

# 2023

## GEORGIA HIGHWAY SAFETY PLAN

PREPARED BY THE

**GEORGIA GOVERNOR'S OFFICE  
OF HIGHWAY SAFETY**

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# TABLE OF CONTENTS

---

<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>HIGHWAY SAFETY PLANNING PROCESS</b> .....	<b>4</b>
<b>PERFORMANCE REPORT</b> .....	<b>23</b>
FY2022 TRAFFIC SAFETY PERFORMANCE PROGRESS REPORT.....	24
FY2022 TRAFFIC SAFETY PERFORMANCE REPORT NARRATIVE .....	25
<b>PERFORMANCE PLAN</b> .....	<b>41</b>
FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES AND TARGETS.....	42
METHODOLOGY & CONSIDERATIONS .....	44
FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES TARGET JUSTIFICATION .....	45
GRANT PROGRAM ACTIVITY REPORTING.....	60
<b>PROGRAM AREAS</b> .....	<b>61</b>
5.1 PLANNING & ADMINISTRATION.....	62
Description of Highway Safety Problems.....	62
Strategic Highway Safety Planning .....	63
Associated Performance Measures and Targets.....	64
Planned Activities .....	65
Projects.....	65
5.2 COMMUNICATIONS (MEDIA).....	66
Description of Highway Safety Problems.....	66
Associated Performance Measures and Targets.....	71
Primary Countermeasure Strategy.....	72
Planned Activities .....	83
Projects.....	87

5.3 COMMUNITY TRAFFIC SAFETY PROGRAM.....	88
Description of Highway Safety Problems.....	88
Associated Performance Measures and Targets.....	91
Primary Countermeasure Strategy.....	91
Planned Activities.....	94
Projects.....	94
5.4 DISTRACTED DRIVING.....	95
Description of Highway Safety Problems.....	95
Associated Performance Measures and Targets.....	97
Planned Activities.....	98
Projects.....	98
5.5 IMPAIRED DRIVING (DRUG & ALCOHOL).....	99
Description of Highway Safety Problems.....	99
Associated Performance Measures and Targets.....	101
Primary Countermeasure Strategy.....	101
Planned Activities.....	106
Projects.....	108
5.6 MOTORCYCLE SAFETY.....	109
Description of Highway Safety Problems.....	109
Associated Performance Measures and Targets.....	113
Primary Countermeasure Strategy.....	113
Planned Activities.....	118
Projects.....	118
5.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS).....	119
Description of Highway Safety Problems.....	119
Associated Performance Measures and Targets.....	122
Primary Countermeasure Strategy.....	122
Planned Activities.....	125
Projects.....	126
5.8 OCCUPANT PROTECTION (ADULT & CHILD PASSENGER SAFETY).....	127
Description of Highway Safety Problems.....	127
Associated Performance Measures and Targets.....	130
Planned Participation In Click-It-Or-Ticket.....	131
Click It Or Ticket Communications Plan.....	134
Primary Countermeasure Strategy.....	135
Planned Activities.....	150
Projects.....	151
5.9 POLICE TRAFFIC SERVICES.....	152
Description of Highway Safety Problems.....	152
Associated Performance Measures and Targets.....	154
Primary Countermeasure Strategy.....	154
Planned Activities.....	158
Projects.....	160

5.10 RAILROAD SAFETY .....	164
Description of Highway Safety Problems.....	164
Associated Performance Measures and Targets .....	166
Primary Countermeasure Strategy.....	166
Planned Activities .....	167
Projects.....	167
5.11 SPEED MANAGEMENT.....	168
Description of Highway Safety Problems.....	168
Associated Performance Measures and Targets .....	170
Primary Countermeasure Strategy.....	170
Planned Activities .....	172
Projects.....	172
5.12 TRAFFIC RECORDS.....	173
Description of Highway Safety Problems.....	173
Associated Performance Measures and Targets .....	175
Primary Countermeasure Strategy.....	176
Planned Activities .....	178
Projects.....	180
5.13 YOUNG DRIVER (TEEN TRAFFIC SAFETY PROGRAMS).....	181
Description of Highway Safety Problems.....	181
Associated Performance Measures and Targets .....	184
Primary Countermeasure Strategy.....	184
Planned Activities .....	187
Projects.....	189
5.14 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP).....	190
Crash Analysis .....	190
Deployment of Resources.....	192
5.15 HIGH VISIBILITY ENFORCEMENT .....	195

**SECTION 405 APPLICATIONS..... 198**

405(B) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION .....	199
405(C) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT.....	224
405(D) IMPAIRED DRIVING COUNTERMEASURES GRANT.....	250
405(F) MOTORCYCLIST SAFETY GRANT .....	251
405(H) NONMOTORIZED SAFETY GRANT .....	263



## Section 1:

# EXECUTIVE SUMMARY

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## GEORGIA'S ANNUAL HIGHWAY SAFETY PLAN

Under the Authority and approval of Governor Brian P. Kemp, 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 targets and objectives of the Governor's Office of Highway Safety are driven by the agency's mission statement.

## MISSION STATEMENT

***The mission of the Georgia Governor's Office of Highway Safety is to educate the public on safe driving behaviors; to implement highway safety campaigns and programs that reduce crashes and eliminate injuries and fatalities on Georgia roadways.***

Our new mission statement allows us to focus on our number one goal and that is to reduce the number of crashes and eliminate injuries and fatalities on Georgia's roads. We also are tasked with providing highway safety data and fact-based analyses that will assist communities and safety advocates in implementing effective programs that will change high-risk driving behavior and increase safety on our streets and highways.

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

The Highway Safety Act of 1968 required governors to be responsible for the administration of

the federal highway safety program in each state. The governor, through delegation of powers, had the authority to designate a Governor's Highway Safety Representative to administer the federally funded highway program.

We design all of our programs and services with the goal of reaching every Georgia motorist. Safe driver behavior is our top priority, and we must persuade all Georgians to adopt a similar goal.

## **LEGISLATIVE UPDATES**

The 2022 session of the Georgia General Assembly ended on April 4, 2022. The General Assembly passed, and Governor Brian Kemp signed into law HB 1216, which increases the penalties for persons convicted of street racing and makes it a felony crime for a person who is convicted for a fourth time for such offense.

An effort to change Georgia's Hands-Free law (SB 203) that would allow drivers to use their phones when stopped in traffic for traffic signals was defeated by the Georgia State Senate.

The Georgia State Senate did pass SB 510, which would have amended Georgia's Teen-Driving law to allow drivers under 18 to have one non-family member passenger to ride with them during the first six months the teen driver had their Class D license. Current Georgia law allows teen drivers to have no non-family member passengers under the age of 21 riding with them during the first six months they have their Class D license, one non-family member passenger during the second six months of their having held a Class D license, and three non-family member passengers under 21 until the turn 18 and are issued a Class C license. SB 510 did not pass the Georgia House of Representatives and the bill is no longer under consideration.

The Georgia House of Representatives did pass HB 202, which would repeal the June 30, 2022, expiration date of the 1.5% surcharge to every traffic fine paid in the state to fund driver's education scholarships with public and private school providers. HB 202 would also raise the surcharge to 3%. The bill though was not passed by the Senate and the surcharge will stop being collected on citations issued after July 1, 2022. The scholarship program will continue through June of 2023 as the Georgia Driver's Education Commission will continue to receive money from fines paid on citations that were issued up to June 30, 2022.

All bills filed in the 2021 and 2022 sessions not passed by the Georgia General Assembly are no longer under consideration after the April 4, 2022, adjournment.

## **NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS**

Georgia is applying for the following incentive grants:

1. 405 (b) – Occupant Protection
2. 405 (c) – State Traffic Safety Information System Improvements
3. 405 (d) – Impaired Driving Countermeasures
4. 405 (f) – Motorcyclist Safety Grants
5. 405 (h) – Non-motorized Safety

## **EPIDEMIOLOGIST PARTNERSHIP**

Georgia GOHS has contracted an epidemiologist to help with traffic fatalities and injury reporting for grant applications and compilation of the Highway Safety Plan. The contracted epidemiologist has over thirteen (13) years of experience dealing with Georgia crash data and records.

## **CONTINUOUS FOLLOW-UP AND ADJUSTMENT**

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. 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) will also be included. Injury surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the State Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will be continual throughout the year and outreach efforts will be revised as needed.

## **COVID-19 (Coronavirus Pandemic)**

Georgia, as with all other states, has been affected with the COVID-19 Coronavirus Pandemic. The GOHS will make every effort to meet the Performance Measures and Targets within this Highway Safety Plan. This situation is still very fluid, and the guidelines provided by the Georgia Department of Public Health and the Centers for Disease Control and Prevention are continuously being reviewed and changed when needed. These changing guidelines could have a severe effect on police monitoring, government responses, and educational events scheduled throughout the grant year.

## Section 2:

# HIGHWAY SAFETY PLANNING PROCESS

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- Data Sources and Processes
- Process Participants
- Description and Analysis of Georgia's Highway Safety Problem
- Methods for Project Selection
- List of Information and Data Sources
- Description of the outcomes from the coordination of the HSP, data collection, and information systems with the State SHSP



## DATA SOURCES AND PROCESSES

The implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways begins by working collaboratively with key partners to identify and prioritize highway safety problems in the state of Georgia. The highway safety problem areas reviewed are in alignment with both the GOHS mission and the fourteen established "Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025).

The data-driven problem identification and prioritization process includes:

1. Using the most recent crash and traffic data available to determine Georgia's progress across all Traffic Safety Performance Measures (including those that were historically identified and prioritized as a problem area in the past years),
2. Consideration of evidence-based and effective countermeasures that are supported and recognized by NHTSA; and,
3. Evaluating previously GOHS-funded grant recipients in their ability to address highway safety problems and concerns at the local and state levels.

The primary data sources used in the HSP process, planning, and prioritization of problem areas are:

- Fatality Analysis Reporting System (FARS),
- Georgia Crash Reports (i.e., Georgia Crash Reporting System – GEARS and Numetric),
- Occupant Protection Seatbelt Observation Report; and,
- Georgia Crash Outcomes Data Evaluation System (CODES).

The problem identification and prioritization analyses are completed annually (January – June) by GOHS when new Georgia crash data, NHTSA's Fatality Analysis Reporting System (FARS) data, and seat belt use observation data become available. GOHS determines the progress and trends of each Traffic Safety Performance Measure. Specifically, GOHS's injury epidemiologist uses the most recent data points to assess the progress within each performance measure by comparing the new data points to the measure baseline values, projected trajectory, and target values established in previous years. Using the five-year moving average, GOHS determines the "best fit" line and projections to assess whether Georgia has met or is on track to meet previously established targets for each performance measure. These performance measures are used as a guide to further investigate the depth of the problem and answering the who, what, when, where, and the cause ('why') of each prioritized measure. This deeper investigation is used to strategically focus the resources and efforts in specific locations and areas across the state of Georgia. Other data sources that are used to identify and further investigate priority areas are described in the sections below.

GOHS uses this data-driven approach to select and fund effective, evidence-based, or promising countermeasures that can save lives and reduce serious injuries on Georgia's roadways. These countermeasures are reviewed and cross-referenced with the current GOHS efforts to identify gaps in the efforts and programs that are being implemented. Additionally, each year GOHS funds the University of Georgia to conduct an outcome and process evaluation of the funded grantees. The aim of the evaluation study is to determine how grantees were able to address highway safety problems and concerns at the local/state levels and their ability to fulfill the requirements of the awarded application. Grantees that

have demonstrated success in implementing their programs specific to the prioritized performance measure at the local levels receive points in their renewal application and are encouraged to share their lessons-learned with other existing and new recipients. Locations and topics that are identified as problem areas and have little resources, support, or efforts are prioritized focus areas for GOHS.

## PROCESS PARTICIPANTS

In developing the Highway Safety Plan, the Governor's Office of Highway Safety (GOHS) collaborates and receives input from the following agencies, entities, and groups:

1. Georgia Department of Drivers Services
2. Georgia Department of Public Safety (Georgia State Patrol)
3. Georgia Department of Public Health
4. Georgia Department of Transportation
5. Georgia Public Safety Training Center
6. Georgia Data Driven Approaches to Crime and Traffic Safety (DDACTS)
7. Prosecuting Attorneys Council of Georgia
8. Georgia Traffic Records Coordinating Committee
9. Injury Prevention Planning Council
10. University of Georgia (third-party evaluator)
11. Previously funded GOHS grantees from state agencies, community-based agencies, and local groups
12. Strategic Highway Safety Plan Task Teams:
  - Impaired Driving
  - Occupant Protection
  - Distracted Driving
  - Intersection Safety
  - Roadway Departure
  - Young Adult Drivers
  - Older Drivers
  - Pedestrian Safety
  - Bicycle Safety
  - Motorcycles
  - Heavy Trucks
13. Other programs listed within the Strategic Highway Safety Plan include the Georgia Office of EMS/Trauma, Traffic Records and Crash Outcome Data Evaluation System (CODES).

## DESCRIPTION AND ANALYSIS OF GEORGIA'S HIGHWAY SAFETY PROBLEM

In 2020, there were 1,664 fatalities and 7,620 serious injuries that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The number of traffic-related fatalities increased by 12% from 1,492 fatalities in 2019. The main contributing factor to traffic crashes and injuries were drivers, passengers, and non-motorists engaging in risky behaviors. These behaviors include not using the appropriate restraint system (unrestrained), alcohol impairment, drug use, speeding, distracted driving, and drowsy driving.

In 2020, 102 out of 159 Georgia counties experienced at least one speeding-related fatal crash. Fulton, Cobb, DeKalb, and Clayton counties had the highest number of speeding-related fatal crashes—23% of all speeding-related crashes in Georgia were in these counties. GOHS recognizes the need to address specific causes of motor vehicle fatalities across the NHTSA traffic safety performance measures.

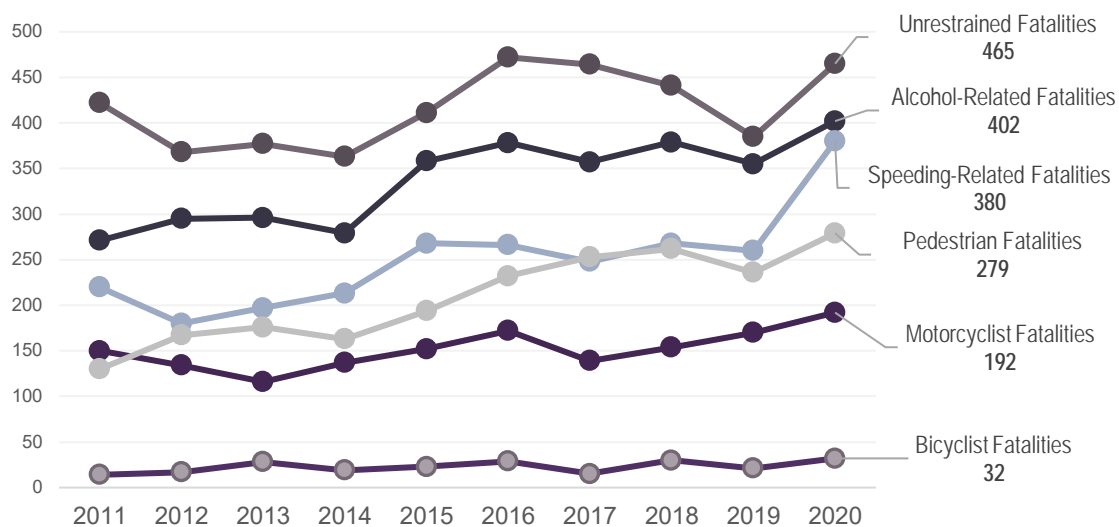
- **Unrestrained Fatalities:** Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. However, since 2015 the statewide observed seatbelt usage rate has steadily declined, and the number of unrestrained fatalities has increased. In 2020 the number of unrestrained passenger vehicle fatalities increased by 80 fatalities (21%) from 385 in 2019 to 465 in 2020.
- **Alcohol-Related Fatalities:** In 2020 there were 402 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. This is a 13% increase (47 more fatalities) compared to 2019. These alcohol-impaired driving fatalities accounted for 24% of all motor vehicle traffic fatalities in Georgia.
- **Speed-Related Fatalities:** Speeding-related fatalities increased by 73%, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46%, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17% (260 out of 1,492) in 2019.
- **Pedestrian Fatalities:** Pedestrian fatalities remain a great concern in Georgia. In 2020, there were 279 pedestrian fatalities in the state of Georgia — an 18% increase from 236 pedestrian fatalities in 2019. Seventeen percent of all traffic fatalities were pedestrians in 2020. Preliminary data<sup>1</sup> shows that pedestrian fatalities continue to increase.

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<sup>1</sup> Preliminary data from the Numetric. 14 June 2022.

- Motorcyclist Fatalities:** In 2020, there were 192 motorcyclist fatalities in Georgia motor vehicle traffic crashes – an increase of 13% from the 270 motorcyclists fatally injured in 2019. Twelve percent of all traffic fatalities were motorcyclists. The number of un-helmeted motorcyclist fatalities increased from 15 in 2019 to 18 in 2020. Preliminary data shows that motorcyclist fatalities remain an issue in Georgia.
- Bicyclist Fatalities:** In 2020, there were 32 fatalities in the state of Georgia (11 more fatalities compared to the previous year). Two percent of all traffic fatalities were bicyclists in 2020.

**Georgia Traffic Fatalities by Traffic Safety Performance Measure (2011-2020)**



Source: FARS Final Datasets (2011-2020)

GOHS, along with partnering state agencies and local organizations, use the statewide five-year rolling average (2016-2020 FARS data) across each NHTSA traffic safety performance measure to prioritize traffic safety problems each year. Specifically, GOHS contracted injury epidemiologist use the most recent data point to assess the progress within each performance measure by comparing the new data points to the measure baseline value, projected trajectory, and target value established in previous years. The projected path of trajectory (forecast) is determined using various regression models (linear or quadratic polynomial) that “best fit” the existing crash and fatal crash data. Performance measures where the new data point creates a projected path that is above the previous established target values are prioritized as highway safety problem areas. Performance areas that demonstrated a significant increase and therefore are moving away from the previously established annual targets are prioritized for the upcoming funding year.

The table below shows the five-year rolling average (2016-2020) and the forecasted values (2021-2023) by each traffic safety performance measure.

### Georgia 5-Year Moving Average Traffic Fatalities (2016-2020) and Forecasted 5-Year Rolling Average Traffic Fatalities (2021-2023) by Traffic Safety Performance Measure

Core Outcome Measures		ACTUAL 5-Year Rolling Average					FORECASTED <sup>2</sup> 5-Year Rolling Average		
		2016	2017	2018	2019	2020	2021	2022	2023
<b>C-1</b> <b>HSIP-1</b>	Traffic Fatalities	1,305	1,374	1,439	1,505	1,551	1,603	1,644	<b>1,680</b>
<b>C-2</b> <b>HSIP-2</b>	Serious Injuries in Traffic Crashes	4,825	4,922	5,264	5,836	6,362	7,058	7,955	<b>8,966</b>
<b>HSIP-3</b>	Serious Injuries in Traffic Crashes/100M VMT	4.265	4.196	4.293	4.601	5.086	5.762	6.626	<b>7.679</b>
<b>C-3</b> <b>HSIP-4</b>	Fatalities/100M VMT	1.14	1.17	1.18	1.19	1.24	1.27	1.31	<b>1.36</b>
<b>HSIP-5</b>	Number of non-motorist serious injuries and fatalities	578	626	663	702	732	761	783	<b>802</b>
<b>C-4</b>	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	398	417	430	435	445	459	470	<b>481</b>
<b>C-5</b>	Alcohol-Impaired Driving Fatalities	321	334	350	365	374	386	395	<b>404</b>
<b>C-6</b>	Speeding-Related Fatalities	225	238	253	262	284	302	322	<b>345</b>
<b>C-7</b>	Motorcyclist Fatalities	142	143	151	157	165	176	189	<b>203</b>
<b>C-8</b>	Un-helmeted Motorcyclist Fatalities	8	10	12	14	15	16	17	<b>18</b>
<b>C-9</b>	Drivers Aged 20 or Younger involved in Fatal Crashes	164	171	178	183	191	197	204	<b>210</b>
<b>SHSP</b>	Drivers Aged 65 or Older involved in Fatal Crashes	238	258	273	297	298	306	307	<b>304</b>
<b>C-10</b>	Pedestrian Fatalities	186	204	221	235	252	271	287	<b>305</b>
<b>C-11</b>	Bicyclist Fatalities	23	23	23	24	25	27	30	<b>33</b>
<b>ANNUAL MEASURES</b>									
<b>B-1</b>	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	97.2%	97.1%	96.3%	95.9%	95.9% (2019)*	90%	90%	<b>90%</b>

#### INCREASING TRENDS

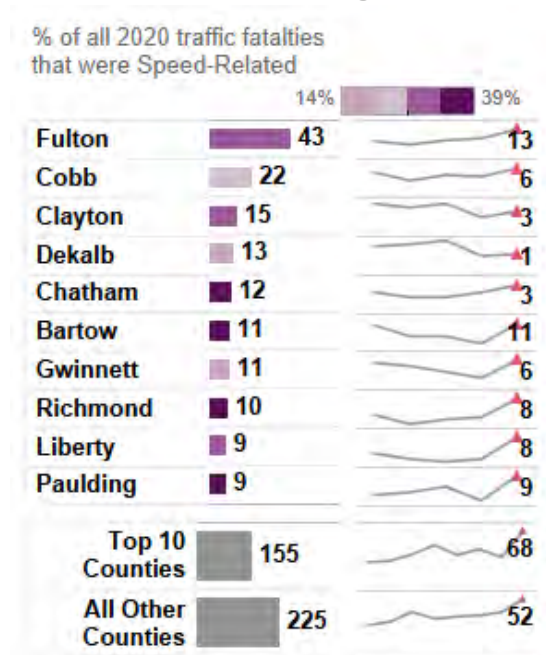
Georgia's goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

<sup>2</sup> Forecasted values are determined using various regression models (linear or quadratic polynomial) that "best fit" the existing crash and fatal crash data.



