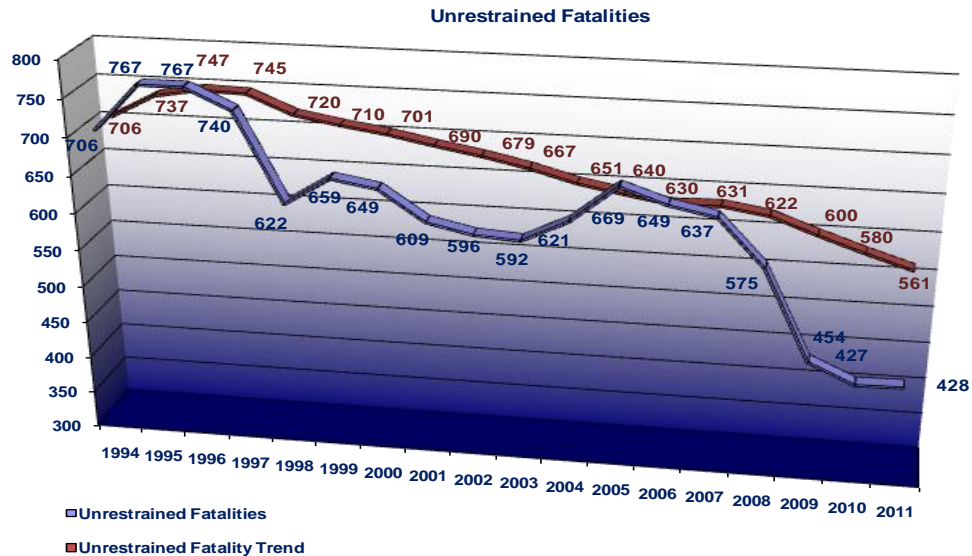
Goal: Injuries	To maintain the steady decrease of serious traffic injuries below the 2009 calendar base year count of 109,685 to 105,326 by December 31, 2012.
Baseline	109,685 injuries in 2009.
Outcome Status:	Serious traffic injuries totaled 104,515 in 2011, a 4.7% <i>decrease</i> from the 2009 calendar base year count.



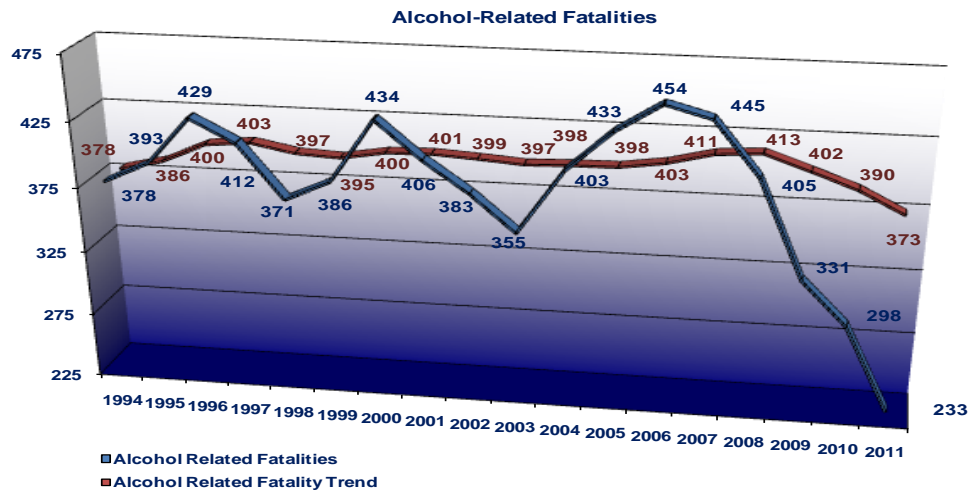
Goal: Fatality Rate/VMT	To decrease fatalities/VMT six percent (6%) from the 2009 calendar base year rate of 1.18 to 1.11 by December 31, 2012.
Baseline	1.18 fatalities/VMT in 2009
Outcome Status:	The fatalities/VMT rate was 1.13 in 2011, a 4.2% <i>decrease</i> from the 2009 calendar base year rate.



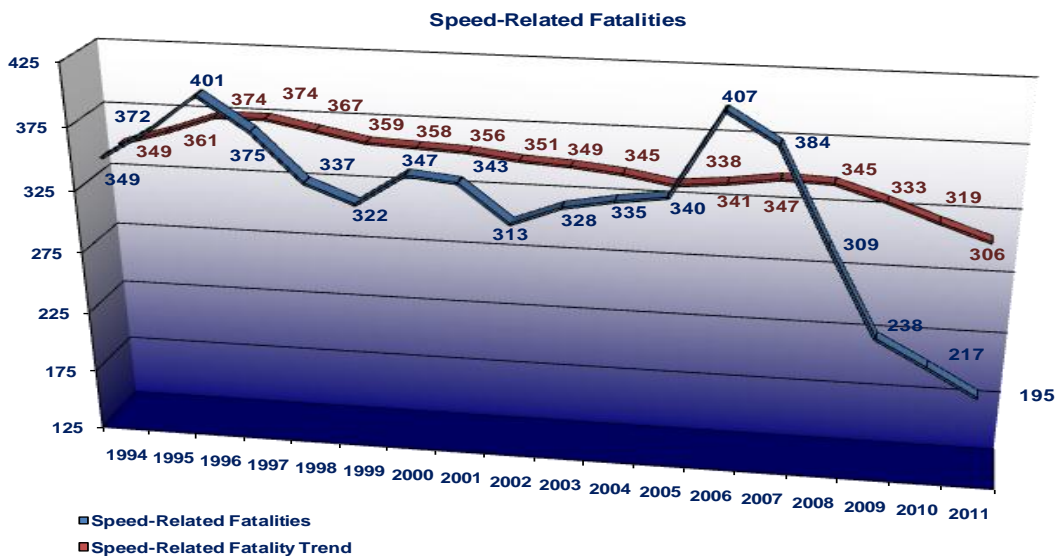
Goal: Unrestrained Fatality Trends	To decrease unrestrained passenger vehicle occupant fatalities in all seating positions ten percent (10%) from the 2009 calendar base year count of 454 to 410 by December 31, 2012.
Baseline	410 unrestrained fatalities in 2009.
Outcome Status:	Unrestrained passenger vehicle occupant fatalities totaled 428 in 2011, a 5.7% <i>decrease</i> from the 2009 calendar base year count.



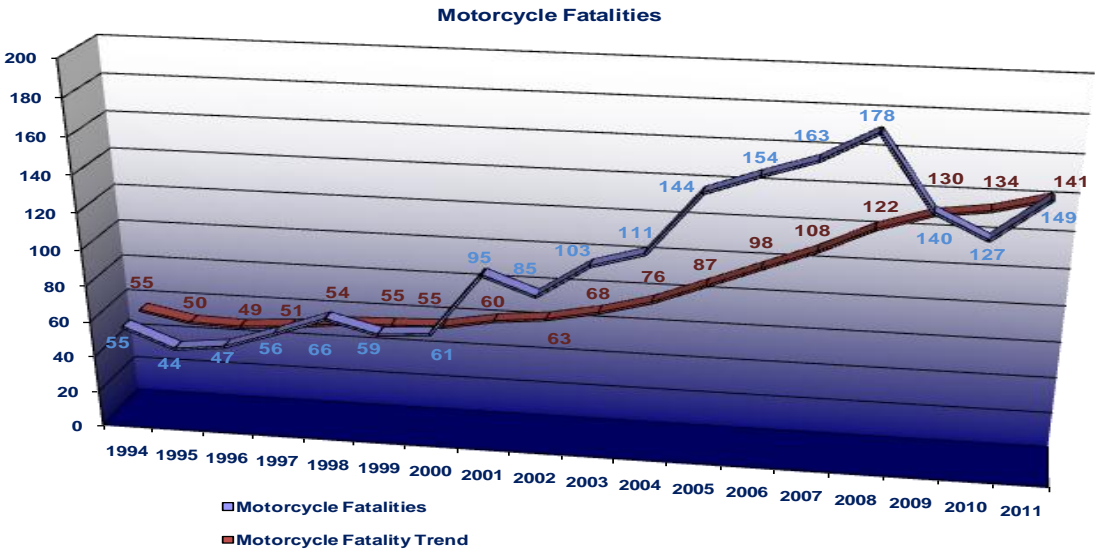
Goal: Alcohol-Related Fatalities	To decrease alcohol impaired driving fatalities ten percent (10%) from the 2009 calendar base year average of 331 to 299 by December 31, 2012.
Baseline	331 alcohol-related fatalities in 2009.
Outcome Status:	Alcohol impaired driving fatalities totaled 233 in 2011, a 29.6% <i>decrease</i> from the 2009 calendar base year average.



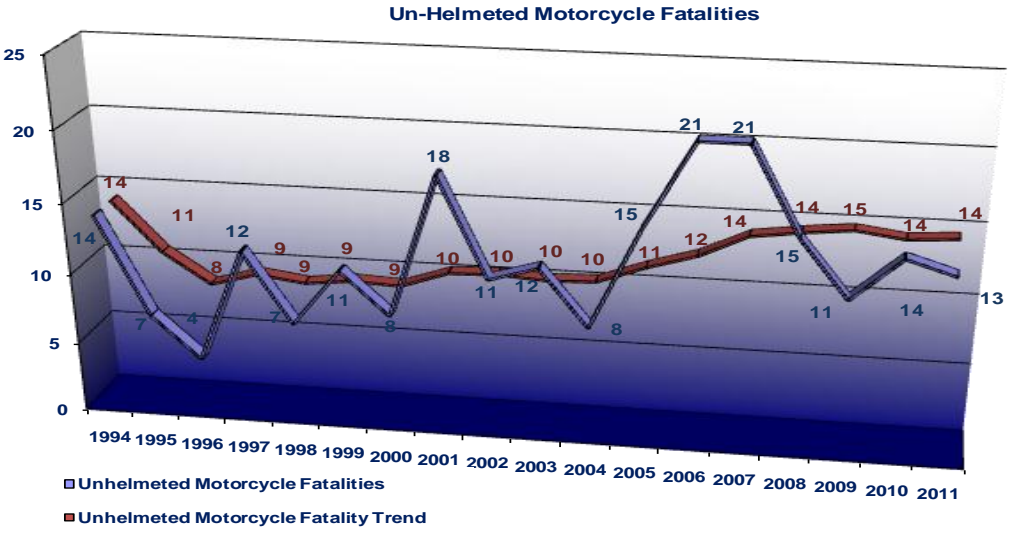
Goal: Speed-Related Fatalities	To maintain the steady decrease of speed related fatalities below the 2009 base year count of 238 by December 31, 2012.
Baseline	238 speed-related fatalities in 2009.
Outcome Status:	Speed related fatalities totaled 195 in 2011, a 18.1% <i>decrease</i> from the 2009 calendar base year count.



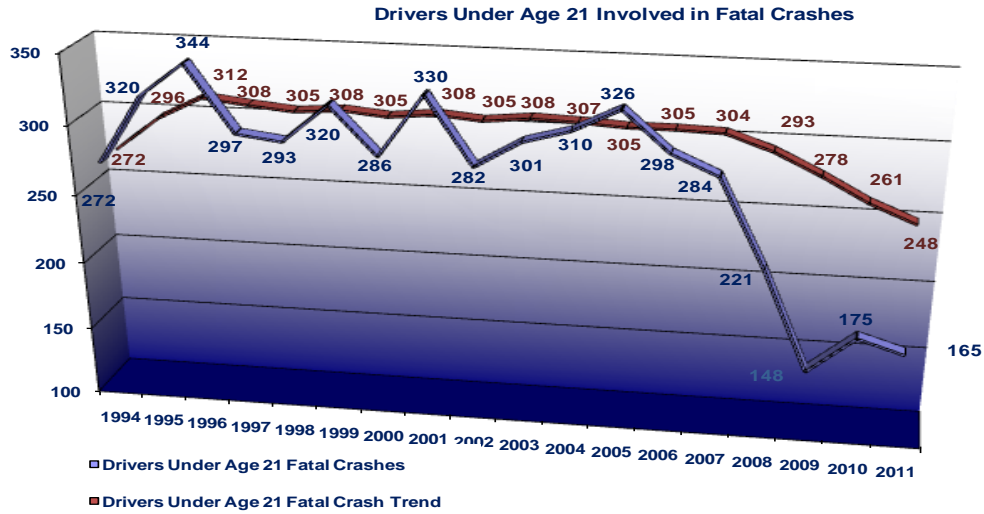
Goal: Motorcycle Fatalities	To decrease motorcyclist fatalities from the 2009 calendar base year of 140 to 126 by December 31, 2012.
Baseline	140 motorcycle deaths in 2009.
Outcome Status:	Motorcyclist fatalities totaled 149 in 2011, an <i>increase</i> of 6.4% from the 2009 calendar base year count.



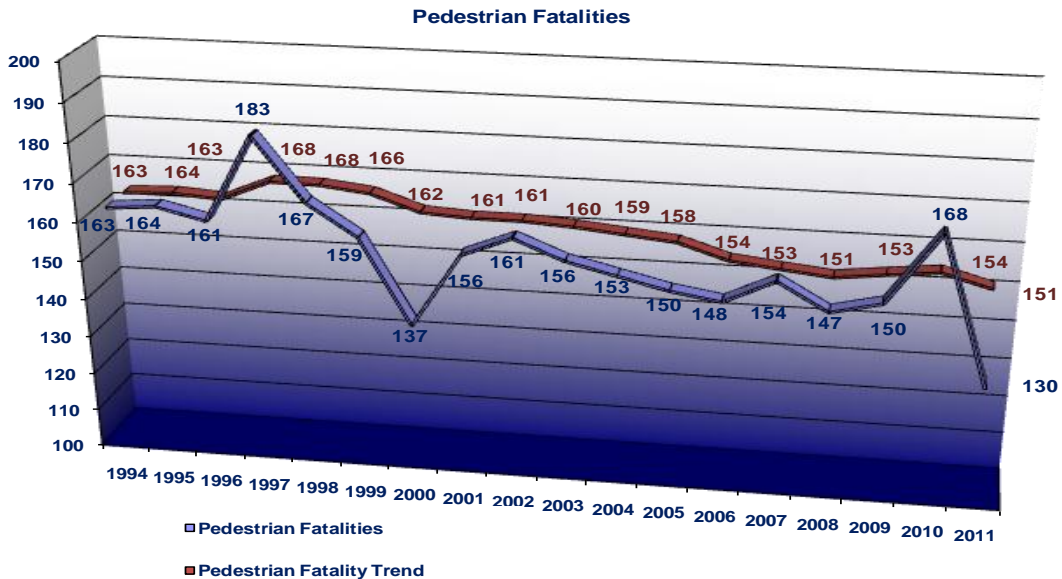
Goal: Unhelmeted Motorcycle Fatalities	To decrease un-helmeted motorcyclist fatalities from the 2009 calendar base year of 11 to 10 by December 31, 2012.
Baseline	11 un-helmeted motorcyclist fatalities in 2009.
Outcome Status:	Un-helmeted motorcyclist fatalities totaled 13 in 2011, which represents an <i>increase</i> of 18.2% from the 2009 calendar base year count.



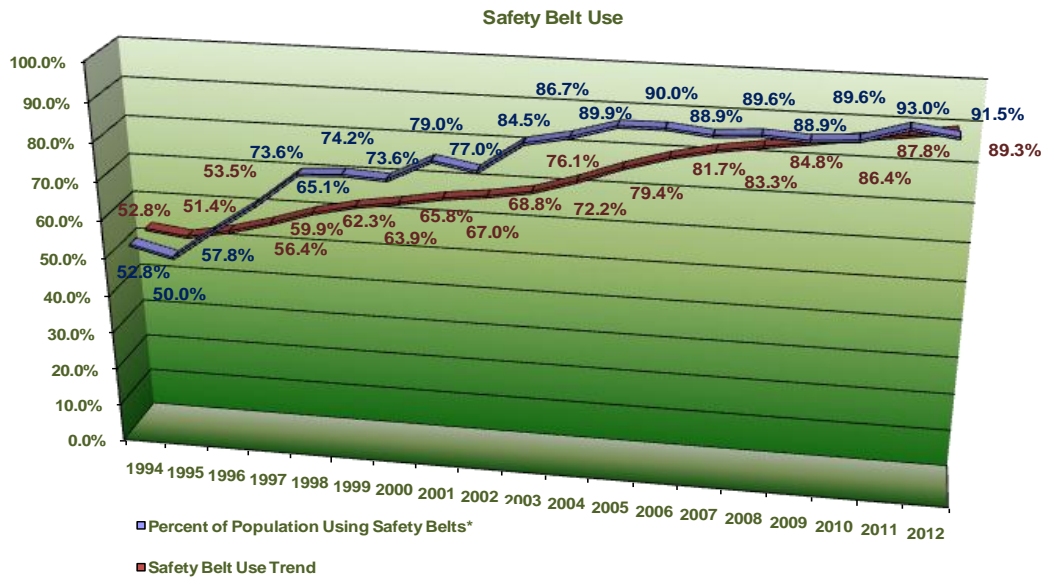
Goal: Drivers Age 20 or Under Fatal Crashes	To decrease drivers age 20 or younger involved in fatal crashes from the 2009 calendar base year of 148 to 134 by December 31, 2012.
Baseline	148 drivers age 20 and under involved in fatal crashes in 2009.
Outcome Status:	Drivers age 20 or younger involved in fatal crashes totaled 165 in 2011, an <i>increase</i> of 11.4% from the 2009 calendar base year count.



Goal: Pedestrian Fatalities	To reduce pedestrian fatalities from the 2009 calendar base year of 150 to 141 by December 31, 2012.
Baseline	150 pedestrian fatalities in 2009.
Outcome Status:	Pedestrian fatalities totaled 130 in 2011, a <i>decrease</i> of 13.3% from the 2009 calendar base year count.



Goal: Speed-Related Fatalities:	Increase the rate of observed safety belt use of front seat outboard in passenger vehicles from the 2010 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2012.
Baseline:	89.6% observed safety belt usage in 2010.
Outcome Status:	The rate of observed safety belt use was 91.5% in 2012, a 2.1% <i>increase</i> over the 2010 baseline



Grant Accomplishments

- Completed grants achieved 88.9% of the **stated objectives** in FFY 2012. Of these completed grants, 100% achieved at least half of the stated objectives, and 47.9% achieved all of the stated objectives.
- Completed grants achieved 83.3% of the **stated milestones** in FFY 2012. Of these completed grants, 97.9% completed at least half of the stated milestones, and 47.9% completed all of the stated milestones.

Crash Summary – While complete traffic safety data are difficult to obtain for one or even two years after the end of any given year, Governor's Office of Highway Safety (GOHS) uses the timeliest sources available to evaluate its effectiveness. For this report, the Fatality Analysis Reporting System (FARS) was used to complete all fatality statistics and injury data. Total vehicle miles traveled (VMT) were derived from the Georgia Department of Transportation (GDOT). As reported by Fatality Analysis Reporting System (FARS), there were 1,223 traffic fatalities in Georgia in calendar year 2011, a 1.7% decrease from 2010 and a 25.5% drop over the last five years. The reduction in 2011 total deaths marks the sixth straight year of decreasing fatalities in Georgia and the lowest level since 1982. According to Georgia Department of Transportation (GDOT),

injuries on Georgia roads dropped 6.1% from 2010, and total injuries fell 18.6% over the last five years. The overall fatality per 100 million vehicle miles traveled (VMT) rose slightly to 1.13 in 2011, but over the last five years this rate has dropped 22.6%.

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

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

SECTION 5:

**PROGRAM COST SUMMARY
LIST OF PROJECTS**



**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

2014-HSP-1
For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2014-00-00-00		\$.00	\$584,000.00	\$.00	\$584,000.00	\$584,000.00	\$.00
	Total		\$.00	\$584,000.00	\$.00	\$584,000.00	\$584,000.00	\$.00
Alcohol								
	AL-2014-00-00-00		\$.00	\$120,797.50	\$.00	\$483,190.00	\$483,190.00	\$357,390.00
	Total		\$.00	\$120,797.50	\$.00	\$483,190.00	\$483,190.00	\$357,390.00
Occupant Protection								
	OP-2014-00-00-00		\$.00	\$160,625.00	\$.00	\$642,500.00	\$642,500.00	\$.00
	Total		\$.00	\$160,625.00	\$.00	\$642,500.00	\$642,500.00	\$.00
Pedestrian/Bicycle Safety								
	PS-2014-00-00-00		\$.00	\$34,400.00	\$.00	\$137,600.00	\$137,600.00	\$135,100.00
	Total		\$.00	\$34,400.00	\$.00	\$137,600.00	\$137,600.00	\$135,100.00
Police Traffic Services								
	PT-2014-00-00-00		\$.00	\$935,516.75	\$.00	\$3,742,067.00	\$3,742,067.00	\$2,844,967.00
	Total		\$.00	\$935,516.75	\$.00	\$3,742,067.00	\$3,742,067.00	\$2,844,967.00
Community Traffic Safety Project								
	CP-2014-00-00-00		\$.00	\$261,600.00	\$.00	\$1,046,400.00	\$1,046,400.00	\$.00
	Total		\$.00	\$261,600.00	\$.00	\$1,046,400.00	\$1,046,400.00	\$.00
Safe Communities								
	SA-2014-00-00-00		\$.00	\$17,575.00	\$.00	\$70,300.00	\$70,300.00	\$67,800.00
	Total		\$.00	\$17,575.00	\$.00	\$70,300.00	\$70,300.00	\$67,800.00
Speed Management								
	SC-2014-00-00-00		\$.00	\$9,025.00	\$.00	\$36,100.00	\$36,100.00	\$.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

2014-HSP-1
For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
Speed Management Total								
	PM-2014-00-00-00		\$0.00	\$9,025.00	\$0.00	\$36,100.00	\$36,100.00	\$0.00
Paid Advertising								
	PM-2014-00-00-00		\$0.00	\$120,000.00	\$0.00	\$480,000.00	\$480,000.00	\$0.00
		Paid Advertising Total	\$0.00	\$120,000.00	\$0.00	\$480,000.00	\$480,000.00	\$0.00
		NHTSA 402 Total	\$0.00	\$2,243,539.25	\$0.00	\$7,222,157.00	\$7,222,157.00	\$3,405,257.00
410 Alcohol SAFETEA-LU								
	K8-2014-00-00-00		\$0.00	\$315,000.00	\$0.00	\$105,000.00	\$105,000.00	\$0.00
		410 Alcohol SAFETEA-LU Total	\$0.00	\$315,000.00	\$0.00	\$105,000.00	\$105,000.00	\$0.00
		410 Alcohol SAFETEA-LU Total	\$0.00	\$315,000.00	\$0.00	\$105,000.00	\$105,000.00	\$0.00
2010 Motorcycle Safety								
	K6-2014-00-00-00		\$0.00	\$0.00	\$0.00	\$120,000.00	\$120,000.00	\$0.00
		2010 Motorcycle Safety Incentive Total	\$0.00	\$0.00	\$0.00	\$120,000.00	\$120,000.00	\$0.00
		2010 Motorcycle Safety Total	\$0.00	\$0.00	\$0.00	\$120,000.00	\$120,000.00	\$0.00
MAP 21 405b OP High								
	M1PE-2014-00-00-00		\$0.00	\$177,550.00	\$0.00	\$710,200.00	\$710,200.00	\$0.00
		405b High Public Education Total	\$0.00	\$177,550.00	\$0.00	\$710,200.00	\$710,200.00	\$0.00
		MAP 21 405b OP High Total	\$0.00	\$177,550.00	\$0.00	\$710,200.00	\$710,200.00	\$0.00
MAP 21 405c Data Program								
	M3DA-2014-00-00-00		\$0.00	\$147,900.00	\$0.00	\$591,600.00	\$591,600.00	\$0.00
		405c Data Program Total	\$0.00	\$147,900.00	\$0.00	\$591,600.00	\$591,600.00	\$0.00
		MAP 21 405c Data Program Total	\$0.00	\$147,900.00	\$0.00	\$591,600.00	\$591,600.00	\$0.00
MAP 21 405d Impaired Driving Low								
	M6OT-2014-00-00-00		\$0.00	\$861,340.00	\$0.00	\$3,445,360.00	\$3,445,360.00	\$0.00
		405d Low Other Based on Problem ID Total	\$0.00	\$861,340.00	\$0.00	\$3,445,360.00	\$3,445,360.00	\$0.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

2014-HSP-1
For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
MAP 21 405d Impaired Driving Low Total			\$.00	\$861,340.00	\$.00	\$3,445,360.00	\$3,445,360.00	\$.00
NHTSA Total			\$.00	\$3,745,329.25	\$.00	\$12,194,317.00	\$12,194,317.00	\$3,405,257.00
Total			\$.00	\$3,745,329.25	\$.00	\$12,194,317.00	\$12,194,317.00	\$3,405,257.00

HIGHWAY SAFETY PROGRAM - I MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

HIGHWAY SAFETY PROGRAM COST SUMMARY									
State: GEORGIA	Number: 2014-HSP-1				Date: 6/18/2013				
Program Area	Approved Program Costs	State/Local Funds		Federally Funded Programs		Federal Share to			
		Previous	Incr/(Decre)	Current Balance	Local				
NHTSA 402									
PA-14 Planning & Administration	\$ 584,000.00	\$ 584,000.00	\$ -	\$ 584,000.00	\$ 584,000.00	\$ -	\$ 584,000.00	\$ -	\$ -
AL-14 Alcohol	\$ 483,190.00	\$ 120,797.50	\$ -	\$ 483,190.00	\$ 483,190.00	\$ -	\$ 483,190.00	\$ -	\$ 357,390.00
OP-14 Occupant Protection	\$ 642,500.00	\$ 160,625.00	\$ -	\$ 642,500.00	\$ 642,500.00	\$ -	\$ 642,500.00	\$ -	\$ -
PS-14 Pedestrian/Bicycle Safety	\$ 137,600.00	\$ 34,400.00	\$ -	\$ 137,600.00	\$ 137,600.00	\$ -	\$ 137,600.00	\$ -	\$ 135,100.00
PT-14 Police Traffic Services	\$ 3,742,067.00	\$ 935,516.75	\$ -	\$ 3,742,067.00	\$ 3,742,067.00	\$ -	\$ 3,742,067.00	\$ -	\$ 2,844,967.00
CP-14 Community Traffic Safety Project	\$ 1,046,400.00	\$ 261,600.00	\$ -	\$ 1,046,400.00	\$ 1,046,400.00	\$ -	\$ 1,046,400.00	\$ -	\$ -
SA-14 Safe Communities	\$ 70,300.00	\$ 17,575.00	\$ -	\$ 70,300.00	\$ 70,300.00	\$ -	\$ 70,300.00	\$ -	\$ 67,800.00
SC-14 Speed Control	\$ 36,100.00	\$ 9,025.00	\$ -	\$ 36,100.00	\$ 36,100.00	\$ -	\$ 36,100.00	\$ -	\$ -
PM-14 Paid Advertising	\$ 480,000.00	\$ 120,000.00	\$ -	\$ 480,000.00	\$ 480,000.00	\$ -	\$ 480,000.00	\$ -	\$ -
NHTSA 402 Total	\$ 7,222,157.00	\$ 2,243,539.25	\$ -	\$ 7,222,157.00	\$ 7,222,157.00	\$ -	\$ 7,222,157.00	\$ -	\$ 3,405,257.00
405 OP SAFETEA-LU									
K2-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
405 OP SAFETEA-LU Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
408 Data Program SAFETEA-LU									
K9-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
408 Data Program SAFETEA-LU Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
410 Alcohol SAFETEA-LU									
K8-14	\$ 105,000.00	\$ 315,000.00	\$ -	\$ 105,000.00	\$ 105,000.00	\$ -	\$ 105,000.00	\$ -	\$ -
K8PM-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
410 Alcohol SAFETEA-LU Total	\$ 105,000.00	\$ 315,000.00	\$ -	\$ 105,000.00	\$ 105,000.00	\$ -	\$ 105,000.00	\$ -	\$ -
2010 Motorcycle Safety									
K6-14	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	\$ 120,000.00	\$ -	\$ 120,000.00	\$ -	\$ -
2010 Motorcycle Safety Total	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	\$ 120,000.00	\$ -	\$ 120,000.00	\$ -	\$ -
NHTSA 402									
M0PA-14 Planning & Administration	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
M0AL-14 Alcohol	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
M0OP-14 Occupant Protection	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
M0PS-14 Pedestrian/Bicycle Safety	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