Within each traffic safety performance area, GOHS then identifies geographical hotspots (areas with the highest increase in roadway fatalities), community partners (including law enforcement), and demographics (rural/urban areas and population composition) to determine where specific efforts and resources should be directed to address the identified traffic safety problems. Crash data (i.e., pedestrian crashes, bicyclist crashes, and motorcyclist crashes) and driver license data (i.e., percentage of youth with license or permit to drive) are also used to identify geographical hotspots and population characteristics for some traffic safety performance measures.

### Top Counties with the Highest Number of Speeding-Related Traffic Fatalities (C-6), 2020

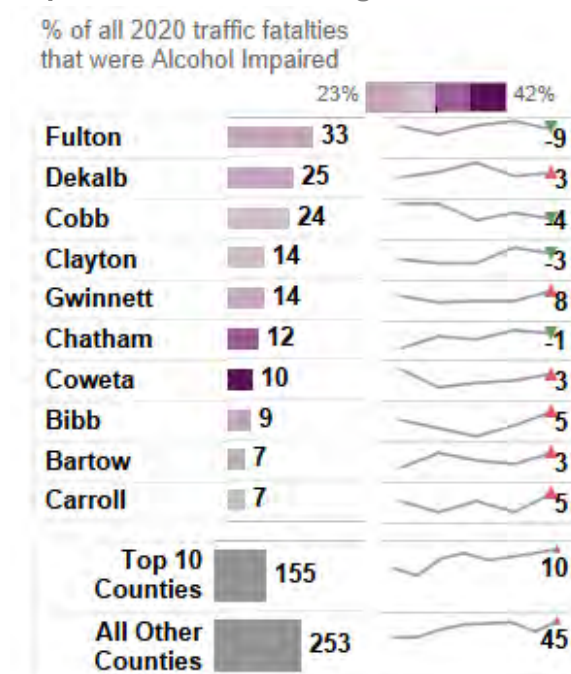


In 2020, 102 counties experienced at least one speed-related traffic fatality. Forty percent of all speeding-related fatalities occurred in these top 10 counties with 155 speed-related fatalities (+68 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving speeding are:

- Fulton County (43 fatalities, +13 fatalities compared to the previous year, 30% of all county fatalities were speed-related)
- Cobb (22, +6, 26%)
- Clayton (15, +3, 31%)
- DeKalb (13, +1, 14%)
- Chatham (12, +3, 35%)

### Top Counties with the Highest Number of Alcohol-Related Traffic Fatalities (C-5), 2020

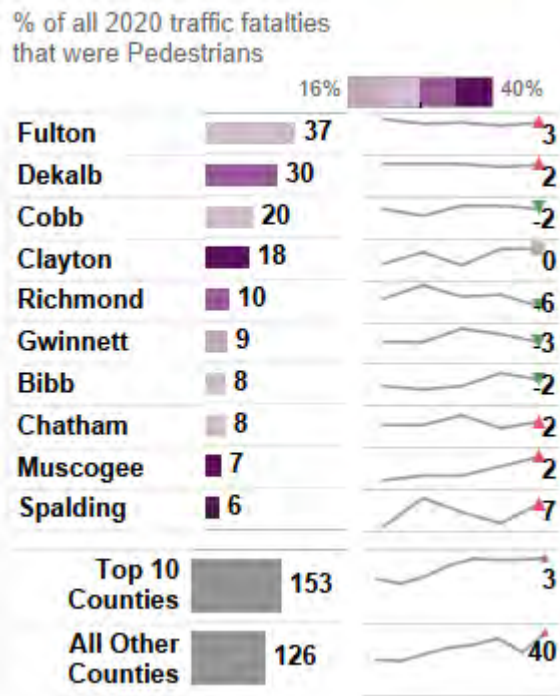


In 2020, 128 counties experienced at least one alcohol-related traffic fatality. Thirty-eight percent all alcohol-related fatalities occurred in these top 10 counties with 155 alcohol-related fatalities (+10 fatalities compared to the previous year).

The top five (5) counties with the highest number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ are:

- Fulton County (33 fatalities, -9 fatalities compared to the previous year, 23% of all county fatalities were alcohol-related)
- DeKalb (25, +3, 27%)
- Cobb (24, -4, 28%)
- Clayton (14, -3, 29%)
- Gwinnett (14, 8, 25%)

### Top Counties with the Highest Number of Pedestrian Traffic Fatalities (C-10), 2020

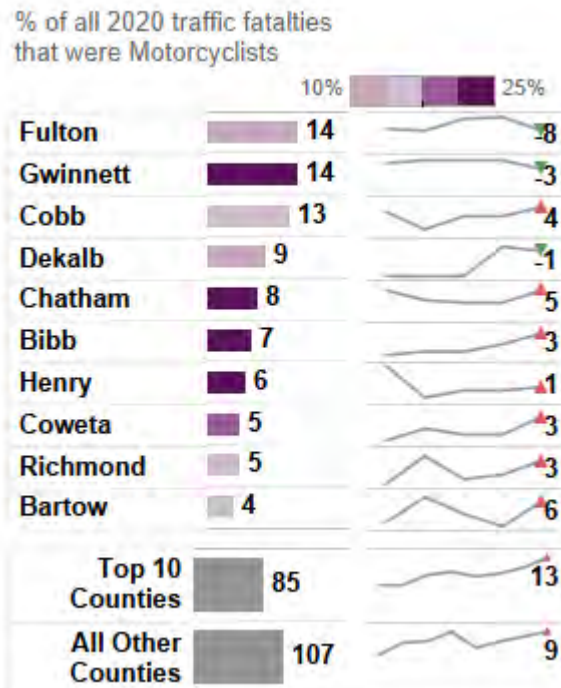


In 2020, 82 counties experienced at least one pedestrian fatality. Over half (55%) of all pedestrian fatalities occurred in these top 10 counties with 85 pedestrian fatalities (+3 fatalities compared to the previous year).

The top five (5) counties with the highest number of pedestrian fatalities are:

- Fulton County (37 fatalities, +3 fatalities compared to the previous year, 26% of all county fatalities were pedestrians)
- DeKalb (30, +2, 33%)
- Cobb (20, -2, 24%)
- Clayton (18, 0, 37%)
- Richmond (10, -6, 33%)

### Top Counties with the Highest Number of Motorcyclist Traffic Fatalities (C-7), 2020



In 2020, 71 counties experienced at least one motorcyclist fatality. Forty-four percent of all motorcyclist fatalities occurred in these top 10 counties with 85 motorcyclist fatalities (+13 fatalities compared to the previous year).

The top counties with the highest number of motorcyclist fatalities are:

- Fulton County (14 fatalities, -8 fatalities compared to the previous year, 10% of all county fatalities were motorcyclists)
- Gwinnett (14, -3, 25%)
- Cobb (13, +4, 15%)
- DeKalb (9, -1, 10%)
- Chatham (8, +5, 24%)

Using this analytical approach, in addition to the consideration of resources available and knowledge of countermeasures that proven to work, GOHS prioritized the following traffic safety problems for FY2023:

- **C-6:** Speeding-related fatalities in Fulton, Cobb, Clayton, DeKalb, and Chatham counties.
- **C-5:** Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ in Fulton, DeKalb, Cobb, Clayton, and Gwinnett counties.
- **C-10:** Pedestrian fatalities in Fulton, DeKalb, Cobb, Clayton, and Richmond counties.
- **C-7/C-8:** Motorcyclist and un-helmeted motorcyclist fatalities in Fulton, Gwinnett, Cobb, DeKalb, and Chatham counties.

## METHODS FOR PROJECT SELECTION

To address the identified highway safety problem areas, GOHS solicits data-focused applications that are in alignment with the mission to reduce crashes and eliminate injuries and fatalities on Georgia roadways. Grant proposals are received through responses to Request for Proposals (RFPs) and through unsolicited submissions where documented highway safety problems exist.

The following is the FFY 2023 Planning Calendar that outlines the highway safety program planning and grant application processes.

### FFY 2023 PLANNING CALENDAR

October 2021 – November 2021	Produce an annual ranking report and develop program’s Request for Proposals (RFPs).
December 2021	Define the highway safety problem through data analysis, outcomes, and results for prior year planning and implementation. Prepare and submit the Annual Report to NHTSA for the previous FFY.
November 2021 – January 2022	Create and post Request for Proposals (RFPs), host grant application workshops, and open the Governors’ Office of Highway Safety electronic grant system.
December 2021 – May 2022	Data analysis to define highway safety problem and to develop program area performance targets and measures.
January 2022 – February 2022	Receive FFY 2023 grant applications. Complete and submit internal grant applications.
January 2022 – June 2022	Identify and involve partners in the HSP planning process. Coordinate HSP and data collection for the state with SHSP.
February 2022 – June 2022	Identify, review, and summarize external applications. Host recommendations meeting with GOHS executive staff. Prioritize, select strategies, and finalize projects and grant applications. Submit draft HSP to NHTSA
July 1, 2022	Submit Highway Safety Plan for NHTSA review and approval.
August 2022 – September 2022	Respond to NHTSA comments/recommendations. Award FFY 2023 grants.
October 2022	Beginning of the FFY 2023 grant year.
December 2022	Evaluate outcomes and results for use in next planning cycle and Annual Report to NHTSA.

## **Strategies for Project Selection**

The Governor's Office of Highway Safety provides funding opportunities to law enforcement agencies, government entities, and highway safety advocacy organizations for the purpose of addressing motor vehicle crash problems in local jurisdictions. Grant Proposals are received through responses to request for proposals (RFP) and through unsolicited submissions where documented highway safety problems exist.

## **Request for Proposals (RFPs)**

For the FFY 2023 grant year, GOHS developed specific and tailored RFPs that were distributed to communities with high traffic fatalities and serious injuries. The RFPs were advertised through many outlets including, but not limited to, the GOHS website, Georgia Municipal Association, Georgia Chief's Association, Georgia Sheriff's Association, Georgia Regional Commissions, Association County Commissioners of Georgia (ACCG), Georgia Association of Metropolitan Planning Organizations (GAMPO), Georgia Public Safety Training Center (GPSTC), and the Georgia Strategic Highway Safety Plan (SHSP) Partners.

## **Ranking System**

Georgia GOHS staff met with the contract epidemiologist early in the planning process and requested a county ranking profile. This county ranking was requested in overall fatalities, alcohol impaired, speed-related, motorcycle, pedestrian, and bicycle fatalities based on the most current data. From this data, Georgia GOHS had the ability to work with staff within those counties to help formulate data driven projects.

## **Discretionary Grants**

Funds are also used to support governmental entities furthering The Georgia Governor's Office of Highway Safety's (GOHS) mission. In these instances, the purpose, scope, and funding requirements are subjected to GOHS staff review and scoring prior to 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 GOHS procedures in applying for highway safety funds.

## **Renewal Process**

Projects that have been deemed vital to the Governor's Office of Highway Safety mission by the Director may receive funding for multiple years based on the availability of funds. All renewal applications are reviewed along with other potential funding requests.



## Grant Application Process

Applications are generally accepted six to nine months before the beginning of each federal fiscal year, which begins October 1st. However, applications that address emerging, high-priority traffic safety concerns can be submitted anytime during the fiscal year. GOHS hosts a required application training for potential grant agencies that are not current FFY grantees. All prospective grantees must submit their application using Electronic Grants of Highway Safety (eGOHS) Plus and are required to include the following in their applications:

- I. **Programmatic Description** – A clear definition of the highway safety problem(s) planned to be addressed using recent data and information; identification of existing resources that the community/jurisdictions are currently using to address the problem(s) identified; list of measurable and realistic objectives/activities/milestones that aligns to the target problem(s) identified; summary of the projected activities to be accomplished monthly; list of resources needed to accomplish the objectives; media plan for announcing the award of the grant to the local community; and a self-sufficiency statement that explains how the activities of the project will be continued after federal funds are no longer available to implement the project.
- II. **Budget Justification** – A detailed justification of each budget item that is allowable, reflective of a reasonable cost, and necessary to carry out the objectives and activities of the project.
- III. **Grant Terms and Conditions/Certifications** – The legal and regulatory requirements pertaining to the receipt of federal grant funds with which the grantee must agree to comply.

## Application Scoring and Ranking

Once applications are submitted through the eGOHS-Plus system, they are reviewed using a staggered-review process. All external applications are assigned to a review panel which includes a GOHS grant manager, a staff member from the finance division, the contracted injury epidemiologist, and for new applications, an external reviewer. Due to their nature, new traffic enforcement networks (TEN), new students against destructive decisions (SADD), and new young adult (YA) applications do not receive an external reviewer. In-house projects do not require a formal review.

The applications are rated against several criteria that include, but not limited to, the strength of the proposed program to address traffic safety problems, potential traffic safety impact, crash injury and fatality rankings with the region of focus, pre-award risk assessment, and performance on previous grants. The final review includes the GOHS compliance manager, deputy director, and the director. The applications selected are those that address the prioritized highway safety problems and have the greatest likelihood of success. Projects that have been deemed vital to the GOHS mission may receive funding for multiple years based on the availability of funds.



## **Grantee Training**

Following grant award notification, grantees are invited to attend training to learn about GOHS procedures. This training is intended to inform grantees, especially new grantees of GOHS' expectations for the grant year. This training may be conducted via webinar, in a group setting or individually, based on the number registered for training. At this time, grantees are trained on the proper reporting procedures and the use of eGOHS Plus for the submission of claims, progress reports, travel requests, amendments, and final reports. GOHS' Grant Terms and Conditions are also highlighted. Depending on the Risk Assessment the grantee receives from GOHS, grant training may be a requirement.

## **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 years 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, with the second and third year level of funding discussed and approved during the review team scoring process with final approval from the GOHS director. The diminished levels of funding are designated to encourage the grantee to become self-sufficient, allowing the project to develop into an ongoing part of the agency. Upon the recommendation of the GOHS review team and approval from the GOHS director, a project may be funded beyond 3 years and at different levels of funding. 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 from both The Governor's Office of Highway Safety and The National Highway Traffic Safety Administration (NHTSA). Grantees must ensure the equipment items follow Buy America Act and are purchased using their agency procurement policy.

## **Grant Monitoring**

Throughout the grant year, GOHS grant managers and other GOHS staff, monitor all grants through monthly desktop reviews, Grant Status Reports, and onsite visits (if applicable). Grantees submit monthly progress reports which are reviewed by the GOHS grant manager. Monthly claims for reimbursement are also submitted monthly and reviewed by the GOHS grant manager and assigned GOHS fiscal staff to ensure compliance with the GOHS Grant Terms and Conditions. Grant Status Reports are completed on all grants each year. Depending on

funding level, risk assessment, and the numbers of years as a grantee will determine if an onsite visit is completed. Grantees will receive an onsite visit at least once every other year.

### **Grant Evaluation**

Process evaluation is continual throughout the grant year. The Governor's Office of Highway Safety utilizes an evaluation team to review application objectives and activities to ensure they are reasonable and attainable. The evaluation team continues to work with grantees throughout the grant year to ensure an accurate evaluation is ongoing within each grant. At the completion of the grant year, the evaluation team reviews the accomplishments of each grant to determine the overall outcome obtained from the grantee.

## **LIST OF INFORMATION AND DATA SOURCES**

The identification of highway safety problems, scoring of grant applications, and description of highway safety program areas were created using the most recent data and information available from the following sources:

- **Fatality Analysis Reporting System (FARS)**

FARS is a nationwide database developed by the National Highway Traffic Safety Administration (NHTSA), to provide the public with 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 used to identify geographic regions where fatal crashes occur, specific population groups 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 Electronic Accident Reporting System (GEARS) and Numetric**

The GEARS online services provided by LexisNexis are for the exclusive use of law enforcement, approved agencies, and other authorized users in the state of Georgia. GOHS uses pre-designed queries in GEARS and raw data (individual records for the state of Georgia) to design specific queries that are used to identify geographic regions where all motor vehicle crashes occur. Additionally, there is an online query system, called Numetric, which will allow authorized users to conduct more detailed and specific analyses. The Numetric platform is a data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures.

- **Occupant Protection Observational Survey**

Dr. James Bason conducted an observational survey of safety belt use and child safety seat use between January and August 2021. This research was conducted on behalf of GOHS and the University of Georgia Department of Health Promotion and Behavior. GOHS uses the survey findings to identify usage rates across the state and by geographic region, gender, race/ethnicity, and age group (e.g., children under 5 years of age).

*Source: Bason, James. J. 2021. "Statewide Use of Occupants Restraints: An Observational Study of Safety Restraint Use in Georgia, 2021". Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia: Athens, Georgia*

- **Georgia Crash Outcomes Data Evaluation System (CODES)**

CODES is funded by GOHS and brings together multiple agencies and highway safety data owners to identify opportunities to prevent injury and fatal crashes. CODES use probabilistic linking to determine the health outcomes and cost of individuals involved in motor vehicle crashes. By linking data from various sources, CODES creates comprehensive datasets used to analyze crashes, vehicles, driver behaviors, health outcomes, and medical costs. The data used for linking includes information from: Georgia Department of Transportation (GDOT), Georgia Department of Driver Services (DDS), and Georgia Emergency Medical Services Information System (GEMSIS). Each year, CODES improves the completeness and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria.

- **Georgia Emergency Medical Services Information System (GEMSIS)**

GEMSIS is an electronic system that provides timely, accurate, and efficient data from the Emergency Medical Services (EMS) patient care reports. A purpose of GEMSIS is to develop an effective and efficient statewide surveillance infrastructure to assist in data collection, data reporting, evaluation, and the quality improvement initiative that supports the integration of EMS into the overall healthcare system. EMS providers can enter their Patient Care Reports (PCR) directly into a database or transmit aggregated PCR data files online into the state GEMSIS database.

- **Georgia Department of Drivers Services and the Georgia Electronic Conviction Processing System (GECEPS)**

GOHS obtains licensing information from the Department and Driver Services and GECPS. GECPS is a secure system that provides Georgia's courts with the ability to submit convictions in a standard electronic format, and ensures courts have a means of reporting to the Georgia Department of Driver Services. This allows for the prompt and accurate updating of driving records for Georgia and out-of-state licenses. Timeliness of conviction reporting is critical as Federal law requires all states to have conviction data



reported to the defendant's home jurisdiction within ten days of the date of the conviction.

- **Georgia Department of Public Health - Online Analytical Statistical Information System (OASIS)**

Hospitalization and emergency room records (discharge data) are constructed from the information and files supplied to billing institutions such as insurance companies. Data is sourced from all non-federal acute care hospitals across the state through the Georgia Hospital Association. Hospitalization data includes those cases where a person was discharged as an inpatient and emergency room data includes everyone seen and discharged from the emergency room. A hospital or emergency room record is classified as motor vehicle crash related based on the ICD10-CM system of disease classification – if the first (principal) diagnosis is an injury code (S- or T-code) and there is a subsequent diagnosis that is a V-code. Classified records are analyzed in OASIS by age, race, place, time, and gender. Measures such as discharge counts, population-based rates (crude and age-adjusted), and percentages of total discharges are also calculated in OASIS.

- **Attitudinal Surveys**

GOHS uses the most recent attitude surveys like the Georgia Behavioral Risk Factor Surveillance System (BRFSS), Georgia Youth Risk Behavior Surveillance System (YRBSS), and Georgia Pedestrian Safety Attitudes and Behaviors Survey to obtain greater insight into the behaviors of road users, vehicle passengers, and driver behaviors.

## DESCRIPTION OF THE OUTCOMES FROM THE COORDINATION OF THE HSP, DATA COLLECTION, AND INFORMATION SYSTEMS WITH THE STATE SHSP

The Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the “4 Safety E’s” – Engineering, Education, Enforcement, and Emergency Medical Services. The 2022-2024 SHSP establishes statewide traffic safety performance goals and emphasis areas where substantial progress can be made to improve traffic safety for all road users.

Joint projects and task team meetings are held throughout the year to streamline strategies and promote collaboration among GOHS grantees and the SHSP task teams. The SHSP Summit will be held in September of FFY2022. Georgia’s most recent SHSP has incorporated the Safe System as our new approach to safety. Collaboration and coordination galvanized by the SHSP ensure uniformity among the prioritized traffic safety goals in Georgia, encourages a team effort in implementing safety programs, and promotes diversity in field disciplines and representation of stakeholder groups.

2022-2024 SHSP Emphasis Areas	
PRIORITY FOCUS	 Pedestrian Safety
	 Motorcycle Safety
	 Older Drivers
	 Impaired Driving
	 Occupant Protection
	 Distracted Driving
	 Young Adult Drivers
	 Bicycle Safety
	 Intersection Safety & Roadway Departure
	 Commercial Motor Vehicle (Heavy Trucks)

As such, the SHSP, HSP, and HSIP core performance measure target values are in alignment. The HSP and HSIP common performance measures are updated annually using the most recent FARS and crash data available and have the same annual target values. *The SHSP is updated at least every five years, and as such, the SHSP, HSP, and HSIP have the same target values for FY2022 when the SHSP was last updated.* The table below shows the matching HSP and HSIP target values from FY2021 to FY2023.