HIGHWAY SAFETY PROGRAM COST SUMMARY									
State: GEORGIA		Number: 2014-HSP-1					Date: 6/18/2013		
Program Area	Approved Program Costs	State/Local Funds	Federally Funded Programs			Federal Share to Local			
			Previous	Incr/(Decre)	Current Balance				
M0PT-14 Police Traffic Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
M0CP-14 Community Traffic Safety Project	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
M0SA-14 Safe Communities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
M0SC-14 Speed Control	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
M0PM-14 Paid Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
NHTSA 402 Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
405b Occupant Protection									
405b1-14	\$ 710,200.00	\$ 177,550.00	\$ -	\$ 710,200.00	\$ 710,200.00	\$ -			
405b2-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
405b3-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
405b4-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
405b Occupant Protection Total	\$ 710,200.00	\$ 177,550.00	\$ -	\$ 710,200.00	\$ 710,200.00	\$ -			
405c State Traffic Safety IS Improvement									
405c-14	\$ 591,600.00	\$ 147,900.00	\$ -	\$ 591,600.00	\$ 591,600.00	\$ -			
Total	\$ 591,600.00	\$ 147,900.00	\$ -	\$ 591,600.00	\$ 591,600.00	\$ -			
405d Impaired Driving Countermeasures									
405d1-14	\$ 2,725,360.00	\$ 681,340.00	\$ -	\$ 2,725,360.00	\$ 2,725,360.00	\$ -			
405d2-14	\$ 720,000.00	\$ 180,000.00	\$ -	\$ 720,000.00	\$ 720,000.00	\$ -			
Total	\$ 3,445,360.00	\$ 861,340.00	\$ -	\$ 3,445,360.00	\$ 3,445,360.00	\$ -			
405f Motorcycle Safety									
405f-14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
405f Motorcycle Safety Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
200 Share the Road									
250 NASCAR Tags	\$ -	\$ 211,100.00	\$ -	\$ -	\$ -	\$ -			
150 DDS (Education Grants)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
TOTAL (All Program Areas)	\$12,194,317.00	\$ 3,956,429.25	\$ -	\$12,194,317.00	\$12,194,317.00	\$ 3,405,257.00			

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Planning and Administration							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
2014-GA-0203-00	GOHS	584,000.00	0.00	584,000.00	584,000.00	1,168,000.00		
Date: 6/18/2013								
State Local Match Detail: State Appropriation: \$550,135.00 NASCAR Tags: \$33,865.00 Share the Road Tags: \$0.00 Total: 584,000.00								
Totals		584,000.00	0.00	584,000.00	584,000.00	1,168,000.00	0.00	

HIGHWAY SAFETY PROGRAM - MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Alcohol and other Drug Countermeasures						Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
2014-GA-0193-00-C	GOHS	107,600.00	0.00	107,600.00	0.00	107,600.00	
2014-GA-0117-00-C	Clayton County Public Schools (SADD - 11 High Schools)	30,000.00	0.00	30,000.00	0.00	30,000.00	30,000.00
	Clayton Co Open Campus						
	Drew High School						
	Elite Scholars High School						
	Forest Park High School						
	Jonesboro High School						
	Lovejoy High School						
	Morrow High School						
	Mt. Zion High School						
	Mundy's Mill High School						
	North Clayton High School						
	Riverdale High School						
	Administrative Fee						
Totals						Continued on Next Page	

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Alcohol and other Drug Countermeasures						Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
2014-CA-0127-00-C	DeKalb County School System (SADD - 20 High Schools) Arabia Mountain High School Cedar Grove High School Chamblee High School Clarkston High School Columbia High School Cross Keys High School DeKalb Alternative School Druid Hills High School Dunwoody High School Lakeside High School Lithonia High School Martin Luther King High School McNair High School Miller Grove High School Redan County High School Southwest DeKalb High School Stephenson High School Stone Mountain High School Towers High School Tucker High School Administration Fees	50,500.00	0.00	50,500.00	0.00	50,500.00	50,500.00
	Totals						

Date: 5/28/2013

Continued on Next Page

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Alcohol and other Drug Countermeasures						
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Funding Source: 402 Total Grant Fed to Local
2014-GA-0146-00-C	Fulton County School System (SADD - 17 High Schools) Alpharetta High School Banneker High School Cambridge High School Centennial High School Chattahoochee High School Creekside High School Crossroads Second Chance-South Independence High School Johns Creek High School Langston Hughes High School Milton High School North Springs Charter School Northview High School Riverwood High School Roswell High School Tri-Cities High School Westlake High School Administration Fees	45,000.00	0.00	45,000.00	0.00	45,000.00 45,000.00
Totals						Continued on Next Page

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Alcohol and other Drug Countermeasures							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
<i>Date: 5/28/2013</i>								
	Students Against Destructive Decision							
	(SADD - 22 High Schools) (Continued)							
2014-SADD-0036-00-C	Pepperell High School	2,500.00	0.00	2,500.00	0.00	2,500.00	2,500.00	
2014-SADD-0122-00-C	Rose Hill Center	2,500.00	0.00	2,500.00	0.00	2,500.00	2,500.00	
2014-SADD-0179-00	South Effingham High School	2,500.00	0.00	2,500.00	0.00	2,500.00	2,500.00	
2014-SADD-0132-00-C	Woodstock High School	2,500.00	0.00	2,500.00	0.00	2,500.00	2,500.00	
2014-GA-0164-00-C	Beyond The Bell, Inc.	18,200.00	0.00	18,200.00	0.00	18,200.00		
	DUI Court Programs (6)							
2014-GA-0018-00-C	Cherokee County DUI Court	32,300.00	0.00	32,300.00	32,300.00	64,600.00	32,300.00	
2014-GA-0060-00-C	Gwinnett County DUI Court	29,200.00	0.00	29,200.00	9,733.33	38,933.33	29,200.00	
2014-GA-0021-00-C	Liberty County DUI Court	25,000.00	0.00	25,000.00	0.00	25,000.00	25,000.00	
2014-GA-0085-00-C	Richmond County DUI Court	25,000.00	0.00	25,000.00	0.00	25,000.00	25,000.00	
2014-GA-0101-00-C	Rockdale County DUI Court	29,000.00	0.00	29,000.00	29,000.00	58,000.00	29,000.00	
2014-GA-0059-00-C	Troup County Board of Commissioners	36,900.00	0.00	36,900.00	19,869.23	56,769.23	36,900.00	
	Totals	483,190.00	0.00	483,190.00	90,902.56	479,102.56	357,390.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Occupant Protection						
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Funding Source: 402
						Total Grant Fed to Local
2014-GA-0192-00-C	GOHS	2,500.00	0.00	2,500.00	0.00	2,500.00
2014-GA-0017-00-C	Georgia, University of	640,000.00	0.00	640,000.00	0.00	640,000.00
	Totals	642,500.00	0.00	642,500.00	0.00	642,500.00 0.00

Date: 5/28/2013

HIGHWAY SAFETY PROGRA... MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: Pedestrian Safety							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
			Date: 5/28/2013					
2014-GA-0202-00-C	GOHS	2,500.00	0.00	2,500.00	0.00	2,500.00		
2014-GA-0152-00-C	Atlanta Bicycle Coalition	68,100.00	0.00	68,100.00	0.00	68,100.00	68,100.00	
2014-GA-0082-00-C	PEDS	67,000.00	0.00	67,000.00	0.00	67,000.00	67,000.00	
	Totals	137,600.00	0.00	137,600.00	0.00	137,600.00	135,100.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: Police Traffic Services						Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
2014-GA-0199-00-C	GOHS	711,400.00	0.00	711,400.00	0.00	711,400.00	
Networks (16)							
2014-TEN-0159-00-C	Blairsville Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0057-00	Byron Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0049-00-C	Cairo Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0114-00-C	Charlton County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0161-00-C	Douglas County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0149-00-C	Gainesville Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0068-00-C	Harris County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0007-00-C	Lowndes County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0023-00-C	Oconee County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0103-00	Peachtree City Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0133-00-C	Port Wentworth Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0145-00	Treutlen County Sheriff's Office	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0144-00	Walton County Board of Commissioners	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0162-00-C	Waynesboro Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
2014-TEN-0157-00	Zebulon Police Department	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
TBD TEN	TBD TEN	20,000.00	0.00	20,000.00	0.00	20,000.00	20,000.00
Totals						Continued on Next Page	

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: Police Traffic Services						Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
<i>Date: 5/28/2013</i>							
2014-GA-0006-00-C	Georgia Sheriffs' Association	185,700.00	0.00	185,700.00	0.00	185,700.00	
2014-GA-0041-00-C	Atlanta Police Department, City of	58,437.00	0.00	58,437.00	175,300.00	233,737.00	58,437.00
2014-GA-0106-00	Bibb County Government	58,320.00	0.00	58,320.00	87,500.00	145,820.00	58,320.00
2014-GA-0064-00-C	DeKalb County Police Department	66,500.00	0.00	66,500.00	99,800.00	166,300.00	66,500.00
2014-GA-0090-00-C	Douglas County Sheriff's Office	71,000.00	0.00	71,000.00	71,000.00	142,000.00	71,000.00
2014-GA-0028-00-C	Douglas Police Department, City of	80,800.00	0.00	80,800.00	0.00	80,800.00	80,800.00
2014-GA-0112-00-C	Dublin Police Department	38,400.00	0.00	38,400.00	38,400.00	76,800.00	38,400.00
2014-GA-0010-00-C	Forsyth County	43,750.00	0.00	43,750.00	131,300.00	175,050.00	43,750.00
2014-GA-0039-00-C	Glynn County Police Department	74,600.00	0.00	74,600.00	49,700.00	124,300.00	74,600.00
2014-GA-0110-00-C	Habersham County Sheriff's Office	68,100.00	0.00	68,100.00	0.00	68,100.00	68,100.00
2014-GA-0012-00-C	Henry County PD/Henry Co BOC	54,500.00	0.00	54,500.00	81,800.00	136,300.00	54,500.00
2014-GA-0105-00-C	Marietta Police Department	115,100.00	0.00	115,100.00	28,800.00	143,900.00	115,100.00
2014-GA-0002-00-C	Paulding County Board of Commissioners	72,300.00	0.00	72,300.00	48,200.00	120,500.00	72,300.00
2014-GA-0148-00-C	Pickens County Sheriff's Office	66,100.00	0.00	66,100.00	0.00	66,100.00	66,100.00
2014-GA-0046-00-C	Sandy Springs Police Department	75,360.00	0.00	75,360.00	113,000.00	188,360.00	75,360.00
Totals						Continued on Next Page	

HIGHWAY SAFETY PROGRA... MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: Police Traffic Services							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
Heat 1		250,000.00	0.00	250,000.00	0.00	250,000.00	250,000.00	
Heat 2		250,000.00	0.00	250,000.00	0.00	250,000.00	250,000.00	
Heat 3		250,000.00	0.00	250,000.00	0.00	250,000.00	250,000.00	
2014-GA-0062-00-C	Public Safety, Georgia Department of	581,700.00	0.00	581,700.00	0.00	581,700.00	581,700.00	
Small Incentive Grants (25)								
2014-GA-0120-00	Aragon Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0025-00	Ashburn Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0115-00	Banks County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0000-00	Barnesville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0089-00	Blairsville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0056-00	Byron Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0020-00	Centerville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0004-00	Clarkston Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0035-00	Coffee County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0075-00	Cordele Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0083-00	Fayetteville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0015-00	Fitzgerald Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
Totals							Continued on Next Page	

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: Police Traffic Services							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
<i>Date: 5/28/2013</i>								
Small Incentive Grants (25)								
(Continued)								
2014-GA-0009-00	Fort Oglethorpe Police Department, City of	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0033-00	Jefferson Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0003-00	Lavonia Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0104-00	Lincoln County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0032-00	Maysville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0058-00	Ray City Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0026-00	Ringgold Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0081-00	Sandersville Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0099-00	Taliaferro County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0016-00	Tift County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0045-00	Treutlen County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0024-00	Whigham Police Department	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
2014-GA-0027-00	White County Sheriff's Office	10,000.00	0.00	10,000.00	0.00	10,000.00	10,000.00	
Totals		3,752,067.00	0.00	3,742,067.00	924,800.00	3,215,167.00	2,844,967.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Community Traffic Safety							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
							<i>Date: 5/28/2013</i>	
2014-GA-0200-00-C	GOHS	437,500.00	0.00	437,500.00	0.00	437,500.00		
2014-GA-0153-00-C	Berry College Police Department	8,100.00	0.00	8,100.00	0.00	8,100.00		
2014-GA-0005-00-C	Georgia Motor Trucking Foundation	62,600.00	0.00	62,600.00	0.00	62,600.00		
2014-GA-0113-00-C	Georgia Mountains Regional Commission	109,200.00	0.00	109,200.00	0.00	109,200.00		
2014-GA-0123-00-C	Georgia Operation Lifesaver, Inc	24,100.00	0.00	24,100.00	0.00	24,100.00		
2014-GA-0096-00-C	Georgia Operation Lifesaver, Inc	7,500.00	0.00	7,500.00	0.00	7,500.00		
2014-GA-0116-00-C	Georgia, University of	308,800.00	0.00	308,800.00	0.00	308,800.00		
2014-GA-0080-00-C	Public Health, Georgia Department of	91,100.00	(2,500.00)	88,600.00	0.00	88,600.00		
Totals		1,048,900.00	(2,500.00)	1,046,400.00	0.00	1,046,400.00	0.00	

HIGHWAY SAFETY PROGRA MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Safe Communities						
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Funding Source: 402
						Total Grant Fed to Local
2014-GA-0194-00-C	GOHS	2,500.00	0.00	2,500.00	0.00	2,500.00
2014-GA-0071-00-C	DeKalb County Board of Health	67,800.00	0.00	67,800.00	0.00	67,800.00
	Totals	70,300.00	0.00	70,300.00	0.00	70,300.00
						67,800.00

Date: 5/28/2013

HIGHWAY SAFETY PROGRA MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Speed Control/Aggressive Driving							Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
			Date: 5/28/2013					
2014-GA-0197-00-C	GOHS	2,500.00	0.00	2,500.00	0.00	2,500.00		
2014-GA-0077-00-C	Public Safety Training Center, Georgia	33,600.00	0.00	33,600.00	0.00	33,600.00		
	Totals	36,100.00	0.00	36,100.00	0.00	36,100.00	0.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 402 Paid Media						Funding Source: 402	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
2014-GA-0204-00	GOHS "Click It or Ticket Campaigns" November 2014 Campaign - \$240,000 May 2014 Campaign - \$240,000	480,000.00	0.00	480,000.00	0.00	480,000.00	
	Totals	480,000.00	0.00	480,000.00	0.00	480,000.00	0.00

Date: 5/28/2013

HIGHWAY SAFETY PROGRA... MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 410 Alcohol						
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Funding Source: 410 Total Grant Fed to Local
2014-GA-0201-00-C	GOHS	105,000.00	0.00	105,000.00	0.00	105,000.00
Totals		105,000.00	0.00	105,000.00	0.00	105,000.00

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 2010 Motorcycle Safety							Funding Source: 2010	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
2014-GA-0198-00-C	GOHS	20,000.00	0.00	20,000.00	0.00	20,000.00		
2014-GA-0030-00-C	Driver Services, Georgia Department	100,000.00	0.00	100,000.00	0.00	100,000.00		
	Totals	120,000.00	0.00	120,000.00	0.00	120,000.00	0.00	

Date: 5/28/2013

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 405b Occupant Protection							Funding Source: 405b	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
			Date: 5/28/2013					
2014-GA-0190-00-C	GOHS	147,500.00	0.00	147,500.00	0.00	147,500.00		
2014-GA-0095-00-C	Atlanta Fire Rescue Department, City of	162,700.00	0.00	162,700.00	0.00	162,700.00		
2014-GA-0107-00-C	Public Health, Georgia Department of	400,000.00	0.00	400,000.00	0.00	400,000.00		
Totals		710,200.00	0.00	710,200.00	0.00	710,200.00		0.00

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 405(c): State Traffic Safety Information System Improvements							Funding Source: 405c	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
			Date: 5/28/2013					
2014-GA-0188-00-C	GOHS	131,400.00	0.00	131,400.00	0.00	131,400.00		
2014-GA-0042-00-C	Georgia Association of Chiefs of Police	165,500.00	0.00	165,500.00	0.00	165,500.00		
2014-GA-0014-00-C	Public Health, Georgia Department of	177,200.00	0.00	177,200.00	0.00	177,200.00		
2014-GA-0008-00-C	Public Health, Georgia Department of	88,600.00	2,500.00	91,100.00	0.00	91,100.00		
2014-GA-0053-00-C	Public Health, Georgia Department of (EMS & Trauma)	26,400.00	0.00	26,400.00	0.00	26,400.00		
	Totals	589,100.00	2,500.00	591,600.00	0.00	591,600.00	0.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
STATE OF GEORGIA
FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 405d Impaired Driving Countermeasures M5OT						
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Funding Source: 405d
						Total Grant Fed to Local
2014-GA-0201-00-C	GOHS	89,800.00	0.00	89,800.00	0.00	89,800.00
2014-GA-0043-00-C	Driver Services, Georgia Department	26,800.00	0.00	26,800.00	17,866.67	44,666.67
2014-GA-0119-00-C	Mothers Against Drunk Driving - Georgia	126,000.00	0.00	126,000.00	0.00	126,000.00
2014-GA-0111-00-C	Prosecuting Attorney's Council	205,400.00	0.00	205,400.00	0.00	205,400.00
2014-GA-0061-00-C	Public Safety, Georgia Department of	1,785,000.00	0.00	1,785,000.00	0.00	1,785,000.00
2014-GA-0076-00-C	Public Safety Training Center, Georgia	376,600.00	0.00	376,600.00	0.00	376,600.00
2014-YA-0048-00-C	Young Adult Programs (16 Colleges and Universities)					
2014-YA-0108-00	ABAC Advancement Foundation, Inc., The	5,330.00	0.00	5,330.00	0.00	5,330.00
2014-YA-0154-00	Bainbridge College	7,000.00	0.00	7,000.00	0.00	7,000.00
2014-YA-0160-00-C	Georgia Regents University	8,860.00	0.00	8,860.00	0.00	8,860.00
2014-YA-0065-00-C	Clayton State University	5,350.00	0.00	5,350.00	0.00	5,350.00
	Fort Valley State University	6,150.00	0.00	6,150.00	0.00	6,150.00
2014-YA-0069-00-C	Georgia College & State University	7,200.00	0.00	7,200.00	0.00	7,200.00
Totals						

Date: 5/28/2013

Continued on Next Page

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 405d Impaired Driving Countermeasures M5OT							Funding Source: 405d	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
<i>Date: 5/28/2013</i>								
Young Adult Programs								
(16 Colleges and Universities)								
(Cont.)								
2014-YA-0067-00-C	Georgia Southwestern State University	7,000.00	0.00	7,000.00	0.00	7,000.00		
2014-YA-0078-00-C	Georgia Tech Research Corp.	11,030.00	0.00	11,030.00	0.00	11,030.00		
2014-YA-0011-00-C	GSU Research & Service Foundation, Inc.	8,760.00	0.00	8,760.00	0.00	8,760.00		
2014-YA-0158-00-C	Kennesaw State University Research and Service Foundation	10,500.00	0.00	10,500.00	0.00	10,500.00		
2014-YA-0037-00-C	North Georgia College & State University	7,270.00	0.00	7,270.00	0.00	7,270.00		
2014-YA-0118-00-C	Oglethorpe University	5,000.00	0.00	5,000.00	0.00	5,000.00		
2014-YA-0102-00-C	South Georgia College	3,500.00	0.00	3,500.00	0.00	3,500.00		
2014-YA-0109-00-C	Valdosta State University	6,090.00	0.00	6,090.00	0.00	6,090.00		
2014-YA-0070-00-C	West Georgia, University of	11,720.00	0.00	11,720.00	0.00	11,720.00		
2014-YA-0031-00-C	Young Harris College	5,000.00	0.00	5,000.00	0.00	5,000.00		
Totals		2,725,360.00	0.00	2,725,360.00	17,866.67	2,743,226.67	0.00	

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 405d Impaired Driving Countermeasures M5PEM Paid/Earned Media							Funding Source: 405d	
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local	
		<i>Date: 5/28/2013</i>						
2014-GA-0205-00	"Operation Zero Tolerance Campaigns" Christmas/New Years 2013/2014 - \$240,000 Independence Day 2014 - \$240,000 Labor Day 2014 - \$240,000	720,000.00	0.00	720,000.00	0.00	720,000.00		
	Totals	720,000.00	0.00	720,000.00	0.00	720,000.00		0.00

HIGHWAY SAFETY PROGRAM MODULE COST SUMMARY
 STATE OF GEORGIA
 FEDERAL FISCAL YEAR 2014

PROGRAM MODULE AREA: 200 Share the Road					Funding Source: State Funds		
Task No.	Agency Name	Original HSP	Adjustment	Amended HSP	State/Local Match	Total Grant	Fed to Local
			<i>Date: 5/28/2013</i>				
2014-GA-0128-00	GOHS-Road Marking	0.00	0.00	0.00	32,500.00	32,500.00	
2014-GA-0074-00-C	Alpharetta Police Department, City of	0.00	0.00	0.00	14,700.00	14,700.00	
2014-GA-0156-00-C	BikeAthens	0.00	0.00	0.00	60,200.00	60,200.00	
2014-GA-0063-00-C	Georgia Bikes! Coalition	0.00	0.00	0.00	83,700.00	83,700.00	
	Savannah Bicycle Coalition	0.00	0.00	0.00	20,000.00	20,000.00	
	Totals	0.00	0.00	0.00	211,100.00	211,100.00	0.00

SECTION 6:

**CERTIFICATIONS AND
ASSURANCES**



**APPENDIX A TO PART 1200 –
CERTIFICATION AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: Georgia

Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
 - The dangers of drug abuse in the workplace.
 - The grantee's policy of maintaining a drug-free workplace.
 - Any available drug counseling, rehabilitation, and employee assistance programs.
 - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - Abide by the terms of the statement.
 - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
 - Taking appropriate personnel action against such an employee, up to and including termination.
 - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



 Signature Governor's Representative for Highway Safety

6/20/13

 Date

Harris Blackwood

 Printed name of Governor's Representative for Highway Safety

SECTION 7:

APPENDIX

- **FFY 2014 CORE PERFORMANCE
DETAILED DATA JUSTIFICATION**



FFY 2014 Governor's Office of Highway Safety (GOHS) CORE PERFORMANCE MEASURES AND GOALS

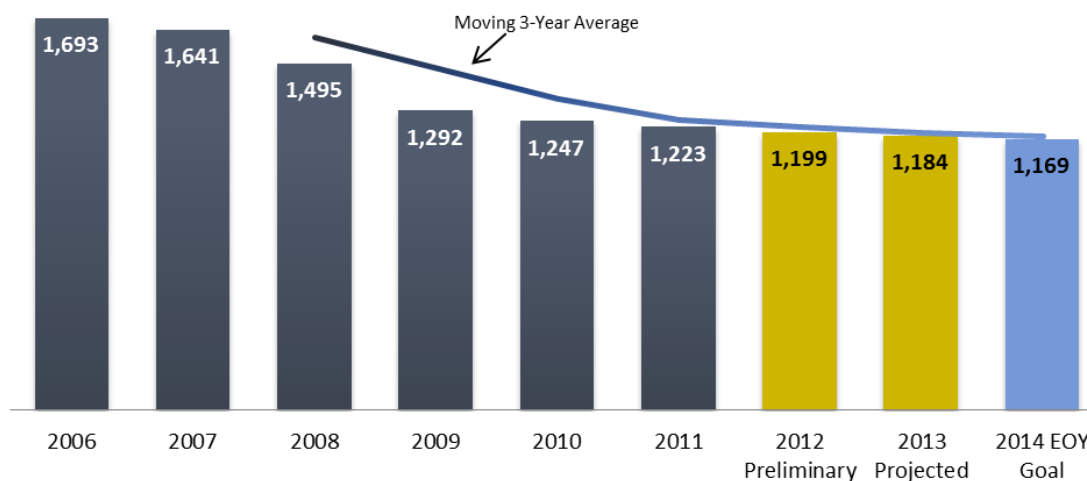
DETAILED JUSTIFICATION

1. To maintain the steady decrease of traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.

Based on the data from 2006-2011 there has been steady decrease of traffic fatalities with the most fatalities occurring in 2006 with 1,693 deaths. The average decrease between calendar year 2006-2011 is 84 fatalities per year. Based on 2013 daily fatality reports, the predicted 2013 end of year (EOY) fatalities will be 1,184. If Georgia continues this trend to the end of the 2014 year, there will be 1,169 roadway fatalities. Since it is difficult to predict human behavior based on 3-year smooth averaging method, Governor's Office of Highway Safety (GOHS) has the 2014 goal to steadily decrease roadway fatalities below the 3-yr average fatalities of 1,184 bodies.

Traffic Fatalities	Year									
	2006	2007	2008	2009	2010	2011	Overall (2006-2011) Average	2012 Preliminary	2013 Projected	2014 EOY Goal
Fatalities	1,693	1,641	1,495	1,292	1,247	1,223	1,432	1,199	1,184	1,169
Difference	-36	-52	-146	-203	-45	-24	-84	-24	-15	-15
Percent Difference	-2%	-3%	-9%	-14%	-3%	-2%	-6%	-2.0%	-1.3%	-1.3%
3YR Average	--	1,688	1,610	1,476	1,345	1,254	1,474	1,223	1,202	1,184
Average % Difference	--	--	-5%	-8%	-9%	-7%	-7%	-2%	-2%	-2%

2006-2011 Georgia Traffic Fatalities & 2013/2014 Estimated Fatalities
Moving 3-Year Average

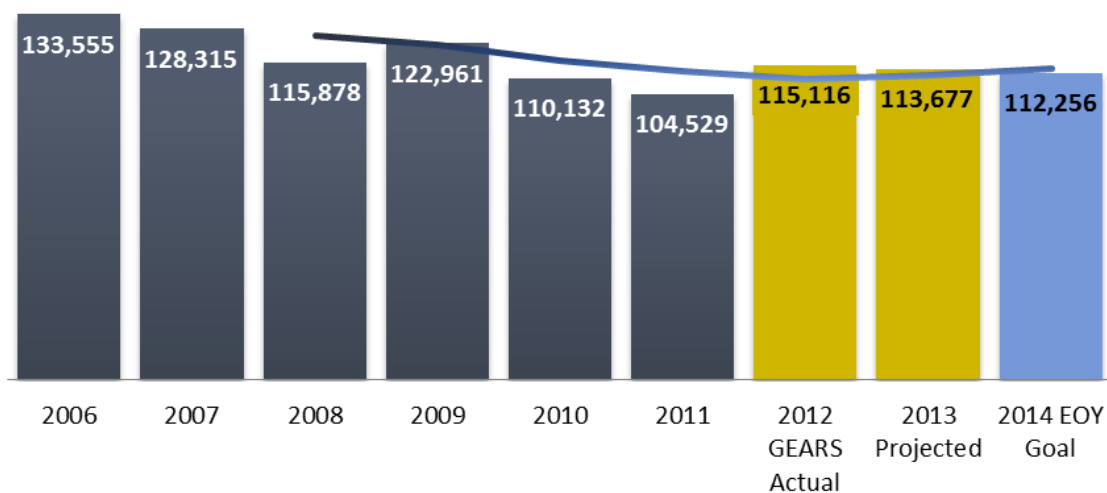


2. To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.

Based on the data from 2006-2011 there has been steady decrease of serious traffic injuries with the most injuries occurring in 2006 with 133,555 injuries. The average decrease between calendar year 2006-2011 is 5,779 injuries per year. The predicted 2013 end of year (EOY) will be 113,677 – an increase from 2011. To continue the downward trend experienced in previous years, Governor's Office of Highway Safety (GOHS) has the 2014 goal to steady decrease serious traffic injuries below the 3-yr average injuries of 113,683 bodies.