**Alignment of 5-Year Rolling Average Targets in the Highway Safety Plan (HSP), Highway Safety Improvement Program (HSIP), and Strategic Highway Safety Plan (SHSP)**

Common Core Performance Measures		Highway Safety Plan (HSP)			Highway Safety Improvement Program (HSIP)			Strategic Highway Safety Plan (SHSP)
		2021	2022	2023	2021	2022	2023	2022
C-1 HSIP-1	<b>Traffic fatalities</b> <i>(5-year rolling avg)</i>	1,715	1,671	1,680	1,715	1,671	1,680	1,671
C-2a HSIP-2	<b>Serious traffic injuries</b> <i>(5-year rolling avg)</i>	6,407	8,443	8,966	6,407	8,443	8,966	8,443
C-2b HSIP-3	<b>Serious injuries in traffic crashes per 100M VMT</b> <i>(5-year rolling avg)</i>	4.422	6.080	7.679	4.422	6.080	7.679	6.080
C-3 HSIP-4	<b>Traffic fatalities per 100M VMT</b> <i>(5-year rolling avg)</i>	1.23	1.21	1.36	1.23	1.21	1.36	1.21
HSIP-5	<b>Non-motorist serious injuries and fatalities</b> <i>(5-year rolling avg)</i>	686	818	802	686	818	802	818

## Section 3:

# PERFORMANCE REPORT

- Traffic Safety Core Performance Measure Outcomes Compared to Baseline and Target
  - C-1 / HSIP-1: Number of traffic fatalities
  - C-2 / HSIP-2: Number of serious injuries in traffic crashes
  - HSIP-3: Serious Injuries per 100 Million Vehicle Miles Traveled
  - C-3 / HSIP-4: Fatalities per 100 Million Vehicle Miles Traveled
  - HSIP-5: Number of non-motorist serious injuries and fatalities
  - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - C-6: Number of speeding-related fatalities
  - C-7: Number of motorcyclist fatalities
  - C-8: Number of un-helmeted motorcyclist fatalities
  - C-9: Number of drivers aged 20 or younger involved in fatal crashes
  - SHSP: Number of drivers aged 65 or older involved in fatal crashes
  - C-10: Number of pedestrian fatalities
  - C-11: Number of bicyclist fatalities
  - B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants

# FY2022 TRAFFIC SAFETY PERFORMANCE PROGRESS REPORT

Georgia used the most recent data available (2020 FARS data, 2020-2021 crash reports, and 2021 seat belt observation survey) to determine if Georgia is 'on track' or 'not on track' to meet the FY2022 traffic safety targets established in the FY2022 HSP. **Based on the projection calculations, Georgia is 'on track' to meet seven out of fifteen FY2022 targets and 'not on track' to meet eight FY2022 targets.** The table below shows the FY2022 target assessment, and the status of each measure based on the projections.

## Georgia FY2022 Target Achievement Assessment

- On Track — The projected value is *less than or equal* to the target value established in the FY2022 HSP
- Not on Track — The projected value is *greater than* the target value established in the FY2022 HSP

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value <sup>3</sup>	Projected Value <sup>4</sup>	Progress Status
C-1 HSIP-1	Number of traffic fatalities	5-year: 2018-2022	1,671	1,644	● On Track
C-2 HSIP-2	Number of serious injuries in traffic crashes	5-year: 2018-2022	8,443	7,955	● On Track
HSIP-3	Serious Injuries per 100M VMT	5-year: 2018-2022	6.080	6.626	● Not on Track
C-3 HSIP-4	Fatalities per 100M VMT	5-year: 2018-2022	1.21	1.31	● Not on Track
HSIP-5	Number of non-motorist serious injuries and fatalities	5-year: 2018-2022	818	783	● On Track
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	5-year: 2018-2022	446	470	● Not on Track
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08+	5-year: 2018-2022	399	395	● On Track
C-6	Number of speeding-related fatalities	5-year: 2018-2022	301	322	● Not on Track
C-7	Number of motorcyclist fatalities	5-year: 2018-2022	180	189	● Not on Track
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2018-2022	26	17	● On Track
C-9	Number of drivers aged 20 or younger involved in fatal crashes	5-year: 2018-2022	202	204	● Not on Track
SHSP	Number of drivers aged 65 or older involved in fatal crashes	5-year: 2018-2022	381	307	● On Track
C-10	Number of pedestrian fatalities	5-year: 2018-2022	281	287	● Not on Track
C-11	Number of bicyclist fatalities	5-year: 2018-2022	25	30	● Not on Track
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	1-year: 2022	Above 90.0%	94.4%	● On Track

<sup>3</sup> The **target values** reported in the FY2022 HSP were derived from the most recent data available at the time of the report compilation – 2019 FARS data and 2020 preliminary state crash data. The FY2022 targets were determined using statistical projections of the five-year rolling average with a baseline of 2015-2019 five-year rolling average. Refer to the FY2022 HSP (Section: Performance Plan, page 37) for more details on the FY2022 target methodology and justification. Available here: [https://www.nhtsa.gov/sites/nhtsa.gov/files/2021-11/ga\\_fy22\\_hsp-tag.pdf](https://www.nhtsa.gov/sites/nhtsa.gov/files/2021-11/ga_fy22_hsp-tag.pdf)

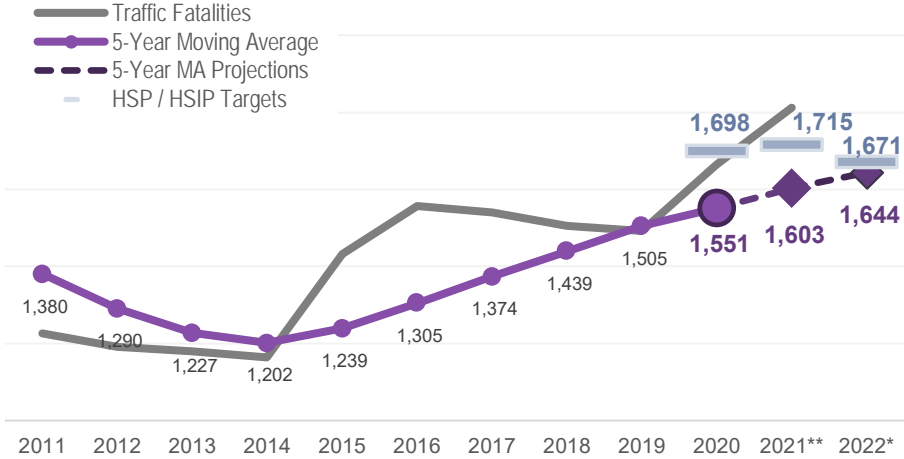
<sup>4</sup> **Progress status** is determined using statistical projections with the most recent data available at the time of the FY2023 HSP compilation – 2020 FARS data.

# FY2022 TRAFFIC SAFETY PERFORMANCE REPORT NARRATIVE

## C-1 / HSIP-1: Number of Traffic Fatalities (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-1 HSIP-1 Number of traffic fatalities (FARS)	5-year: 2018-2022	1,671	1,644	● On Track



### Program-Area-Level Report

While the 5-year rolling average number of traffic fatalities has steadily increased since 2014, Georgia experienced three consecutive years of decreases in the annual number of traffic fatalities between 2017 and 2019. However, the traffic-related fatalities increased in 2020 and in 2021, perhaps as an indirect impact of the COVID-19 pandemic responses. There were less traffic volume and fewer vehicle miles traveled than in 2019 in response to the "shelter-in-place" Executive Order effective in March and April 2020. Despite the decrease in the number of crashes, injury surveillance sources (police crash reports, emergency medical services, and emergency department / hospital) show an increase in motor vehicle traffic-related fatalities and serious injuries – indicative of drivers engaging in more risky driving behaviors such as speeding. In 2020, there was a 12 percent increase in the number of traffic-related fatalities that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 1,491 in 2019 to 1,664 in 2020).

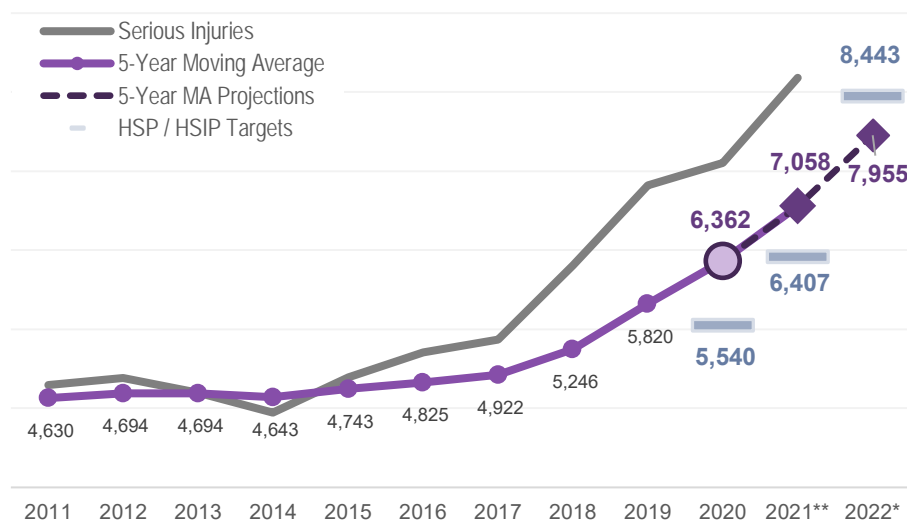
In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 1,671 traffic fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of traffic fatalities outcome was 1,644. **Georgia is 'on track' to meet this FY2022 HSP target.**



## C-2 / HSIP-2: Number of serious injuries in traffic crashes (State crash data files)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value	Progress Status
C-2 HSIP-2	Number of serious injuries in traffic crashes (State Crash Data)	5-year: 2018-2022	8,443	7,955	● On Track



### Program-Area-Level Report

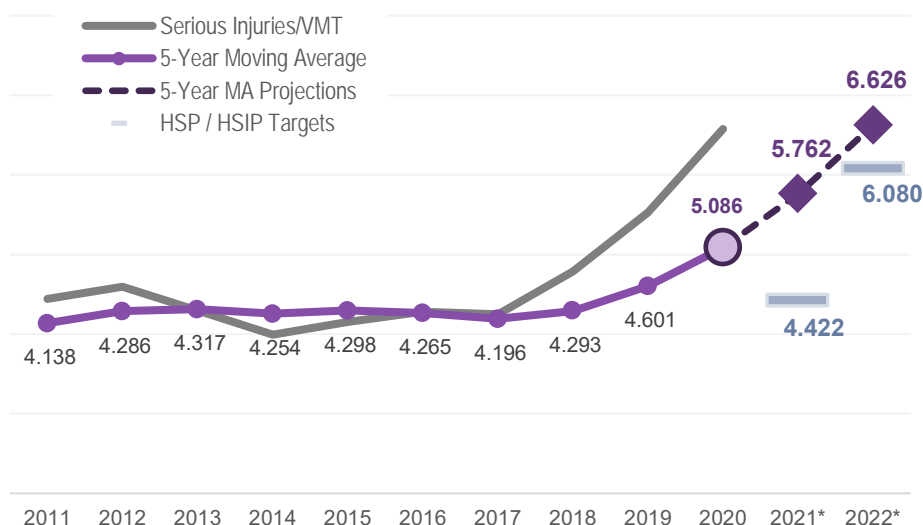
The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, with substantial increases in 2020 and 2021. Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe – indicative of drivers engaging in more risky driving behaviors such as speeding. In 2020, there was a 4 percent increase in the number of traffic-related serious injuries that occurred as a result of a motor vehicle crash on Georgia roadways according to police crash reports (from 7,319 in 2019 to 7,606 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 8,443 serious traffic injuries. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of serious injuries is 7,955. **Georgia is 'on track' to meet this FY2022 HSP target.**

## HSIP-3: Number of serious injuries / VMT (State crash data files)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value	Progress Status
HSIP-3	Number of serious injuries in traffic crashes per 100M VMT (State Crash Data)	5-year: 2018-2022	6.080	6.626	● Not on Track



### Program-Area-Level Report

The 5-year rolling average number of serious traffic injuries has steadily increased since 2014, and the annual number of serious injuries increased substantially between 2017 and 2020.

Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe. Therefore, the rate of fatal injuries and serious injuries for every 100 million VMT increased in 2020:

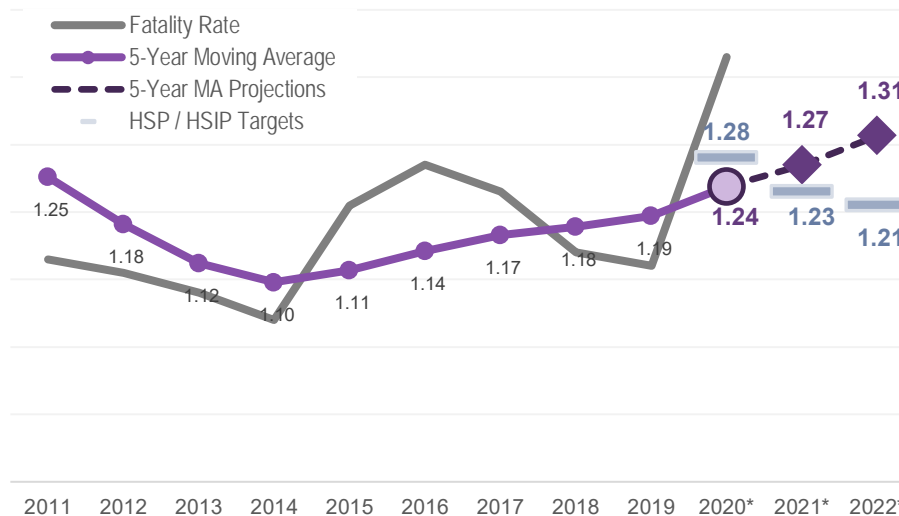
- 34 percent increase in the fatality rate (from 1.12 in 2019 to 1.49 in 2020), and
- 20 percent increase in the serious injury rate (from 5.47 in 2019 to 6.58 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 6.080 serious traffic injuries per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of serious injuries per 100M VMT is 6.626. **Georgia is 'not on track' to meet this FY2022 HSP target.**

## C-3 / HSIP-4: Fatalities/VMT (FARS, FHWA)

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value	Progress Status
C-3	Fatalities per 100 Million Vehicle Miles Traveled (FARS)	5-year: 2018-2022	1.21	1.31	● Not on Track



### Program-Area-Level Report

Similar to the overall traffic fatalities performance measure (C-1), the 5-year rolling average traffic fatality rate per 100M VMT has steadily increased since 2014.

Due to COVID-19 pandemic responses in 2020, there was less traffic volume and fewer vehicle miles traveled than in 2019. The increase in fatalities and serious injuries indicated that the traffic crashes that occurred tended to be more severe. Therefore, the rate of fatal injuries and serious injuries for every 100 million VMT increased in 2020:

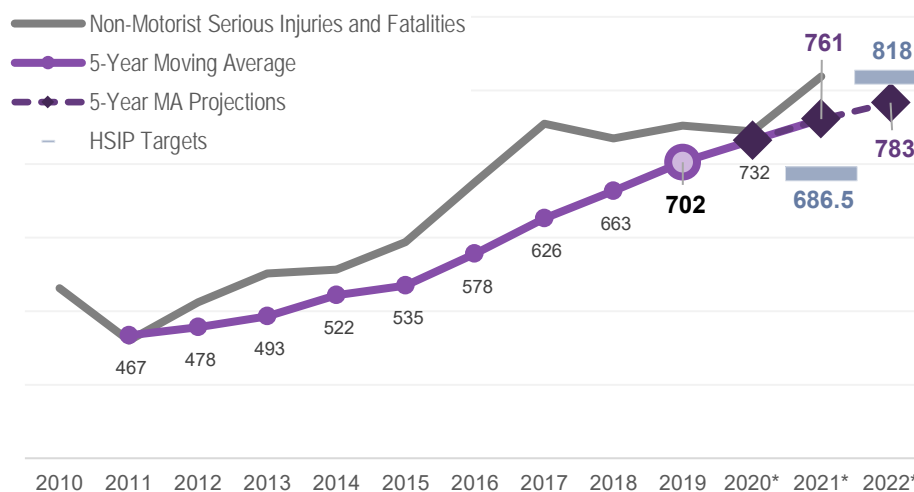
- 34 percent increase in the fatality rate (from 1.12 in 2019 to 1.49 in 2020), and
- 20 percent increase in the serious injury rate (from 5.47 in 2019 to 6.58 in 2020).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 1.21 traffic fatalities per 100M VMT. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average traffic fatality rate is 1.31. **Georgia is 'not on track' to meet this FY2022 HSP target.**

## HSIP-5: Number of non-motorist serious injuries and fatalities (FARS and State crash data files)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value	Progress Status
HSIP-5	Number of non-motorist serious injuries and fatalities (FARS and State crash data files)	5-year: 2018-2022	818	783	● On Track



### Program-Area-Level Report

The 5-year rolling average number of bicyclist fatalities has steadily increased since 2011.

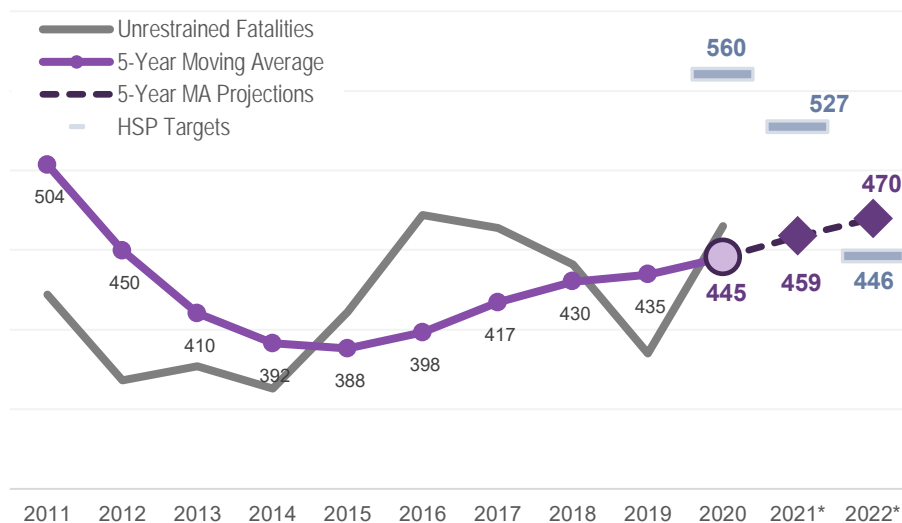
- The number of pedestrian fatalities increased by 18% from 236 in 2019 to 279 in 2020. Between 2016 and 2020, there was an average of 271 pedestrian fatalities each year.
- The number of bicyclist fatalities increased by 11 fatalities from 21 in 2019 to 32 in 2020. Between 2016 and 2020, there was an average of 25 bicyclist fatalities each year.
- The number of non-motorist serious injuries decreased by 48 (10%) from 480 in 2019 to 432 in 2020. Between 2016 and 2020, there was an average of 462 non-motorist serious injuries each year.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 818 non-motorist serious injuries and fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of non-motorist serious injuries and fatalities was 783. **Georgia is 'on track' to meet this FY2022 HSP target.**

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

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year: 2018-2022	446	470	● Not on Track



### Program-Area-Level Report

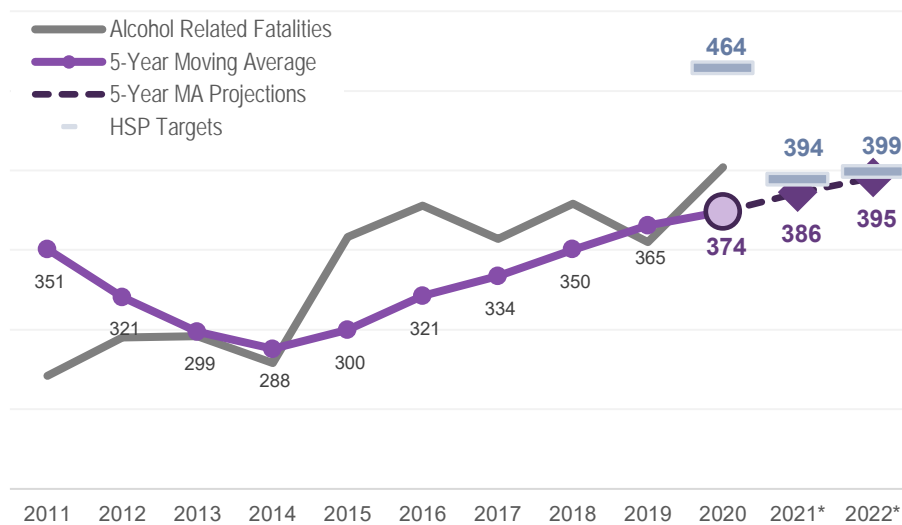
While the 5-year rolling average number of unrestrained passenger vehicle occupant fatalities has steadily increased since 2015, Georgia experienced three consecutive years of decreases in the actual number of unrestrained passenger fatalities between 2017 and 2019. Between 2019 and 2020, however, Georgia experienced 80 more unrestrained fatalities (21% increase).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 446 unrestrained fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of unrestrained fatalities is 470. **Georgia is 'on track' to meet this FY2022 HSP target.**

## C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+ (FARS)	5-year: 2018-2022	399	395	● On Track



### Program-Area-Level Report

The 5-year rolling average number of alcohol-related fatalities has steadily increased since 2014. In 2020, Georgia experienced a 13% increase in the number of alcohol-related traffic fatalities compared to the previous year (from 355 in 2019 to 402 in 2020).