	2006	2007	2008	2009	2010	2011	Overall (2006-2011) Average	2012 GEARS Actual	2013 Projected	2014 EOY Goal
Injuries	133,555	128,315	115,878	122,961	110,132	104,529	119,228	115,116	113,677	112,256
Difference	-5,646	-5,240	-12,437	7,083	-12,829	-5,603	-5,779	10,587	-1,439	-1,421
Percent Difference	-4%	-4%	-10%	6%	-10%	-5%	-5%	10.1%	-1.3%	-1.3%
3YR Average	136,962	133,690	125,916	122,385	116,324	112,541	122,171	109,926	111,107	113,683
Average % Difference	0%	-2%	-6%	-3%	-5%	-3%	-4%	-2%	1%	1%

2006-2011 Georgia Serious Traffic Injuries & 2013/2014 Estimated Serious Injuries
Moving 3-Year Average



3. To decrease overall fatality rates in rural and urban areas.

a. To decrease fatalities/VMT by two-percent (2%) from the 2011 calendar year of 1.09 to 1.07 by December 31, 2014.

The average decrease of fatalities/VMT from 2007-2011 decreased on average by 6%. It is expected that there will be a 2% or greater decrease by December 2014. The 2014 end of year (EOY) fatality rates are calculated under the assumption that vehicle miles traveled (VMT) in 2011 did not change significantly.

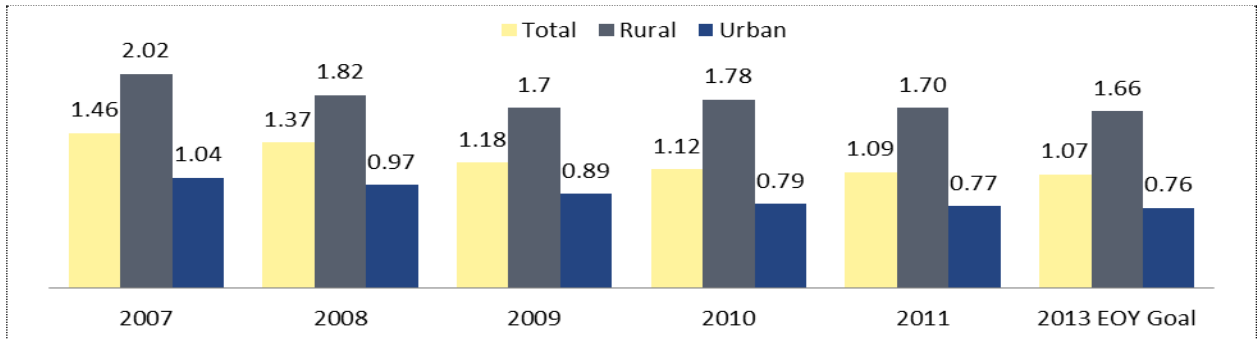
b. To decrease rural fatalities/VMT by two-percent (2%) from the 2011 calendar base year average of 1.70 to 1.66 by December 31, 2014.

The average decrease of rural fatalities/vehicle miles traveled (VMT) from 2007-2011 decrease on average by 1%. It is estimated that there will be a 2% or greater decrease by December 2014 of rural fatalities/vehicle miles traveled (VMT). The 2014 end of year (EOY) fatality rates are calculated under the assumption that vehicle miles traveled (VMT) in 2011 did not change significantly.

c. To decrease urban fatalities/VMT by two-percent (2%) from the 2011 calendar base year average of 0.77 to 0.76 by December 31, 2014.

The average decrease of urban fatalities/vehicle miles traveled (VMT) from 2007-2011 decrease on average by 5%. It is estimated that there will be a 2% or greater decrease by December 2014 of urban fatalities/vehicle miles traveled (VMT). The 2014 end of year (EOY) fatality rates are calculated under the assumption that vehicle miles traveled (VMT) in 2011 did not change significantly.

Core Outcome Measures		Year							5 YR (2007-2011) AVERAGE	2014 EOY Goal
		2005	2006	2007	2008	2009	2010	2011		
Traffic Fatalities	Total	1,729	1,693	1,641	1,495	1,284	1,247	1,223	1,378	1,199
	% Chg.	---	-2%	-3%	-9%	-14%	-3%	-2%	-6%	
	Rural	800	740	836	701	659	655	625	695	613
	% Chg.	---	-8%	13%	-16%	-6%	-1%	-5%	-3%	
	Urban	655	725	737	688	625	592	578	644	566
	% Chg.	---	11%	2%	-7%	-9%	-5%	-2%	-4%	
	Unknown	274	228	68	106	0	0	20	39	20
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.52	1.49	1.46	1.37	1.18	1.12	1.09	1.24	1.07
	% Chg.	---	-2%	-2%	-6%	-14%	-5%	-2%	-6%	
	Rural	1.92	1.78	2.02	1.82	1.7	1.78	1.70	1.80	1.66
	% Chg.	---	-7%	13%	-10%	-7%	5%	-5%	-1%	
	Urban	0.91	1.01	1.04	0.97	0.89	0.79	0.77	0.89	0.76
	% Chg.	---	11%	3%	-7%	-8%	-11%	-2%	-5%	



To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.

Based on the data from 2007-2011 there has been a steady decrease of unrestrained passenger vehicle occupants fatalities with the most unrestrained fatalities occurring in 2007 with 637 unrestrained fatalities. The average decrease between calendar year 2007-2011 is 41 fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 408. If Georgia continues this trend to the end of 2014 year, there will be 402 unrestrained passenger vehicle occupant fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to steady decrease roadway fatalities below the 3-yr average of 408 fatalities.

	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
Passenger Vehicle Occupant Fatalities									
Unrestrained	637	575	454	428	421	527	413	408	402
% of Unrestrained Fatalities	39%	38%	35%	34%	34%	37%	34%	34%	34%
Difference	-12	-62	-121	-26	-7	-41	-8	-5	-5
Percent Difference	-2%	-10%	-21%	-6%	-2%	-7%	-2.0%	-1.3%	-1.3%
3YR Average	652	620	555	486	434	549	421	414	408
Average % Difference	--	-5%	-10%	-13%	-11%	-10%	-3%	-2%	-1%

4. To decrease alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2012.

Based on the data from 2007-2011 there has been a steady decrease of alcohol impaired driving fatalities with the most fatalities occurring in 2007 with 445 fatalities. The average decrease between calendar year 2007-2011 is 35 alcohol related fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 249. If Georgia continues this trend to the end of 2014 year, there will be 234 alcohol impaired driving fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease alcohol impaired driving fatalities below the 3-yr average of 256 fatalities.

Alcohol-Impaired Driving Fatalities (BAC=.08+)	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Alcohol Related Fatalities	445	405	331	299	277	351	264	249
% of Alcohol Related Fatalities	27%	27%	26%	24%	23%	25%	22%	21%	20%
Difference	-9	-40	-74	-32	-22	-35	-13	-15	-15
Percent Difference	-2%	-9%	-18%	-10%	-7%	-9%	-4.8%	-4.3%	-5.6%
3YR Average	444	435	394	345	302	384	280	292	256
Average % Difference	--	-2%	-9%	-12%	-12%	-9%	-7%	-5%	-5%

5. To maintain the steady decrease of speeding related fatalities below the 2011 calendar base year count of 220 by December 31, 2014.

Based on the data from 2007-2011 there has been a steady decrease of speeding related fatalities with the most fatalities occurring in 2007 of 384 speeding related fatalities. The average decrease between calendar year 2007-2011 is 47 speeding related fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 213. If Georgia continues this trend to the end of 2014 year, there will be 210 speeding related fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease speeding-related fatalities below the 3-yr average of 213 fatalities

Speeding-Related Fatalities	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Total	384	309	238	217	220	274	216	213
% of Alcohol Related Fatalities	23%	21%	18%	17%	18%	20%	18%	18%	18%
Difference	-70	-75	-71	-21	3	-47	-4	-3	-3
Percent Difference	-6%	-20%	-23%	-9%	1%	-11%	-1.9%	-1.2%	-1.3%
3YR Average	377	367	310	255	225	307	218	216	213
Average % Difference	--	-2%	-16%	-18%	-12%	-12%	-3%	-1%	-1%

6. To decrease motorcyclist fatalities from the 2011 calendar base year count of 149 to 140 by December 31, 2014.

Based on the data from 2007-2011 there has been an unsteady decrease of motorcyclist fatalities with the most fatalities occurring in 2007 with 163 fatalities. The average decrease between calendar year 2007-2011 is 152 fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 142. If Georgia continues this trend to the end of 2014 year, there will be 140 motorcyclist fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease motorcyclist fatalities below the 3-yr average of 143 fatalities.

Motorcyclist Fatalities	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Total	163	178	140	128	149	152	146	142
% of Fatalities	10%	12%	11%	10%	12%	11%	12%	12%	12%
Difference	9	15	-38	-12	21	-1	-3	-10	-6
Percent Difference	6%	9%	-21%	-9%	16%	0%	-2.0%	-6.5%	-4.1%
3YR Average	154	165	160	149	139	157	141	146	143
Average % Difference	-3%	-7%	3%	8%	7%	2%	2%	3%	-4%

7. To decrease un-helmeted motorcyclist fatalities from the 2011 calendar base year of 15 to 14 by December 31, 2014.

Based on the data from 2007-2011 there has been a small decrease of motorcyclist fatalities un-helmeted with the most un-helmeted fatalities occurring in 2007 with 21 fatalities. The average between calendar year 2007-2011 is 15 fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 14. If Georgia continues this trend to the end of 2014 year, there will be 14 or less motorcyclist fatalities un-helmeted. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease motorcyclist fatalities below the 3-yr average of 14 un-helmeted fatalities.

Motorcyclist Fatalities Un- Helmeted	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Total	21	15	11	14	15	15	15	14
% of Motorcyclist Fatalities	13%	8%	8%	11%	10%	10%	10%	10%	10%
Difference	0	-6	-4	3	1	-1	0	-1	0
Percent Difference	0%	-29%	-27%	27%	7%	-4%	-2.0%	-6.7%	0.0%
3YR Average	19	19	16	13	13	16	15	15	14
Average % Difference	--	4%	-18%	20%	0%	2%	11%	0%	-3%

8. To decrease drivers age 20 or younger involved in fatal crashes from the 2011 calendar base year of 165 to 152 by December 31, 2014.

Based on the data from 2007-2011 there has been an unsteady decrease of drivers age 20 or younger involved in fatal crashes with the most fatalities occurring in 2007 with 284 drivers involved in fatal crashes. The average decrease between calendar year 2007-2011 is 199 young drivers in fatal crashes per year. Based on the data available the predicted 2013 end of year (EOY), 154 young drivers will be involved in fatal crashes. If Georgia continues this trend to the end of 2014 year, there will be 152 drivers age 20 or younger involved in fatal crashes. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease drivers age 20 or younger involved in fatal crashes below the 3-yr average of 154 fatalities.

Drivers Involved in Fatal Crashes-20 years or younger	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Total	284	221	148	175	165	199	156	154
% of Fatal Crashes	17%	15%	11%	14%	13%	14%	13%	13%	13%
Difference	-14	-63	-73	27	-10	-27	-9	-2	-2
Percent Difference	-6%	-22%	-33%	18%	-6%	-10%	-5.5%	-1.3%	-1.3%
3YR Average	377	367	218	181	163	261	165	158	154
Average % Difference	--	-2%	-16%	-17%	-10%	-11%	2.3%	-4.2%	-2.7%

9. To reduce pedestrian fatalities from the 2011 calendar year 130 to 129 by December 31, 2014.

Based on the data from 2007-2011 there has been unsteady change in pedestrian fatalities with the most fatalities occurring in 2007 with 154 fatalities. The average decrease between calendar year 2007-2011 is 4 fatalities per year. Based on the data available the predicted 2013 end of year (EOY) fatalities will be 130. If Georgia continues this trend to the end of 2014 year, there will be 129 pedestrian fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease pedestrian fatalities below the 3-yr average of 130 fatalities.

Pedestrian Fatalities	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
	Total	154	147	152	168	130	150	132	130
% Pedestrian Fatalities	9%	10%	12%	13%	11%	11%	11%	11%	11%
Difference	6	-7	5	16	-38	-4	2	-2	-2
Percent Difference	-6%	-5%	3%	11%	-23%	4%	1.5%	-1.3%	-1.3%
3YR Average	377	367	151	156	150	240	143	131	130
Average % Difference	--	-2%	-16%	3%	-4%	-5%	-4%	-7%	0%

FFY 2014 Governor's Office of Highway Safety (GOHS) PRIORITY GOALS

DETAILED JUSTIFICATION

- **Increase the rate of observed safety belt use from baseline 91.5% in 2012 to 92% by the end of FFY 2014 for drivers and front seat outboard passengers.**

Statewide safety belt usage in 2012 for drivers and passengers of passenger cars, trucks, and vans was 91.5%, a slight decrease of 1.5% from 2011. Governor's Office of Highway Safety (GOHS) has the 2014 goal to increase the seatbelt utilization by a net 0.5% from the 2012 baseline.

- **Reduce the alcohol related fatality rate (BAC = .08+) from 2011 baseline of 0.25 fatalities (277) per 100 million vehicle miles traveled (VMT) to 0.21 fatalities per 100 million VMT (based on 111,722 million VMT).**

In 2007, 445 were alcohol related fatalities —this represents 27% of all traffic related fatalities. By decreasing the number of overall fatalities by 4% (from 1,223 fatalities in 2011 to 1,169 fatalities in 2014) and decrease the proportion of alcohol related fatalities from 25% to 21%, it is estimated that the alcohol fatalities rate will decrease by 4% assuming vehicle miles traveled (VMT) remains fairly constant. Georgia's goal is to have alcohol related fatality rate of 0.21 or less by December 31, 2014.

	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
Fatalities	1,641	1,495	1,292	1,247	1,223	1,432	1,199	1,184	1,169
Alcohol-Related Fatalities	445	405	331	299	277	351	264	249	234
VMT (Millions)	112,541	109,057	109,258	111,722	111,722	110,860	111,722	111,722	111,722
Alcohol Fatality Rates	0.4	0.37	0.3	0.27	0.25	0.32	0.24	0.22	0.21
% of Alcohol Related Fatalities	27%	27%	26%	24%	23%	25%	22%	21%	20%

- **Maintain or reduce percentage of speed related fatal crashes from baseline 18% (220 fatalities) in 2011 by the end of December 31, 2014.**

In 2011, 220 were speeding related fatalities—this represents 18% of all traffic related fatalities. If Georgia continues this trend of reducing the number of speeding related fatalities it is predicted that by 2014 there will be 210 or less speed related fatalities. Governor's Office of Highway Safety (GOHS) has the 2014 goal to decrease pedestrian fatalities below the 3-yr average of 213 speed related fatalities

Speeding-Related Fatalities

	2007	2008	2009	2010	2011	Overall (2007-2011) Average	2012 Estimated	2013 Projected	2014 EOY Goal
Total	384	309	238	217	220	274	216	213	210
% of Alcohol Related Fatalities	23%	21%	18%	17%	18%	20%	18%	18%	18%
Difference	-70	-75	-71	-21	3	-47	-4	-3	-3
Percent Difference	-6%	-20%	-23%	-9%	1%	-11%	-1.9%	-1.2%	-1.3%
3YR Average	377	367	310	255	225	307	218	216	213
Average % Difference	--	-2%	-16%	-18%	-12%	-12%	-3%	-1%	-1%

Continue implementation of the Strategic Highway Safety Plan with all roadway safety stakeholders in Georgia.

SECTION 8:

SECTION 405 GRANT APPLICATION



Governor's Office of Highway Safety

Section 8: SECTION 405 MAP 21 GRANT APPLICATION

- **Appendix D..... 180**
- **Updated Occupant Protection Plan for FY 2014 405 (b)(23 CFR 1200.21)... 194**
 - Occupant Protection Plan..... 196
 - Click It or Ticket..... 200
 - Child Restraint Inspection Stations..... 202
 - Child Passenger Safety Technician..... 202
 - Chart Showing Child Restraint Inspection Stations by County..... 210

- **State Traffic Safety Information Systems Improvements (23 CFR 1200.22)... 225**
 - Traffic Records Plan..... 227
 - Traffic Records Assessment Update Report..... 228

- **Impaired Driving Countermeasures 405 (d) (23 CFR 1200.23)..... 235**
 - Assurance Statement..... 237

- **Motorcyclist Safety 405 (f) (23 CFR 1200.25)..... 239**
 - Motorcyclist Awareness Program..... 241***
 - Data Used to Identify Priorities..... 241
 - Motorcycle Safety Plan..... 243
 - Collaboration Among Agencies..... 250
 - Strategic Communications Plan..... 251
 - Awareness Program Development Letter..... 253
 - Authority Over Motorcyclist..... 254
 - Impaired Driving Program..... 257***
 - Data Used Identify Priorities..... 257
 - Impaired Driving Program..... 258
 - Law Defining Impairment..... 262

**APPENDIX D TO PART 1200 –
CERTIFICATIONS AND ASSURANCES
FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)**

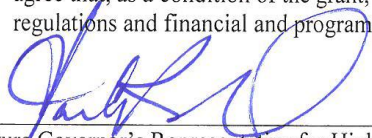
State: Georgia

Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governor's Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State's application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.



Signature Governor's Representative for Highway Safety

6/20/13

Date

Harris Blackwood

Printed name of Governor's Representative for Highway Safety

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

Part 1: Occupant Protection (23 CFR 1200.21)

All States: [*Fill in all blanks below.*]

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(1)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State's planned participation is provided as HSP attachment or page # 200.
- The State's occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page # 196.
- Documentation of the State's active network of child restraint inspection stations is provided as HSP attachment or page # 202.
- The State's plan for child passenger safety technicians is provided as HSP attachment or page # 202.

Lower Seat belt Use States: [*Check at least 3 boxes below and fill in all blanks under those checked boxes.*]

- The State's **primary seat belt use law**, requiring primary enforcement of the State's occupant protection laws, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.
- Legal citation(s):**

- The State's **occupant protection law**, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:

- Coverage of all passenger motor vehicles:

- Minimum fine of at least \$25:

- Exemptions from restraint requirements:

- The State's **seat belt enforcement plan** is provided as HSP attachment or page # _____.
- The State's **high risk population countermeasure program** is provided as HSP attachment or page # _____.
- The State's **comprehensive occupant protection program** is provided as HSP attachment # _____.
- The State's **occupant protection program assessment**: [*Check one box below and fill in any blanks under that checked box.*]
- The State's NHTSA-facilitated occupant protection program assessment was conducted on _____;
- OR**
- The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)
-

Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

[Fill in **at least one blank for each bullet below.**]

- A copy of [*check one box only*] the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # _____ or submitted electronically through the TRIPRS database on 6.19.2013.
 - A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # _____ or submitted electronically through the TRIPRS database on 6.20.2013.
 - A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # _____ or submitted electronically through the TRIPRS database on 5.9.2013.
 - The name and title of the State's Traffic Records Coordinator is Mike Smith, Project Manager, Traffic Records
 - A copy of the State Strategic Plan, including any updates, is provided as HSP attachment # _____ or submitted electronically through the TRIPRS database on 6.21.2013.
 - [*Check one box below and fill in any blanks under that checked box.*]
 - The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages 16-18; 25-26
 - OR
 - If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment # _____
 - The State's most recent assessment or update of its highway safety data and traffic records system was completed on 3.06.2009.
-

Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)

All States:

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

Mid-Range State:

- *[Check one box below and fill in any blanks under that checked box.]*
 - The statewide impaired driving plan approved by a statewide impaired driving task force was issued on _____ and is provided as HSP attachment # _____;
- OR**
- For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.
- A copy of information describing the statewide impaired driving task force is provided as HSP attachment # _____.

High-Range State:

- *[Check one box below and fill in any blanks under that checked box.]*
 - A NHTSA-facilitated assessment of the State's impaired driving program was conducted on _____;
- OR**
- For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;
- *[Check one box below and fill in any blanks under that checked box.]*
 - For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;
- OR**
- For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on _____ is provided as HSP attachment # _____.

- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment # _____.

Ignition Interlock Law: *[Fill in all blanks below.]*

- The State's ignition interlock law was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

Part 4: Distracted Driving (23 CFR 1200.24)

[Fill in all blanks below.]

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:

- Definition of covered wireless communication devices:

- Minimum fine of at least \$25 for first offense:

- Increased fines for repeat offenses:

- Exemptions from texting ban:

Prohibition on Youth Cell Phone Use While Driving

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least \$25, increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on youth cell phone use while driving:

 - Driver license testing of distracted driving issues:

 - Minimum fine of at least \$25 for first offense:

 - Increased fines for repeat offenses:

 - Exemptions from youth cell phone use ban:
-

Part 5: Motorcyclist Safety (23 CFR 1200.25)

[Check at least 2 boxes below and fill in any blanks under those checked boxes.]

Motorcycle riding training course:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # _____.
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # _____.
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # _____.
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # _____.
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # _____.

Motorcyclist awareness program:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # PG. 254.
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # PG. 253.
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # 241.
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # 250.
- Copy of the State strategic communications plan is provided as HSP attachment # PG. 251.

Reduction of fatalities and crashes involving motorcycles:

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.

Impaired driving program:

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page # 257.
- Detailed description of the State's impaired driving program is provided as HSP attachment or page # 258.
- The State law or regulation that defines impairment.
Legal citation(s): O.C.G.A. § 40-5-67.1
(SEE PAGE 262)

Reduction of fatalities and accidents involving impaired motorcyclists:

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.
Legal citation(s): _____

Use of fees collected from motorcyclists for motorcycle programs: [*Check one box below and fill in any blanks under the checked box.*]

Applying as a Law State –

- The State law or regulation that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs.

Legal citation(s):

AND

- The State's law appropriating funds for FY ____ that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be spent on motorcycle training and safety programs.

Legal citation(s):

Applying as a Data State –

- Data and/or documentation from **official** State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment #

Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)

[Fill in all applicable blanks below.]

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage – requires testing and education, driving restrictions, minimum duration, and applicability to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:

- Driving restrictions:

- Minimum duration:

- Applicability to novice drivers younger than 21 years of age:

- Exemptions from graduated driver licensing law:

Intermediate Stage – requires driving restrictions, minimum duration, and applicability to any driver who has completed the learner’s permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:

- Minimum duration:

- Applicability to any driver who has completed the learner’s permit stage and is younger than 18 years of age:

- Exemptions from graduated driver licensing law:

Additional Requirements During Both Learner’s Permit and Intermediate Stages

Prohibition enforced as a primary offense on use of a cellular telephone or any communications device by the driver while driving, except in case of emergency.

Legal citation(s):

Requirement that the driver who possesses a learner’s permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage.

Legal citation(s):

License Distinguishability (Check one box below and fill in any blanks under that checked box.)

Requirement that the State learner's permit, intermediate license, and full driver's license are visually distinguishable.

Legal citation(s):

OR

Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment # _____.

OR

Description of the State's system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment # _____.

Occupant Protection 405 (b)

Updated Occupant Protection Plan for FY 2014 405 (b) (23 CFR 1200.21)

Table of Contents

- Occupant Protection Plan..... 196
- Click It or Ticket..... 200
- Child Restraint Inspection Stations..... 202
- Child Passenger Safety Technician..... 202
- Chart Showing Child Restraint Inspection Stations by County..... 210

OCCUPANT PROTECTION

PROGRAM GOALS: The overall program goal is to maintain the increase in the rate of observed safety belt use from 91.5% in 2012 to 92.0% by the end of FFY 2014 of drivers and front seat outboard passengers.

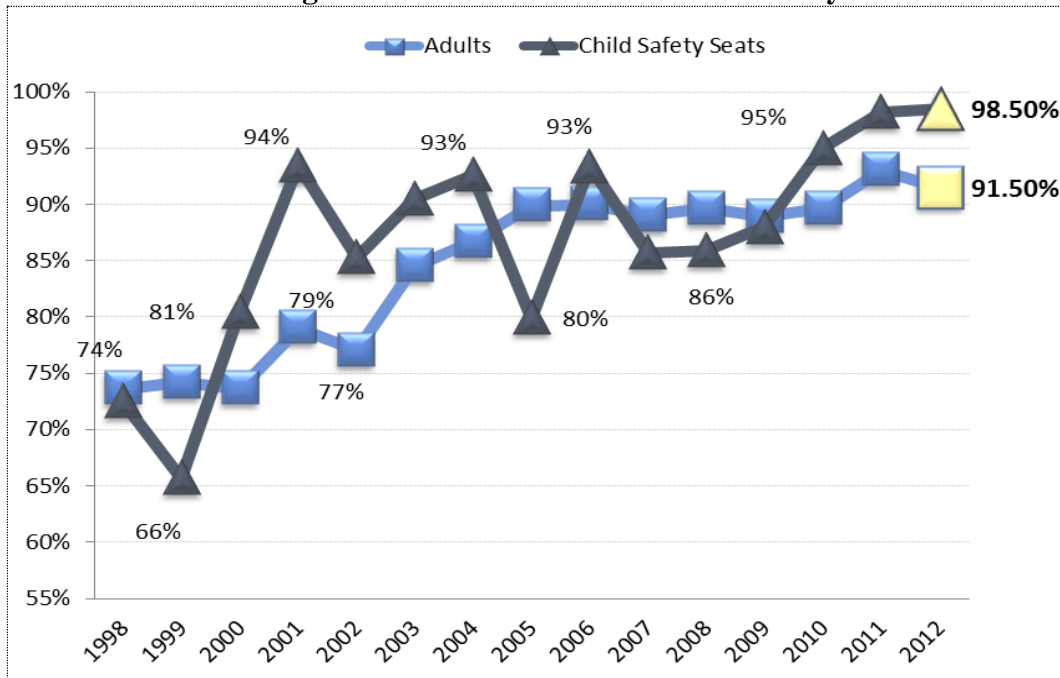
Problem Identification and Program Justification

One of the leading causes of motor vehicle injuries and deaths is failure to wear safety belts or to properly secure children in age, height, and weight appropriate child safety seats. In Georgia, non-restraint use is consistently associated with over fifty percent (50%) of all vehicle crash fatalities. The National Highway Traffic Safety Administration data that shows safety belts, when used, reduce the risk of fatal injury to front seat passenger car occupants by forty-five percent (45%) and the risk of moderate-to-critical injury by fifty percent (50%). For light-truck occupants, seat belts reduce the risk of fatal injury by sixty percent (60%) and moderate-to-critical injury by sixty-five percent (65%). Research on the effectiveness of child safety seats has found them to reduce fatal injury by seventy-one percent (71%) for infants and by fifty-four percent (54%) for toddlers in passenger vehicles. For infants and toddlers in light trucks, the corresponding reductions are fifty-eight percent (58%) and fifty-nine percent (59%), respectively.

Governor's Office of Highway Safety (GOHS), in partnership with the University of Georgia Survey Research Center, conducts an annual observational survey of restraint use. Results suggest that safety belt use varies geographically and demographically. Non-users are disproportionately male and pickup truck occupants. Highlights from the September 2012 report are as follows:

- Statewide safety belt usage in 2012 for drivers and passengers of passenger cars, trucks, and vans was 91.5%, a slight decrease of 1.5% from 2011.
- Safety belts usage was 95.0% in passenger cars, 94.7% in vans, and only 85.8% in trucks.
- Observed safety belt use for front seat occupants was highest in rural areas (93.1%), followed by other Metropolitan Statistical Areas (92.6%), and the Atlanta Metropolitan Statistical Area (MSA) (88.3%).
- Child safety seat usage in 2012 was 98.5%, an increase of 0.3% from the 2011 usage rate. Child safety seat usage was highest in the Atlanta Metropolitan Statistical Area (MSA) and rural areas of the state (both 100.0%), followed closely by non-Atlanta Metropolitan Statistical Areas (MSAs) (96.3%).