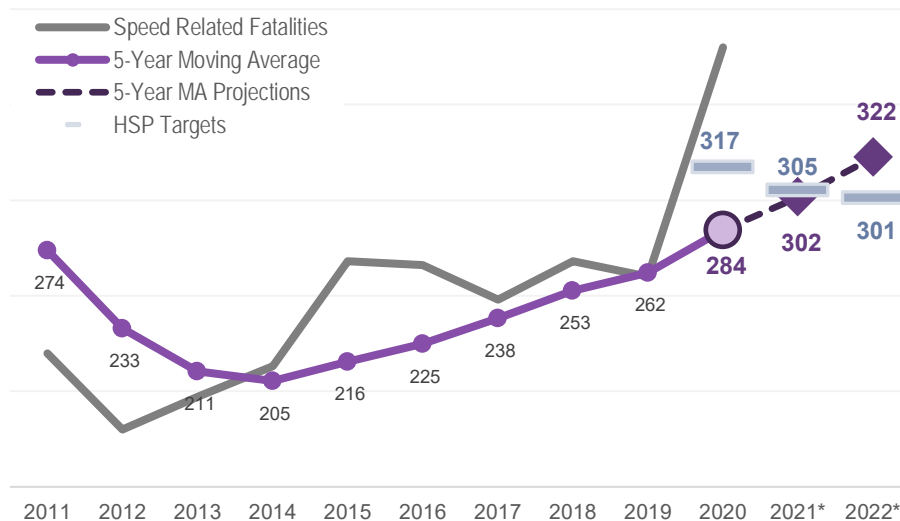
In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 399 alcohol-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of alcohol-related fatalities is 395. **Georgia is 'on track' to meet this FY2022 HSP target.**



## C-6: Number of speeding-related fatalities (FARS)

Progress: Not on track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-6 Number of speeding-related fatalities (FARS)	5-year: 2018-2022	301	322	● Not on Track



### Program-Area-Level Report

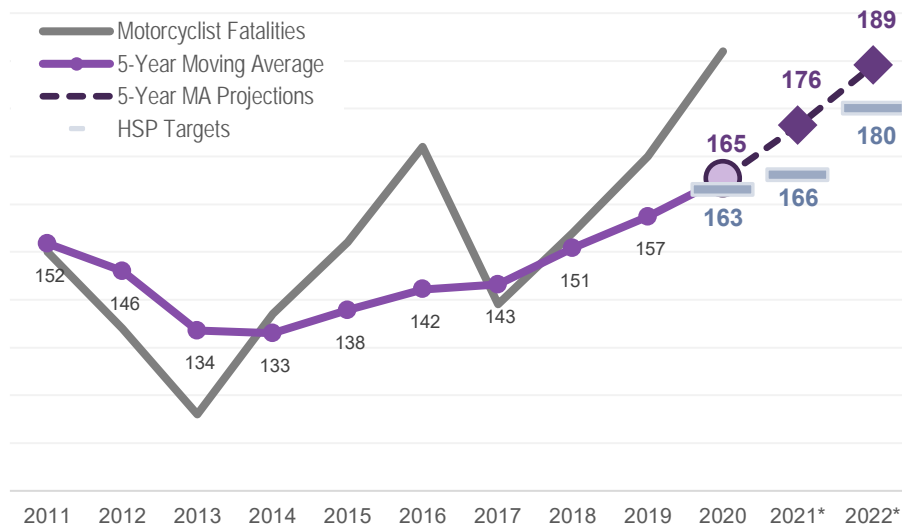
The 5-year rolling average number of speed-related fatalities has steadily increased since 2014. However, the actual number of speed-related fatalities has fluctuated between 2014 and 2020. In 2020, however, Georgia experienced a substantial increase (46%, 120 more fatalities) in the number of speed-related traffic fatalities compared to the previous year (from 260 in 2019 to 380 in 2020). Despite the decrease in the number of crashes in response to the COVID-19 public health emergency response, data shows that there is an increase in motor vehicle traffic-related fatalities and serious injuries – indicative of drivers engaging in more risky driving behaviors such as speeding.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 301 speed-related fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of speed-related fatalities is 322. **Georgia is 'not on track' to meet this FY2022 HSP target.**

## C-7: Number of motorcyclist fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure		FY2022 HSP Target Assessment			
		Target Year(s)	Target Value	Projected Value	Progress Status
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2018-2022	180	189	● Not on Track



### Program-Area-Level Report

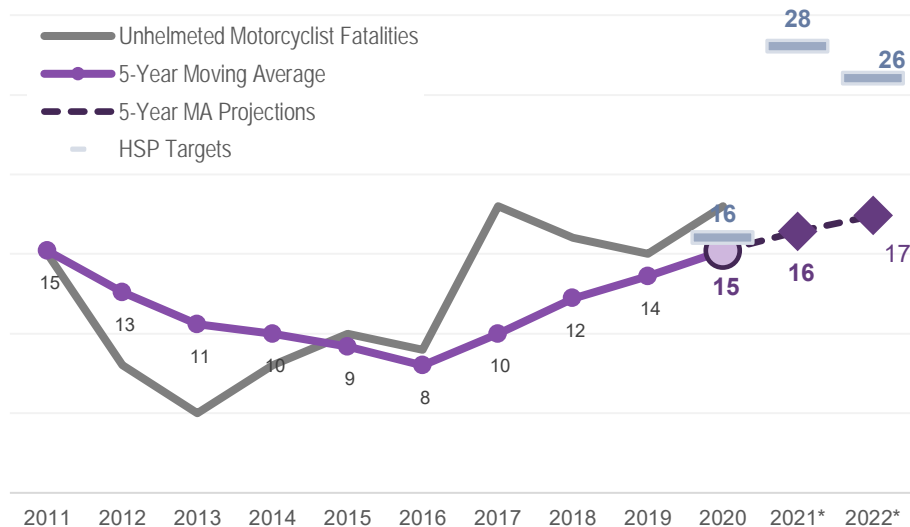
The 5-year rolling average number of motorcyclist fatalities has steadily increased since 2014. The number of motorcyclist fatalities increased by 13% from 170 fatalities in 2019 to 192 fatalities in 2020.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 180 motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of motorcyclist fatalities is 189. **Georgia is 'not on track' to meet this FY2022 HSP target.**

## C-8: Number of un-helmeted motorcyclist fatalities (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-8 Number of un-helmeted motorcyclist fatalities (FARS)	5-year: 2018-2022	26	17	● On Track



### Program-Area-Level Report

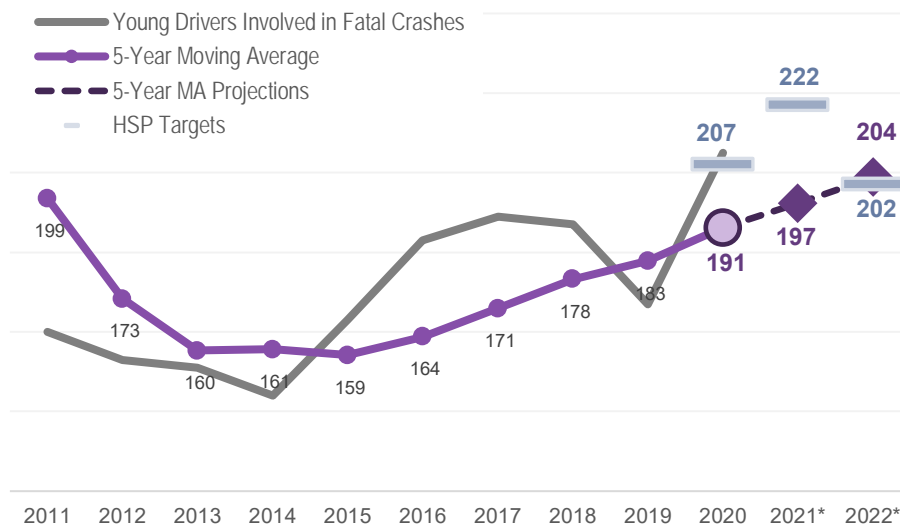
Similar to motorcyclist fatality measure (C-7), the 5-year rolling average number of un-helmeted motorcyclist fatalities has steadily increased over recent years. The number of un-helmeted motorcyclist fatalities doubled from 9 in 2016 to 18 in 2017 and decreased by three fatalities between 2019 and 2020.

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 26 un-helmeted motorcyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of un-helmeted motorcyclist fatalities is 17. **Georgia is 'on track' to meet this FY2022 HSP target.**

## C-9: Number of drivers aged 20 or younger involved in fatal crashes (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-9 Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-year: 2018-2022	202	204	● Not on Track



### Program-Area-Level Report

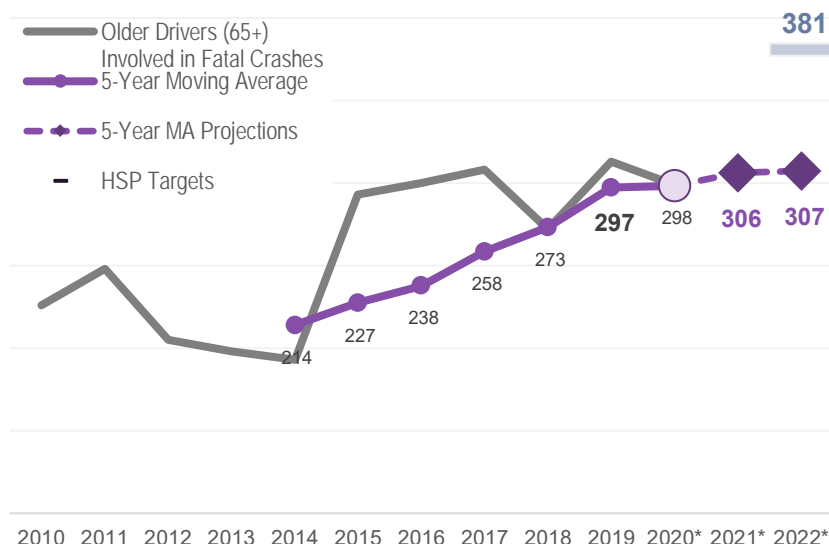
The 5-year rolling average number of young drivers (age 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers (age 20 years or younger) involved in fatal crashes increased from 172 young drivers in 2019 to 210 young drivers in 2020 (22% increase, 38 more young drivers).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 202 young drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of young drivers involved in fatal crashes was 204. **Georgia is ‘not on track’ to meet this FY2022 HSP target.**

## SHSP: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-9 Number of drivers aged 65 or older involved in fatal crashes (FARS)	5-year: 2018-2022	381	307	● On Track



### FHWA Special Rule:

Rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years

Year	Older Population	Older Driver		Older Pedestrians		Total Older Drivers & Pedestrians Fatalities & Serious Injuries	Rate per 100,000 population	
		Fatalities	Serious Injuries	Fatalities	Serious Injuries		Number	% Change from Previous Year
2016	1,354,662	203	302	26	28	559	41.3	3%
2017	1,407,810	190	338	36	36	600	42.6	3%
2018	1,460,409	165	413	42	27	647	44.3	4%
2019	1,516,954	204	534	30	40	808	53.3	20%
2020	1,574,667	183	517	42	40	782	49.7	-7%

The Older Drivers and Pedestrians Special Rule at 23 U.S.C. 148(g)(2) provides: "If traffic fatalities and serious injuries per capita for drivers and pedestrians over the age of 65 in a State increases during the most recent 2-year period for which data are available, that State shall be required to include, in the subsequent Strategic Highway Safety Plan of the State, strategies to address the increases in those rates, taking into account the recommendations included in the publication of the Federal Highway Administration entitled 'Highway Design Handbook for Older Drivers and Pedestrians' (FHWA-RD-01-103), and dated May 2001, or as subsequently revised and updated." (available at [https://safety.fhwa.dot.gov/hsp/rulemaking/docs/Section148\\_SpecialRule\\_Guidance.pdf](https://safety.fhwa.dot.gov/hsp/rulemaking/docs/Section148_SpecialRule_Guidance.pdf), dated 2/2/22)

## *Program-Area-Level Report*

The 5-year rolling average number of older drivers (age 65 years or older) involved in fatal crashes has steadily increased since 2014. The number of older drivers involved in fatal crashes decreased from 313 older drivers in 2019 to 299 older drivers in 2020 (4% decrease, 14 fewer older drivers).

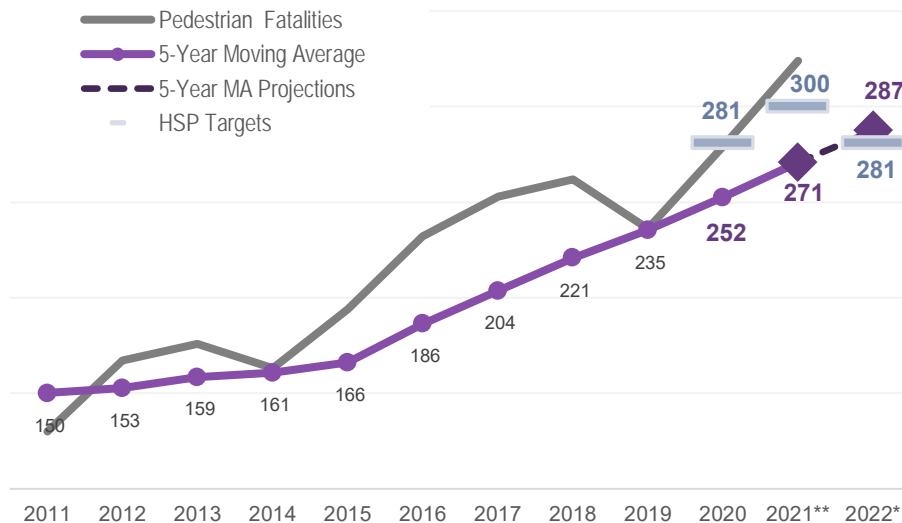
In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 381 older drivers involved in fatal crashes. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of older drivers involved in fatal crashes was 307. **Georgia is 'on track' to meet this FY2022 SHSP target.**



## C-10: Number of pedestrian fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-10 Number of pedestrian fatalities (FARS)	5-year: 2018-2022	281	287	● Not on Track



\*\*Preliminary data from crash records

### Program-Area-Level Report

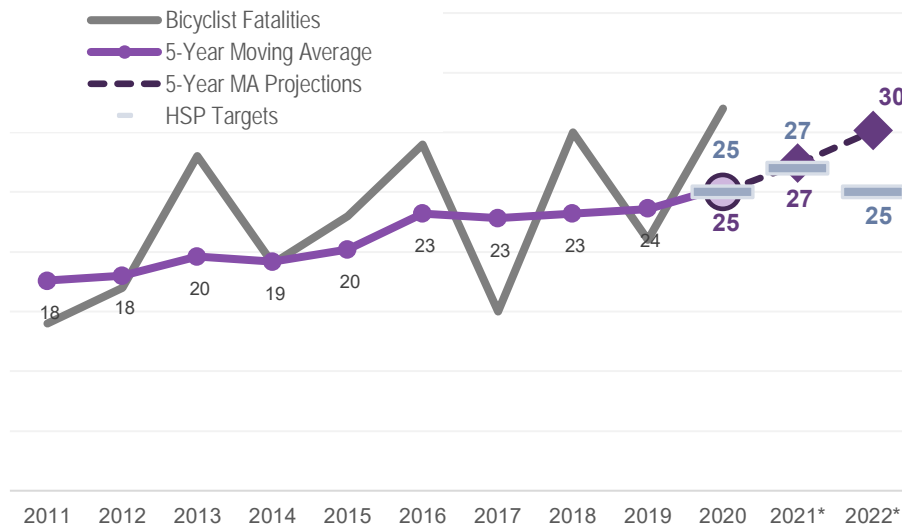
The 5-year rolling average number of pedestrian fatalities has steadily increased since 2012. The number of pedestrian fatalities increased from 236 in 2019 to 279 in 2020 (18% increase, 43 more pedestrian fatalities).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 281 pedestrian fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of pedestrian fatalities was 287. **Georgia is 'not on track' to meet this FY2022 HSP target.**

## C-11: Number of bicyclist fatalities (FARS)

Progress: Not on Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
C-11 Number of bicyclist fatalities (FARS)	5-year: 2018-2022	25	30	● Not on Track



### Program-Area-Level Report

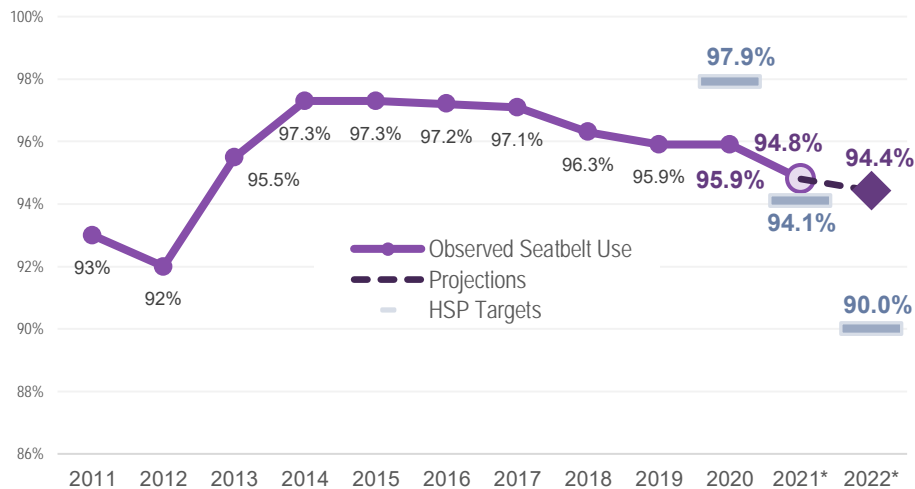
The 5-year rolling average number of bicyclist fatalities has steadily increased since 2014. The number of bicyclist fatalities increased from 21 to 2019 to 32 in 2020 (11 more bicyclist fatalities).

In FY2022, GOHS established a target to stay below the expected 2018-2022, 5-year rolling average of 25 bicyclist fatalities. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The recently projected 2018-2022, 5-year rolling average number of bicyclist fatalities was 30. **Georgia is 'not on track' to meet this FY2022 HSP target.**

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

Progress: On Track to meet FY2022 target

Traffic Safety Performance Measure	FY2022 HSP Target Assessment			
	Target Year(s)	Target Value	Projected Value	Progress Status
B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants (state survey)	1-year: 2022	90.0%	94.4%	● On Track



In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

### Program-Area-Level Report

Since 2011, Georgia observed seat belt usage rate was over 90% — 9 out of 10 front passenger occupants were observed wearing a seat belt. However, since 2015 the statewide observed seatbelt usage rate has steadily declined, and the number of unrestrained fatalities has increased. In 2020 the number of unrestrained passenger vehicle fatalities increased by 80 fatalities (21%) from the 2019 year. The statewide safety belt usage in 2021 for drivers and passengers of passenger cars, trucks, and vans was 94.8% — a 1.1% net decrease from 2019. Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

In FY2022, GOHS established a target to maintain the annual average seatbelt usage rate above the projected 90.0%. *This annual goal was mutually agreed upon by GOHS, SHSP task teams, and HSIP.* The projected 2022 annual usage rate is 94.4%. **Georgia is 'on track' to meet this FY2022 HSP target.** GOHS is working collaboratively with researcher to modify the methodology and approach to the annual seat belt observation survey to yield findings that are in alignment with other data systems that track restraint use and traffic injuries.

## Section 4:

# PERFORMANCE PLAN

- Traffic Safety Performance Measures, Targets and Justification
  - C-1 / HSIP-1: Number of traffic fatalities
  - C-2 / HSIP-2: Number of serious injuries in traffic crashes
  - HSIP-3: Serious Injuries per 100 Million Vehicle Miles Traveled
  - C-3 / HSIP-4: Fatalities per 100 Million Vehicle Miles Traveled
  - HSIP-5: Number of non-motorist serious injuries and fatalities
  - C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions
  - C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+
  - C-6: Number of speeding-related fatalities
  - C-7: Number of motorcyclist fatalities
  - C-8: Number of un-helmeted motorcyclist fatalities
  - C-9: Number of drivers aged 20 or younger involved in fatal crashes
  - SHSP: Number of drivers aged 65 or older involved in fatal crashes
  - C-10: Number of pedestrian fatalities
  - C-11: Number of bicyclist fatalities
  - B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants
- Grant Program Activity Reporting

# FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES AND TARGETS

Georgia determined the FY2023 traffic safety performance measure targets by statistically projecting the statewide five-year rolling average using the five most recent years of data available. Using 2016-2020 FARS data as baseline, the projections showed an increase in the five-year rolling average for each traffic safety performance measure. Therefore, Georgia established the targets to stay below the projected values. The increasing target (*target values higher than baseline values*) does not mean that Georgia welcomes more traffic-related fatalities, rather that Georgia’s goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

## INCREASING TRENDS

Georgia’s goal is to decrease the number of fatalities across all performance measures and eventually slow the projected growth in the five-year rolling average.

## Georgia FY2023 Performance Measures & Targets (5-Year Rolling Average)

Core Outcome Measures		Metric Type	FY2023 Target	Base Years				
				2016	2017	2018	2019	2020
C-1 HSIP-1	<b>Traffic Fatalities</b>	FARS Annual		1,556	1,540	1,505	1,491	1,664
	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>1,680</b>	1,305	1,374	1,439	1,505	1,551
C-2 HSIP-2	<b>Serious Injuries in Traffic Crashes</b>	State Crash Data Annual		5,206	5,370	6,401	7,308	7,606
	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>8,966</b>	4,825	4,922	5,264	5,836	6,362
HSIP-3	<b>Serious Injuries in Traffic Crashes/100M VMT</b>	State Crash Data Annual		4.282	4.251	4.788	5.531	6.577
	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>7.679</b>	4.265	4.196	4.293	4.601	5.086
C-3 HSIP-4	<b>Fatalities/100M VMT</b>	FARS Annual		1.27	1.23	1.14	1.12	1.43
	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>1.36</b>	1.14	1.17	1.18	1.19	1.24
HSIP-5	<b>Number of non-motorist serious injuries and fatalities</b>	FARS Annual		676	755	735	752	744
	To maintain the number of non-motorist serious injuries and fatalities under the projected <b>802</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>802</b>	578	626	663	702	732

Core Outcome Measures		Metric Type	FY2023 Target	Base Years				
				2016	2017	2018	2019	2020
C-4	<b>Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	FARS Annual		472	464	441	385	465
	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>481</b>	398	417	430	435	445
C-5	<b>Alcohol-Impaired Driving Fatalities</b>	FARS Annual		378	357	379	355	402
	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>404</b>	321	334	350	365	374
C-6	<b>Speeding-Related Fatalities</b>	FARS Annual		266	248	268	260	380
	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>345</b>	225	238	253	262	284
C-7	<b>Motorcyclist Fatalities</b>	FARS Annual		172	139	154	170	192
	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>203</b>	142	143	151	157	165
C-8	<b>Un-helmeted Motorcyclist Fatalities</b>	FARS Annual		9	18	16	15	18
	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>18</b>	8	10	12	14	15
C-9	<b>Drivers Aged 20 or Younger involved in Fatal Crashes</b>	FARS Annual		188	194	192	172	210
	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>210</b>	164	171	178	183	191
SHSP	<b>Drivers Aged 65 or Older involved in Fatal Crashes</b>	FARS Annual		300	308	272	313	299
	To maintain older drivers involved in fatal crashes under the projected <b>304</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>304</b>	238	258	273	297	298
C-10	<b>Pedestrian Fatalities</b>	FARS Annual		232	253	262	236	279
	To maintain pedestrian fatalities under the projected <b>305</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>305</b>	186	204	221	235	252
C-11	<b>Bicyclist Fatalities</b>	FARS Annual		29	15	30	21	32
	To maintain bicyclist fatalities under the projected <b>33</b> (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	<b>33</b>	23	23	23	24	25
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	State Annual	<b>Above 90%</b>	97.2%	97.1%	96.3%	95.9%	95.9% (2019)*

\* In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate. The annual Georgia Seat Belt Observational Survey resumed in 2021 and the report seat belt usage rate was 94.8%.

# METHODOLOGY & CONSIDERATIONS

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## METHODOLOGY

GOHS, our state agency partners, and local organizations use the statewide five-year rolling average (2016-2020 FARS data) to determine the annual targets and progress status for each traffic safety performance measure. Specifically, GOHS plots the five most recent data points to determine the “best fit” model (linear or quadratic polynomial) that shows the relationship between the five-year rolling average and time. The model with the highest  $R^2$  value (the square of the correlation that measures the variation between the five-year rolling average and time) is used to derive the FY2023 target values and determine FY2022 progress status. It’s important to note that five-year rolling averages are designed to smooth the data and reduce the variations that may appear in the raw annual time series; therefore, the correlation values ( $R^2$ ) are usually higher for models with the five-year moving average compared to models with annual raw values.

## OTHER CONSIDERATIONS

The public health emergency responses to the COVID-19 pandemic had unprecedented restrictions on travel in the state of Georgia. Due to the Governor of Georgia’s Executive Order declaring a public health state of emergency issued on March 14, 2020, a substantial proportion of the population did not travel, particularly on roadways and public transportation systems. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020, Georgia experienced an increase in traffic-related fatalities and serious injuries—indicative that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. Traffic-related data, such as VMT and motor vehicle crashes, show that the travel environment in Georgia is returning to the pre-pandemic norms as of early 2021.

Many traffic safety practitioners and data analysts consider the 2020 year to be an anomaly; however, the full impact of the COVID-19 pandemic on traffic safety is still unknown. The methodology used to determine the FY2022 traffic safety performance measures progress status and the FY2023 targets were **not adjusted** to address the rise in 2020 traffic fatalities due to the COVID-19 public health emergency responses. As such, the statistical projections show that many of the FY2022 targets were not met. Additionally, future targets that will be established may be distorted and perhaps overestimated since the 2020 anomaly will be included in the 5-year rolling average analyses for fiscal years 2023-2028.

The annual seat belt observational survey was also impacted by COVID-19 public health emergency responses. In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate. Georgia’s assessment of the FY2022 progress status and FY2023 targets used the 2019 seat belt usage rate for the 2020 seat belt usage rate. The annual Georgia Seat Belt Observational Survey resumed in 2021.



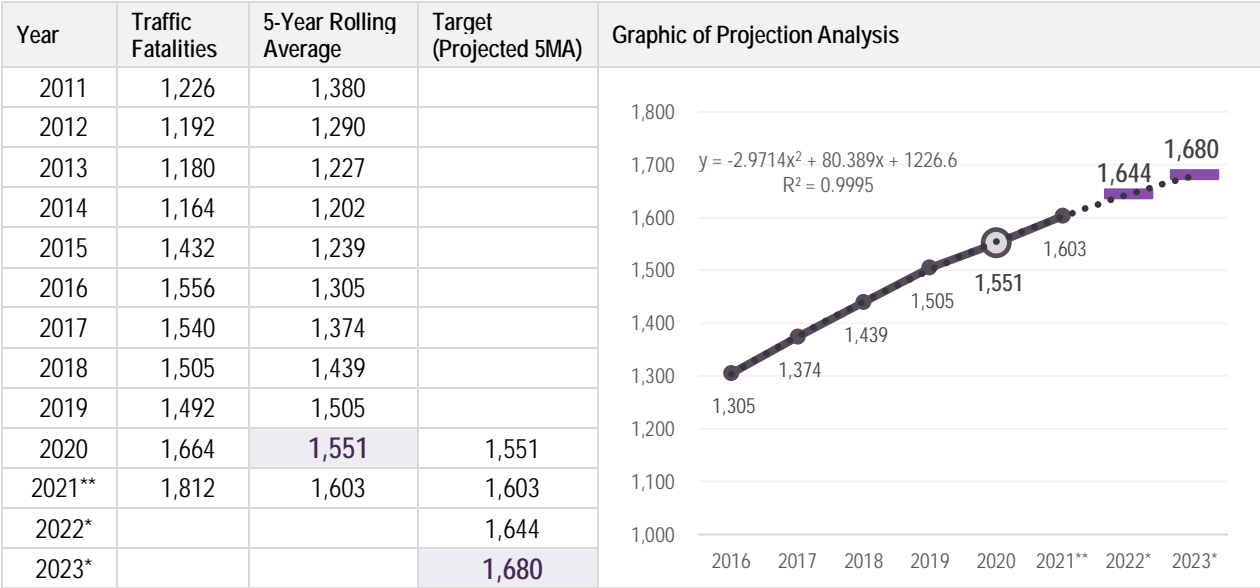
# FY2023 TRAFFIC SAFETY PERFORMANCE MEASURES TARGET JUSTIFICATION

## C-1 / HSIP-1: Number of Traffic Fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected 1,680 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	1,551	1,680

### Performance Target Justification

During the period of 2016-2020, there was an increase in the unweighted 5-year rolling average number of traffic fatalities. The number of traffic fatalities increased by 12% from 1,492 in 2019 to 1,664 in 2020. Using the 5-year rolling average and polynomial modeling (R<sup>2</sup> of 0.99), **GOHS set the target to maintain traffic fatalities under the projected 1,680 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of overall traffic fatalities in 2021 – 1,812 traffic fatalities.

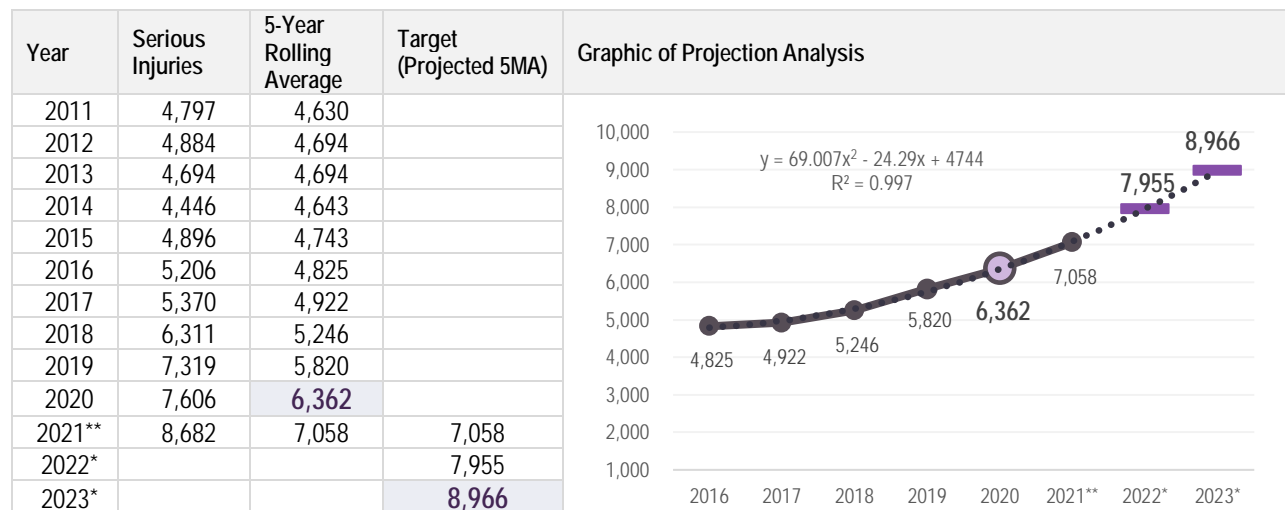


## C-2 / HSIP-2: Number of serious injuries in traffic crashes (State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-2 HSIP-2	To maintain serious injuries in traffic crashes under the projected 8,966 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	6,362	8,966

### Performance Target Justification

During the period of 2014-2020, there was an increase in the number of recorded traffic serious injuries. The number of serious injuries increased by 4% (+287 injuries) from 7,319 in 2019 to 7,606 in 2020. Using 5-year rolling average and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain serious injuries in traffic crashes under the projected 8,966 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of serious injuries in 2021 – 8,682 serious injuries.



### Serious Injury Data Considerations:

The Traffic Records Coordinating Committee (TRCC), Georgia Department of Transportation (GDOT), and Crash Outcomes Data Evaluation System (CODES) are making great strides in improving the quality of traffic serious injuries reporting in Georgia. After expanding the serious injury definitions (more detailed and specific for law enforcement) to meet the requirements of the Model Minimum Uniform Crash Criteria (MMUCC) KABCO<sup>5</sup> scale in 2013, GDOT modified the Georgia Uniform Vehicle Accident Report and conducted a series of training for law enforcement. Part of the training emphasized how to properly report critical accident fields (such as the new 'suspected' serious injury definitions) and how to submit crash reports (electronic and/or paper) to GDOT. In addition to the police training, the data subcommittee is developing a process for checking police-reported serious injuries in the crash database by cross-referencing the queried values with Emergency Medical Services data and Hospital Records. Additionally, CODES is performing data linkages across all three data sources to assess the quality of recent crash reports and to recalibrate the values from serious injury values in previous years. In June 2020, the data subcommittee took the first step towards redefining and recalibrating the 'suspected serious injuries' from 2009 to 2019.

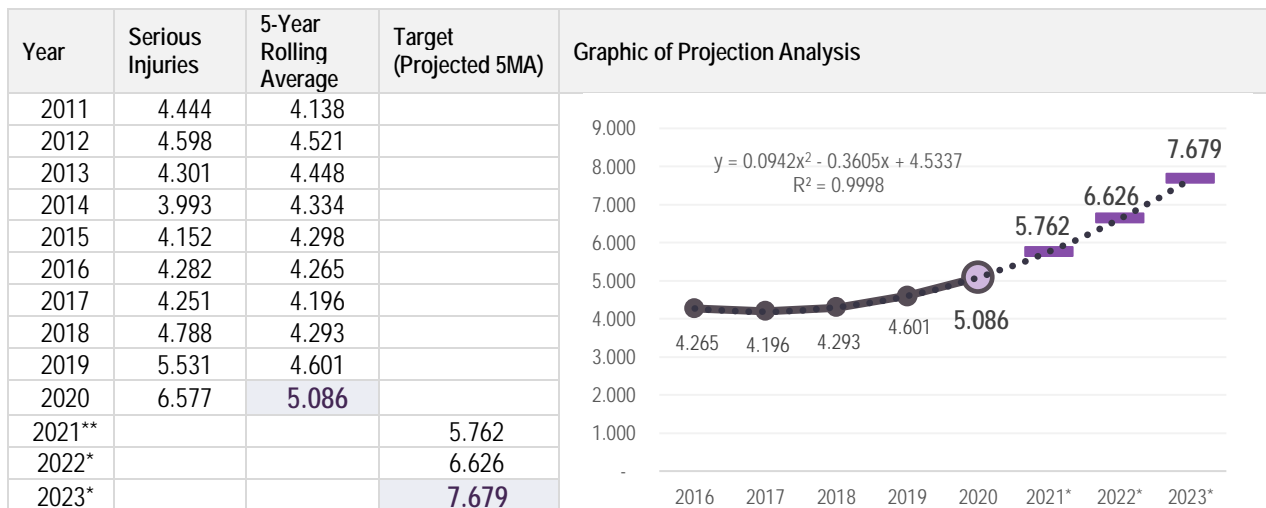
<sup>5</sup> KABCO scale is a functional measure of the injury severity for any person involved in the crash. K-Fatal Injury, A-Suspected Serious Injury, B-Suspected Minor Injury, C-Possible Injury, and O-No Apparent Injury.

## HSIP-3: Number of serious injuries in traffic crashes/VMT (State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected 7.679 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	5.086	7.679

### Performance Target Justification

Since 2017, the 5-year rolling average traffic-related serious injuries per 100M VMT has steadily increased. During the COVID-19 public health emergency response, the number of serious injuries increased despite the reduction in traffic volumes and VMT on Georgia roadways. As such, the serious injury rate increased from 5.531 serious injuries/100M VMT in 2019 to 6.577 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain serious injuries per 100M VMT under the projected 7.679 (2019-2023 rolling average) by 2023.**

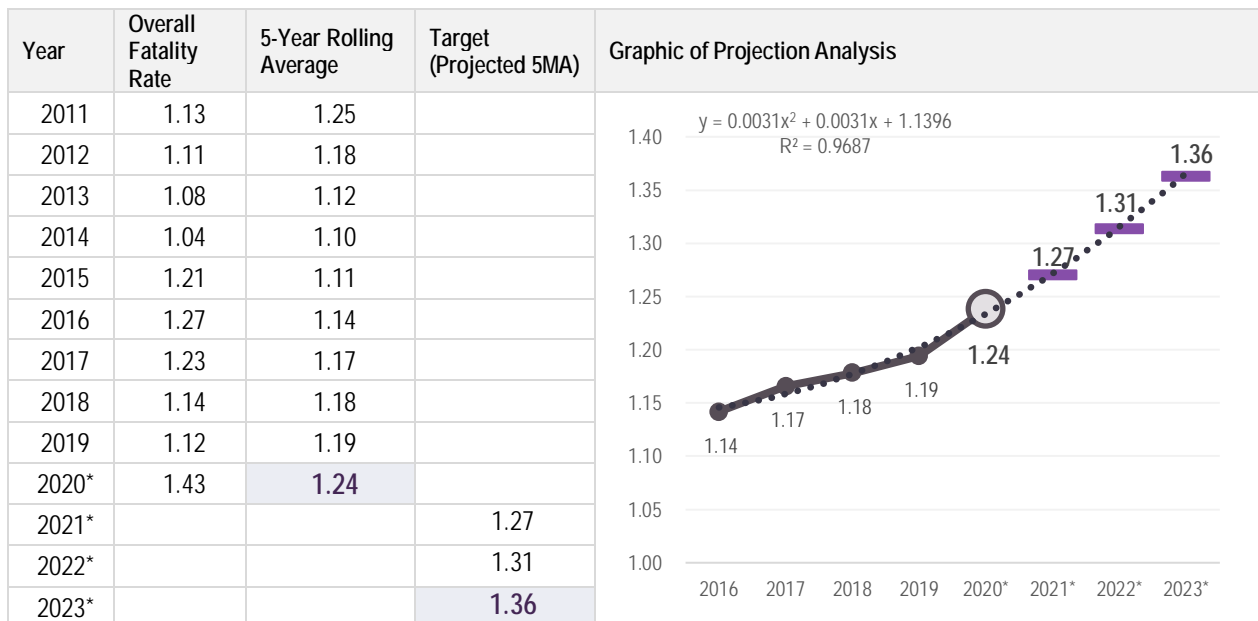


## C-3 / HSIP-4: Fatalities/VMT (FARS, FHWA)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected 1.36 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	1.24	1.36

### Performance Target Justification

Since 2015, the 5-year rolling average traffic fatalities per 100M VMT has steadily increased. During the COVID-19 public health emergency response, the number of traffic fatalities increased despite the reduction in traffic volumes and VMT on Georgia roadways. As such, the fatality rate increase from 1.12 fatalities/100M VMT in 2019 to 1.43 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.96), **GOHS set the target to maintain traffic fatalities per 100M VMT under the projected 1.36 (2019-2023 rolling average) by 2023.**



## HSIP-5: Number of non-motorist serious injuries and fatalities (FARS and State crash data files)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected 802 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	732	802

### Performance Target Justification

Since 2015, the 5-year rolling average non-motorist (pedestrian and bicyclist) fatalities and serious injuries has steadily increased over time.

- The number of pedestrian *fatalities* increased by 18% from 236 in 2019 to 279 in 2020. Between 2016 and 2020, there was an average of 271 pedestrian each year. GOHS set the target to maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023 (see C-10).
- The number of bicyclist *fatalities* increased by 11 fatalities from 21 in 2019 to 32 in 2020. Between 2016 and 2020, there was an average of 25 bicyclist fatalities each year. GOHS set the target to maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023 (see C-11).
- The number of *non-motorist serious injuries* decreased by 48 (10%) from 480 in 2019 to 432 in 2020. Between 2016 and 2020, there was an average of 462 non-motorist serious injuries each year.

Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain the number of non-motorist serious injuries and fatalities under the projected 802 (2019-2023 rolling average) by 2023.**

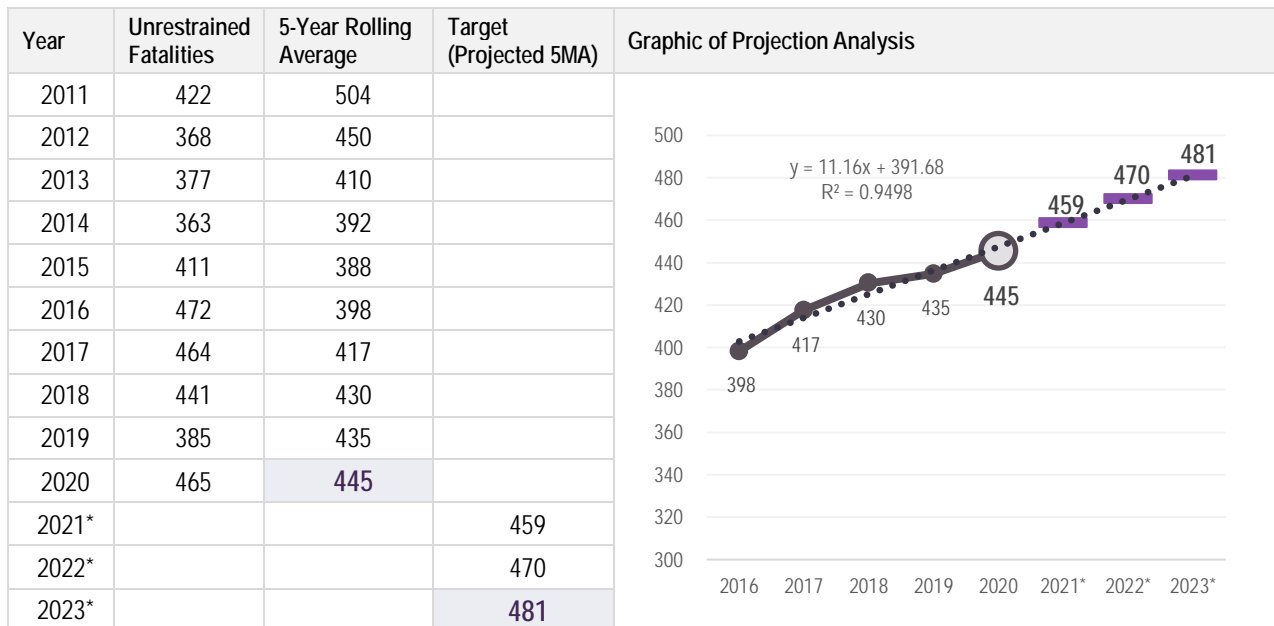
Year	Non-Motorist Serious Injuries and Fatalities	5-Year Rolling Average	Target (Projected 5MA)	Graphic of Projection Analysis
2011	460	467		
2012	512	478		
2013	551	493		
2014	556	522		
2015	594	535		
2016	676	578		
2017	755	626		
2018	735	663		
2019	752	702		
2020*	744	732		
2021*	819	761		
2022*			783	
2023*			802	

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

Traffic Safety Performance Measures	Metric Type	Baseline 2016-2020	Target 2019-2023
C-4 To maintain the unrestrained traffic fatalities under the projected 481 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	445	481

### Performance Target Justification

Since 2015, the 5-year rolling average unrestrained traffic fatalities has steadily increased. However, the number of unrestrained fatalities decreased by 19% from 472 in 2016 to 385 in 2019. However, in 2020 the number of unrestrained passenger vehicle fatalities increased by 80 fatalities (21%) from the 2019 year. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.95), **GOHS set the target to maintain the unrestrained traffic fatalities under the projected 481 (2019-2023 rolling average) by 2023.**