Georgia Restraint Use Observational Survey



In 2010, a total of 44 children ages 6-8 years in Georgia were involved in fatal motor vehicle crashes (crashes that led to more than one fatality). Of those children involved in fatal crashes, 22 were injured and 11 were killed. Only 5 out of the 11 fatality injured children were reported to be using a supplemental restraint, such as a child safety seat or a booster seat, in addition to the adult seat belt.

In the three-year period from 2005 to 2007, hospitalization charges for 248 children who were hospitalized due to motor vehicle traffic related injuries were about \$7 million. An additional \$5 million in charges was for the 5,111 emergency room visits for the same period. Because of the gap in our law and what the statistics are showing, Georgia introduced and passed new legislation, Senate Bill 88. On July 1, 2011 Georgia's new law went into effect requiring children to be properly restrained in a child passenger safety restraint device until they reach eight (8) years of age.

Target Population

The target population is all occupants in motor vehicles, with particular emphasis on populations who are most at risk by not using restraints or not placing their children in restraints.

FFY 2014 Performance Objectives

- Objective 1: To increase the statewide safety belt usage rate to 92% by the end of 2014.
- Objective 2: To maintain the increase in the use of child safety restraint systems for children age seven and under of 98.5% in 2014.
- Objective 3: To increase safety belt use rate by 2.5% for rural drivers and passengers in the FFY 2014.
- Objective 4: To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To maintain the steady decrease of *serious traffic injuries* below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
- 3) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by four-percent (4%) from the 2011 calendar base year of 421 to 402 by December 31, 2014.

Strategies

1. Sponsor a minimum of four (4) attendees to highway safety conferences such as LifeSavers.
2. Conduct four (4) statewide campaigns to promote occupant safety (Hands Across the Border, Buckle Up America Month, Child Passenger Safety Month and Click It or Ticket).
3. Continue to build collaborative partnerships with community groups, organizations and law enforcement for the purpose of addressing highway safety initiatives at the local level.
4. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by Governor's Office of Highway Safety (GOHS).
5. Implement a Georgia Child Passenger Safety Advisory Board (meeting annually while hosting a tab on the Governor's Office of Highway Safety (GOHS) website for technicians) in an effort to provide program direction and technical guidance to communities and organizations in the area of Child Passenger Safety.
6. Present the rollover simulator at national, state and local educational campaigns in Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle.
7. Provide funds to the Department of Public Health (DPH) to continue researching, developing and implementing strategies for occupant protection among elderly drivers to include activities such as conducting a bimonthly meeting of the Older Driver Task Force and an Older Driver Design Workshop.
8. Provide funds to facilitate mini-grant programs, covering 154 counties (out of 159), representing approximately 97% of the state, providing occupant safety education and distributing at least 4,000 car seats to eligible low income families.
9. Provide funds to the Department of Public Health's Child Occupant Safety Project to teach a "Transporting Georgia's Special Children Safely" special needs Child Passenger Safety (CPS) training course.
10. Provide funds to the Department of Public Health's Child Occupant Safety Project to train and assist partners with (1) safely transporting children on school buses, (2) to participate in the *Georgia Association for Pupil Transportation Special Needs Road-E-O*, and (3) school bus conference to allow visibility and encourage building capacity for safe school bus transportation.
11. Provide funds to the Department of Public Health's Child Occupant Safety Project to provide education and/ or technical assistance to Georgia's hospitals or healthcare professionals.

12. Provide funds to the Department of Public Health's Child Occupant Safety Project to facilitate the "Teddy Bear Sticker Program" identifying taxpayer-funded seats that have been involved in a crash, with the goal of documenting at least 30 serious injuries prevented and potential lives saved as a result of the mini-grant program's education and seat distribution, using the "You Don't Have to Bear It" Teddy Bear Stickers. In addition to documenting saves, the Teddy Bear Sticker (TBS) Program replaces state-funded child safety seats that have been involved in a crash and provides injury prevention-related materials to the reporting agencies.
13. Distribute and/or properly install an average of 7 child safety seats at each of the thirty-six (36) Atlanta Fire Department inspection stations monthly while also participating in Community events resulting in the distribution of over 3,000 seats to low income families in the Atlanta area. Educational materials will also be distributed to parents and caregivers.
14. Provide funds to the Atlanta Fire Department to host at least fifteen (15) Child Passenger Safety Technician (CPST) courses, certifying 200 fire personnel as new technicians and/or re-certification.

Click it or Ticket Mobilization

The Governor's Office of Highway (GOHS) recognizes that law enforcement plays an important role in overall highway safety in the State. Campaigns such as "Click It or Ticket" have proven that high visibility enforcement is the key to saving lives on Georgia's roadways. Georgia has a total of 59,329 law enforcement officers employed by a total of 1,038 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. The Governor's Office of Highway Safety (GOHS) continues to seek the support of everyone in implementing the campaign activities.

The Georgia Governor's Office of Highway Safety coordinates two statewide, high visibility Click it or Ticket Mobilizations each fiscal year. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during Regional Traffic Enforcement Network meetings and also communicated on the Georgia Traffic Enforcement Network (GATEN) list serv to over 1100 law enforcement officers and prosecutors. The plan is to involve all Georgia law enforcement officers with a blanket approach of high visibility Click it or Ticket enforcement initiatives across the entire state. Jurisdictions that are over represented with unbelted fatalities are targeted for extra efforts and stepped up night time seat belt enforcement checkpoints. In addition to enforcement efforts during the two week Click it or Ticket campaigns, Georgia law enforcement are encouraged, through the Regional Traffic Enforcement Networks, a philosophy of 24/7 occupant protection enforcement efforts. Georgia's fatalities have been reduced every year for the past six years and Georgia law enforcement recognize that continued high visibility enforcement of seat belt and child safety seat violations are vital to this continued trend of traffic fatality reductions.

In Federal Fiscal Year (FFY) 2014, the Governor's Office of Highway Safety (GOHS) has two Click it or Ticket (CIOT) Traffic Enforcement Mobilization Campaigns planned.

- November 18 – December 1, 2013 which covers the Thanksgiving Holiday Period
- May 19 – June 1, 2014 which covers the Memorial Day Holiday Period

The Governor's Office of Highway Safety (GOHS) required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations. In a 2012 poll conducted by the Survey Research Center at the University of Georgia, 93% of respondents reported hearing of Click it or Ticket (CIOT), and 95% reported always wearing safety belt.

Click it or Ticket Paid/Earned Media

Paid and earned media programs represent a major component of the Governor's Office of Highway Safety's (GOHS) efforts to reduce the prevalence of traffic crashes, injuries and fatalities. The Governor's Office of Highway Safety (GOHS) has adopted a "year round messaging" approach delivered through statewide media campaigns to reach Georgians. Lifesaving highway safety messages are utilized to increase awareness, promote safety belt and child restraint use, and encourage safe driving overall. The Governor's Office of Highway Safety (GOHS) will continue to produce paid media in conjunction with the National Highway Traffic Safety Administration (NHTSA) campaigns. Market buys will be National Highway Traffic Safety Administration (NHTSA) approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in cities statewide to provide the best possible reach. These cities include: Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville. Targeted cable buys will also occur in counties where we have either experienced past weakness in safety belt use or wish to reinforce current strong numbers. These counties include: Bartow, Bibb, Carroll, Chatham, Clayton, Cobb, Coweta, DeKalb, Fulton, Gwinnett, Hall, Jackson, Lowndes, Richmond, Rockdale, Spalding, Troup, and Whitfield. Governor's Office of Highway Safety (GOHS) highway safety grantees, Traffic Enforcement Networks and community partners will be utilized fully to coordinate and conduct local earned media events during and around the Click it or Ticket (CIOT) Campaigns. Governor's Office of Highway Safety (GOHS) will maintain the current strategies of using social media sources, online videos, adjusted press event schedules and kick-off dates. Total paid media for May 2012 Click it or Ticket (CIOT) was \$393,592. As of November 2012, Click it or Ticket (CIOT) invoices totaled \$299,967.48

Child Restraint Inspection Stations

Georgia hosts Child Restraint Inspection Station locations statewide where at least one certified Child Passenger Safety Technician (CPST) is available during posted hours to ensure the proper installation of child safety seats to local residents and provide child safety seat resources when needed. The Governor's Office of Highway Safety (GOHS) maintains an updated list of Inspection Station locations on the website at www.gahighwaysafety.org. This list identifies the location and contact person of each station. The list also represents and/or service the majority (97%) of Georgia's population and illustrates the Governor's Office of Highway Safety (GOHS) outreach efforts in reaching and providing services to the underserved areas through the inclusion of Health Departments, Fire departments, and local agencies statewide serving as active inspection stations in 154 counties (of 159). The Governor's Office of Highway Safety (GOHS) will work with partners to expand the number of statewide inspection stations and keep updated lists posted on the Governor's Office of Highway Safety (GOHS) website.

Child Passenger Safety Technician

Georgia is currently maintaining over 2,500 certified Child Passenger Safety Technicians (CPST) and about eighty (80) certified Child Passenger Safety (CPS) Instructors. The average National recertification rate was about 55% in calendar year 2012, which the Governor's Office of Highway Safety (GOHS) wishes to meet or exceed by the end of FFY 2014. Certification courses will again be held statewide in an effort to reach all areas of the state. Locations have been chosen based on requests from high-risk areas. Every attempt will be made to schedule courses outside of Georgia's hottest and coldest months due to the required outdoor training. In compliance with the National Certification program, all courses end with a seat check event on the final day. The courses are generally open to the public for participation with special outreach to law enforcement, fire and emergency rescue, public health, school systems and child care.

Georgia Traffic Injury Prevention Institute (GTIPI), Atlanta Fire Department; Department of Public Safety (DPS); and Georgia State Patrol (GSP) will continue to work in certifying and recertifying as many Child Passenger Safety Technicians (CPST) as possible.

The following chart illustrates Georgia Traffic Injury Prevention Institute's (GTIPI) currently scheduled Child Passenger Safety Technician (CPST) Continuing Education Unit (CEU) certification courses in Georgia for FFY 2014.

<u>GTIPI FFY 2014 CPST Courses</u>		<u>CPS CEU Workshops</u>	
<i>Dates</i>	<i>Location</i>	<i>Dates</i>	<i>Location</i>
2013		2013	
October 1-4	LaGrange	October 7	Online Webcast
October 22-24	Conyers	October 10	Suwanee
November 6-7 Instructor Development	Conyers	November 4	Online Webcast
November 12-15	Americus	November 21	Thomasville
December 10-13	Conyers	December 2	Online Webcast
		December 5	Conyers
2014		2014	
January 7-10	Waycross	January 6	Online Webcast
January 28-31	Byron	January 23	Sylvester
February 25-28	Valdosta	February 3	Online Webcast
March 11-14	Vidalia	February 6	Byron
March 25-27	Conyers	March 3	Online Webcast
April 8-11	Tifton	March 6	Savannah
April 17 Renewal	Conyers	March 20	Conyers
April 22-24	Conyers	April 7	Online Webcast
May 6-9	Savannah	April 16	Conyers
May 20-22	Conyers	May 1	Statesboro
June 3-6	Athens/ Elberton	May 5	Online Webcast
June 17-20	Conyers	May 15	Milledgeville
June 25-26 Instructor Development	Conyers	May 2	Online Webcast
	Douglasville/ Carrollton/ Cedartown	June 12	Sylvester
August 5-8	Lawrenceville	July 7	Online Webcast
August 19-22	Conyers	August 4	Online Webcast
August 28 Renewal	Conyers	August 14	Athens
September 9-11	Conyers	September 8	Online Webcast
September 23-26	Macon	September 18	Valdosta

In an effort to **recruit, train and maintain** technicians, the following partners will perform the following activities:

1. **Georgia State Patrol (GSP)**

In 2010 the Georgia State Patrol set for itself a goal of having all Georgia State Troopers become certified Child Passenger Safety Technicians. The curriculum comes from the nationally recognized 32 hour Child Passenger Safety certification that is governed by Safe Kid's Worldwide. The intent is for troopers to be more educated about child safety seats and to better enforce state law as it relates to such, but more importantly to be able to educate parents and caregivers about the proper use and installation of child seats that would ultimately save lives.

The initial step was to identify a core group of troopers to become Child Passenger Safety Instructors who could then begin the process of certifying all sworn officers in the department. The initial group that was identified to begin the process was the Safety Education Unit members. These members were chosen for their instructor experience and the fact that they were already Child Passenger Safety Technicians. With the help of the Georgia Traffic Injury Prevention Institute, these members were mentored and trained as instructors. Other members of the department eventually became instructors and there are now 19 certified instructors statewide.

With the instructor's in place, classes were then offered around the state to begin the certification process for all employees. Classes were taught by departmental instructors as well as instructors from outside organizations. The funding for this goal was made possible by a grant from the Georgia Department of Public Health, Division of Health Protection, Injury Prevention Unit.

Newly employed Troopers are now taught the 32 hour curriculum as part of the basic training received in trooper school. The Department of Public Safety now has 726 active nationally certified child safety seat technicians. These technicians are qualified to hold child seat checks in their respective work assignments as well as correct misuse found in their regular course of patrol duties.

These certifications are good for two years. Recertification courses are taught periodically around the state to recertify technicians and to update them on new procedures. Child Passenger Safety Instructors continually attend training seminars to stay abreast of current teaching material and to maintain their status as instructors.

2. **The University of Georgia Traffic Injury Prevention Institute (GTIPI)**

Georgia Traffic Injury Prevention Institute (GTIPI) offers the following Child Passenger Safety (CPS) training programs: The National Standardized Child Passenger Safety Technician Certification Program, Continuing Education Unit (CEU) Workshops for Child Passenger Safety Technician's (CPST) (Obese Children, Premi- and Under-weight

Children, LATCH, and Airbags), Child Passenger Safety Technician (CPST) Certification Renewal, and Safe Transportation for Children in Child Care (for child-care providers). Georgia Traffic Injury Prevention Institute (GTIPI) promotes Child Passenger Safety Technician (CPST) collaboration throughout the state in an effort to promote Child Passenger Safety (CPS) awareness training at the local level. Additionally, through regular follow-up and the quarterly distribution of the newsletter TechTalk, Georgia Traffic Injury Prevention Institute (GTIPI) encourages Child Passenger Safety Technician's (CPST) to maintain certification.

Many organizations, including Governor's Office of Highway Safety (GOHS) grantees, are encouraging their staff to earn and maintain these certifications. Georgia Traffic Injury Prevention Institute (GTIPI) is the primary entity providing Child Passenger Safety Technician (CPST) training statewide in Georgia. Some organizations Standard Operating Procedure (SOP) authorize Child Passenger Safety Technician (CPST) training facilitated by Georgia Traffic Injury Prevention Institute (GTIPI) only. As a result, the number of local communities requesting Child Passenger Safety (CPS) Technician Certification programs continues to increase. To meet this need, Georgia Traffic Injury Prevention Institute (GTIPI) actively recruits traffic safety advocates to become technicians and regularly offers the Child Passenger Safety Technician (CPST) course statewide throughout the year.

Georgia Traffic Injury Prevention Institute (GTIPI) has highly qualified certified Child Passenger Safety Technician (CPST) Instructors with Lead instructor privileges. Georgia Traffic Injury Prevention Institute's (GTIPI) Child Passenger Safety Technician (CPST) training equipment is above average and is utilized to provide Child Passenger Safety Technician's (CPST) with knowledge about the latest advances in child safety seat technology. Georgia Traffic Injury Prevention Institute (GTIPI) has established a strong partnership with the Georgia State Patrol and its Child Passenger Safety Technician (CPST) Instructors to ensure that high-level quality instruction is provided in all of its Child Passenger Safety Technician (CPST) certification courses. Georgia Traffic Injury Prevention Institute (GTIPI) and Georgia State Patrol (GSP) collaborate regularly to provide Child Passenger Safety Technician (CPST) Certification courses in rural areas of the state. Course evaluations confirm the outstanding instruction coordinated and facilitated by Georgia Traffic Injury Prevention Institute (GTIPI) and its team of instructors. Additionally, being affiliated with The University of Georgia Cooperative Extension has proven to be invaluable and affords Georgia Traffic Injury Prevention Institute (GTIPI) a local point of contact with a working knowledge base of training facilities around the state.

GTIPI Recruiting Strategies

- Create, print and distribute a schedule of all Georgia Traffic Injury Prevention Institute (GTIPI) trainings by distributing an occupant safety training calendar for the 2014-15 grant year.
- Provide exhibits and educational presentations on occupant safety. Information and educational materials will cover safety belt usage for teens and adults of all ages as well as child safety seats and booster seats.
- Contact ten (10) Fire Rescue Departments statewide to identify stations interested in establishing Child Safety Seat Inspection Stations and to explore training opportunities for personnel to support the inspection station.

GTIPI Training Strategies

- Host eighteen (18) Child Passenger Safety Technician (CPST) courses statewide certifying 200 Child Passenger Safety (CPS) Technicians, training a minimum of six (6) bilingual Child Passenger Safety Technician (CPST) students.
- Offer two Child Passenger Safety (CPS) Instructor Development courses for Child Passenger Safety Training (CPST) Instructors and Instructor Candidates.

GTIPI Maintenance Strategies

- Provide statewide support to Child Passenger Safety (CPS) technicians and instructors by conducting thirteen (13) Continuing Education Unit (CEU) workshops across the state in person. During these workshops, technicians will be provided with updated information about best practices and new technology relative to Child Passenger Safety (CPS). Technicians will also have an opportunity to complete seat “check-offs” as required for re-certification. Georgia Traffic Injury Prevention Institute (GTIPI) will target technicians nearing expiration. (Georgia Traffic Injury Prevention Institute (GTIPI) will also make available to Child Passenger Safety Technicians (CPST) one Continuing Education Unit (CEU) workshop per month via webcast.)
- Maintain and regularly update a database containing information on certified Child Passenger Safety (CPS) technicians and instructors. The database will include certification date and number, name address, contact numbers, e-mail addresses, organization represented and certification expiration date.
- Develop and revise child passenger safety curricula throughout FFY 2014, as needed, for use by Child Passenger Safety Technicians (CPST). New development and revisions include, but are not limited to, Child Passenger Safety (CPS) Awareness; Basics of Child Passenger Safety (CPS); What’s the Misuse; Booster Seats; Transporting Obese Children Safely; Making LATCH Click; and Transporting Children in Other Vehicles.

- Facilitate a workshop for Georgia's Child Passenger Safety Technician (CPST) instructors to provide up-to-date training and information on child passenger safety.
- Publish and distribute, electronically and in print, a quarterly newsletter, "Tech Talk".
- Conduct an annual survey of currently certified technicians to determine the extent of use of the skills acquired in the Child Passenger Safety Technician (CPST) training. Information collected on the survey will include the number of child safety seat check events conducted, number and type of Child Passenger Safety (CPS) awareness classes conducted, and individual assistance with child safety seats, as well as other data to sample the level of activity among Child Passenger Safety Technicians (CPST).

3. **Department of Public Health (DPH), Child Occupant Safety Project**

Department of Public Health (DPH) collaborates with other Governor's Office of Highway Safety (GOHS) grantees and agencies that address Child Passenger Safety (CPS) issues throughout Georgia to strengthen Child Passenger Safety (CPS) programs statewide. In particular, the certification and recertification of Child Passenger Safety (CPS) Technicians and Instructors is critical to a successful statewide program that addresses child occupant safety. Project staff, routinely co-teach certification classes and work with state level collaborators to ensure Child Passenger Safety Technicians (CPST) have access to Department of Family and Children Services (DFCS) and materials to complete their recertification requirements.

Department of Public Health Recruiting Strategies

- Provide education and/ or technical assistance to Georgia's hospitals or healthcare professionals regarding Child Passenger Safety (CPS) initiatives.
- Increase awareness of Child Passenger Safety (CPS) issues throughout the state by exhibiting in at least five conferences for healthcare and childcare professionals, and/ or health-related events for the public and child safety professionals.
- Participate in the Georgia Association for Pupil Transportation (GAPT) special needs roadeo and school bus conference to allow visibility of the program and encourage building capacity for safe school bus transportation.

Department of Public Health Training Strategies

- Build statewide special needs training capacity by teaching the eight hour "Transporting Georgia's Special Children Safely" training course at least once per year.

- Host a training specific to Children’s Medical Services or Division of Family and Children Services (DFCS) staff on Child Passenger Safety (CPS) basic practices for children, including a focus on special needs.
- Co-teach five (5) Child Passenger Safety (CPS) courses or workshops during 2014 with other state or grantee partners.

Department of Public Health Maintenance Strategies

- Work with Georgia Traffic Injury Prevention Institute (GTIPI) by assisting with the Child Passenger Safety Technician (CPST) instructor meeting and provide assistance to mini grantee instructors as needed.
- Teach 2 Child Passenger Safety Technician (CPST) recertification classes and facilitate 20 recertifications through verifying seat “check-offs” for 50 Child Passenger Safety Technicians (CPST).

4. City of Atlanta Fire Rescue Department

Atlanta Fire has implemented a best practice in that all new fire personnel recruits are trained in Child Passenger Safety (CPS) before they become fire fighters. In FFY 2012 grant personnel trained and recertified two hundred seventeen (217) firefighters as child passenger safety technicians.

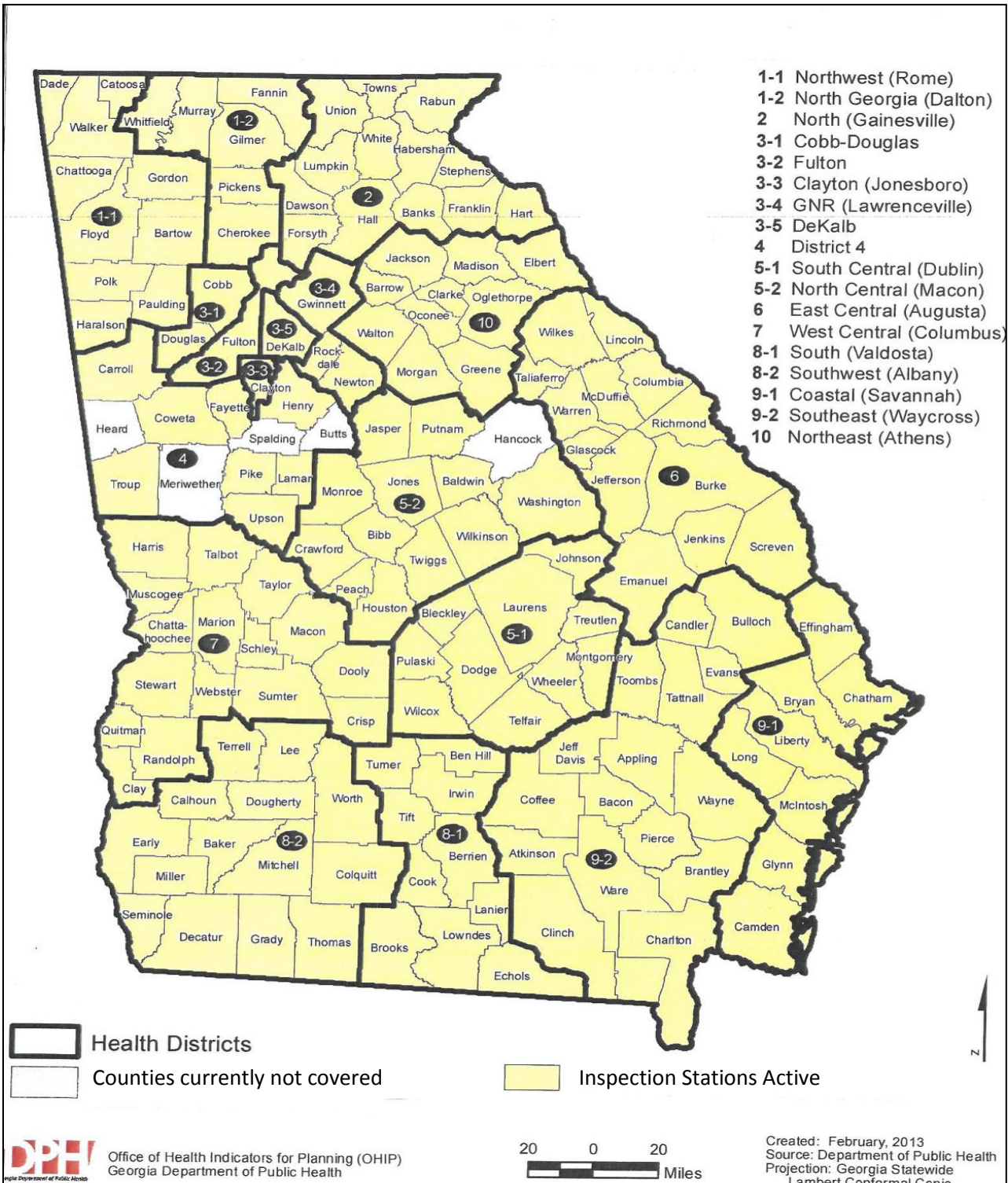
City of Atlanta Fire Rescue Department Recruiting Strategies

- Train all new fire personnel recruits in Child Passenger Safety (CPS) before they become fire fighters.

City of Atlanta Fire Rescue Department Training & Maintenance Strategies

- Host at least 15 Child Passenger Safety Technician (CPST) courses thereby certifying 196 fire personnel as new technicians and/or re-certification.