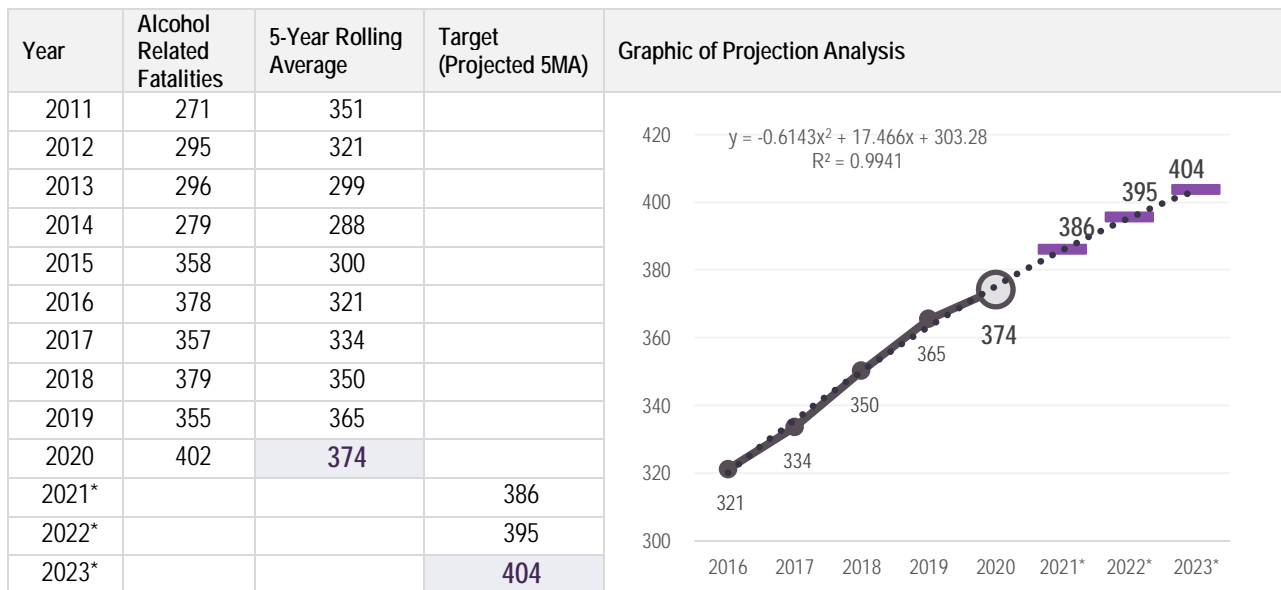


## C-5: Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-5	To maintain alcohol-related fatalities under the projected 404 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	374	404

### Performance Target Justification

Since 2015, the 5-year rolling average alcohol-related fatalities has steadily increased. The number of alcohol-related fatalities increased by 13% (47 more fatalities) from 355 in 2019 to 402 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain alcohol-related fatalities under the projected 404 (2019-2023 rolling average) by 2023.**

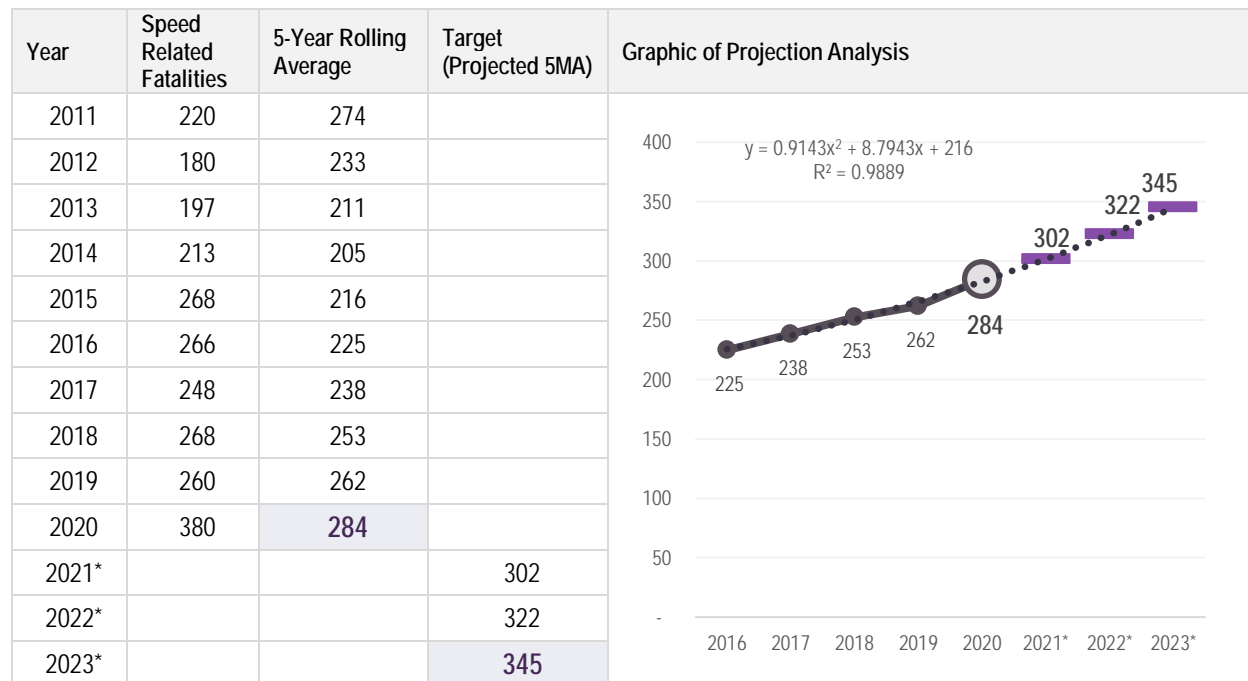


## C-6: Number of speeding-related fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
c-6	To maintain speeding-related fatalities under the projected 345 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	284	345

### Performance Target Justification

Since 2015, the 5-year rolling average speeding-related fatalities has steadily increased. The number of speeding-related fatalities increased substantially between 2019 and 2020 as a result of the COVID-19 public health emergency response and decrease in traffic volumes. Speeding-related fatalities increased by 46% (120 more fatalities) from 260 in 2019 to 380 in 2020. Using the 5-year rolling averaging method and a more conservative logarithmic modeling ( $R^2$  of 0.98), **GOHS set the target to maintain speeding-related fatalities under the projected 345 (2019-2023 rolling average) by 2023.**



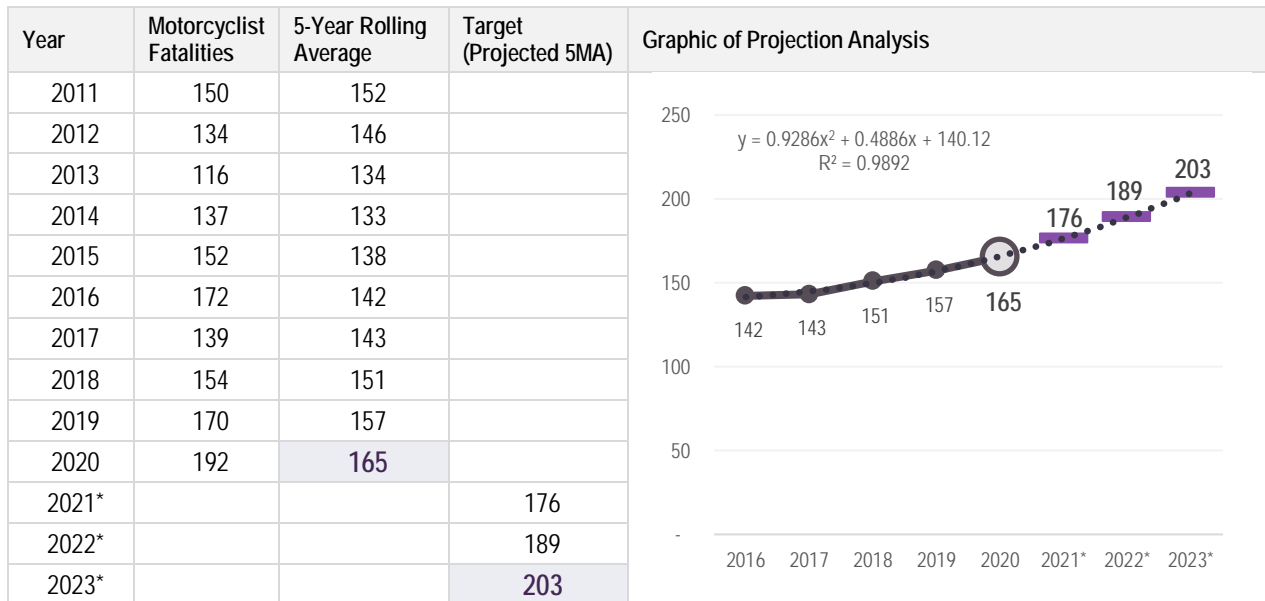


## C-7: Number of motorcyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-7	To maintain motorcyclist fatalities under the projected 203 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	165	203

### Performance Target Justification

Since 2015, the 5-year rolling average motorcyclists fatalities has steadily increased. The number of motorcyclist fatalities increased by 13% (22 more fatalities) from 170 in 2019 to 192 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.98), **GOHS set the target to maintain motorcyclist fatalities under the projected 203 (2019-2023 rolling average) by 2023.**

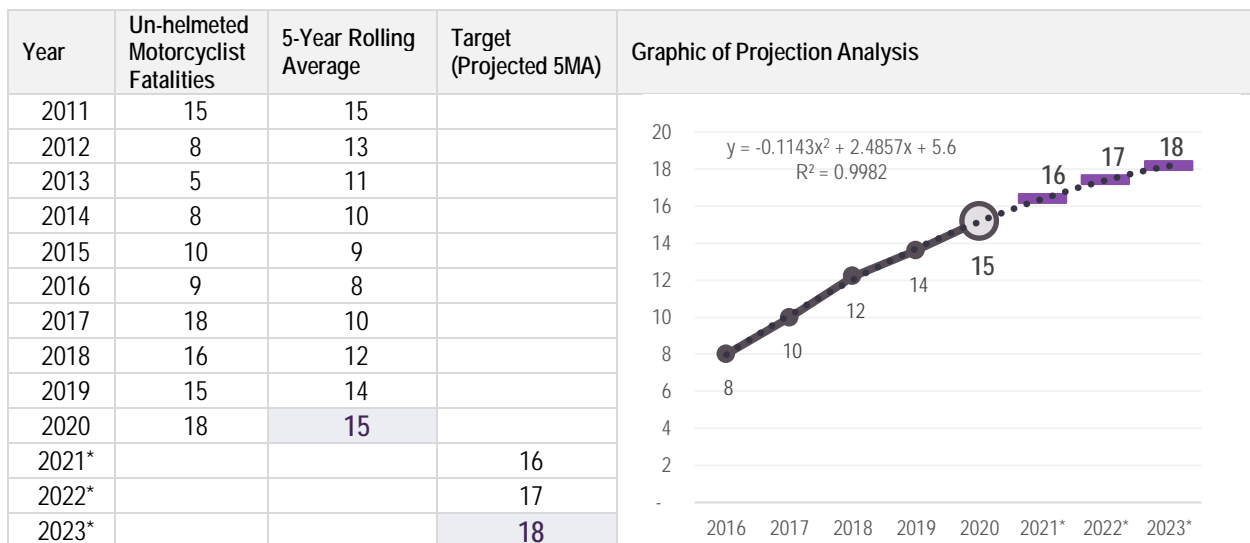


## C-8: Number of un-helmeted motorcyclist fatalities (FARS)

Traffic Safety Performance Measures	Metric Type	Baseline 2016-2020	Target 2019-2023
C-8 To maintain the un-helmeted motorcyclist fatalities under the projected 18 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	15	18

### Performance Target Justification

Since 2015, the 5-year rolling average of un-helmeted motorcyclist fatalities has steadily increased. In 2020, there were 18 un-helmeted motorcyclist fatalities – three more fatalities compared to the previous year. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain the un-helmeted motorcyclist fatalities under the projected 18 (2019-2023 rolling average) by 2023.**

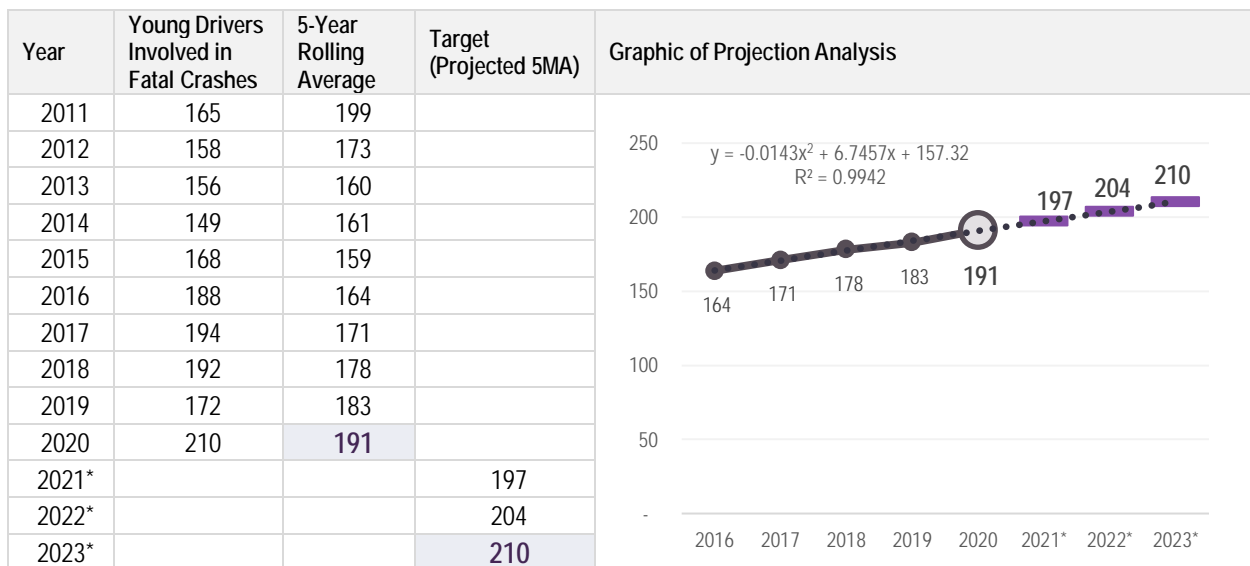


## C-9: Number of drivers aged 20 or younger involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-9	To maintain young drivers involved in fatal crashes under the projected 210 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	191	210

### Performance Target Justification

The 5-year rolling average number of young drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of young drivers involved in fatal crashes increased by 22% (38 more young drivers) from 172 in 2019 to 210 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain young drivers involved in fatal crashes under the projected 210 (2019-2023 rolling average) by 2023.**

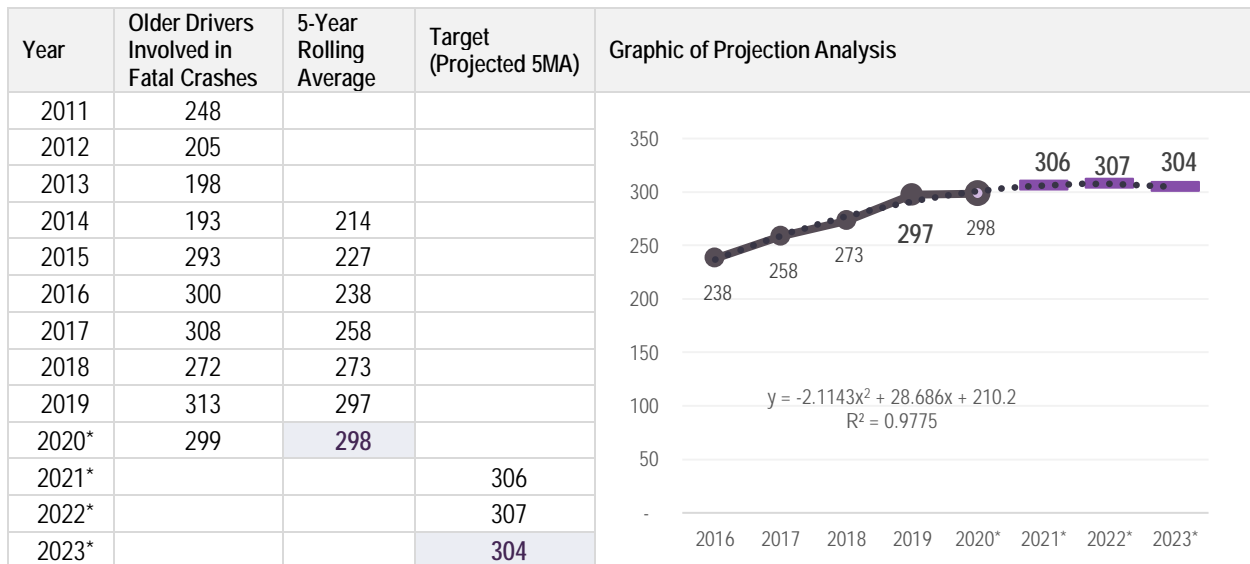


## SHSP: Number of drivers aged 65 or older involved in fatal crashes (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-9	To maintain older drivers involved in fatal crashes under the projected 304 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	298	304

### Performance Target Justification

The 5-year rolling average number of older drivers (aged 20 years or younger) involved in fatal crashes has steadily increased since 2015. The number of older drivers involved in fatal crashes decreased by 4% (14 fewer older drivers) from 313 in 2019 to 299 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.97), **GOHS set the target to maintain older drivers involved in fatal crashes under the projected 304 (2019-2023 rolling average) by 2023.**

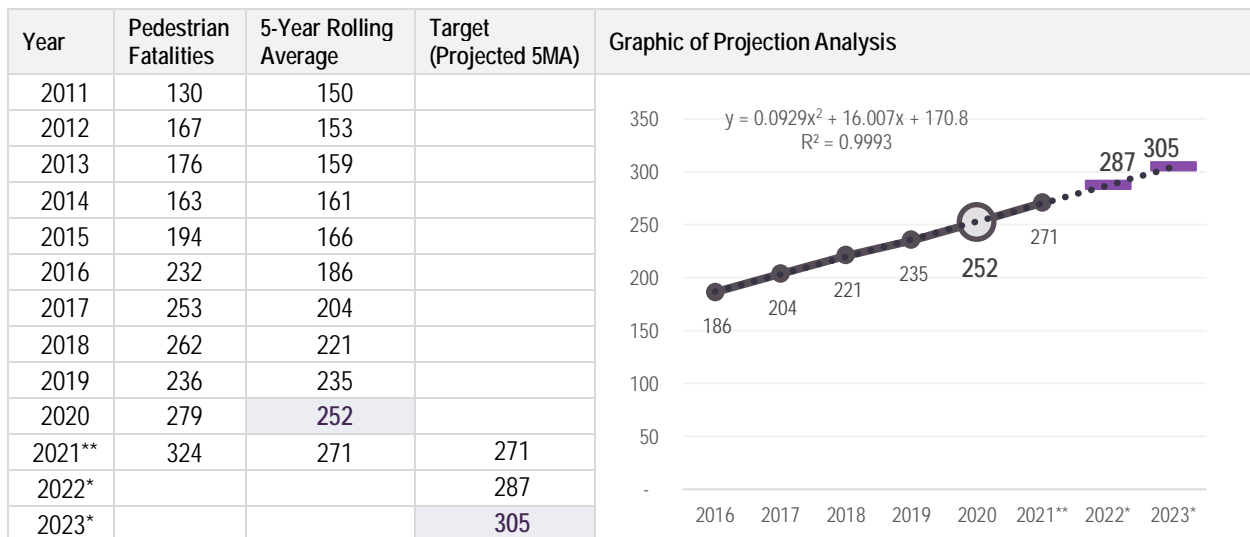


## C-10: Number of pedestrian fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-10	To maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	252	305

### Performance Target Justification

Since 2015, the 5-year rolling average pedestrian fatalities has steadily increased over time. The number of pedestrian fatalities increased by 18% from 236 in 2019 to 279 in 2020. Using the 5-year rolling averaging method and polynomial modeling ( $R^2$  of 0.99), **GOHS set the target to maintain pedestrian fatalities under the projected 305 (2019-2023 rolling average) by 2023.** This established target takes into consideration preliminary crash data that shows an increase in the number of pedestrian fatalities in 2021 – 324 pedestrian fatalities.

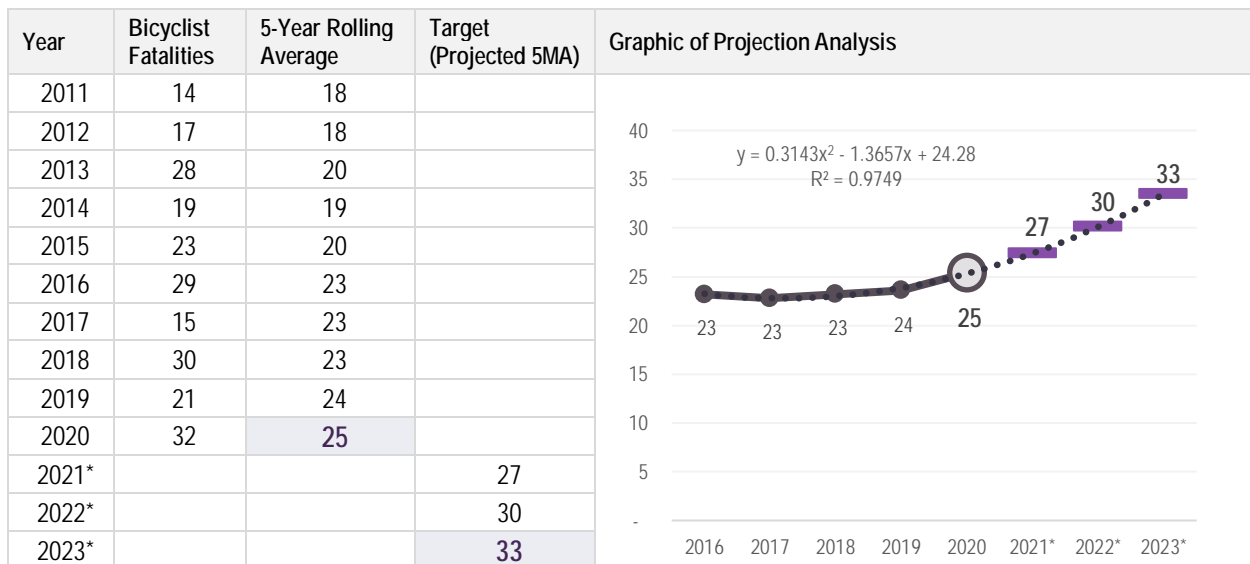


## C-11: Number of bicyclist fatalities (FARS)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
C-11	To maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023.	Numeric, 5-Year Rolling Average	25	33

### Performance Target Justification

Despite the fluctuations of bicyclist fatalities over the past decade, the 5-year rolling average bicyclist fatalities remained steadily around 23 between 2016-2018. However, in recent years, the number of bicyclist fatalities increased by 11 fatalities from 21 in 2019 to 32 in 2020. Using the 5-year rolling averaging method conservative polynomial modeling ( $R^2$  of 0.97), **GOHS set the target to maintain bicyclist fatalities under the projected 33 (2019-2023 rolling average) by 2023.**



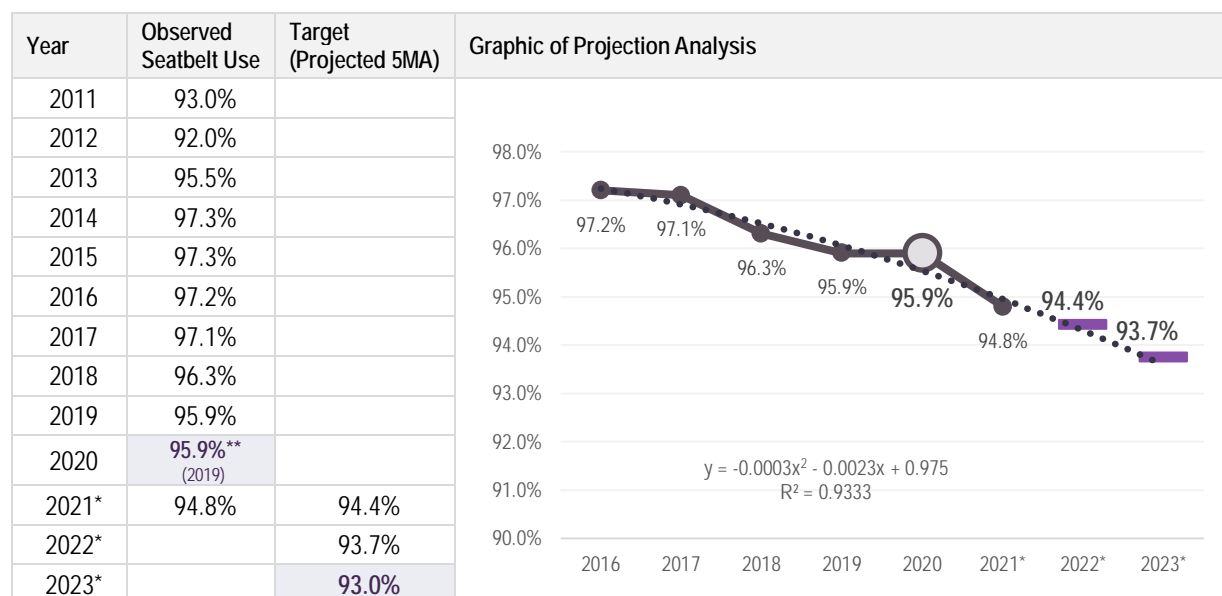
## B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Traffic Safety Performance Measures		Metric Type	Baseline 2016-2020	Target 2019-2023
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above 90% by 2023.	Numeric, <b>Annual Value</b>	95.9%	Above 90%

### Performance Target Justification

The statewide safety belt usage in 2021 for drivers and passengers of passenger cars, trucks, and vans was 94.8% — a 1.1% net decrease from 2019. Note, Georgia opted not to conduct the Seat Belt Observational Survey in 2020 under the NHTSA waiver through the CARES Act. Therefore, Georgia safety belt usage data is not available for 2020.

GOHS and other stakeholders will be revising the methodology and approach used to conduct the seatbelt observational survey to obtain a more accurate picture of restraint use that better aligns with measures presented in other datasets. Understanding that the new methodology will impact the observed seatbelt usage trends from 2010-2019, **GOHS set the target to maintain the annual observed seat belt use for passenger vehicles, front seat outboard occupants above 90% by 2023.**



### Observed Seatbelt Use Data Considerations:

GOHS will be working collaboratively with the new researchers at the Emory University Injury Prevention Research Center to revise the methodology and approach used to conduct the seatbelt observational survey. GOHS and other stakeholders would like to obtain a more accurate picture of restraint use in the state that aligns with measures presented in other datasets (i.e., seatbelt citations, unrestrained daytime passenger vehicle occupant fatalities, unrestrained serious injuries, and other seatbelt misuse data). As such, GOHS and other stakeholders understand that the observed seatbelt values may decrease or not align with the trendlines presented in this analysis.

# GRANT PROGRAM ACTIVITY REPORTING

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**A-1:** Number of seat belt citations issued during grant-funded enforcement activities

**Seat belt citations:** 19,075 (NOT including child restraint which was 3,497)

**Fiscal Year A-1:** FY 2021

**A-2:** Number of impaired driving arrests made during grant-funded enforcement activities

**Impaired Driving arrests:** 12,690

**Fiscal Year A-2:** FY 2021

**A-3:** Number of speeding citations issued during grant-funded enforcement activities

**Speeding citations:** 125,683

**Fiscal Year A-3:** FY 2021



## Section 5:

# PROGRAM AREAS

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- 5.1** Planning & Administration
- 5.2** Communications (Media)
- 5.3** Community Traffic Safety Program
- 5.4** Distracted Driving
- 5.5** Impaired Driving (Drug & Alcohol)
- 5.6** Motorcycle Safety
- 5.7** Non-Motorized (Pedestrians & Bicyclists)
- 5.8** Occupant Protection  
(Adult & Child Passenger Safety)
- 5.9** Police Traffic Services
- 5.10** Railroad Safety
- 5.11** Speed Management
- 5.12** Traffic Records
- 5.13** Young Driver (Teen Traffic Safety Programs)
- 5.14** Evidence-Based Traffic Safety Enforcement  
Program (TSEP)
- 5.15** High Visibility Enforcement

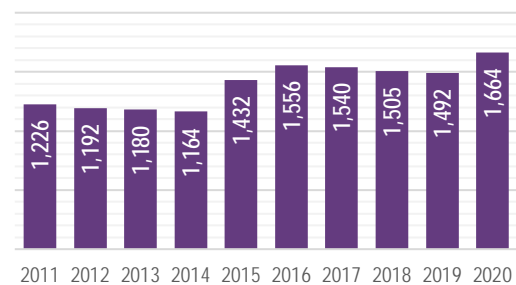
# 5.1 PLANNING & ADMINISTRATION

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

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 that has adequate powers and is properly equipped and organized to carry out the mission of traffic safety programs. In Georgia, Governor Brian P. Kemp 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. Georgia’s Strategic Highway Safety Plan is used to document the problems and to propose countermeasures. The Governor’s Office of Highway Safety’s (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 target 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 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. The top five counties with the highest roadway fatalities were: Fulton (145 fatalities, +1% increase from the previous year), DeKalb (92, +16%), Cobb (85, +27%), Gwinnett (57, -7%), and Clayton (49, -4%).

Overall Traffic Fatalities, 2011-2020



Source: FARS 2011-2020

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 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 (both adult and child passenger safety), 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 Public Health (DPH), the Office of State Administrative Hearings, the Georgia Association of Chiefs 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 comprehensive SHSP is data driven and aligns safety plans to address safety education, enforcement, engineering, and emergency medical services. The requirements for our highway safety improvement program include:

<ul style="list-style-type: none"><li>• <b>Planning</b></li></ul>	A process of collecting and maintaining a record of crashes, traffic, highway data, and analyzing the 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.
<ul style="list-style-type: none"><li>• <b>Implementation</b></li></ul>	A process for scheduling and implementing safety improvement projects and allocating funds according to the priorities developed in the planning phase.
<ul style="list-style-type: none"><li>• <b>Evaluation</b></li></ul>	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 crash numbers, rates, and severity.
<ul style="list-style-type: none"><li>• <b>Target Population</b></li></ul>	Planning, implementing, and evaluating highway safety programs and efforts that will benefit all of Georgia's citizens and visitors.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected <b>802</b> (2019-2023 rolling average) by 2023.	732	<b>802</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>
C-9a	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected <b>304</b> (2019-2023 rolling average) by 2023.	298	<b>304</b>
C-10	To maintain pedestrian fatalities under the projected <b>305</b> (2019-2023 rolling average) by 2023.	252	<b>305</b>
C-11	To maintain bicyclist fatalities under the projected <b>33</b> (2019-2023 rolling average) by 2023.	25	<b>33</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PLANNED ACTIVITIES

### Planning & Administration (P&A)

*Planned Activity Description:* This internal grant is responsible for the overall management of the Highway Safety Plan. The P&A grant supports eight (8) GOHS staff as follows: Director, Deputy Director, Executive Assistant, Finance Director, Grant Specialist III, Grant Specialist II, Financial Analyst III, and Network Administrator. 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.

See Appendix C for GOHS Organizational Chart.

*Intended Subrecipients:* Georgia Governor's Office of Highway Safety

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PA-2023-GA-01-37	GAGOHS - Grantee	402PA: Planning and Administration	BIL 402PA	\$565,967.08
			<b>TOTAL</b>	<b>\$565,967.08</b>

## 5.2 COMMUNICATIONS (MEDIA)

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### DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

The communications and media initiatives cover a variety of highway safety emphasis areas. The campaigns and initiatives for each emphasis areas are as follows:

Highway Safety Emphasis Areas	Communications and Media Initiatives
Alcohol-Impairment	Drive Sober or Get Pulled Over
Motorcycle Safety	Share the Road
Occupant Protection	Click It or Ticket
Distracted Driving	Hands Free Georgia/Hands Free for Safety/Know When to Hit Send
Speeding	100 Days of Summer H.E.A.T./Operation Southern Slow Down
Non-Motorist	Pedestrian and Bicycle Safety Months

In 2020, there were 1,552 fatal crashes that resulted in 1,664 traffic fatalities on Georgia roadways – the largest number of traffic fatalities since 2006. Forty percent of fatal crashes involved at least one driver that was engaged in a known risky driving behavior – a 28 percent increase compared to 2019. The main contributing factor to traffic crashes and injuries were drivers, passengers, and non-motorists engaging in risky behaviors. These behaviors include not using the appropriate restraint system (unrestrained), alcohol impairment, drug use, speeding, distracted driving, and drowsy driving.

### Highway Safety Emphasis Areas Description

- *Impaired Driving*

Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2020, there were 402 traffic fatalities that involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. These alcohol-impaired fatalities represented 24 percent of all traffic fatalities that occurred on Georgia roadways in 2020. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is \$7.8 billion a year. There continues to be underreporting for alcohol-impaired driving and there are many records in the crash data and FARS with missing blood alcohol test results.

- *Motorcycle Safety*

In 2020, there were 192 motorcyclists fatally injured in motor vehicle traffic crashes in the state of Georgia—the highest number of motorcyclists fatally injured within the past decade. Motorcycles consistently represent 2 percent of all registered vehicles and 1 percent of all motor vehicle crashes in Georgia; however, motorcycle operators represented 17 percent of all driver fatalities and 12 percent of all traffic fatalities.

Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes. The top contributing factors among motorcycle operators involved in multi-vehicle crashes were following too closely (15 percent) and risky/aggressive driving (12 percent). The top factors for other drivers involved in multi-vehicle crashes with motorcyclists were failure to yield (25 percent) and following too closely (9 percent).

- *Occupant Protection*

Failure to use safety belts and child safety seats is one of the leading causes of motor vehicle injuries and deaths in this country. In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

Although Georgia's observed day-time seat belt use rate averaged 96.5% from 2016-2020, an average of 53% of the people killed in passenger vehicle crashes during this same five-year period were either unrestrained or unknown restrained at the time of the crash. In 2020, van type vehicles have the highest proportion of unrestrained fatalities among drivers (57 percent). Pickup trucks continues to have more than half of fatally injured vehicle occupants to be unrestrained (57 percent for drivers and 53 percent for passengers).

- *Distractions Driving*

Driver distraction occurs when drivers divert their attention from the driving task to focus on some other activity. Often discussions regarding distracted driving center around cell phone use and texting, however distracted driving also includes other distraction-related activities that are manual, visual, or cognitive. In 2020, 47 percent of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. Among the drivers involved in motor vehicle traffic crashes, 2 percent were confirmed to be distracted seconds before the crash, 26 percent were suspected of distraction, and 23 percent were undistracted drivers—the other 49 percent of drivers were not involved distraction related crashes.

According to FARS data, there were 55 fatal crashes that involved confirmed distraction (4% of all fatal crashes) in 2020. In these confirmed distraction-related crashes, 61 fatalities occurred (4% of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely much higher as distracted driving is underreported.

Georgia's 'hands-free law' is believed to be one of the reasons why the number of distracted driving deaths in the state has decreased since the law was enacted on July 1, 2018. Since the Hands-Free Law took effect, the number of distracted driving convictions processed by the Department of Driver Services continues to increase. Additionally, statewide and national studies shows that distracted driving remains a growing traffic safety concern.



- *Speeding*

A ten-year trend shows that speeding-related fatalities increased by 73 percent, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46 percent, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17 percent (260 out of 1,492) in 2019.

Due to the COVID-19 pandemic responses in 2020, vehicle miles traveled (VMT) on Georgia roadways decreased by 13 percent compared to 2019. Despite the decrease in VMT, Georgia experienced more speeding-related traffic crashes, serious injuries, and fatalities. Recent national studies observed higher speeds across all roadway classifications in urban settings in 2020 compared to 2019. Additionally, Elvik (2005) found that a 10% increase in the average speed of traffic was likely to have an adverse impact on traffic fatalities. Despite the impact of COVID-19 on the traffic safety, speeding remains an issue and growing concern in Georgia.

- *Non-Motorist*

In 2020, there were 279 pedestrians and 32 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia—approximately 3 non-motorist fatalities for every 100,000 population. The number of pedestrian fatalities in traffic crashes increased by 18% from 236 pedestrian fatalities in 2019 to 279 in 2020. There was an average of 25 bicyclist fatalities in traffic crashes between 2016-2020. Although non-motorists represented less than 1% of all persons involved in motor vehicle crashes (0.9 percent), they accounted for 19% of all traffic fatalities—a net 2-point increase from the previous year.

## **Target Population - Georgia's Primary Audience**

The occupant protection/impaired driving paid media message is directed at a statewide audience. NHTSA relies on the results of a national study 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 NHTSA audience research data, Georgia's occupant protection and impaired driving messages are directed at two target audiences during regularly scheduled and nationally coordinated statewide paid media campaigns. Georgia's primary audience is composed of male drivers, age 18 to 34.

As the nation continues to push for Transportation Equity in all highway safety programs, GOHS will continue to use media programs to reach Black/African American, non-Hispanic and Hispanic populations of Georgia drivers with occupant protection and impaired driving highway safety messages. With NHTSA FARS data showing a 5% increase in overall traffic deaths among the Black, Non-Hispanic population group and a 4% decrease in the Hispanic population between 2019 and 2020, GOHS recognizes the critical need to increase highway safety messages and educational efforts. These populations are often hard to reach with media and other programs, but GOHS will use Hispanic radio and TV to reach the growing Hispanic



population and will devote more resources to radio and television outlets with diverse audiences in paid media campaign planning.

## Overview of Communication and Media Initiatives

GOHS will maintain the following strategies of using social media, media tours, adjusted press event schedules and statewide media alerts to ensure maximum earned media exposure.

- *Drive Sober or Get Pulled Over*

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 coordination with GOHS' statewide DUI enforcement initiatives. As an integral element of Georgia's impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television public service announcements (PSAs) use one or a combination of these messages.

- *Share the Road*

As part of a speed and impaired driving countermeasure message strategy, GOHS uses paid media funds when available to target motorists in Georgia's secondary audience with awareness messages such as "Share the Road," "Look Twice, Save A Life" to remind motorists to yield when required by law for motorcyclists. Funds are used to pay for a statewide radio/television campaign in March when traffic data shows a 67% increase in persons killed in motorcycle crashes from February to March and a second campaign in May to increase public awareness on sharing the road with motorcycles during "National Motorcycle Safety Awareness Month."

- *Click It or Ticket*

GOHS believes Paid Media Occupant Protection messaging supporting the "Click It or Ticket" enforcement mobilizations prior to the pandemic is one reason for the decrease in unrestrained and unknown restrained passenger vehicle fatalities in 2019 and GOHS will continue to use Paid Media OP campaigns to support enforcement mobilizations with the goal of reducing the number of unrestrained and unknown restrained passenger vehicle fatalities.

- *Hands Free Georgia/Hands Free for Safety/Know When to Hit Send*

Georgia's 'hands-free' law is encouraging, and more lives can be saved by increasing compliance with the hands-free law. GOHS' countermeasure message strategy is to target young adult drivers, including those between the ages 16-to-24, where cell phone use is the highest. This public information and education campaign will continue statewide with paid, earned, and owned media.

- *100 Days of Summer H.E.A.T./Operation Southern Slow Down*

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 driving period from Memorial Day through Labor Day. GOHS' public information team promotes this initiative with summer-long earned media via news conferences, social media messaging and cross-promotional, paid media PSA's run-in rotation with occupant safety and alcohol countermeasure campaign ads.

- *Operation Southern Slow Down*

GOHS will plan and execute a media plan for Operation Southern Slow Down (formerly Southern Shield) using earned and owned/paid media. The earned media will include news releases sent out to weekly newspapers to publish the week prior to the campaign and to daily newspapers and television and radio stations the week before the campaign. GOHS will also schedule in-depth interviews for radio and television stations before the campaign. During the week of Southern Slow Down, GOHS will conduct joint news conferences with other Region 4 states along the respective state lines and will have 2-3 daily messages posting on social media channels.

- *Non-Motorists*

GOHS will continue to use data to target safety messages to educate motorists on Georgia law requiring them to stop for pedestrians and to educate motorists on Georgia's new bicycle safety law enacted in 2021 that requires drivers to give room when passing bicyclists.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected <b>802</b> (2019-2023 rolling average) by 2023.	732	<b>802</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>
C-9a	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected <b>304</b> (2019-2023 rolling average) by 2023.	298	<b>304</b>
C-10	To maintain pedestrian fatalities under the projected <b>305</b> (2019-2023 rolling average) by 2023.	252	<b>305</b>
C-11	To maintain bicyclist fatalities under the projected <b>33</b> (2019-2023 rolling average) by 2023.	25	<b>33</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PRIMARY COUNTERMEASURE STRATEGY

<p><b>Countermeasure Strategy</b></p>	<ul style="list-style-type: none"> <li>• Communication Campaign:             <ul style="list-style-type: none"> <li>○ Impaired Driving</li> <li>○ Motorcycle Safety</li> <li>○ Occupant Protection</li> <li>○ Non-Motorized Safety</li> </ul> </li> <li>• Communication Paid Media:             <ul style="list-style-type: none"> <li>○ Impaired Driving</li> <li>○ Motorcycle Safety</li> <li>○ Occupant Protection</li> <li>○ Distracted Driving</li> <li>○ Non-Motorized Safety</li> </ul> </li> </ul>
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### Communication Campaign

#### *Impaired Driving*

#### **Project Safety Impacts**

GOHS will use paid, earned and social media to promote impaired driving prevention in Georgia and with the highway safety offices of the four Region IV states. GOHS will conduct earned media events prior to holidays and occasions that are normally associated with the consumption of alcohol such as the Super Bowl, St. Patrick’s Day, July 4<sup>th</sup>, and the Christmas/New Year’s holidays. GOHS will also support enforcement efforts during the July 4<sup>th</sup>, Labor Day and Christmas/New Year’s holidays with paid radio and television message campaigns. GOHS will also use social media to promote sober driving and discourage those who are impaired from getting behind the wheel using graphics, videos and other material created by GOHS and provided by NHTSA.

#### **Linkage Between Program Areas**

With alcohol-related traffic deaths in Georgia increasing by 6% from 2016-2020, enforcement efforts with “Drive Sober or Get Pulled Over” and “Operation Zero Tolerance” will continue. Recent studies have indicated an increase in alcohol consumption and substance abuse for persons who have been working or confined to their home during the COVID-19 health emergency. The only way to prevent alcohol-impaired crashes is to keep impaired drivers from getting behind the wheel. The earned media, paid media and social media projects will be aimed at influencing behavior and promoting sober driving with concentrated messaging on the enhanced enforcement, risks to public health and the consequences of being arrested for a DUI. As an integral element of Georgia’s impaired driving message, all GOHS brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and television PSA’s use one or a combination of these messages.

## **Rationale for Selection**

The countermeasure supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

## *Motorcycle Safety*

### **Project Safety Impacts**

GOHS will use paid and social media during Motorcycle Safety Awareness Month in May to promote drivers sharing the road with motorcyclists with “Look Twice” and sober operation of motorcyclists by all riders. GOHS will also use social media to promote sober motorcycle operation and “Share the Road” and “Be Seen” messages to reduce all types of motorcycle-related crashes, deaths, and injuries. The “Look Twice” paid media campaign in May will promote the increase of motorcycles on the roads as the weather gets warmer. GOHS will also run a paid media campaign in March with FARS data showing a 67% increase in persons killed in crashes involving motorcycles from February to March over the last ten years.

### **Linkage Between Program Areas**

The number of motorcycle fatalities in Georgia (192) in 2020 is an 28% increase from the previous year and is a 12% increase over a five-year period (2016-2020). The total number of motorcycle fatalities for the year is higher than the five-year moving average of 165 for 2020 and above the estimate of 171 for 2020.