Child Occupant Inspection Station by County 2013



Child Restraint Inspection Stations by County

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Appling Co. Health Dept.	34 Walnut Street	Baxley	GA	Appling	31513	912-367-4601	Brant Phelps
Atkinson Co. Health Dept.	636 Austin Ave E Suite 1	Pearson	GA	Atkinson	31642	912-422-3332	Alma Garcia
Bacon County Health Dept.	101 North Wayne Street	Alma	GA	Bacon	31510	912-367-4601	Brant Phelps
Baker Co. Health Dept.	327 Sunset Ave SW	Newton	GA	Baker	39870	229-734-5226	Catherine Simpson-Majors
Baldwin Co. Fire Rescue	312 Allen Memorial Dr SW	Milledgeville	GA	Baldwin	31061	478-456-1979	Sheri Kneip or Robert Kneip
City of Baldwin Police Dept.	155 Willingham Ave.	Baldwin	GA	Banks	30511	706-776-5256	Cpl. Jesse Varner/Daniel Seeley/ Ofc. Stephen Alexander/Josh Ivey
Pioneer RESA	1342 Highway 254	Cleveland	GA	Banks	30528	706-835-9137	Randall Townley
Barrow Co. Sheriff's Office	30 N Broad St	Winder	GA	Barrow	30680	706-307-3080 ext. 1383	Ed Weaver
Bartow Co. Health Dept.	100 Zena Dr.	Cartersville	GA	Bartow	30121	678-721-3223	Michelle Hill
Ben Hill Co. Health Dept.	221 Appomattax Rd	Fitzgerald	GA	Ben Hill	31750	229-426-5288	Christine Naylor
Nashville Fire Dept.	404 W Marion Ave	Nashville	GA	Berrien	31639	229-686-5411	Regina Hughes
South Central Health District-EP Office	1626 Veterans Blvd.	Dublin	GA	Bleckley	31021	478-274-7600	Connie Brown
Waynesville Volunteer Fire and Rescue Dept.	235 Mineral Springs Rd.	Waynesville	GA	Brantley	31566	912-322-2935	Tonya Whitworth

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Brooks Co. Health Dept.	500 Courtland Ave	Quitman	GA	Brooks	31643	229-263-7585	Norma Jean Johnson
Bryan Co. Health Dept.	430 Ledford St	Pembroke	GA	Bryan	31321	912-653-4331	Joanne Burnsed
Dept. of Public Health, Injury Prevention Unit, Child Occupant Safety Program		N/A	GA	Bulloch	N/A	404-679-0500	N/A
Burke Co. Cooperative Extension Service	715 W 6th St	Waynesboro	GA	Burke	30830	706-554-2119	Terri Black
Calhoun Co. Health Dept.	29050 N Bermuda St	Morgan	GA	Calhoun	39866	229-849-2515	Peggy Jackson
Kingsland Fire and Rescue/Safe Kids Kingsland	276 Roberts Path	Kingsland	GA	Camden	31548	912-729-8206	N/A
Safe Kids Kingsland	531 N. Lee St	Kingsland	GA	Camden	31548	912-729-8206	N/A
Safe Kids Kingsland	595 E King Ave	Kingsland	GA	Camden	31548	912-729-8206	Charles Roney
Safe Kids Kingsland/Camden Co. Health District	900 Dilworth St	St. Mary	GA	Camden	31548	912-882-8515	N/A
Candler Co. Health Dept.	428 North Roundtree St.	Metter	GA	Candler	30439	912-685-5765 ext. 118	Karen Anderson
Carroll Co. Health Dept.	1004 Newman Rd	Carrollton	GA	Carroll	30116	770-834-4451	Officer Glenn Lyle
Temple Police Dept.	261 W. Johnson St	Temple	GA	Carroll, Haralson	30179	770-562-3151	Stephen Johnston and Jim Hollowood
Catoosa Co. Health Dept.	145 Catoosa Circle	Ringgold	GA	Catoosa	30736	706-406-2000	Amy Carroll
Fort Oglethorpe Fire and Rescue	201 Forrest Rd.	Fort Oglethorpe	GA	Catoosa	30742	706-861-4194	Sgt. Thomas Smith

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Hutcheson Medical Center	100 Gross Crescent Circle	Fort Oglethorpe	GA	Catoosa	30742	706-858-2322	Ernie Broome
Charlton Co. Health Dept.	2587 Third St.	Folkston	GA	Charlton	31537	912-496-2561	Jeanna Thrift
Armstrong Atlantic State University Police	11935 Abercorn St	Savannah	GA	Chatham	31419	912-344-3333	Wynn Sullivan
Babies R US #8754	7400 Abercorn St	Savannah	GA	Chatham	31406	912-351-5222	Melody Harrison
Babies R US #8754	7400 Abercorn St	Savannah	GA	Chatham	31406	912-354-5222	Melody Harrison
Memorial University Medical Center/Safe Kids Savannah	4700 Waters Ave	Savannah	GA	Chatham	31406	912-665-8385	Alison Gramza
Chattahoochee Co. Health Dept.	213 McNaughton St.	Cussetta	GA	Chattahoochee	31805	706-989-3663	Donna Yelverton
Cherokee Co. Fire and Emergency Services/Safe Kids Cherokee Co.	1130 Bluffs Pkwy	Canton	GA	Cherokee	30114	770-721-7808	Captain Chad Arp
Jasper Co. Health Dept.	185 Hwy 212 W	Monticello	GA	Clarke	30605	706-468-4930	Melissa Slocumb
Northeast Health District East Athens Clinic	220 Research Dr.	Athens	GA	Clarke	30605	706-227-7182	Robin O'Donnell
Columbus Public Health/Safe Kids	2100 Comer Ave	Columbus	GA	Clay	31904	706-321-6183	Jacquetta Jackson
Clayton Co. Board of Health	1117 Battle Creek Rd	Jonesboro	GA	Clayton	30236	678-610-7199 ext. 6553	Rosalyn Mayes
Macon-Bibb Co. Health Dept.	171 Emery Hwy	Macon	GA	Clayton	30273	478-749-0113	Latonje May
South Georgia Ambulance	300 S Madison St	Quitman	GA	Clinch	31643	229-305-2833	Daniel T. Maples

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
City of Smyrna Fire and Rescue	2620 Atlanta Rd SE	Smyrna	GA	Cobb	30080	770-434-6667	Colby Cannon
Safe Kids Cobb/Cobb Co. Public Health	1650 County Services Pkwy	Marietta	GA	Cobb	30008	770-852-3285	Viva Price
Coffee Co. Health Dept.	1111 W. Baker Hwy	Douglas	GA	Coffee	31533	912-389-4450 ext. 127	Judy Taylor
Ellenton Clinic	185 N Baker St	Norman Park	GA	Colquitt	31771	229-324-2845	Teresa Quintana
Martinez-Columbia Fire and Rescue	704 Furys Ferry Rd.	Evans	GA	Columbia	30809	706-860-7763	Jamie Champion
Safe Kids East Central	1225 Walton Way	Augusta	GA	Columbia	30901	706-721-7606	Renee Hopkins
Ellenton Clinic	185 N Baker St	Ellenton	GA	Cook	31747	229-324-2845	Teresa Quintana
Coweta Co. Fire Station #14	4566 Tommy Lee Cook Rd	Newnan	GA	Coweta	30263	404-259-3606	Linda Becham
Crawford Co. Health Dept.	141 McCrary Ave	Roberta	GA	Crawford	31078	478-836-3167	Amy Sims
Columbus Public Health	2100 Comer Ave	Columbus	GA	Crisp, Dooly, Muscogee, Quitman, Sumter, Talbot, Taylor	31904	706-321-6183	Jacquetta Jackson
Dade Co. Health Dept.	71 Case Ave Suite H100	Trenton	GA	Dade	30752	706-657-4213	Tammy Franklin
Dawson Co. Emergency Services	393 Memory Lane	Dawsonville	GA	Dawson	30534	706-344-3666 ext. 226	Lanier Swafford
Decatur Co. Health Dept.	928 South West Street	Bainbridge	GA	Decatur	39819	229-248-3055 ext. 230	Terry Strickland
DeKalb Co. Board of Health	445 Winn Way	Decatur	GA	DeKalb	30030	404-508-7847	Denika Lomax

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
DeKalb Co. Fire Rescue	1950 W Exchange Pl	Tucker	GA	DeKalb	30084	770-414-2124	Kristi Hill
Fire Station 18	2007 Oakview Rd. SE	Atlanta	GA	DeKalb	30317	404-546-7000	William Hutchinson
South Central Health District	1626 Veterans Blvd.	Dublin	GA	Dodge	31021	478-274-7600	Connie Brown
Dougherty Co. Health Dept.	1710 S. Flappery Blvd.	Albany	GA	Dougherty	31706	229-430-6284	Artiszell Johnson
Safe Kids Douglas Co./Douglas Co. Health Dept.	6770 Selman Dr.	Douglasville	GA	Douglas	30134	770-949-5155	Meaghan Tilton-Gibson
Blakely Fire Dept.	12667 Magnolia St.	Blakely	GA	Early	39823	229-723-5150	Eddie Burdette
Early Co. Health Dept.	618 South Flowers Dr	Blakely	GA	Early	39823	229-723-3707	Denise Miller
Echols Co. Health Dept.	149 Hwy 94 East	Statenville	GA	Echols	31648	229-559-5103	Rachel Rogers
Effingham Co. Health Dept.	768 GA-119 S	Springfield	GA	Effingham	31329	912-754-6850	Tiffany Jackson
Elbert Co. Health Dept.	618 Jones St.	Elberton	GA	Elbert	30635	706-283-3775	Betty Nadler
Emanuel Co. Health Dept.	50 Ga-56 N	Swainsboro	GA	Emanuel	30401	478-494-7100	Rebecca Clifton
Safe Kids Toombs	504 Maple Drive	Vidalia	GA	Evans	30475	912-277-2166	Bonnie Brantley
Fannin Co. Health Dept.	95 Ouida St	Blue Ridge	GA	Fannin	30513	706-632-3023	Catherine Knight
GSP Post 27	159 Industrial Blvd.	Blue Ridge	GA	Fannin	30513	706-835-9137	Randall Townley
Fayette Co. Health Dept.	140 Stonewall Ave. W	Fayetteville	GA	Fayette	30214	770-305-5148	Debbie Straight

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Peachtree City Police	350 Hwy 74 South	Peachtree City	GA	Fayette	30269	770-487-8866	N/A
Redmond Regional EMS	501 Redmond Rd.	Rome	GA	Floyd	30165	706-331-3403	Marty Robinson
Safe Kids Floyd Co.	501 Redmond Rd.	Floyd	GA	Floyd	30165	706-252-0815	Andrew Denmon
GA State Patrol	4055 County Way	Cumming	GA	Forsyth	30028	706-835-9137	Randall Townley
Franklin Co. Sheriff's Office	1 James Little Street	Carnesville	GA	Franklin	30521	706-835-9137	Randall Townley
City of Alpharetta Fire and Rescue Services	2970 Webb Bridge Rd.	Alpharetta	GA	Fulton	30004	678-297-6276	John Kepler
Fire Station 1	71 Elliott St. SW	Atlanta	GA	Fulton	30313	404-546-7000	William Hutchinson
Fire Station 11	Atlantic Station-165 16th St. NW	Atlanta	GA	Fulton	30363	404-546-7000	William Hutchinson
Fire Station 12	1288 DeKalb Ave. NE	Atlanta	GA	Fulton	30307	404-546-7000	William Hutchinson
Fire Station 13	431 Flat Shoals Ave. SE	Atlanta	GA	Fulton	30316	404-546-7000	William Hutchinson
Fire Station 14	1203 Lee St. SW	Atlanta	GA	Fulton	30310	404-546-7000	William Hutchinson
Fire Station 15	170 10th Street NE	Atlanta	GA	Fulton	30309	404-546-7000	William Hutchinson
Fire Station 15	170 10th Street NE	Atlanta	GA	Fulton	30309	404-546-7000	William Hutchinson
Fire Station 16	1048 Joseph E. Boone Blvd. NW (formerly Simpson Rd.)	Atlanta	GA	Fulton	30314	404-546-7000	William Hutchinson
Fire Station 17	1489 Ralph David Abernathy Blvd SW	Atlanta	GA	Fulton	30310	404-546-7000	William Hutchinson

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Fire Station 19	1063 N. Highland Ave. NE	Atlanta	GA	Fulton	30306	404-546-7000	William Hutchinson
Fire Station 2	1568 Jonesboro Rd. SE	Atlanta	GA	Fulton	30315	404-546-7000	William Hutchinson
Fire Station 20	590 Manford Rd. SW	Atlanta	GA	Fulton	30310	404-546-7000	William Hutchinson
Fire Station 21	3201 Roswell Rd. NE	Atlanta	GA	Fulton	30305	404-546-7000	William Hutchinson
Fire Station 23	1545 Howell Mill Rd. NW	Atlanta	GA	Fulton	30318	404-546-7000	William Hutchinson
Fire Station 24	3300 N. Inner Loop Circle	Atlanta	GA	Fulton	30354	404-546-7000	William Hutchinson
Fire Station 25	2349 Benjamin E. Mays Dr.	Atlanta	GA	Fulton	30311	404-546-7000	William Hutchinson
Fire Station 26	2970 Howell Mill Rd. NW	Atlanta	GA	Fulton	30327	404-546-7000	William Hutchinson
Fire Station 27	4260 Northside Dr.	Atlanta	GA	Fulton	30327	404-546-7000	William Hutchinson
Fire Station 28	2040 Main Street NW	Atlanta	GA	Fulton	30318	404-546-7000	William Hutchinson
Fire Station 29	2167 Monroe Dr. NW	Atlanta	GA	Fulton	30324	404-546-7000	William Hutchinson
Fire Station 3	721 Phipps Blvd. NE	Atlanta	GA	Fulton	30326	404-546-7000	William Hutchinson
Fire Station 30	10 Cleveland Ave. SW	Atlanta	GA	Fulton	30315	404-546-7000	William Hutchinson
Fire Station 31	2406 Fairburn Rd. SW	Atlanta	GA	Fulton	30331	404-546-7000	William Hutchinson
Fire Station 32	8500 N. Terminal Rd.	Atlanta	GA	Fulton	30337	404-546-7000	William Hutchinson

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Fire Station 33	1401 S. Loop Rd.	Atlanta	GA	Fulton	30337	404-546-7000	William Hutchinson
Fire Station 34	3671 Southside Industrial Pkwy	Atlanta	GA	Fulton	30354	404-546-7000	William Hutchinson
Fire Station 35	2150 Central Cargo Circle	Atlanta	GA	Fulton	30337	404-546-7000	William Hutchinson
Fire Station 36	1335 Kimberly Rd. SW	Atlanta	GA	Fulton	30331	404-546-7000	William Hutchinson
Fire Station 38	2911 Donald Lee Hollowell Pkwy NW	Atlanta	GA	Fulton	30318	404-546-7000	William Hutchinson
Fire Station 4	309 Edgewood Ave.	Atlanta	GA	Fulton	30303	404-546-7000	William Hutchinson
Fire Station 40	4600 ASR Rd.	Atlanta	GA	Fulton	30337	404-546-7000	William Hutchinson
Fire Station 5	2825 Campbellton Rd. SW	Atlanta	GA	Fulton	30311	404-546-7000	William Hutchinson
Fire Station 8	1711 Marietta Blvd. NW	Atlanta	GA	Fulton	30318	404-546-7000	William Hutchinson
Fire Station 9	3501 Martin Luther King Jr. Dr. SW	Atlanta	GA	Fulton	30331	404-546-7000	William Hutchinson
Fulton Co. Dept. of Health and Wellness	79 Milton Avenue SE	Atlanta	GA	Fulton	30315	404-612-1309	Carolyn Atwater-Wooten
Roswell Fire Dept.	Multiple Fire Stations	Roswell	GA	Fulton, Cherokee, Gwinnett, Cobb	30075	770-641-3730	Chris Cooper
Gilmer Co. Health Dept.	28 Southside Church St.	Ellijay	GA	Gilmer	30540	706-635-4363	Sharon Rogers
Safe Kids East Central	1225 Walton Way	Augusta	GA	Glascocock	30901	706-721-7606	Renee Hopkins

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Glynn County Health Dept.	2747 Fourth Street	Brunswick	GA	Glynn	31520	912-279-3350	Sharon G. Smith
Pioneer RESA	1342 Highway 254	Cleveland	GA	Gordon	30528	706-835-9137	Randall Townley
Grady Co. Health Dept.	555 2nd Ave SE	Cairo	GA	Grady	39828	229-377-2992	Peggy Connell
First Call Pregnancy Center	1531 W Broad St.	Greensboro	GA	Greene	30642	706-453-1908	Nancy Preston
Gwinnett County Police	2735 Mall of Georgia Blvd.	Buford	GA	Gwinnett	30519	770-932-4830	Aaren Dieffenbacher
Safe Kids Gwinnett Co.	408 Hurricane Shoals Rd	Lawrenceville	GA	Gwinnett	30046	678-518-4854	Tania Diaz
Cornelia Police Dept.	163 Larkin St.	Cornelia	GA	Habersham	30531	706-778-4314	Sgt. Kevin Marsteller
Safe Kids Gainesville/Hall Co.	1290 Athens Hwy.	Gainesville	GA	Hall	30501	770-219-8095	Kimberly Martin
Haralson Co. Health Dept.	133 Buchanan Byp	Buchanan	GA	Haralson	30113	770-646-5541	Lynn Tillman or Paige Roberts
Harris Co. Health Dept.	210 Forest Hill Dr.	Hamilton	GA	Harris	31811	706-628-5780	Christi King
Hart Co. Health Dept.	64 Reynolds St.	Hartwell	GA	Hart	30643	706-376-3930	Robert Plymel
Henry Co. Fire Dept.	110 Zack Hinton Pkwy S	McDonough	GA	Henry	30253	770-288-6619	Sabrina Puckett
Houston Co. Health Dept.	98 Cohen Walker Dr	Warner Robins	GA	Houston	31088	478-218-2000	Joy Knight
Houston Healthcare	233 N Houston Rd Suite 140 D	Warner Robins	GA	Houston	31093	478-923-9771	Patsy Zoumberis
Warner Robins Police Dept. Training Center	212 Stalnaker Dr	Warner Robins	GA	Houston	31088	478-322-0260	Captain John Clay

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Centerville Fire Department	101 Miller Court	Centerville	GA	Houston and Surrounding	31028	478-953-4050	Fire Chief Jason Jones
Irwin Co. Health Dept.	407 West 4th St	Ocilla	GA	Irwin	31774	229-468-5003	Rhonda Mixon
Northeast Health District East Athens Clinic	220 Research Dr.	Athens	GA	Jackson	30605	706-227-7182	Robin O'Donnell
Appling Co. Health Dept.	34 Walnut Street	Baxley	GA	Jeff Davis	31513	912-367-4601	Brant Phelps
Richmond Co. Health Dept. Environmental Health	1916 N. Leg Rd.	Augusta	GA	Jefferson	30909	706-667-4234	Nate Moorman
Jenkins Co. Family Enrichment Center	527 Barney Ave	Millen	GA	Jenkins	30442	478-982-8004	Robin Scott
South Central Health District	1625 Veterans Blvd. Suite C	Dublin	GA	Johnson	31021	478-274-76--	Connie Brown
Jones Co. Health Dept.	114 Forest St	Gray	GA	Jones	31032	478-986-3164	Maya Walton
Lamar County Health Dept.	118 Academy Dr. #B	Barnesville	GA	Lamar	30204	770-358-1483	Sherry Farr
South Georgia Ambulance	300 S Madison St	Quitman	GA	Lanier	31643	229-305-2833	Daniel T. Maples
South Central Health District-EP Office	1626 Veterans Blvd. Suite C	Dublin	GA	Laurens	31021	478-274-7600	Connie Brown
Lee Co. Health Dept.	112 Park St.	Leesburg	GA	Lee	31763	229-759-3014	Dana Hager
Hinesville Fire Dept.	103 Liberty Street	Hinesville	GA	Liberty	31313	912-876-4143	Jan Leverett
Liberty Co. Health Dept.	1113 E Oglethorpe Hwy	Hinesville	GA	Liberty	31313	912-876-2173 ext. 218	Angela Gunter
Safe Kids East Central	1225 Walton Way	Augusta	GA	Lincoln	30901	706-721-7606	Renee Hopkins

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Long Co. Health Dept.	584 N Macon St	Ludowici	GA	Long	31316	912-545-2107	Angela Hartley
Lowndes Co. Health Dept.	206 S Patterson St	Valdosta	GA	Lowndes	31601	229-259-2063	Cynthia Sharper
Valdosta Fire Station	106 S Oak St	Valdosta	GA	Lowndes	31601	229-333-1835	Ken Gallagher
Lumpkin Co. Fire and EMS	57 A Pine Tree Way	Dahlonega	GA	Lumpkin	30533	706-334-8887	Jay Davis
Lumpkin Co. Health Dept.	60 Mechanicsville Rd.	Dahlonega	GA	Lumpkin	30533	706-867-2727	LPN Tim Smith
Literacy Council of Macon Co.	736 Hwy 26 W	Oglethorpe	GA	Macon	31068	478-472-8121	Evelyn Sellars
Madison Co. Sheriff's Office	1436 Hwy 98 West	Danielsville	GA	Madison	30633	706-795-6202	Alison Craig
Fort Valley State University Extension	111 Baker St	Buena Vista	GA	Marion	31803	229-649-2625	Brenda Maddox Trammell
Richmond Co. Health Dept./McDuffie Co. Health Dept.	1916 N. Leg Rd.	Augusta	GA	McDuffie	30909	706-667-4234	Nate Moorman
McIntosh Co. Health Dept.	1335 Ga Hwy 57	Townsend	GA	McIntosh	31331	912-832-5473 ext. 118	Gwen Roberson
Miller Co. Health Dept.	250 West Pine St	Colquitt	GA	Miller	39837	229-758-3344	Casey Wilson
Camilla Fire Dept.	80 West Broad Street	Camilla	GA	Mitchell	31730	229-336-2206	Eric Belinc
P.A.L.M.S. Medical Transport	102 Church St	Byron	GA	Monroe	31008	478-654-6025	Earl C. Grayson
Meadows Regional Medical Center	101 Harris Industrial Blvd.	Vidalia	GA	Montgomery	30474	912-277-2166	Bonnie Brantley

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Northeast Health District East Athens Clinic	220 Research Dr.	Athens	GA	Morgan	30605	706-227-7182	Robin O'Donnell
Murray Co. Health Dept.	709 Old Dalton Ellijay Rd.	Chatsworth	GA	Murray	30705	706-695-4585	Julie Culpepper or Monda Tackett
Newton Medical Center	5126 Hospital Dr. NE	Covington	GA	Newton	30014	770-385-4396	Cathy Williams
Drive Safe Oconee	22 N Main St Bldg B	Watkinsville	GA	Oconee	30677	706-769-2988	Ed Carson
Ware Co. Health Dept.	604 Riverside Ave	Waycross	GA	Oconee	31501	912-283-1875 ext. 166	Melissa Bennett or Connie Barefield
Elbert Co. Health Dept.	618 Jones St.	Elberton	GA	Oglethorpe	30635	706-283-3775	Betty Nadler
Madison Co. Sheriff's Office	1436 Hwy 98 West	Danielsville	GA	Oglethorpe	30633	706-795-6202	Alison Craig
Paulding Co. Health Dept.	451 Jimmy Campbell Pkwy.	Dallas	GA	Paulding	30132	770-443-7881	Karen Bates
Paulding Co. Sheriff	247 Industrial Way N.	Dallas	GA	Paulding	30132	770-443-3010	N/A
Peach Co. Fire Dept.	1770 US Hwy 341	Fort Valley	GA	Peach	31030	478-447-9075	Jeffery Oliver
Pickens Co. Health Dept.	60 Health Way	Jasper	GA	Pickens	30143	706-253-2821 ext. 221	Sandy Hollifield
Wayne Co. Health Dept.	240 Peachtree St.	Jesup	GA	Pierce	31598	912-449-2032	Brant Phelps
Pike Co. Health Dept.	541 Griffin St	Zebulon	GA	Pike	30295	770-567-8972	Lynn Vickers
South Central Health District	1626 Veterans Blvd. Suite C	Dublin	GA	Pulaski	31021	478-274-7600	Connie Brown
Putnam Co. Emergency Services	610 Old Phoenix Rd.	Eatonton	GA	Putnam	31024	706-485-0469	Shane E. Hill

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
Clayton Police Dept.	837 Highway 76 W. Suite 125	Clayton	GA	Rabun	30525	706-782-2181	Officer Ryan Hamilton or Officer Jeremy Welch
Rabun Co. Health Dept.	184 S. Main St. Suite 200	Clayton	GA	Rabun	30525	706-212-0289	Carol Ledford
Randolph Co. Health Dept.	207 N. Webster St.	Cuthbert	GA	Randolph	39840	229-732-2414	Donna Yelverton
Richmond Co. Health Dept. Environmental Health	1916 N. Leg Rd.	Augusta	GA	Richmond	30909	706-667-4234	Nate Moorman
Safe Kids East Central	1225 Walton Way	Augusta	GA	Richmond	30901	706-721-7606	Renee Hopkins
Rockdale Co. Health Dept.	985 Taylor St.	Conyers	GA	Rockdale	30012	770-785-4345 ext. 704	Sheila Fultz
UGA, Georgia Traffic Injury Control Prevention Institute	1070 Culpepper Dr. Suite 300	Conyers	GA	Rockdale	30094	678-413-4281	Kim Crawford
Schley Co. Family Connection	45 W. Oglethorpe St.	Ellaville	GA	Schley	31806	229-937-2591	John Greene
Richmond County Health Dept.	1916 North Leg Rd Bldg K	Augusta	GA	Screven	30909	706-667-4234	N/A
Seminole County Health Dept.	904 N Wiley Ave	Donalsonville	GA	Seminole	39845	229-524-2577	Dottie Brown
Griffin Police Dept.	868 W Poplar St.	Griffin	GA	Spalding	30224	770-229-6450 ext. 502	Lt. Douglas A Rogers
Toccoa Police Dept.	92 N Alexander St	Toccoa	GA	Stephens	30577	706-282-3225	David Shanks
Stewart Co. Health Dept.	211 Health Dept. Rd	Lumpkin	GA	Stewart	31815	229-838-4859	Teresa Thomas
Safe Kids East Central	1225 Walton Way	Augusta	GA	Taliaferro	30901	706-721-7606	Renee Hopkins
Safe Kids Toombs/Meadows Wellness Center	1 Meadows Pkwy	Vidalia	GA	Tattnall	30475	912-277-2166	Bonnie Brantley

Agency	Address	City	State	Counties Served	Zip	Phone Number	Contact Person
P.A.L.M.S. Medical Transport	102 Church St	Byron	GA	Taylor	31008	478-654-6025	Earl C. Grayson
South Central Health District-EP Office	1626 Veterans Blvd. Suite C	Dublin	GA	Telfair	31021	478-274-7600	Connie Brown
Terrell Co. Health Dept.	969 Forrester Dr SE	Dawson	GA	Terrell	39842	229-995-2188	Kristi Freeman
Thomas Co. Health Dept.	484 Smith Ave	Thomasville	GA	Thomas	31792	229-226-4241 ext. 144	Charlotte Andrews
Tift Co. Sheriff's Office	500 Morgan Dr.	Tifton	GA	Tift	31793	229-388-6022	Sgt. James Partain
Safe Kids Toombs Co./Meadows Regional Medical Center	504 Maple Drive	Vidalia	GA	Toombs	30475	912-277-2166	Bonnie Brantley
Towns Co. Health Dept.	1104 Jack Dayton Circle	Young Harris	GA	Towns	30582	706-896-2265	Deborah Burrell
South Central Health District	5614 North 3rd St	Soperton	GA	Treutlen	30457	478-274-7600	Connie Brown
LaGrange Police	100 W Haralson St	LaGrange	GA	Troup	30240	706-883-2681	N/A
Troup Co. Health Dept.	107 Medical Drive	LaGrange	GA	Troup	30240	706-298-3678	Leslie Leonard
South Georgia Ambulance	300 S Madison St	Quitman	GA	Turner	31643	229-305-2833	Daniel T. Maples
Twiggs Co. Health Dept.	26 Main St.	Jeffersonville	GA	Twiggs	31044	478-945-3351	April Tolbert or Rhonda Howell
Union County Health Dept.	67 Chase Drive	Blairesville	GA	Union	30512	706-745-6292 ext. 108	Glenda McGill
Upson Co. Health Dept.	314 E Lee St	Thomaston	GA	Upson	30286	706-647-7148 ext. 107	Patsy Duke
Walker Co. Emergency Services/Safe Kids Walker Co.	107 Alex Drive	Chickamauga	GA	Walker	30707	706-539-1255	Traci N. Reece

<i>Agency</i>	<i>Address</i>	<i>City</i>	<i>State</i>	<i>Counties Served</i>	<i>Zip</i>	<i>Phone Number</i>	<i>Contact Person</i>
Walker Co. Health Dept.	603 East Villanow St	LaFayette	GA	Walker	30728	706-638-5577	Kathy Purvis
Walton Co. Safe Kids/Walton Co. Sheriff's Office	1425 S Madison Ave	Monroe	GA	Walton	30655	770-267-1422	Kathy Culpepper
Richmond Co. Health Dept. Environmental Health	1916 N. Leg Rd.	Augusta	GA	Warren	30909	706-667-4234	Nate Moorman
Sandersville Police Dept.	130 Malone St	Sandersville	GA	Washington	31082	478-552-3121	Renee Jordan
Wayne Co. Health Dept.	240 Peachtree St.	Jesup	GA	Wayne	31545	912-367-4601	Brant Phelps
Webster Co. Health Dept.	6814 Washington St	Preston	GA	Webster	31824	229-828-3225	Michelle Stone
Meadows Regional Medical Center	1 Meadows Pkwy	Vidalia	GA	Wheeler	30475	912-277-2166	Bonnie Brantley
Pioneer RESA	1342 Highway 254	Cleveland	GA	White	30528	706-835-9137	Randall Townley
Safe Kids Dalton	1101 S. Thornton Ave	Dalton	GA	Whitfield	30720	706-259-7433	Chris West
Whitfield Co. Health Dept.	808 Professional Blvd.	Dalton	GA	Whitfield	30720	706-281-2212	Angie Callaway
Dalton Police Dept.	301 Jones St.	Dalton	GA	Whitfield/City of Dalton	30720	706-278-9085 ext. 124	PFC S. Zahn
South Central Health District	1625 Veterans Blvd. Suite C	Dublin	GA	Wilcox	31021	478-274-7600	Connie Brown
Richmond Co. Health Dept. Environmental Health	1916 N. Leg Rd.	Augusta	GA	Wilkes	30909	706-667-4234	Nate Moorman
Wilkinson Co. Health Dept.	123 High Hill St.	Irwinton	GA	Wilkinson	31042	478-946-2226	Elaine Bryant
Worth Co. Health Dept.	1012 West Franklin St	Sylvester	GA	Worth	31791	229-777-2150	Gina Connell

**State Traffic Safety Information Systems
Improvements 405 (f) (23 CFR 1200.22)**

State Traffic Safety Information Systems Improvements (23 CFR 1200.22)

Table of Contents

- Traffic Records Plan..... 227
- Traffic Records Assessment Update Report..... 228

TRAFFIC RECORDS

PROGRAM GOALS: To reduce motor vehicle crashes, injuries, and fatalities through systematic delivery of effective speed/aggressive driving countermeasures. The overall goal to monitor and decrease the proportion of speeding related fatalities at 220 fatalities (18% of all roadway fatalities) in 2011 to 217 by the end of December 31, 2014.

Increase the percentage of crash reports submitted electronically by law enforcement agencies in Georgia from 70% in performance period Jan 1 - Dec 31, 2012 to 85% by performance period Jan 1- Dec 31, 2014.

Problem Identification and Program Justification

Motor vehicle traffic in Georgia reflects the State's unprecedented population growth and increases in the numbers of vehicles on the roads. Changes in Georgia's crash death rate per vehicle miles traveled yields a more comprehensive understanding of the State's crash problems.

	2004	2005	2006	2007	2008	2009	2010	2011
Traffic Fatalities	1,634	1,729	1,693	1,641	1,493	1,284	1,244	1,223
<i>Fatalities Rate*</i>	1.44	1.52	1.49	1.46	1.37	1.18	1.11	1.09
Crashes	342,361	347,652	342,156	337,824	306,342	286,896	290,611	
<i>Crash Rate++</i>	3.01	3.06	3.01	3.00	2.81	2.62	2.63	
Injuries	137,993	139,053	133,399	128,315	115,737	109,685	110,829	
<i>Injury Rate++</i>	1.21	1.23	1.17	1.14	1.06	1.00	1.00	
VMT(millions)	113,618	113,509	113,532	112,541	109,057	109,258	110,370	

**Rates are calculated per 100 million Vehicle Miles Traveled*

++ Rates are calculated per million Vehicle Miles Traveled

There is a need to develop and maintain a repository of timely and accurate data related to motor vehicle crashes, injuries, and fatalities. This information is vital to the planning and programmatic functioning of law enforcement agencies (LEAs), governmental entities, highway safety advocates, and community coalitions. As the state's crash deaths and vehicle miles traveled increase, and the resources and funding for programs becomes more limited, the need for accurate data becomes more critical. Over the past year, Georgia has continued the expansion of electronic citation programs. The electronic crash reporting system also continues to be implemented. As of May 2013, 80% of the state's crash records now being submitted electronically.

The goal remains to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. This capacity is crucial to the planning, implementation, and evaluation of highway safety programs. It provides the foundation for programs to ensure they are adequately prioritized, data driven, and evaluated for effectiveness. Further, in order to support jurisdiction-level improvement programs, the system must have the capacity to produce reports and analyses at the local level. This capacity is now available from Appriss, the vendor who manages the state crash repository via contract with Georgia Department of Transportation (GDOT). The Traffic Records Coordinating Committee (TRCC) is responsible for coordinating and facilitating the state's traffic records activities. The State Traffic Records Coordinator, along with the Traffic Records Coordinating Committee (TRCC), 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, better communication to reporting agencies, and support of the Crash Outcome Data Evaluation System.

Georgia Traffic Records Assessment Update Report

Assessment completed March 6, 2009
Update Report Prepared March 21, 2013

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
SECTION 1: TRAFFIC RECORDS SYSTEM MANAGEMENT						
1-A: Traffic Records Coordinating Committee Status	Include representation from local transportation agencies	X				
	Continue to meet regularly to review progress of the strategic plan and assess the need for new projects.	X				
	Task various data owners to provide short training sessions to Traffic Records Coordinating Committee (TRCC) members about the capabilities and uses of their systems and data, as well as the availability of such data to assure that no opportunity to use data is lost to ignorance of its existence.	X				
1-B: Strategic Planning Status	Identify all funding sources for each project in the Plan.	X				
	Indicate for each project its sustainability as a continued improvement to the State's traffic record system	X				
	Develop more precise performance measures for each identified project.	X				
	Identify the deficiencies and their source(s) for all projects not just those identified from the most recent Traffic Records Assessment.	X				
1-C: Data Integration Status	Ensure the Traffic Records System (TRS) Inventory is developed and maintained in accordance with the <i>Advisory</i> for all Traffic Records System (TRS) components and ensure this inventory is updated regularly by all Traffic Records System (TRS) stakeholders.			X		Implementation of this recommendation has been delayed by both administrative and legislative barriers. The state plans to implement this recommendation within the next year in conjunction with the web site update described below.

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
	Create an area on the Governor's Office of Highway Safety (GOHS) website for the Traffic Records System (TRS) Inventory as outlined in the <i>Advisory</i> to include links to available resources as well as contact information for the database custodian and program manager.			X		The Governor's Office of Highway Safety (GOHS) web site is currently being revised and upgraded. It will contain both data from a variety of sources and the Traffic Records System (TRS) Inventory with appropriate links and contact information.
	Continue to support and aggressively promote electronic data collection and sharing, particularly among the State's law enforcement community as it pertains to systems important to the Traffic Records System (TRS).	X				
1-D: Data Uses and Program Management Status	Establish a data warehouse to include information from all traffic records components. (This is a recommendation carried forward from the 2004 Traffic Records Assessment.)				X	Lack of funding prevents the implementation of this recommendation.
	Continue to promote the use of data within the traffic safety community and the public as a whole.	X				
SECTION 2: TRAFFIC RECORDS SYSTEM COMPONENTS						
2-A: Crash Data Component Status	Decide on a firm cutover date to the new Oracle database crash file and migrate existing mainframe crash file records into the new database so as to have only one Georgia Department of Transportation (GDOT) statewide crash file.	X				
	Complete beta testing the electronic submission of crash records, and publish the transmission specifications and all appropriate documentation to all Law Enforcement Agencies (LEAs) and their vendors. Make this documentation available on the Georgia Department of Transportation (GDOT) website.	X				

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
	Begin accepting crash records electronically to the Oracle database as soon as possible.	X				
	Develop an outreach program to get as many Law Enforcement Agencies (LEAs) as possible to report crash data electronically to the statewide crash file.	X				
	Develop a web-based reporting mechanism to allow Law Enforcement Agencies (LEAs) the option of automated entry without incurring the expense of crash reporting software				X	This recommendation has become unnecessary, as Appriss provides crash reporting software at no cost to any interested Law Enforcement Agency (LEA).
	Pursue strategies including legislation to obtain blood alcohol testing and reporting of BAC for all persons killed in motor vehicle crashes.		X			Legislation for BAC testing is not considered to be feasible. However, two strategies have been pursued to increase BAC testing and reporting for all drivers involved in fatal crashes. First, Governor's Office of Highway Safety (GOHS) used grant funding to purchase and implement a web based reporting system for the Georgia Coroners Association, and developed a partnership to promote BAC testing and other highway safety initiatives. Second, Governor's Office of Highway Safety (GOHS) management met with the Georgia State Patrol command staff and secured a statewide re-emphasis of the Georgia State Patrol (GSP) policy that all drivers involved in fatal crashes are to have BAC tests. Georgia's annual percentage of BAC tests conducted has increase for each of the last four years.

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
	Charge the Traffic Records Coordinating Committee (TRCC) to pursue linkage of all traffic records system components with the crash file			X		The state plans to pursue linkage of all components, but believes that this will have to be built upon the linkage of a few systems first, such as crash and citation or crash and injury. Some small scale linkages exist, notably within the Crash Outcome Data Evaluation System (CODES) system and the Public Health public access site, OASIS. Expansion of these small scale linkages has not been initiated.
	Develop and implement a plan for addressing incomplete and incorrect areas found on submitted crash reports.				X	A plan to address errors has not been implemented since the electronic submittal of reports has largely replaced the submittal of paper reports. When Georgia Department of Transportation (GDOT) used data entry staff to process reports they would pull reports with missing or incorrect information and return them to the Law Enforcement Agency (LEA) for completion/correction.
	Reduce the timeframe for submission of crash reports to meet the statutory guidelines.	X				
	Include a field on the crash report to allow documentation of citation numbers whenever a crash investigation results in the issuance of a citation.			X		This recommendation will be implemented when the crash report is redesigned, and will provide linkage between the crash and citation databases.

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
2-B: Roadway Data Component Status	Resolve the incompatibility issues between the various Linear Roadway Systems (LRSs), used at the State and local agencies.	X				
2-C: Driver Data Component Status	Begin recording histories of serious offenses when licensing drivers from other States for non-commercial drivers as is done for commercial drivers in compliance with Commercial Driver's License Information System (CDLIS) requirements				X	Lack of funding prevents the implementation of this recommendation.
	Assist the Administrative Office of the Courts in its efforts to implement electronic citations statewide, to establish its data warehouse, and its efforts to improve repeating of convictions.	X				
2-D: Vehicle Data Component Status	None					N/A
2-E: Citation/Adjudication Data Component Status	Continue the steps toward the design and implementation of a centralized statewide citation data warehouse. Each record in the system should contain information about all actions pertaining to that citation.		X			The infrastructure and code standardization for the data warehouse were completed two years ago. The Case Management System provided by Administrative Office of the Courts (AOC), Training for Intervention Procedures (TIPS), is the only system currently transmitting data to the warehouse.
	Develop and implement uniform procedures for all courts for processing traffic citations				X	Since Georgia is not a unified court state, there is no authority that would require implementation of these procedures even if they were developed.
	Continue to pursue the capabilities for electronic ticket issuance by law enforcement with interfaces to the courts' case management systems.		X			Substantial progress has been made in implementing this recommendation. All citations issued by the Georgia State Patrol are now issued electronically.

Section	Recommendations	Status of Implementation				Notes / Comments
		Implemented	Partially Implemented	Intend to Implement	Not Implemented	
2-F: Statewide Injury Surveillance System (SWISS) Data Component Status	Fully implement the Georgia Emergency Medical Services Information System (GEMSIS) data collection system among all Emergency Medical Personnel (EMS) agencies within the State and enable linkage with other components of the traffic records system.	X				
	Establish criteria that can be used to establish a direct link between records in the Trauma Registry and Hospital Discharge databases.	X				
	Resolve ongoing issues with the vital records to reduce the error rate and lag time between submission of report and its availability in the electronic system.	X				
	Explore the creation of a 'data warehouse' within the Division of Public Health to provide a central point of access for highway safety analysis activities.				X	Lack of funding prevents the implementation of this recommendation.
	Increase the number of databases available to Crash Outcome Data Evaluation System (CODES) for problem identification and program evaluation activities.	X				

Target Population

The target populations are the producers and consumers of traffic records.

FFY 2014 Performance Objectives

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

FFY 2014 Key Performance Measures

- 1) To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
- 2) To maintain the steady decrease of *serious traffic injuries* below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.

Strategies

1. Provide funding to support major initiatives needed to implement and maintain an accurate and reliable system of collecting, processing, analyzing, and reporting data in Georgia.
2. Provide funding to promote the continued installation and operation of a Uniform Traffic Citation Electronic Communication Program for courts throughout Georgia.
3. Support the utilization of the Records Management System (RMS) provided by Appriss for interested Law Enforcement Agencies (LEAs) that do not have an electronic Records Management System (RMS).
4. Support the vendors of electronic Records Management Systems (RMSs) in developing electronic crash reporting capacity for their clients by working with Appriss to implement data transfer interfaces for crash reports.

Impaired Driving Countermeasures 405 (d) (23 CFR 1200.23)

Impaired Driving Countermeasures 405 (d) (23 CFR 1200.23)

Table of Contents

○ Assurance Statement..... 237



Governor's Office of Highway Safety
7 Martin Luther King Jr Drive • Suite 643 • Atlanta, Georgia 30334
Telephone: 404.656.6996 or 888.420.0767 • Facsimile: 404.651.9107
www.gahighwaysafety.org

Nathan Deal
GOVERNOR

Harris Blackwood
DIRECTOR

June 18, 2013

Mr. Terrance D. Shiavone, Regional Administrator
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, SW, Suite 17T30
Atlanta, GA 30303

Dear Mr. Shiavone,

As Georgia Governor's Office of Highway Safety Representative, I am pleased to inform you that Georgia has been classified as a Low- Range State for the purpose of the Fiscal Year 2014 Section 405d Impaired Driving Grant. Based on the most recent data, Georgia is in full compliance with MAP-21 guidelines set forth by the National Highway Traffic Safety Administration. Georgia has an average impaired driving fatality rate of 0.30 or lower, which has decreased every year since 2009.

Additionally, Georgia qualified as a Mid-Range state for funding purposes in Fiscal Year 2013. MAP-21 guidelines require the State of Georgia convene a statewide impaired driving task force and submit a report no later than September 1, 2013. We agreed to do so in the 405 application submitted on March 25, 2013. The task force will develop a statewide impaired driving plan to provide a comprehensive strategy for preventing and reducing impaired driving behavior. The impaired driving task force will incorporate executive level direction, working group operations, law enforcement officials, and data analysis support. The task force membership will consist of the following:

- The Director of the Governor's Office of Highway Safety (GOHS)
- The Division Director of the Law Enforcement Services (GOHS)
- The Commissioner of the Department of Transportation or his/her designee
- The Commissioner of the Department of Driver's Service or his/her designee
- The Commissioner of the Department of Public Safety or his/her designee
- The Director of the Prosecuting Attorney's Council or his/her designee
- The Commissioner of the Department of Corrections or his/her designee
- The Commissioner of the Department of Public Health or his/her designee
- The State Judicial Outreach Liaison
- A representative of a Georgia Drug Court
- A representative of the Ignition Interlock Industry
- A representative of the Communications Division of the Governor's Office of Highway Safety
- The Traffic Records Project Manager within the Governor's Office of Highway Safety
- The Executive Director of Georgia Sheriff's Association



An Equal Opportunity Employer

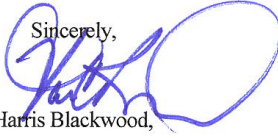
- The Executive Director of Georgia Chief's Association

With the help of the National Highway Traffic Safety Administration, Georgia Governor's Office of Highway Safety is able to fully abide by MAP-21 regulations and further spread awareness, increasing the number of lives saved in Georgia.

Should you have any further questions, please feel free to contact Deputy Director Lauren Armour at 404-656-6997 or via e-mail: larmour@gohs.ga.gov.

Thank you for the assistance your office continues to give Georgia Governor's Office of Highway Safety.

Sincerely,



Harris Blackwood,
GOHS Director

HB/kg

Enclosures:

Cc: Connie Beasley, NHTSA
Lauren Armour, GOHS Deputy Director



An Equal Opportunity Employer

Motorcycle Safety 405 (f)

Motorcycle Safety 405 (F) (23 CFR 1200.23)

Table of Contents

• Motorcyclist Safety 405 (f) (23 CFR 1200.25)	239
○ Motorcyclist Awareness Program	241
○ Data Used to Identify Priorities.....	241
○ Motorcycle Safety Plan.....	243
○ Collaboration Among Agencies.....	250
○ Strategic Communications Plan.....	251
○ Awareness Program Development Letter.....	253
○ Authority Over Motorcyclists.....	254
○ Impaired Driving Program	257
○ Data Used Identify Priorities.....	257
○ Impaired Driving Program.....	258
○ Law Defining Impairment.....	262

MOTORCYCLE SAFETY

Program Goals: To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.

Data Used to Identify Priorities

Motorcycles are an increasingly popular means of transportation. Motorcycle registrations increased 7% during 2012 over the number of registrations in 2011. We partially attribute this increase to the current economic situation and the fact that people were trying to find less expensive ways to commute.

In 2011, there were 3,072 crashes involving motorcycles. Of these, 147 riders were killed on the roadways of Georgia. We feel many contributing factors are involved however the main ones include alcohol, speed, distraction, and rider inexperience.

During the first half of 2012, Georgia had experienced 67 fatalities involving motorcycles. With the rather mild winter, Georgia is becoming a state where riders can enjoy their motorcycles year-round. For the first quarter of 2012, we had 33 of the 67 total fatalities. Compare this to the fatalities for 2009, 2010, and 2011 where we had 14, 13, and 23 respectively during the same time frame you can see our problem still exists.

Nationally, motorcycle fatalities have decreased 15% from 2008 when there were 5,312 rider deaths. The problem is that in 2006, motorcycle deaths accounted for 7.9% of the overall traffic deaths. In 2011, motorcyclists accounted for 14 percent of all traffic fatalities, 17 percent of all occupant fatalities, and 4 percent of all occupants injured.

Motorcycle and scooter riders continue to face more risks of crashing and being injured than passengers in four-wheeled vehicles. Motorcycles are complex to operate and more exposed to a greater number of hazards than cars and trucks. Too many riders lack the basic skills to adapt their current driving habits to the special demands of a motorcycle. Other road users are also unaware of the special characteristics of motorcycles which can also lead to crashes.

Georgia has utilized the *Riders Helping Riders* program and a mix of communication mechanisms to draw attention to the dangers of impaired riding (e.g. newspapers, community meetings, e-mail, posters, fliers, mini-planners and law enforcement mobilizations). *Riders Helping Riders* is a rider-training program based on findings that riders tend to look out for each other, but for various reasons, are hesitant to intervene in the drinking and riding behavior of their peers. The program communicates the drinking and riding problem, the need for rider intervention as it relates to drinking and riding behavior of their peers, and tools that riders can use to help prevent the drinking and riding of their peers.

Motorcyclists may not be aware that they lack the specialized skills to operate a motorcycle safely. Unlicensed riders may continue to ride under either a 'perennial permit' or with no endorsement at all and lack the basic skills needed to operate a motorcycle safely.

In Georgia during the 2011 calendar year, over 50 percent of all motorcyclist fatalities occurred in metropolitan areas including Atlanta, Gainesville, Augusta, Savannah, and Columbus. According to Fatality Analysis Reporting System (FARS) data, Fulton County had the highest number of motorcycle fatalities with 10 in 2011. As of June 30, 2012 Georgia had experienced over 65 motorcycle fatalities. Unfortunately at the end of 2011, Georgia did have an increase in motorcycle fatalities over 2010. Un-helmeted rider deaths are on the increase plus we are unsure of those that are being killed while wearing the non-Department of Transportation (DOT) approved helmets.

The 2011 data shows there were 201,206 registered motorcycles in Georgia. There were 59,196 more registrations in 2011 than in 2005; however fatality rate was lower than it was in 2005. The motorcycle fatality rate (as shown in the figure below) varies between 6.45 fatalities per 10,000 registered motorcycles (minimum) in 2010 to the high 10.83 fatalities per 10,000 registered motorcycles in 2006 (maximum).

Motorcycle Fatalities per 10,000 Registered Motorcycles 2005-2011

Source: National Highway Traffic Safety Administration (NHTSA)/ FARS

Year	MC Fatalities	Registration	Fatality Rate
2005	144	142,010	10.14
2006	154	142,276	10.83
2007	163	172,430	9.45
2008	178	188,072	9.46
2009	140	197,171	7.10
2010	127	196,958	6.45
2011	147	201,206	7.31

Alcohol is also a significant risk factor among Georgia motorcycle rider fatalities. Every year through 2008, alcohol related motorcycle fatalities showed a steady increase in Georgia. According to Fatality Analysis Reporting System in 2010, 27 of the 127 (21%) fatal motorcycle crashes in Georgia involved alcohol either from the rider or the other vehicle's driver.

In 2011, the alcohol reporting rates for all surviving drivers (including motorcyclist) involved in Georgia fatal crashes was 20% — 173 surviving persons out of 845 surviving drivers involved in a fatal crash were tested for alcohol consumption. The reporting rates are higher for fatally injured drivers. In 2011, the alcohol tests were given to 52% of all fatally injured drivers. Overall, in 2011 Georgia has an alcohol reporting rate of 36% among all surviving and fatally injured drivers.

**Georgia Motorcycle Riders (Operators) Killed By Year and the
Riders Blood Alcohol Concentration (BAC)**

Year	Surviving Drivers/Motorcycle Rider			Killed Drivers/Motorcycle Rider			Total Drivers/Motorcycle Rider		
	Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS		Total	With Blood Alcohol Concentration (BAC) Results Reported to FARS	
		Number	Percent		Number	Percent		Number	Percent
2005	1,345	305	23%	1,161	547	47%	2,506	852	34%
2006	1,268	294	23%	1,154	558	48%	2,422	852	35%
2007	1,209	248	21%	1,087	595	55%	2,296	843	37%
2008	1,037	204	20%	1,022	574	56%	2,059	778	38%
2009	890	184	21%	865	513	59%	1755	697	40%
2010	880	190	22%	806	501	62%	1686	691	41%
2011	845	173	20%	839	437	52%	1684	610	36%

Source: FARS 2005-2011

According to a study conducted by the Pacific Institute for Research and Evaluation (PIRE), the percent of riders dying with low BAC levels is almost twice that of drivers of passenger vehicles.

Target Population

Motorcycle and scooter riders in Georgia as well as all drivers of passenger vehicles who may endanger these users

FFY 2014 Performance Objectives

- Objective 1: To decrease the total number of motorcycle crashes
- Objective 2: To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.

FFY 2014 Key Performance Measures

6. To decrease traffic fatalities below the 2011 calendar year of 1,223 fatalities by December 31, 2014 to 1,169 fatalities.
7. To decrease the number of serious traffic injuries below the 2012 calendar base year average of 115,116 to 112,256 by December 31, 2014.
8. To decrease alcohol impaired driving fatalities by sixteen-percent (16%) from the 2011 base year of 277 to 234 by December 31, 2014.
9. To decrease motorcyclist fatalities from the 2011 calendar base year count of 147 to 140 by December 31, 2014.

10. To maintain the steady decrease of un-helmeted motorcyclist fatalities below the 2011 calendar base year count of 15 to 14 by December 31, 2014.

Strategies

To help achieve these goals, the communication efforts will focus primarily on those counties where a majority of motorcycle crashes occur in Georgia. These counties areas include: Bartow, Bibb, Bulloch, Carroll, Chatham, Clarke, Clayton, Cobb, Colquitt, Coweta, DeKalb, Douglas, Forsyth, Fulton, Gwinnett, Hall, Henry, Lowndes, Newton, Richmond, and Whitfield where a majority of the fatalities occurred in 2011.

The following chart represents the number of total fatalities in motorcycle related crashes.

Represents 51% of the total number of fatalities

County	Total Fatalities				
	2007	2008	2009	2010	2011
Georgia Total	1,641	1,495	1,292	1,247	1,223
Appling	7	13	2	3	4
Atkinson	3	2	0	2	4
Bacon	6	3	3	3	2
Baker	0	2	0	2	2
Baldwin	11	6	6	3	11
Banks	5	11	6	5	4
Barrow	15	19	12	9	10
Bartow	27	15	15	23	19
Ben	2	1	1	1	5
Berrien	4	2	2	4	3
Bibb	23	39	20	26	20
Bleckley	1	4	2	2	2
Brantley	11	1	8	5	11
Brooks	5	2	4	1	4
Bryan	6	4	9	5	10
Bulloch	20	17	10	18	14
Burke	10	12	4	9	7
Butts	11	3	6	2	4
Calhoun	4	1	0	1	0
Camden	12	7	3	18	7
Candler	8	3	6	3	4

Carroll	32	28	17	27	22
Catoosa	3	9	7	8	7
Charlton	5	5	1	3	3
Chatham	39	41	37	43	21
Chattahoochee	0	1	0	2	1
Chattooga	3	6	4	3	7
Cherokee	22	15	11	15	11
Clarke	12	13	18	13	16
Clay	3	0	0	3	0
Clayton	35	33	17	24	30
Clinch	4	4	1	2	2
Cobb	59	67	35	35	42
Coffee	3	7	11	11	9
Colquitt	13	8	8	7	16
Columbia	11	13	6	12	11
Cook	5	5	1	3	4
Coweta	22	14	9	17	16
Crawford	1	4	5	0	1
Crisp	7	3	2	6	10
Dade	5	7	1	3	2
Dawson	6	9	7	6	4
Decatur	10	7	6	7	10
DeKalb	71	60	76	48	51
Dodge	4	7	0	2	4
Dooly	12	1	4	4	3
Dougherty	6	14	11	11	11
Douglas	18	19	19	14	15
Early	7	5	2	5	5
Echols	1	1	1	1	0
Effingham	7	7	9	7	7
Elbert	8	6	2	7	7
Emanuel	4	7	6	4	4
Evans	10	5	1	2	1
Fannin	5	11	8	2	10
Fayette	8	1	6	6	5
Floyd	26	10	16	17	10
Forsyth	13	13	9	11	19
Franklin	6	4	7	7	3

Fulton	109	113	101	72	61
Gilmer	12	6	10	11	7
Glascocock	1	0	1	0	1
Glynn	18	23	11	9	8
Gordon	16	10	10	3	8
Grady	11	4	3	3	4
Greene	4	10	11	9	3
Gwinnett	67	53	60	57	50
Habersham	12	8	9	12	4
Hall	27	25	21	26	26
Hancock	1	1	2	2	3
Haralson	9	7	8	7	5
Harris	9	13	13	5	4
Hart	2	6	7	3	7
Heard	4	3	2	1	6
Henry	26	34	19	29	18
Houston	12	11	18	20	13
Irwin	2	4	3	1	8
Jackson	23	13	13	17	13
Jasper	4	2	2	6	1
Jeff	5	7	4	3	7
Jefferson	7	3	3	4	2
Jenkins	3	3	2	2	2
Johnson	1	1	0	3	1
Jones	10	4	4	7	6
Lamar	1	7	4	4	6
Lanier	2	4	2	1	1
Laurens	8	7	23	20	9
Lee	6	4	4	6	3
Liberty	10	9	12	16	6
Lincoln	2	2	1	0	0
Long	7	4	4	2	4
Lowndes	14	19	16	18	17
Lumpkin	8	12	9	5	10
Macon	3	9	2	3	2
Madison	8	4	8	3	2
Marion	0	3	1	2	3
McDuffie	10	9	4	12	4

McIntosh	3	4	8	2	5
Meriwether	8	6	7	6	1
Miller	4	5	1	1	2
Mitchell	9	5	3	6	3
Monroe	7	10	12	1	11
Montgomery	3	2	3	2	2
Morgan	12	7	7	2	8
Murray	6	5	11	6	5
Muscogee	23	20	20	12	12
Newton	14	17	11	18	19
Oconee	6	5	7	1	2
Oglethorpe	3	6	5	4	5
Paulding	26	21	13	8	10
Peach	8	7	8	4	3
Pickens	11	7	6	9	10
Pierce	7	1	10	8	5
Pike	2	6	5	3	4
Polk	15	6	2	6	9
Pulaski	4	3	4	2	1
Putnam	8	6	6	2	5
Quitman	1	0	1	0	0
Rabun	4	2	6	2	5
Randolph	1	1	2	0	3
Richmond	33	38	28	19	32
Rockdale	13	8	6	10	4
Schley	1	3	3	0	0
Screven	3	9	3	1	1
Seminole	2	3	3	1	2
Spalding	12	15	8	7	11
Stephens	7	4	3	2	5
Stewart	4	3	3	2	3
Sumter	4	3	4	2	5
Talbot	2	1	5	5	5
Taliaferro	1	1	2	0	4
Tattnall	5	6	3	6	7
Taylor	0	0	2	5	1
Telfair	2	2	3	0	1
Terrell	2	6	0	3	0

Thomas	9	8	9	7	2
Tift	13	14	6	13	6
Toombs	6	7	7	6	6
Towns	3	3	2	0	2
Treutlen	7	0	1	4	3
Troup	24	11	16	12	12
Turner	6	3	0	1	3
Twiggs	3	6	7	4	0
Union	4	3	2	4	5
Upton	3	6	3	5	7
Walker	11	12	10	7	8
Walton	14	11	12	11	12
Ware	14	10	5	10	11
Warren	4	6	8	3	3
Washington	9	6	3	3	4
Wayne	12	4	6	10	6
Webster	1	2	0	0	0
Wheeler	2	5	0	1	2
White	3	3	2	4	6
Whitfield	26	15	21	4	14
Wilcox	4	4	1	6	3
Wilkes	3	3	2	2	3
Wilkinson	6	1	3	5	3
Worth	7	4	5	7	9

In addition to the objectives of the Highway Safety Plan and Strategic Highway Safety Plan, other process goals have been set by previous planning efforts. The Motorcycle Safety Strategic Work Group, which also established the Motorcycle Safety Task Force, outlined three major goals for communication:

4. Develop specific public information materials for specific audience.
5. Identify problems and target audiences for public information campaigns.
6. Utilize all Department of Driver Services (DDS) Centers for disseminating literature to target audiences.

In addition to the Highway Safety Plan strategies, the Motorcycle Safety Task Team is partnering and developing the following programs:

- Create and disseminate effective communication and outreach campaigns to increase motorist's awareness.
- Provide more instructors and training facilities to meet demand and geographical accessibility.
- Encourage proper licensed Riders. (RST)
- Develop and promulgate a Public Service Announcement (PSA) designed to educate motorists and motorcyclists about motorcycle safety using the "Share the Road" message.
- Create and disseminate effective educational and awareness communications to riders on how alcohol and other drugs affect motorcycle operator skills.
- Participate in motorcycle rallies, motorcycle shows and charity rides to promote the Georgia Motor Safety Program (GMSP) throughout the state. The Department of Driver Services (DDS) and Governor's Office of Highway Safety (GOHS) web site will also be used to promote the program.
- Promote the Share the Road campaign.
- Department of Public Safety motorcycle fatalities reduction plan.

Collaboration Among Agencies and Organizations

All of the motorcycle awareness programs in FFY 2012 were successful due to collaboration among agencies and organizations. In development of the *Share The Road* motorcycle awareness program, the Governor's Office of Highway Safety (GOHS) initiated collaboration among agencies and organizations in the early planning stages. In order to create a successful program, the Governor's Office of Highway Safety (GOHS) sought out the input of the riding community and a motorcycle task force was formed. This task force consisted of members from, but not limited to: American Bikers Active Toward Education (ABATE), Gold Wing Road Riders Association (GWRRA), Harley Owners Group (HOG), Regulators M.C. of Athens, Emergency Medical Services (EMS) and Department of Transportation (DOT). The successful partnerships with these key stakeholders allowed the Governor's Office of Highway Safety (GOHS) to spread the motorcycle awareness messages riders and motorists throughout the state.

Once the team was created, it was imperative for the success of the motorcycle awareness program to continue collaboration and develop new partnerships with other groups and individuals that had an impact on motorcycle safety. The task force created through the Governor's Office of Highway Safety (GOHS) and their overall mission was to reduce motorcycle related injuries and fatalities on Georgia roadways by bringing awareness to motorists and motorcyclists through campaigns and programs.

Department of Driver Services (DDS) Georgia Motorcycle Safety Program (GMSP) collaborated with a number of agencies and organizations as well including many of those mentioned above. As a part of the Georgia Motorcycle Safety Program (GMSP) ongoing outreach efforts, one of the focus areas are affinity groups, motorcycle dealers and shops. The efforts centralized on the 3 main messages of safety, awareness and rider education. They distributed marketing materials, provided counter top handouts, attended events and offered mobile license testing at select locations.

Groups and dealers enable the program to have mass visibility to potential riders that can be introduced to the joys and responsibilities of motorcycling. It reinforces the need for continued learning for the experienced rider. And finally, it allows Georgia Motorcycle Safety Program (GMSP) to position itself as the subject-matter expert in rider education and the licensing process for riding legally in the state of Georgia. Past involvement includes: BMW Owners of GA; Southern Cruisers; Gold Wing Road Riders Association of GA; GA Harley Owners Group; ABATE of GA; Freedom Motorsports; CycleNation; WOW Motorcycles and Mountain Motorsports. Georgia Motorcycle Safety Program (GMSP) also works with The Governor's Office of Highway Safety (GOHS), The National Highway Traffic Safety Administration (NHTSA), National Association of State Motorcycle Safety Administrators (SMSA), law enforcement and other non-governmental organizations.

In addition to motorcycle event, Georgia Motorcycle Safety Program (GMSP) distributes highway safety information such as occupant protection requirements (Safety Belts, Child Protection devices etc.), reminders about laws (Move Over, SuperSpeeder etc.), and other awareness issues

Strategic Communications Plan

Overview

Georgia's Strategic Communication Plan targets those counties that account for the majority of registered motorcycles in the state. **These counties include Fulton, Chatham, Cobb, Gwinnett, DeKalb, Muscogee, Richmond, Henry, Clayton, Cherokee, Forsyth, Paulding, Houston, Coweta, Columbia, Bartow, Douglas, Carroll, and Fayette (see page 254 for a listing of the total number of registrants by county).** Therefore, Georgia created a Strategic Communication Plan to educate motorists in those target counties and the Atlanta metropolitan area. In FFY 2014, the Governor's Office of Highway Safety (GOHS) will use a mix of communication mechanisms to draw attention to the problem (e.g. newspapers, community meetings, e-mail, posters, flyers, mini-planners, instructor-led training and law enforcement mobilizations) to deliver the message of motorcycle awareness.

Two agencies are responsible for executing a comprehensive motorcycle safety program, which includes public outreach and communication: The Department of Driver Services (DDS) and the Georgia Governor's Office of Highway Safety (GOHS).

The Department of Driver Services (DDS) is responsible for motorcycle licensing and administering rider education courses in Georgia. This includes contracting with possible training centers, training instructors, scheduling classes, etc. Under the legislation that created its motorcycle safety program, the Department of Driver Services (DDS) is also to provide a Public Information and Awareness effort. This activity has been executed collaboratively with the Governor's Office of Highway Safety (GOHS).

The Governor's Office of Highway Safety (GOHS) has the primary responsibility of collecting and evaluating data, developing an annual highway safety plan and longer term Strategic Highway Safety Plan (SHSP). Annually, the Governor's Office of Highway Safety (GOHS) provides highway safety funds to support the effort of eligible government agencies and private organizations to eliminate or reduce highway safety problems and enhance highway safety consistent with Georgia's Highway Safety Plan. The Governor's Office of Highway Safety (GOHS) also conducts its own public outreach and communication programs.

Efforts between the Governor's Office of Highway Safety (GOHS) and the Department of Driver Services (DDS) are coordinated through the Strategic Highway Safety Plan (SHSP) Motorcycle Task Force and the Georgia Motorcycle Program Coordinator. This plan supports the safety goals of the Highway Safety Plan and the Strategic Highway Safety Plan (SHSP).

The Governor's Office of Highway Safety (GOHS) Public Information Officer (PIO) engages the services of the media through a statewide media contract and earned media. The media efforts will aid in the development of new campaign messages and designs of new campaign collateral for the 2013 riding season. The contractor will be asked to integrate an evaluation program into the campaign as well.

Motorcycle Registration by County

Georgia Total	201,206	*Denotes 51% of Registrants					
Cobb	13,262	Pickens	1329	Grady	540	Candler	221
Gwinnett	13,115	Bryan	1,310	Elbert	530	Lincoln	219
Fulton	9,719	Bulloch	1259	Meriwether	526	Twiggs	213
DeKalb	7,087	Habersham	1,222	Dade	525	Early	210
Cherokee	6,707	Polk	1,222	Decatur	521	Terrell	208
Henry	5,054	Lumpkin	1,191	McDuffie	516	Bacon	207
Chatham	4,829	Union	1190	Lamar	508	Evans	204
Forsyth	4,655	Harris	1,158	Berrien	486	Jefferson	198
Hall	4,481	Gilmer	1,141	Sumter	482	Marion	198
Paulding	4,355	Dougherty	1101	Burke	480	Seminole	194
Houston	4,025	Fannin	1037	Toombs	474	Charlton	192
Coweta	3,659	Dawson	930	Jasper	463	Macon	188
Columbia	3,440	Thomas	922	Towns	460	Irwin	178
Bartow	3,346	White	908	Emanuel	421	Telfair	171
Richmond	3,244	Madison	883	Long	420	Montgomery	163
Douglas	3,178	Laurens	882	Crawford	413	Talbot	154
Muscogee	3,091	Haralson	872	Pierce	406	Taylor	143
Carroll	2,957	Jones	869	Appling	385	Wilcox	139
Fayette	2,919	Colquitt	852	Oglethorpe	379	Turner	136
Clayton	2,852	Butts	837	Heard	376	Johnson	133
Lowndes	2,815	Monroe	836	Tattnall	366	Treutlen	121
Newton	2,538	Lee	822	Brantley	356	Atkinson	111
Floyd	2,481	Stephens	812	Brooks	354	Warren	100
Whitfield	2,480	Oconee	798	Dodge	346	Miller	99
Walton	2,459	Baldwin	780	Bleckley	340	Schley	95
Barrow	2,235	Pike	761	Cook	336	Hancock	93
Walker	2,180	Tift	757	Mitchell	335	Wheeler	89
Effingham	2,130	Franklin	680	Washington	326	Echols	86
Jackson	1951	Wayne	678	Crisp	323	Jenkins	85
Catoosa	1,923	Hart	668	Ben Hill	314	Randolph	83
Camden	1,894	Coffee	665	Greene	302	Calhoun	71
Glynn	1,890	Peach	657	Chattahoochee	263	Clinch	69
Bibb	1,879	Banks	644	McIntosh	259	Stewart	64
Liberty	1,793	Upson	640	Lanier	257	Glascocock	61
Rockdale	1,752	Chattooga	634	Jeff Davis	247	Webster	52
Gordon	1674	Worth	592	Pulaski	247	Quitman	46
Troup	1,584	Rabun	587	Screven	244	Baker	45
Spalding	1,576	Morgan	586	Wilkes	230	Clay	40
Clarke	1461	Ware	575	Wilkinson	228	Taliaferro	22
Murray	1,371	Putnam	564	Dooly	227		



Governor's Office of Highway Safety

7 Martin Luther King Jr Drive • Suite 643 • Atlanta, Georgia 30334
Telephone: 404.656.6996 or 888.420.0767 • Facsimile: 404.651.9107
www.gahighwaysafety.org

Nathan Deal
GOVERNOR

Harris Blackwood
DIRECTOR

June 21, 2013

Mr. Terrance D. Shiavone, Regional Administrator
National Highway Traffic Safety Administration
Atlanta Federal Center
61 Forsyth Street, SW, Suite 17T30
Atlanta, GA 30303

Dear Mr. Shiavone,

As Georgia Governor's Office of Highway Safety Representative, I am pleased to submit Georgia's Motorcycle Safety Application for Section 2013 funding. The attached document addresses the following: Motorcycle Awareness Program (Page 24) & Impaired Driving Program (Page 25). The Georgia Code Title 40-15-2 states that the Department of Driver Services (DDS) is authorized to establish and operate a motorcycle safety training program. The Department of Driver Services (DDS) works closely with the Governor's Office of Highway Safety (GOHS) in coordinating and supporting motorcycle safety and awareness programs along with rider education.

Both agencies share responsibility for implementing comprehensive motorcycle safety programs. The Department of Driver Services (DDS) oversees rider education and motorist awareness while the Governor's Office of Highway Safety (GOHS) is responsible for developing the annual Highway Safety Plan (HSP) and Georgia's Strategic Highway Safety Plan (SHSP). The Strategic Highway Safety Plan (SHSP) Motorcycle Safety Task Force and the Motorcycle Safety Advisory group play a major part in the development and implementation of activities outlined in the attached document. Each plan also addressed the two criterions listed above.

Should you have additional concerns, please contact Ms. Lauren Armour, Deputy Director at 404-656-6997 or via e-mail: larmour@gohs.ga.gov.

As always, thanks for the assistance you and your staff continue to provide this office.

Sincerely,

Harris Blackwood
GOHS Director

HB/cgs
Enclosures

Cc: Ms. Lauren Armour, GOHS Deputy Director
Ms. Connie Beasley, NHTSA



An Equal Opportunity Employer

Law to Designate State Authority over Motorcyclist

O.C.G.A. § 40-15

GEORGIA CODE

Copyright 2012 by The State of Georgia

All rights reserved.

*** Current Through the 2012 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC

CHAPTER 15. MOTORCYCLE OPERATOR SAFETY TRAINING PROGRAM

O.C.G.A. § 40-15 (2012)

O.C.G.A. § 40-15-1 (2012)

§ 40-15-1. Definitions

As used in this chapter, the term:

- (1) "Board" means the Board of Driver Services.
- (2) "Commissioner" means the commissioner of driver services.
- (3) "Coordinator" means the state-wide motorcycle safety coordinator provided for in Code Section 40-15-4.
- (4) "Department" means the Department of Driver Services.
- (5) "Motorcycle" means every motor vehicle having a seat or saddle for the use of the rider and designed to travel on not more than three wheels in contact with the ground, but excluding a tractor and a moped.
- (6) "Operator" means any person who drives or is in actual physical control of a motorcycle.

(7) "Program" means a motorcycle operator safety training program provided for in Code Section 40-15-2.

O.C.G.A. § 40-15-2 (2012)

§ 40-15-2. Establishment and operation of programs; provisions of programs; certificates of completion

(a) (1) The department is authorized to set up, establish, and operate a motorcycle operator safety training program for the purpose of assisting motorcycle operators to meet the requirements for licensed driving of motorcycles in this state.

(2) The coordinator, with the approval of the commissioner, shall be authorized to set up, establish, and operate additional motorcycle operator safety training programs.

(b) Any such programs shall provide courses on motorcycle operator safety. The programs shall be based on the Motorcycle Safety Foundation Motorcycle Rider Course or its equivalent in quality, utility, and merit.

(c) The department shall issue a certificate of completion to each person who satisfactorily completes the motorcycle operator safety training program

O.C.G.A. § 40-15-3 (2012)

§ 40-15-3. Authorization of board to promulgate rules, prescribe fees, and set student requirements

The board is authorized to adopt, promulgate, and establish rules and regulations for the operation of any motorcycle operator safety training program; to provide for the entrance and enrollment of students; to prescribe fees for the course; and to prescribe the ages, requirements, and conditions under which students may be received for instruction in any such program.

O.C.G.A. § 40-15-4 (2012)

§ 40-15-4. Coordinator authorized; duties and requirements

(a) The commissioner shall appoint a state-wide motorcycle safety coordinator who shall carry out and enforce the provisions of this chapter and the rules and regulations of the department. The coordinator shall be placed in the unclassified service as defined by Code Section 45-20-2 and shall serve at the pleasure of the commissioner.

(b) The coordinator shall also be authorized to:

- (1) Promote motorcycle safety throughout the state;
- (2) Provide consultation to the various departments of state government and local political subdivisions relating to motorcycle safety; and
- (3) Do any other thing deemed necessary by the commissioner to promote motorcycle safety in the state.

O.C.G.A. § 40-15-5 (2012)

§ 40-15-5. Requirements for instructors

Every person who desires to qualify as an instructor in a motorcycle operator safety training program shall meet the following requirements:

- (1) Be of good moral character;
- (2) Give satisfactory performance on a written, oral, performance, or combination examination administered by the coordinator testing both knowledge of the field of motorcycle operator education and skills necessary to instruct and impart motorcycle driving skills and safety to students. The instructor training program shall provide for a course of instruction based on the Motorcycle Safety Foundation's Instructor Course or its equivalent in quality, utility, and merit. This course of instruction shall be held periodically based on the applications received and the need for instructors, and an examination fee prescribed by the coordinator shall be charged;
- (3) Be physically able to operate safely a motorcycle and to instruct others in the operation of motorcycles; and
- (4) Hold a valid Class M driver's license.

Data used for Georgia's Impaired Driving and Impaired Motorcycle Operation Problem

The chart below shows the counties where the Highway Enforcement of Aggressive Traffic (H.E.A.T) Units are currently located, the amount of their funding, their overall fatalities, alcohol fatalities at .08 or greater, and the motorcycle fatalities:

County	Grantee	Grant amount	Total				Alcohol .08 and up				Motorcycle			
			2008	2009	2010	2011	2008	2009	2010	2011	2008	2009	2010	2011
Bibb	Bibb Co SO	\$102,700	39	20	26	20	12	5	8	5	6	1	3	2
Clayton	Clayton Co PD	\$90,800	33	16	24	30	10	5	4	5	6	3	4	4
Cobb	Marietta PD	\$115,100	67	35	35	42	11	10	8	11	11	7	6	6
Coffee Co	Coffee Co SO City of Douglas	\$159,800	7	11	11	9	2	1	2	1	1	0	0	0
Dekalb	Dekalb Co PD	\$66,300	59	75	48	51	19	20	14	14	4	4	3	5
Douglas	Douglas Co SO	\$67,200	19	19	14	15	8	5	4	6	4	2	3	2
Forsyth	Forsyth Co SO	\$69,800	13	9	11	9	5	1	3	6	1	1	1	2
Fulton	Atlanta PD Sandy Springs PD	\$93,200 \$95,400	113	101	72	61	30	28	18	10	13	19	7	9
Glynn Co	Glynn Co PD	\$74,600	23	11	9	8	11	5	3	2	3	1	1	3
Habersham	Habersham Co SO	\$149,100	8	9	12	4	0	1	1	0	2	0	2	0
Henry	Henry Co PD	\$53,900	34	19	29	18	9	6	7	5	6	2	6	3
Laurens	Dublin PD	\$38,300	7	23	20	9	1	9	6	0	1	2	1	1
Lowndes	Valdosta PD	\$28,800	19	16	18	17	6	5	5	7	2	0	1	0
Paulding Co	Paulding Co SO	\$73,700	21	13	8	10	7	5	0	2	1	2	1	4
Pickens Co	Pickens Co SO	\$143,200	7	6	9	10	3	0	2	4	0	2	1	0
Walton	Walton Co SO	\$17,600	11	12	11	12	2	2	4	4	3	0	2	0

In the past, motorcyclists within ages 20 to 29 years were more involved in crashes than any other age group. In 2011, we saw new data where the age groups of 40-49 and over 60 represented the highest number of deaths. The two groups combined for sixty-seven (67) deaths or forty-five percent (45 %) of all motorcycle fatalities according FARS Data.

Motorcyclist Fatalities by Age

Year	Age							Total
	<20	20-29	30-39	40-49	50-59	>59	Unknown	
2007	7	53	43	29	19	11	1	163
2008	10	42	36	39	37	13	1	178
2009	2	35	29	32	26	16	0	140
2010	5	22	25	32	21	23	0	128
2011	3	27	31	34	21	33	0	149

Georgia 2011 Motorcycle Crashes Involving Alcohol

Crashes	Injuries	Fatalities
193	166	23

*Georgia Department of Transportation

Impaired Driving Program General Description

The National Highway Traffic Safety Administration (NHTSA) reports that in 2010, 32,367 people were killed in motor vehicle traffic crashes in the United States, of which 9,878 (31%) were alcohol-related. Every two minutes in America, someone is injured in an alcohol-related crash. Nationally, these crashes result in more than \$45 billion in economic costs on an annual basis.

*Table 1: Alcohol Impaired Driving Motor Vehicle Fatalities in Georgia
Number and Annual % Change*

Years	2006	2007	2008	2009	2010	2011
Alcohol Fatalities	454	445	405	333	299	277
Annual % Change		-1%	-8%	-17%	-10%	-7%

As indicated in Table 1, alcohol was associated with 277 highway fatalities in Georgia during 2011. This equates to twenty-three percent (23%) of Georgia's overall fatalities. Even with stricter laws, high visibility law enforcement, and increased public information and education (PI&E) programs, the number of impaired driving crashes, injuries and fatalities remains unacceptable. The chance of a crash being fatal is six times higher if exposed to impaired driving when compared to those not related to alcohol or drugs.

As presented in Table 2 below, The U.S. and Georgia had a decrease in overall fatalities as well as a decrease in alcohol related fatalities. Data shows from 2009 to 2011, Georgia experienced a decrease in overall crash fatalities of 69 (-5%) and a decrease of 22 (-16%) less in alcohol-related traffic deaths. These numbers indicate that Georgia should continue to emphasize preventative measures for countering the problems of driving under the influence of alcohol.

Table 2. US and Georgia Total Fatalities and Alcohol Related Fatalities Comparison

	Region	2009	2010	2011	% Difference
Alcohol Related Fatalities	US	10,839	10,228	9,878	-8%
	Georgia	333	299	277	-16%
Total Fatalities	US	33,838	32,999	32,367	-4%
	Georgia	1,292	1,247	1,223	-5%
Percent Alcohol Fatalities	US	32%	31%	31%	0%
	Georgia	26%	24%	23%	-11%

The Governor's Office of Highway Safety's (GOHS) impaired driving program includes the following program areas which also include emphasis on motorcycle safety:

Impaired Driving Enforcement – H.E.A.T

Aggressive traffic has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Driving under the influence of alcohol and speed are among the worst behaviors identified with aggressive drivers. The Governor's Office of Highway Safety's (GOHS) impaired driving program is geared toward jurisdictions where the incidences of impaired crashes among motorist and motorcyclist are the highest within the State of Georgia.

Since 2002, the Georgia Governor's Office of Highway Safety has maintained a multi-jurisdictional task force to address aggressive and impaired driving in Georgia. Originally, three officers from six counties, the City of College Park, and the City of Atlanta came together to form a team of twenty-four officers to form H.E.A.T. (Highway Enforcement of Aggressive Traffic). Since this formation, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has continued to grow with agencies being added across the state. In FFY 2013, GOHS funded eighteen (18) agencies across the state where speed and impaired driving crashes and fatalities are consistently high. The Governor's Office of Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FFY 2014.

The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. This project will focus on impaired driving and speeding, two of the main aggressive driving related violations. This will be accomplished through enforcement and education.

The overall goals of the H.E.A.T programs are to:

- Reduce the number of impaired driving crashes in jurisdictions located by 10%,
- Enforce laws targeting aggressive driving around Georgia.

Alcohol and Other Drug Countermeasures

- **Governor's Office of Highway Safety (GOHS)** will administer and manage alcohol programs (funding 405 (f)). This includes but is not limited to: overseeing in-house grants and contracts, seeking and managing grants that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to providing training and public information necessary to ensure proper and efficient use of federal highway safety funds. The public information will include the creation of brochures, collateral messaging items and effective communication with the media and public which will be available. An ALS (Administrative License Suspension) video production has been developed and distributed to statewide law enforcement.

The State of Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2013 and FY 2014. The plan includes the following:

1. Strategic impaired driving enforcement which is designed to reach motorcyclist and motorist in geographic subdivisions that account for a majority of the state's population and half of the state's alcohol-related fatalities. Please see list of counties in the state ranked from highest to lowest in impaired driving related crashes for all vehicle types.
2. Three statewide impaired driving mobilizations that occur during the holidays of July 4th, Labor Day (September), and December holidays.
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies participated in four impaired driving mobilizations by conducting checkpoints and/or saturation patrols on at least four nights during the national impaired driving campaigns as well as on a quarterly basis throughout FY 2013.

The four (4) impaired driving mobilizations are as follows:

1. December/New Year 2013
2. Thunder Task Force (October 2012, February 2013, June 2013)
3. July Fourth 2013
4. Labor Day 2013 and 2014

Strategic Impaired Driving Enforcement

The H.E.A.T. (Highway Enforcement of Aggressive Traffic) program was initiated in January of 2002 and consisted of seven counties in the Metropolitan Atlanta area. The program consisted of specialized traffic enforcement units that focused on impaired and speeding enforcement. These elite units comprised of highly trained law enforcement personnel who are equipped with the latest information and training on impaired driving program by targeting high-risk locations. The Highway Enforcement of Aggressive Traffic (H.E.A.T.) program has maintained its high standards and currently has 18 agencies representing 17 counties strategically located across Georgia in FY 2013. Each of the participating law enforcement agencies conduct checkpoints on at least four nights during the national impaired driving campaign. They also participate in monthly checkpoints throughout the remainder of the year.

Statewide Impaired Driving Mobilization

Georgia participates in three annual statewide mobilizations to combat impaired driving. These campaigns occur during the Fourth of July, Labor Day, and December holidays. Georgia utilizes its Traffic Enforcement Networks (TEN) which provide state and local law enforcement officers with a structured means of collaborating regionally on their unique highway safety priorities with emphasis on impaired driving. They also provide the ability to communicate regional highway safety priorities up the chain-of-command, to reach local and state policy makers, community leaders, legislators and others. The 16 regional networks are instrumental in carrying out this statewide impaired-driving enforcement campaign. The traffic enforcement networks work closely with The Georgia State Patrol. Over the past few years the Georgia State Patrol has allowed for a full-time trooper assigned in the Governor's Office of Highway Safety (GOHS)

office to specifically work with The Law Enforcement Services Team that manages the traffic enforcement networks.

Strategic Impaired Driving Enforcement FY 2014

Georgia will continue its high visibility impaired driving enforcement through the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program. These elite units will continue to conduct sustained weekly enforcement and monthly checkpoints to combat impaired driving in high occurrence areas.

Strategic Thunder Mobilizations

The Governor's Office of Highway Safety has established a taskforce consisting of state wide officers (H.E.A.T.), troopers and sheriff's deputies. The Governor's Office of Highway Safety (GOHS) "Thunder" taskforce is a specialized traffic enforcement unit designed to help Georgia communities combat unusually high amount of traffic crashes, injuries and fatalities. Their mission is to reduce highway deaths and serious injuries by changing the illegal driving behaviors of motorcyclist and motorists in the region through an increased law enforcement presence in those high crash corridors. The task force was established in 2007 and continues to be very effective in reducing highway crashes, injuries and deaths.

As you can see alcohol is also a significant risk factor for Georgia motorcycle riders. Every year since 1998, alcohol related motorcycle fatalities have been increasing in Georgia. According to the National Highway Traffic Safety Administration (NHTSA), in 2010, twenty-nine percent (29%) of all fatally injured motorcycle riders had BAC levels of .08 g/dL or higher. Across the U.S., the percentage with BAC .08 g/dL or above was highest for fatally injured motorcycle riders among two age groups, 40–44 (40%) and 45–49 (39%). Nighttime single vehicle crashes are the most dangerous for impaired motorcycle riders. Sixty-four percent (65%) of those type crashes result in the death of a motorcyclist.

Law Defining Impairment

O.C.G.A. § 40-5-67.1

GEORGIA CODE
Copyright 2012 by The State of Georgia
All rights reserved.

*** Current Through the 2012 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC
CHAPTER 5. DRIVERS' LICENSES
ARTICLE 3. CANCELLATION, SUSPENSION, AND REVOCATION OF LICENSES

O.C.G.A. § 40-5-67.1 (2012)

§ 40-5-67.1. Chemical tests; implied consent notices; rights of motorists; test results; refusal to submit; suspension or denial; hearing and review; compensation of officers; inspection and certification of breath-testing instruments

(a) The test or tests required under Code Section 40-5-55 shall be administered as soon as possible at the request of a law enforcement officer having reasonable grounds to believe that the person has been driving or was in actual physical control of a moving motor vehicle upon the highways or elsewhere throughout this state in violation of Code Section 40-6-391 and the officer has arrested such person for a violation of Code Section 40-6-391, any federal law in conformity with Code Section 40-6-391, or any local ordinance which adopts Code Section 40-6-391 by reference or the person has been involved in a traffic accident resulting in serious injuries or fatalities. Subject to Code Section 40-6-392, the requesting law enforcement officer shall designate which test or tests shall be administered initially and may subsequently require a test or tests of any substances not initially tested.

(b) At the time a chemical test or tests are requested, the arresting officer shall select and read to the person the appropriate implied consent notice from the following:

(1) Implied consent notice for suspects under age 21:

"Georgia law requires you to submit to state administered chemical tests of your blood, breath, urine, or other bodily substances for the purpose of determining if you are under the influence of alcohol or drugs. If you refuse this testing, your Georgia driver's license or privilege to drive on the highways of this state will be suspended for a minimum period of one year. Your refusal to submit to the required testing may be offered into evidence against you at trial. If you submit to testing and the results indicate an alcohol concentration of 0.02 grams or more, your Georgia driver's license or

privilege to drive on the highways of this state may be suspended for a minimum period of one year. After first submitting to the required state tests, you are entitled to additional chemical tests of your blood, breath, urine, or other bodily substances at your own expense and from qualified personnel of your own choosing. Will you submit to the state administered chemical tests of your (designate which tests) under the implied consent law?"

(2) Implied consent notice for suspects age 21 or over:

"Georgia law requires you to submit to state administered chemical tests of your blood, breath, urine, or other bodily substances for the purpose of determining if you are under the influence of alcohol or drugs. If you refuse this testing, your Georgia driver's license or privilege to drive on the highways of this state will be suspended for a minimum period of one year. Your refusal to submit to the required testing may be offered into evidence against you at trial. If you submit to testing and the results indicate an alcohol concentration of 0.08 grams or more, your Georgia driver's license or privilege to drive on the highways of this state may be suspended for a minimum period of one year. After first submitting to the required state tests, you are entitled to additional chemical tests of your blood, breath, urine, or other bodily substances at your own expense and from qualified personnel of your own choosing. Will you submit to the state administered chemical tests of your (designate which tests) under the implied consent law?"

(3) Implied consent notice for commercial motor vehicle driver suspects:

"Georgia law requires you to submit to state administered chemical tests of your blood, breath, urine, or other bodily substances for the purpose of determining if you are under the influence of alcohol or drugs. If you refuse this testing, you will be disqualified from operating a commercial motor vehicle for a minimum period of one year. Your refusal to submit to the required testing may be offered into evidence against you at trial. If you submit to testing and the results indicate the presence of any alcohol, you will be issued an out-of-service order and will be prohibited from operating a motor vehicle for 24 hours. If the results indicate an alcohol concentration of 0.04 grams or more, you will be disqualified from operating a commercial motor vehicle for a minimum period of one

year. After first submitting to the required state tests, you are entitled to additional chemical tests of your blood, breath, urine, or other bodily substances at your own expense and from qualified personnel of your own choosing. Will you submit to the state administered chemical tests of your (designate which tests) under the implied consent law?"

If any such notice is used by a law enforcement officer to advise a person of his or her rights regarding the administration of chemical testing, such person shall be deemed to have been properly advised of his or her rights under this Code section and under Code Section 40-6-392 and the results of any chemical test, or the refusal to submit to a test, shall be admitted into evidence against such person. Such notice shall be read in its entirety but need not be read exactly so long as the substance of the notice remains unchanged.

(c) If a person under arrest or a person who was involved in any traffic accident resulting in serious injuries or fatalities submits to a chemical test upon the request of a law enforcement officer and the test results indicate that a suspension or disqualification is required under this Code section, the results shall be reported to the department. Upon the receipt of a report of the law enforcement officer that the officer had reasonable grounds to believe the arrested person had been driving or was in actual physical control of a moving motor vehicle upon the highways or elsewhere throughout this state in violation of Code Section 40-6-391 or that such person had been driving or was in actual physical control of a moving motor vehicle upon the highways or elsewhere throughout this state and was involved in a traffic accident involving serious injuries or fatalities and that the person submitted to a chemical test at the request of the law enforcement officer and the test results indicate either an alcohol concentration of 0.08 grams or more or, for a person under the age of 21, an alcohol concentration of 0.02 grams or more, the department shall suspend the person's driver's license, permit, or nonresident operating privilege pursuant to Code Section 40-5-67.2, subject to review as provided for in this chapter. Upon the receipt of a report of the law enforcement officer that the arrested person had been operating or was in actual physical control of a moving commercial motor vehicle and the test results indicate an alcohol concentration of 0.04 grams or more, the department shall disqualify the person from operating a motor vehicle for a minimum period of one year.

(d) If a person under arrest or a person who was involved in any traffic accident resulting in serious injuries or fatalities refuses, upon the request of a law enforcement officer, to submit to a chemical test designated by the law enforcement officer as provided in subsection (a) of this Code section, no test shall be given; but the law enforcement officer shall report the refusal to the department. Upon the receipt of a report of the law enforcement officer that the officer had reasonable grounds to believe the arrested person had been driving or was in actual physical

control of a moving motor vehicle upon the highways or elsewhere throughout this state in violation of Code Section 40-6-391 or that such person had been driving or was in actual physical control of a moving motor vehicle upon the highways or elsewhere throughout this state and was involved in a traffic accident which resulted in serious injuries or fatalities and that the person had refused to submit to the test upon the request of the law enforcement officer, the department shall suspend the person's driver's license, permit, or nonresident operating privilege for a period of one year or if the person was operating or in actual physical control of a commercial motor vehicle, the department shall disqualify the person from operating a commercial motor vehicle and shall suspend the person's driver's license, permit, or nonresident operating privilege, subject to review as provided for in this chapter.

(d.1) Nothing in this Code section shall be deemed to preclude the acquisition or admission of evidence of a violation of Code Section 40-6-391 if obtained by voluntary consent or a search warrant as authorized by the Constitution or laws of this state or the United States.

(e) If the person is a resident without a driver's license, commercial driver's license, or permit to operate a motor vehicle in this state, the department shall deny issuance of a license or permit to such person for the same period provided in subsection (c) or (d) of this Code section, whichever is applicable, for suspension of a license or permit or disqualification to operate a commercial motor vehicle subject to review as provided for in this chapter.

(f) (1) The law enforcement officer, acting on behalf of the department, shall personally serve the notice of intention to suspend or disqualify the license of the arrested person or other person refusing such test on such person at the time of the person's refusal to submit to a test or at the time at which such a test indicates that suspension or disqualification is required under this Code section. The law enforcement officer shall take possession of any driver's license or permit held by any person whose license is subject to suspension pursuant to subsection (c) or (d) of this Code section, if any, and shall issue a 30 day temporary permit. The officer shall forward the person's driver's license to the department along with the notice of intent to suspend or disqualify and the report required by subsection (c) or (d) of this Code section within ten calendar days after the date of the arrest of such person. This paragraph shall not apply to any person issued a 180 day temporary permit pursuant to subsection (b) of Code Section 40-5-67. The failure of the officer to transmit the report required by this Code section within ten calendar days shall not prevent the department from accepting such report and utilizing it in the suspension of a driver's license as provided in this Code section.

(2) If notice has not been given by the arresting officer, the department, upon receipt of the report of such officer, shall suspend the person's driver's license, permit, or nonresident operating privilege or disqualify such person from operating a motor vehicle and, by regular mail, at the last known address, notify such person of such suspension or disqualification. The notice shall

inform the person of the grounds of suspension or disqualification, the effective date of the suspension or disqualification, and the right to review. The notice shall be deemed received three days after mailing.

(g) (1) A person whose driver's license is suspended or who is disqualified from operating a commercial motor vehicle pursuant to this Code section shall remit to the department a \$150.00 filing fee together with a request, in writing, for a hearing within ten business days from the date of personal notice or receipt of notice sent by certified mail or statutory overnight delivery, return receipt requested, or the right to said hearing shall be deemed waived. Within 30 days after receiving a written request for a hearing, the department shall hold a hearing as is provided in Chapter 13 of Title 50, the "Georgia Administrative Procedure Act." The hearing shall be recorded.

(2) The scope of the hearing shall be limited to the following issues:

(A) (i) Whether the law enforcement officer had reasonable grounds to believe the person was driving or in actual physical control of a moving motor vehicle while under the influence of alcohol or a controlled substance and was lawfully placed under arrest for violating Code Section 40-6-391; or

(ii) Whether the person was involved in a motor vehicle accident or collision resulting in serious injury or fatality; and

(B) Whether at the time of the request for the test or tests the officer informed the person of the person's implied consent rights and the consequence of submitting or refusing to submit to such test; and

(C) (i) Whether the person refused the test; or

(ii) Whether a test or tests were administered and the results indicated an alcohol concentration of 0.08 grams or more or, for a person under the age of 21, an alcohol concentration of 0.02 grams or more or, for a person operating or having actual physical control of a commercial motor vehicle, an alcohol concentration of 0.04 grams or more; and

(D) Whether the test or tests were properly administered by an individual possessing a valid permit issued by the Division of Forensic Sciences of the Georgia Bureau of Investigation on an instrument approved by the Division of Forensic Sciences or a test conducted by the Division of Forensic Sciences, including whether the machine at the time of the test was operated with all its electronic and operating components prescribed by its manufacturer properly attached and in good working order, which shall be required. A copy of the operator's permit showing that the operator has been trained on the particular type of instrument used and one of the original copies

of the test results or, where the test is performed by the Division of Forensic Sciences, a copy of the crime lab report shall satisfy the requirements of this subparagraph.

(3) The hearing officer shall, within five calendar days after such hearing, forward a decision to the department to rescind or sustain the driver's license suspension or disqualification. If no hearing is requested within the ten business days specified above, and the failure to request such hearing is due in whole or in part to the reasonably avoidable fault of the person, the right to a hearing shall have been waived. The request for a hearing shall not stay the suspension of the driver's license; provided, however, that if the hearing is timely requested and is not held before the expiration of the temporary permit and the delay is not due in whole or in part to the reasonably avoidable fault of the person, the suspension shall be stayed until such time as the hearing is held and the hearing officer's decision is made.

(4) In the event the person is acquitted of a violation of Code Section 40-6-391 or such charge is initially disposed of other than by a conviction or plea of nolo contendere, then the suspension shall be terminated and deleted from the driver's license record. An accepted plea of nolo contendere shall be entered on the driver's license record and shall be considered and counted as a conviction for purposes of any future violations of Code Section 40-6-391. In the event of an acquittal or other disposition other than by a conviction or plea of nolo contendere, the driver's license restoration fee shall be promptly returned by the department to the licensee.

(h) If the suspension is sustained after such a hearing, the person whose license has been suspended under this Code section shall have a right to file for a judicial review of the department's final decision, as provided for in Chapter 13 of Title 50, the "Georgia Administrative Procedure Act"; while such appeal is pending, the order of the department shall not be stayed.

(i) Subject to the limitations of this subsection, any law enforcement officer who attends a hearing provided for by subsection (g) of this Code section for the purpose of giving testimony relative to the subject of such hearing shall be compensated in the amount of \$20.00 for each day's attendance at such hearing. In the event a law enforcement officer gives testimony at two or more different hearings on the same day, such officer shall receive only \$20.00 for attendance at all hearings. The compensation provided for in this subsection shall not be paid to any law enforcement officer who is on regular duty or who is on a lunch or other break from regular duty at the time the officer attends any such hearing. The compensation provided for by this subsection shall be paid to the law enforcement officer by the department from department funds at such time and in such manner as the commissioner shall provide by rules or regulations. The commissioner shall also require verification of a law enforcement officer's qualifying to receive the payment authorized by this subsection by requiring the completion of an appropriate

document in substantially the following form:

IMPLIED CONSENT HEARING ATTENDANCE RECORD

OFFICER: S.S. No.

ADDRESS:

Street City State ZIP Code

DATE: TIME: A.M. P.M.

CASE:

This is to certify that the police officer named above attended an implied consent hearing as a witness or complainant on the date and time shown above.

HEARING OFFICER: TITLE:

I certify that I appeared at the implied consent hearing described above on the date and time shown above and that I was not on regular duty at the time of attending the hearing and that I have not received and will not receive compensation from my regular employer for attending the hearing.

Signature of officer:

APPROVED FOR PAYMENT:

Comptroller

(j) Each time an approved breath-testing instrument is inspected, the inspector shall prepare a certificate which shall be signed under oath by the inspector and which shall include the following language:

"This breath-testing instrument (serial no.) was thoroughly

inspected, tested, and standardized by the undersigned on (date)
and all of its electronic and operating components prescribed by its
manufacturer are properly attached and are in good working order."

When properly prepared and executed, as prescribed in this subsection, the
certificate shall, notwithstanding any other provision of law, be
self-authenticating, shall be admissible in any court of law, and shall
satisfy the pertinent requirements of paragraph (1) of subsection (a) of Code
Section 40-6-392 and subparagraph (g)(2)(F) of this Code section.

HISTORY: Code 1981, § 40-5-67.1, enacted by Ga. L. 1992, p. 2564, § 6; Ga. L. 1994, p. 472,
§ 1; Ga. L. 1994, p. 1600, § 3-6; Ga. L. 1995, p. 1160, §§ 1-3; Ga. L. 1995, Ex. Sess., p. 5, § 1;
Ga. L. 1997, p. 143, § 40; Ga. L. 1997, p. 760, § 20; Ga. L. 1998, p. 210, § 2; Ga. L. 2000, p.
951, §§ 5-29--5-32; Ga. L. 2000, p. 1589, § 3; Ga. L. 2001, p. 208, § 1-3; Ga. L. 2006, p. 329, §
2/HB 1275; Ga. L. 2007, p. 47, § 40/SB 103; Ga. L. 2010, p. 9, § 1-80/HB 1055; Ga. L. 2011, p.
355, § 9/HB 269.

O.C.G.A. § 40-6-391

GEORGIA CODE
Copyright 2012 by The State of Georgia
All rights reserved.

*** Current Through the 2012 Regular Session ***

TITLE 40. MOTOR VEHICLES AND TRAFFIC
CHAPTER 6. UNIFORM RULES OF THE ROAD
ARTICLE 15. SERIOUS TRAFFIC OFFENSES

O.C.G.A. § 40-6-391 (2012)

§ 40-6-391. Driving under the influence of alcohol, drugs, or other intoxicating substances; penalties; publication of notice of conviction for persons convicted for second time; endangering a child

(a) A person shall not drive or be in actual physical control of any moving vehicle while:

(1) Under the influence of alcohol to the extent that it is less safe for the person to drive;

(2) Under the influence of any drug to the extent that it is less safe for the person to drive;

(3) Under the intentional influence of any glue, aerosol, or other toxic vapor to the extent that it is less safe for the person to drive;

(4) Under the combined influence of any two or more of the substances specified in paragraphs (1) through (3) of this subsection to the extent that it is less safe for the person to drive;

(5) The person's alcohol concentration is 0.08 grams or more at any time within three hours after such driving or being in actual physical control from alcohol consumed before such driving or being in actual physical control ended; or

(6) Subject to the provisions of subsection (b) of this Code section, there is any amount of marijuana or a controlled substance, as defined in Code Section 16-13-21, present in the person's blood or urine, or both, including the metabolites and derivatives of each or both without regard to whether or not any alcohol is present in the person's breath or blood.

(b) The fact that any person charged with violating this Code section is or has been legally entitled to use a drug shall not constitute a defense against any charge of violating this Code section; provided, however, that such person shall not be in violation of this Code section unless such person is rendered incapable of driving safely as a result of using a drug other than alcohol which such person is legally entitled to use.

(c) Every person convicted of violating this Code section shall, upon a first or second conviction thereof, be guilty of a misdemeanor, upon a third conviction thereof, be guilty of a high and aggravated misdemeanor, and upon a fourth or subsequent conviction thereof, be guilty of a felony except as otherwise provided in paragraph (4) of this subsection and shall be punished as follows:

(1) First conviction with no conviction of and no plea of nolo contendere accepted to a charge of violating this Code section within the previous ten years, as measured from the dates of previous arrests for which convictions were obtained or pleas of nolo contendere were accepted to the date of the current arrest for which a conviction is obtained or a plea of nolo contendere is accepted:

(A) A fine of not less than \$300.00 and not more than \$1,000.00, which fine shall not, except as provided in subsection (g) of this Code section, be subject to suspension, stay, or probation;

(B) A period of imprisonment of not fewer than ten days nor more than 12 months, which period of imprisonment may, at the sole discretion of the judge, be suspended, stayed, or probated, except that if the offender's alcohol concentration at the time of the offense was 0.08 grams or more, the judge may suspend, stay, or probate all but 24 hours of any term of imprisonment imposed under this subparagraph;

(C) Not fewer than 40 hours of community service, except that for a conviction for violation of subsection (k) of this Code section where the person's alcohol concentration at the time of the offense was less than 0.08 grams, the period of community service shall be not fewer than 20 hours;

(D) Completion of a DUI Alcohol or Drug Use Risk Reduction Program. The sponsor of any such program shall provide written notice of the department's approval of the program to the person upon enrollment in the program;

(E) A clinical evaluation as defined in Code Section 40-5-1 and, if recommended as a part of such evaluation, completion of a substance abuse treatment program as defined in Code Section 40-5-1 provided, however, that in the court's discretion such evaluation may be waived; and

(F) If the person is sentenced to a period of imprisonment for fewer than 12 months, a period of probation of 12 months less any days during which the person is actually incarcerated;

(2) For the second conviction within a ten-year period of time, as measured from the dates of previous arrests for which convictions were obtained or pleas of nolo contendere were accepted to the date of the current arrest for which a conviction is obtained or a plea of nolo contendere is accepted:

(A) A fine of not less than \$600.00 and not more than \$1,000.00, which fine shall not, except as provided in subsection (g) of this Code section, be subject to suspension, stay, or probation;

(B) A period of imprisonment of not fewer than 90 days and not more than 12 months. The judge shall probate at least a portion of such term of imprisonment, in accordance with subparagraph (F) of this paragraph, thereby subjecting the offender to the provisions of Article 7 of Chapter 8 of Title 42 and to such other terms and conditions as the judge may impose; provided, however, that the offender shall be required to serve not fewer than 72 hours of actual incarceration;

(C) Not fewer than 30 days of community service;

(D) Completion of a DUI Alcohol or Drug Use Risk Reduction Program. The sponsor of any such program shall provide written notice of the department's approval of the program to the

person upon enrollment in the program;

(E) A clinical evaluation as defined in Code Section 40-5-1 and, if recommended as a part of such evaluation, completion of a substance abuse treatment program as defined in Code Section 40-5-1; and

(F) A period of probation of 12 months less any days during which the person is actually incarcerated;

(3) For the third conviction within a ten-year period of time, as measured from the dates of previous arrests for which convictions were obtained or pleas of nolo contendere were accepted to the date of the current arrest for which a conviction is obtained or a plea of nolo contendere is accepted:

(A) A fine of not less than \$1,000.00 and not more than \$5,000.00, which fine shall not, except as provided in subsection (g) of this Code section, be subject to suspension, stay, or probation;

(B) A mandatory period of imprisonment of not fewer than 120 days and not more than 12 months. The judge shall probate at least a portion of such term of imprisonment, in accordance with subparagraph (F) of this paragraph, thereby subjecting the offender to the provisions of Article 7 of Chapter 8 of Title 42 and to such other terms and conditions as the judge may impose; provided, however, that the offender shall be required to serve not fewer than 15 days of actual incarceration;

(C) Not fewer than 30 days of community service;

(D) Completion of a DUI Alcohol or Drug Use Risk Reduction Program. The sponsor of any such program shall provide written notice of the department's approval of the program to the person upon enrollment in the program;

(E) A clinical evaluation as defined in Code Section 40-5-1 and, if recommended as a part of such evaluation, completion of a substance abuse treatment program as defined in Code Section 40-5-1; and

(F) A period of probation of 12 months less any days during which the person is actually incarcerated;

(4) For the fourth or subsequent conviction within a ten-year period of time, as measured from the dates of previous arrests for which convictions were obtained or pleas of nolo contendere were accepted to the date of the current arrest for which a conviction is obtained or a plea of nolo contendere is accepted:

(A) A fine of not less than \$1,000.00 and not more than \$5,000.00, which fine shall not, except as provided in subsection (g) of this Code section, be subject to suspension, stay, or probation;

(B) A period of imprisonment of not less than one year and not more than five years; provided, however, that the judge may suspend, stay, or probate all but 90 days of any term of imprisonment imposed under this paragraph. The judge shall probate at least a portion of such term of imprisonment, in accordance with subparagraph (F) of this paragraph, thereby subjecting

the offender to the provisions of Article 7 of Chapter 8 of Title 42 and to such other terms and conditions as the judge may impose;

(C) Not fewer than 60 days of community service; provided, however, that if a defendant is sentenced to serve three years of actual imprisonment, the judge may suspend the community service;

(D) Completion of a DUI Alcohol or Drug Use Risk Reduction Program. The sponsor of any such program shall provide written notice of the department's approval of the program to the person upon enrollment in the program;

(E) A clinical evaluation as defined in Code Section 40-5-1 and, if recommended as a part of such evaluation, completion of a substance abuse treatment program as defined in Code Section 40-5-1; and

(F) A period of probation of five years less any days during which the person is actually imprisoned; provided, however, that if the ten-year period of time as measured in this paragraph commenced prior to July 1, 2008, then such fourth or subsequent conviction shall be a misdemeanor of a high and aggravated nature and punished as provided in paragraph (3) of this subsection;

(5) If a person has been convicted of violating subsection (k) of this Code section premised on a refusal to submit to required testing or where such person's alcohol concentration at the time of the offense was 0.08 grams or more, and such person is subsequently convicted of violating subsection (a) of this Code section, such person shall be punished by applying the applicable level or grade of conviction specified in this subsection such that the previous conviction of violating subsection (k) of this Code section shall be considered a previous conviction of violating subsection (a) of this Code section;

(6) For the purpose of imposing a sentence under this subsection, a plea of nolo contendere based on a violation of this Code section shall constitute a conviction; and

(7) For purposes of determining the number of prior convictions or pleas of nolo contendere pursuant to the felony provisions of paragraph (4) of this subsection, only those offenses for which a conviction is obtained or a plea of nolo contendere is accepted on or after July 1, 2008, shall be considered; provided, however, that nothing in this subsection shall be construed as limiting or modifying in any way administrative proceedings or sentence enhancement provisions under Georgia law, including, but not limited to, provisions relating to punishment of recidivist offenders pursuant to Title 17.

(d) (1) Notwithstanding the limits set forth in any municipal charter, any municipal court of any municipality shall be authorized to impose the misdemeanor or high and aggravated misdemeanor punishments provided for in this Code section upon a conviction of violating this Code section or upon a conviction of violating any ordinance adopting the provisions of this Code section.

(2) Notwithstanding any provision of this Code section to the contrary, any court authorized to hear misdemeanor or high and aggravated misdemeanor cases involving violations of this Code

section shall be authorized to exercise the power to probate, suspend, or stay any sentence imposed. Such power shall, however, be limited to the conditions and limitations imposed by subsection (c) of this Code section.

(e) The foregoing limitations on punishment also shall apply when a defendant has been convicted of violating, by a single transaction, more than one of the four provisions of subsection (a) of this Code section.

(f) The provisions of Code Section 17-10-3, relating to general punishment for misdemeanors including traffic offenses, and the provisions of Article 3 of Chapter 8 of Title 42, relating to probation of first offenders, shall not apply to any person convicted of violating any provision of this Code section.

(g) (1) If the payment of the fine required under subsection (c) of this Code section will impose an economic hardship on the defendant, the judge, at his or her sole discretion, may order the defendant to pay such fine in installments and such order may be enforced through a contempt proceeding or a revocation of any probation otherwise authorized by this Code section.

(2) In the sole discretion of the judge, he or she may suspend up to one-half of the fine imposed under subsection (c) of this Code section conditioned upon the defendant's undergoing treatment in a substance abuse treatment program as defined in Code Section 40-5-1.

(h) For purposes of determining under this chapter prior convictions of or pleas of nolo contendere to violating this Code section, in addition to the offense prohibited by this Code section, a conviction of or plea of nolo contendere to any of the following offenses shall be deemed to be a violation of this Code section:

(1) Any federal law substantially conforming to or parallel with the offense covered under this Code section;

(2) Any local ordinance adopted pursuant to Article 14 of this chapter, which ordinance adopts the provisions of this Code section; or

(3) Any previously or currently existing law of this or any other state, which law was or is substantially conforming to or parallel with this Code section.

(i) A person shall not drive or be in actual physical control of any moving commercial motor vehicle while there is 0.04 percent or more by weight of alcohol in such person's blood, breath, or urine. Every person convicted of violating this subsection shall be guilty of a misdemeanor and, in addition to any disqualification resulting under Article 7 of Chapter 5 of this title, the "Uniform Commercial Driver's License Act," shall be fined as provided in subsection (c) of this Code section.

(j) (1) The clerk of the court in which a person is convicted a second or subsequent time under subsection (c) of this Code section within five years, as measured from the dates of previous arrests for which convictions were obtained or pleas of nolo contendere were accepted to the date of the current arrest for which a conviction is obtained or a plea of nolo contendere is accepted, shall cause to be published a notice of conviction for each such person convicted. Such notices of conviction shall be published in the manner of legal notices in the legal organ of the county in

which such person resides or, in the case of nonresidents, in the legal organ of the county in which the person was convicted. Such notice of conviction shall be one column wide by two inches long and shall contain the photograph taken by the arresting law enforcement agency at the time of arrest, the name of the convicted person, the city, county, and zip code of the convicted person's residential address, and the date, time, place of arrest, and disposition of the case and shall be published once in the legal organ of the appropriate county in the second week following such conviction or as soon thereafter as publication may be made.

(2) The convicted person for which a notice of conviction is published pursuant to this subsection shall be assessed \$25.00 for the cost of publication of such notice and such assessment shall be imposed at the time of conviction in addition to any other fine imposed pursuant to this Code section.

(3) The clerk of the court, the publisher of any legal organ which publishes a notice of conviction, and any other person involved in the publication of an erroneous notice of conviction shall be immune from civil or criminal liability for such erroneous publication, provided such publication was made in good faith.

(k) (1) A person under the age of 21 shall not drive or be in actual physical control of any moving vehicle while the person's alcohol concentration is 0.02 grams or more at any time within three hours after such driving or being in physical control from alcohol consumed before such driving or being in actual physical control ended.

(2) Every person convicted of violating this subsection shall be guilty of a misdemeanor for the first and second convictions and upon a third or subsequent conviction thereof be guilty of a high and aggravated misdemeanor and shall be punished and fined as provided in subsection (c) of this Code section, provided that any term of imprisonment served shall be subject to the provisions of Code Section 17-10-3.1, and any period of community service imposed on such person shall be required to be completed within 60 days of the date of sentencing.

(3) No plea of nolo contendere shall be accepted for any person under the age of 21 charged with a violation of this Code section.

(l) A person who violates this Code section while transporting in a motor vehicle a child under the age of 14 years is guilty of the separate offense of endangering a child by driving under the influence of alcohol or drugs. The offense of endangering a child by driving under the influence of alcohol or drugs shall not be merged with the offense of driving under the influence of alcohol or drugs for the purposes of prosecution and sentencing. An offender who is convicted of a violation of this subsection shall be punished in accordance with the provisions of subsection (d) of Code Section 16-12-1, relating to the offense of contributing to the delinquency, unruliness, or deprivation of a child.

HISTORY: Ga. L. 1953, Nov.-Dec. Sess., p. 556, § 47; Ga. L. 1968, p. 448, § 1; Code 1933, § 68A-902, enacted by Ga. L. 1974, p. 633, § 1; Ga. L. 1983, p. 1000, § 12; Ga. L. 1984, p. 22, § 40; Ga. L. 1985, p. 149, § 40; Ga. L. 1985, p. 758, § 17; Ga. L. 1987, p. 3, § 40; Ga. L. 1987, p. 904, § 1; Ga. L. 1988, p. 1893, § 2; Ga. L. 1989, p. 14, § 40; Ga. L. 1990, p. 2048, § 5; Ga. L. 1991, p. 1886, §§ 6-8; Ga. L. 1992, p. 2556, § 2; Ga. L. 1994, p. 1600, § 8; Ga. L. 1996, p. 1413, § 1; Ga. L. 1997, p. 760, § 23; Ga. L. 1999, p. 293, §§ 1, 2; Ga. L. 1999, p. 391, §§ 7, 8; Ga. L. 2001, p. 208, § 1-5; Ga. L. 2005, p. 334, § 18-15.1/HB 501; Ga. L. 2007, p. 47, § 40/SB 103; Ga. L. 2008, p. 498, §§ 2, 3, 4/HB 336; Ga. L. 2009, p. 8, § 40/SB 46; Ga. L. 2010, p. 422, § 1/HB 898.



Georgia Governor's Office of Highway Safety

7 Martin Luther King Jr. Drive, SW, Suite 643

Atlanta, Georgia 30334

(404) 656-6996

Fax: (404) 651-9107

www.gahighwaysafety.org