## **Rationale for Selection**

The Motorcycle Communications Outreach countermeasure goal is to discourage motorcyclists from riding impaired through times of the year when motorcycle use is highest, including May, which NHTSA has designated as Motorcycle Safety Awareness Month. With the five-year moving average set even higher at 190 motorcycle fatalities for 2023, the communications and outreach programs will be vital in the effort to keep the actual number fatalities for the coming year below the forecast average.

## *Occupant Protection*

### **Project Safety Impacts**

GOHS will use paid, earned and social media to promote seat belt and child passenger seat use for all drivers and passengers. We will work with partners in state agencies and other groups to hold earned media events prior to major travel holidays such as Memorial Day and

Thanksgiving. Paid media and social media messages will support Click It or Ticket seat belt enforcement efforts prior to these holidays. GOHS will also continue existing campaigns to promote seat belt use in teen and younger drivers with Buckle Up Georgia and child passenger safety seats with outdoor messaging at popular family attractions. GOHS will also have earned media events and interviews to promote the use and assistance available with the inspection and installation of child passenger safety seats.

### **Linkage Between Program Areas**

Even though Georgia had one of the highest seat belt use rates in the nation at 95.9% in 2020, 53% of person killed in vehicle crashes in Georgia were not wearing or it could not be determined if they were wearing seat belts. This is a 5% increase as the number of unrestrained and unknown restrained passenger vehicle fatalities in 2019 was below 50% for the first time in more than a decade and the total number of unrestrained and unknown restrained passenger vehicle fatalities decreased by 8% from 2016 to 2020. The seat belt use data in fatal passenger vehicle crashes before the COVID-19 health emergency in 2020 is encouraging and shows it needs to continue with the goal of reversing the increase in 2020. In 2020, five children killed in crashes were not restrained in Georgia and it could not be determined if one child killed in a passenger vehicle crash was restrained at the time of the crash. GOHS will continue efforts to influence behavior with messaging and data that shows the benefits of seat belt use and proper safety restraints for younger passengers on every trip. The Buckle Up Georgia campaign will continue its message of seat belt use on every trip for teen and young adult drivers. Traffic crashes are one of the leading causes of death for this age group and a significant number of persons in this age group were not restrained at the time of their crash.

### **Rationale for Selection**

The countermeasure supports Click It or Ticket mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. While Georgia does have a high seat belt usage rate, the rationale for continuing these activities is to supplement short-term, high-visibility seat belt law enforcement measures with proven paid media strategies with a 5-star effectiveness rating in Countermeasures That Work.

## *Non-Motorized Safety*

### **Project Safety Impacts**

With the number of pedestrian and bicycle fatalities having increased by more than 100% over a ten-year period (2011-20), GOHS will use paid, earned, and owned media to educate motorists and non-motorists on state laws that have been enacted so that both groups can safely interact on roads and highways with the goal to reduce the number of fatality and serious-injury crashes. The paid and earned media events will happen in conjunction with National Pedestrian Safety Month in October and owned media efforts will continue throughout the year. Paid and earned

media efforts will happen at the start of fall when the data shows that 40% of pedestrian fatalities have each year in Georgia. Bicycle messaging will continue in May during National Bicycle Safety Month, which is a time when warmer weather brings more bicyclist on the road for recreation and exercise. State of Georgia, Share the Road, funds will be used to promote compliance with Georgia's new bicycle safety law that requires motorists when passing a bicyclist(s) to either move into the adjacent lane or to slow down to a speed of ten miles per hour below the legal posted limit and give at least three feet of space if unable to move into the adjacent lane.

### **Linkage Between Program Areas**

The five-year average of pedestrians killed in crashes in Georgia rose by 53% with 830 pedestrian fatalities from 2011-2015 and 1,262 pedestrian fatalities from 2016-2020. The number of bicyclists killed in Georgia over a five-year period increased by 16% with 101 bicyclists' fatalities from 2011-2015 and 127 bicyclists' fatalities from 2016-2020. The number of pedestrian fatalities increased in Georgia from 2019 to 2020 by 18% and the number of bicyclists fatalities increased by 43% over a one-year period and the number of overall speed-related fatalities in Georgia from 2019 to 2020 increased by 46%.

### **Rationale for Selection**

With FARS data showing three out of four pedestrian fatalities in Georgia occur at night and 40% of pedestrian fatalities in Georgia each year happen during the fall months when the number of daylight hours decreases each day, GOHS will implement a paid media radio/tv campaign during National Pedestrian Safety month in October to educate motorists on Georgia law requiring drivers to stop for pedestrians in crosswalks. The paid media campaign will be supported by earned media statewide news conference and other radio/television/internet interviews promoting pedestrian safety. The campaign will also educate drivers and pedestrians on state law requiring pedestrians to cross in crosswalks. Pedestrian safety owned media will continue throughout the year with messages focusing on the importance for motorists to drive the speed limit and keep focus on the road in areas where people are walking and bicycling. Owned media scheduling will include late afternoon and evening to coincide with majority of pedestrian fatalities happening during nighttime hours. GOHS will also work to increase safe interaction with bicyclists and motorist by educating on motorists on Georgia's new bicycle safety law that requires motorists to move into an adjacent lane if safe and legal to do so or if they cannot, to slow down to a speed 10 miles below the legal posted limit or no slower than 25mph and give at least three feet between their vehicle and bicyclist(s). GOHS will conduct earned media events during National Bicycle Safety month on radio, television and digital platforms.

## Communication Paid Media

### Paid/Earned Media

Paid and earned media programs represent a major component GOHS' effort to reduce the prevalence of traffic crashes, injuries, and fatalities. 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, promote sober driving, and encourage safe driving practices overall.

GOHS will continue to produce paid media in conjunction with NHTSA campaigns and according to campaign buy guidelines. Market buys will be NHTSA-approved and consistent with previous campaigns to reach our primary and secondary target audiences. Television and radio buys will occur in markets statewide to provide the best possible reach. These markets include Atlanta, Albany, Augusta, Columbus, Macon, and Savannah, with the additional possibilities of border markets such as Chattanooga, Tallahassee and Jacksonville that include coverage in Georgia. GOHS will continue to make sure Occupant Protection and Impaired Driving messaging is delivered to rural areas with direct buys with radio stations located outside of the major cities. Targeted buys will also occur in counties where data indicates a weakness or where we wish to reinforce existing strong numbers. Percentages of the buys will vary based on metro Atlanta, outside metro Atlanta, urban and rural counties.

### Paid Media campaigns and dates include:

Click it or Ticket:	Thanksgiving 2022
Drive Sober:	Christmas/New Year's 2022-2023
Click It or Ticket:	Memorial Day 2023
Drive Sober:	Independence Day 2023
Drive Sober:	Labor Day 2023

## *Impaired Driving*

### Project Safety Impacts

With alcohol remaining a factor in roughly one out of four traffic deaths in Georgia according to the latest FARS data, the paid media campaigns for the three NHTSA holiday enforcement mobilizations, GAB campaign, All South Highway Safety Team, and Georgia and Georgia Tech athletics will continue to point out the risky behavior for impaired driving in terms of the risk to health and the consequences of being arrested/convicted for DUI. These messages remind drivers to 1) not get behind the wheel when impaired, 2) plan for alternate transportation when they know they will be consuming alcohol, and 3) encourage others who are impaired to not get behind the wheel and drive. With the University of Georgia and Georgia Institute of Technology recently approving the in-game sales of alcoholic beverages during athletic contests, GOHS will work with the marketing partners at both institutions for a new radio and stadium messaging



campaign to promote impaired driving prevention during the 2022-23 academic year. The campaign will feature impaired driving prevention messages for all home games on the video scoreboards on both stadiums and messaging before, during and after the game on the radio broadcasts for both schools. With an overwhelming majority of fans consuming alcoholic beverages during tailgate parties and the games, it is important for everyone to be reminded not to get behind the wheel when they are too impaired to operate a motor vehicle.

### **Linkage Between Program Areas**

According to FARS Data, the five-year moving average for alcohol-related deaths in traffic crashes in Georgia from 2016-2020 was 374. This is a 25% increase from the five-year average from 2011-2015 of 300 alcohol-related deaths in traffic crashes. Nearly one out of four traffic deaths in Georgia in 2020 was alcohol related. Drive Sober or Get Pulled Over and Operation Zero Tolerance enforcement mobilizations are needed lower these numbers. Paid media television and radio campaigns will support the enforcement efforts by dissuading impaired persons from getting behind the wheel to avoid the risk of being arrested for DUI. The other media campaigns will continue to remind drivers the importance of making smart decisions by planning for a sober ride and keeping others from getting behind the wheel if they are legally too impaired to drive.

### **Rationale for Selection**

The countermeasure for 405(d) supports Drive Sober or Get Pulled Over mobilizations throughout the year, both during national enforcement periods and outside those periods to supplement public information and education. The rationale for continuing these activities is to supplement high visibility enforcement measures with proven paid media strategies with a 3-star effectiveness rating in Countermeasures That Work.

## *Motorcycle Safety*

### **Project Safety Impacts**

A statewide paid media campaign using radio and television during National Motorcycle Awareness Month in May will continue the “Born to be Seen, Look Twice Save a Life” Campaign (Share the Road type messaging). With the number of motorcycles on the road increasing as the weather warms in spring, the goal of radio/tv campaign is to remind vehicle operators, who may have grown accustomed to not seeing motorcycles on the road during the cold weather months, to be aware for motorcycles on the road and yield to them when motorcycles have the legal right of way. GOHS will also have a television only campaign in March when data shows a 65% increase in fatal crashes involving motorcycles from February to March. Weather is believed to be a factor with more motorcyclists getting on the road when the weather starts to warm with the arrival of spring.

## **Linkage Between Program Areas**

Motorcycle fatalities (192) accounted for 12% of the traffic deaths (1,664) in Georgia in 2020 and have risen by 12% over the last five years. Many crashes involving vehicles vs motorcycles unfortunately result in either death or permanent injury for the motorcyclist. The trend for motorcycle fatalities is expected to increase in 2021 and 2022 according to the GOHS Strategic Highway Safety Plan.

## **Rationale for Selection**

With many vehicle operators stating they did not see a motorcyclist prior to a crash, the countermeasure Motorcycle Communications Outreach countermeasure is designed to increase driver awareness for motorcycles on the road, especially during warmer weather months when more motorcyclists are on the road. Safety messages look to increase the awareness by reminding drivers to share the road and yield when required by law for motorcyclists when drivers are turning, changing lanes or entering a roadway.

## *Occupant Protection*

### **Project Safety Impacts**

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. In addition to airing seat belt messages on high school football games on Georgia Public Broadcasting, GOHS will also run the same messages during high school football regular season and playoff games that will be broadcast by ScoreAtlanta on WPCB Television in Atlanta in the 2022 and 2023 seasons. The All-South Highway Safety Team Occupant Protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. GOHS will continue to promote occupant protection for passengers of all ages, including child safety seats at areas where large groups of people travel by vehicle such as amusement parks, athletic venues, and other family and recreation areas.

## **Linkage Between Program Areas**

While Georgia has enjoyed a seat belt use rate of more than 90% for 10 consecutive years, 53% of the people killed in passenger vehicle fatalities in Georgia in 2020 were not restrained or it could not be determined if they were restrained at the time of the crash. This is a 5% increase from 2019 when, for the first time in over a decade, the number of unrestrained and unknown restrained passenger vehicle fatalities was under 50%. The number of unrestrained

and unknown restrained passenger vehicle fatalities also has decreased by 8% from 2015 (520) to 2019 (476). While Georgia and the rest of the nation has seen an increase in traffic deaths along all classifications in the last two years due to a number of factors related to the pandemic, the pre-pandemic data shows that an effective paid media, earned media and social media campaign supporting a seat belt/occupant protection enforcement mobilization is effective in reducing the number of unrestrained and unknown restrained passenger vehicle fatalities. The messaging will include NHTSA data that shows 73% on passenger vehicle occupants involved in serious crashes in the United States survive when wearing seat belts correctly and that seat belts have been proven to reduce the risk of fatal injury to front seat passenger car occupants by 45%.

### **Rationale for Selection**

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS' paid media buys are planned in conjunctions with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia show the importance of continuing paid media campaigns that uses facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

### *Distracted Driving*

#### **Project Safety Impacts**

Even though FARS data shows a 42% increase in persons killed in crashes involving a distracted driver in Georgia from 2019 to 2020, the 61 persons killed in crashes involving a distracted driver in the state is still 25% lower than 82 persons killed in crashes in Georgia involving a distracted driver in 2017, which was the last year before Georgia enacted a 'hands-free' distracted driving law. The 'hands-free' law makes it illegal for drivers to have a phone in their hand or supported by their body when on the road, including when the vehicle is stopped for a traffic device. GOHS will continue to support the 'Connect2Disconnect' distracted driving awareness enforcement campaign with a month long buy during National Distracted Driving Awareness Month in April. GOHS will spend \$16,000 of the \$192,000 annual expenditure with the Georgia Association of Broadcasters on member radio and television stations during the month of April. GOHS will include distracted driving prevention and education messages as part of a propose new comprehensive safety campaign to be developed and implemented in 2023.

## **Linkage Between Program Areas**

The three-year average of persons killed in distracted driving crashes in Georgia from 2018-2020 is 28% less than for the prior three-year period (2015-2017) before the 'hands-free' law took effect on July 1, 2018. The three-year average from 2015-2017 is 78 compared to 56 for the three-period of 2018-2020.

## **Rationale for Selection**

While surveys show virtually all drivers know about the state's hands-free law, the increase in persons killed in crashes involving distracted drivers from 2019 to 2020 shows the continued need for educational and awareness messaging to increase compliance with the new distracted driving law. The goal of paid media campaigns to support enforcement mobilizations and increase compliance which could lead to a further decrease in crashes, injuries, and deaths.

## *Non-Motorized Safety*

### **Project Safety Impacts**

Georgia FARS data shows an 137% increase in non-motorized fatalities in the past ten years (2011-2020) with an 114% increase in pedestrian fatalities and 130% increase in bicyclists' deaths. Specifically, Georgia has seen an 18% percent increase in pedestrian deaths in the state from 2019 to 2020 and a 46% increase in overall speed-related deaths in the same time period. GOHS will spend \$25,000 to produce radio and television safety messages aimed at educating drivers on state law requiring them to stop for pedestrians in crosswalk and for pedestrians to follow state law requiring them to cross at crosswalks. The radio/tv safety message will teach a new bicycle safety law enacted in 2021 that requires drivers to move over to another lane, if safe and legal to do so, when passing bicyclists and if drivers cannot move to another lane they are required to slow down to a speed of 10 miles below the posted limit or no slower than 25 mph and give at least three feet when passing bicyclists on the road.

## **Linkage Between Program Areas**

The five-year average of pedestrians killed in crashes in Georgia rose by 53% with 830 pedestrian fatalities from 2011-2015 and 1,262 pedestrian fatalities from 2016-2020. The number of bicyclists killed in Georgia over a five-year period increased by 16% with 101 bicyclists' fatalities from 2011-2015 and 127 bicyclists' fatalities from 2016-2020. The number of pedestrian fatalities increased in Georgia from 2019 to 2020 by 18% and the number of bicyclists fatalities increased by 43% over a one-year period and the number of overall speed-related fatalities in Georgia from 2019 to 2020 increased by 46%.

## **Rationale for Selection**

With FARS data showing three out of four pedestrian fatalities in Georgia occur at night and

40% of pedestrian fatalities each year happen during the fall months when the number of daylight hours decreases each day, GOHS will implement a paid media radio/tv campaign during National Pedestrian Safety month in October that will focus on educating drivers on Georgia law requiring drivers to stop for pedestrians and for pedestrians to follow Georgia law and use crosswalks when available. GOHS will also work to increase safe interaction with bicyclists and motorist by educating on motorists on Georgia's new bicycle safety law that requires motorists to move into an adjacent lane if safe and legal to do so or if they cannot, to slow down to a speed 10 miles below the legal posted limit or no slower than 25mph and give at least three feet between their vehicle and bicyclist(s).

## FY 2023 Paid Media Campaigns

Campaign	Program Area	Dates	Type	Cost	Campaign Status
Click It or Ticket	402 PM OP	November 17-25 2022	TV/Radio	\$245,000	Existing
Drive Sober or Get Pulled Over	405 d	Dec 15, 2022 -Jan 2, 2023	TV/Radio	\$245,000	Existing
Click It or Ticket	402 PM OP	May 18-29, 2023	TV/Radio	\$245,000	Existing
Drive Sober or Get Pulled Over	405 d	June 22-July 4, 2023	TV/Radio	\$245,000	Existing
Drive Sober or Get Pulled Over	405 d	August 24 – Sept 4, 2023	TV/Radio	\$245,000	Existing
Georgia Association of Broadcasters OP	405 b M1*CP	Nov 2022 Jan, July, Sept 2023	TV/Radio	\$64,000	Existing
Georgia Association of Broadcasters DD	405 b M1*DD	April 2022	TV/Radio	\$16,000	Existing
Georgia Association of Broadcasters Drive Sober	405 d	Dec 2022 Feb, Mar, June, Aug 2023	TV/Radio	\$80,000	Existing
Georgia Association of Broadcasters Look Twice	405f	May 2023	TV/Radio	\$16,000	Existing
Georgia Association of Broadcasters Stop for Pedestrians	405h	October 2022	TV/Radio	\$16,000	Existing
Hunt Billboard	402 PM OP	Oct 2022-Sept 2023	Outdoor Billboards	\$17,200	Existing
Trailhead Media	402 PM OP	Oct 2022-Sept 2023	Outdoor Billboards	\$45,000	Existing
Ga/Florida Driver Sober	405 d	Oct 2022	TV	\$35,000	Existing
Huddle	405 b M1*CP	Oct 2022-Dec 2022 Jan-May, Aug-Sept 2023	Print	\$156,000	Existing
Marquee Broadcasting	405 b M1*CP	Oct-Nov 2022 Aug-Sept 2023	TV	\$12,500	Existing
GACA Radio	405 b M1*CP	Oct-Nov 2022 Aug-Sept 2023	Radio	\$6,000	Existing
Herschend Parks	405b M1*CP	Oct 2022-Sept 2023	Outdoor Billboards	\$225,000	Existing
Bally's Sports All South Highway Safety Team OP	405 b M1*CP	April, May, July, Sept 2023	TV	\$280,000	Existing
Bally's Sports ASHT Impaired	405 d	June, Aug 2023	TV	\$123,500	Existing
Georgia Public Broadcasting Buckle Up Georgia	405 b M1*CP	Oct-Dec 2022 Jan-May; Aug-Sept 2023	TV	\$425,000	Existing
Distracted Driving Awareness Month	405 b M1*DD	April 2022	TV/Radio/Internet	\$250,000	Existing
<b>Atlanta Motor Speedway</b>	<b>405b M1*DD</b>	<b>Oct 22-Sept. 23</b>	<b>Billboard</b>	<b>\$55,000</b>	<b>NEW</b>
Georgia Football	405 d	Oct-Dec 2022 Jan, Aug-Sept 2023	Radio/ Billboards/ Video Message	\$175,000	Existing
Georgia Tech Football	405 d	Oct-Dec 2022 Jan, Aug-Sept 2023	Radio/ Billboards/ Video Message	\$125,000	Existing
SCOREAtlanta High School Football	405b M1*CP	Oct-Dec 2022 Aug-Sept 2023	TV spots/signs/segments	\$150,000	Existing

## PLANNED ACTIVITIES

### GOHS Communications – Distracted Driving Paid Media

<i>Planned Activity Description:</i>	To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving on Georgia roads. GOHS will spend \$250,000 to run hands free compliance messaging to coincide with NHTSA’s Distracted Driving Awareness Month campaign in April 2023. GOHS will spend \$16,000 for radio/tv spots through Georgia Association of Broadcasters in April 2023. GOHS will also spend \$55,000 with Atlanta Motor Speedway for outdoor billboards promoting compliance for Georgia’s hands-free law. These signs will be placed in parking lots and inside the track where spectators will see them during events and leaving the facility.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor’s Office of Highway Safety

### GOHS Communications-Impaired Driving

<i>Planned Activity Description:</i>	To use paid media to support ongoing OZT/Drive Sober or Get Pulled Over enforcement efforts to increase public awareness of sober driving and motorcycle riding and to encourage the use of designated drivers to improve Georgia’s alcohol-related crash, fatality, and injury rate. This paid media campaign will cost \$735,000 for NHTSA-designated national campaigns for Christmas/New Year’s, July 4 <sup>th</sup> , and Labor Day.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor’s Office of Highway Safety

### GOHS Communications- Huddle Tickets Occupant Protection Awareness

<i>Planned Activity Description:</i>	Partner with Huddle Inc. Ticket Program to continue to promote seat belt use on ticket backs for high school sporting and extracurricular via CIOT and Buckle Up programs at a cost of \$156,000.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor’s Office of Highway Safety

## GOHS Communications-Impaired Driving Media

<i>Planned Activity Description:</i>	<p>GOHS will spend \$123,500 to run impaired driving prevention messages during Atlanta Braves baseball telecasts on Bally's Sports South regional cable network. This project is a combined effort with highway safety offices in Tennessee, South Carolina, and North Carolina. GOHS will spend \$80,000 to air radio and television impaired driving messages on Georgia Association of Broadcaster member stations for five months of the FFY 2023. The months these messages will air coincide with holiday or celebratory occasions that are associated with the consumption of alcoholic beverages and increased number of impaired drivers on the road. GOHS will spend \$300,000 to run impaired driving prevention messages on radio broadcasts and in the stadiums for University of Georgia and Georgia Tech athletic events. Both institutions are now selling alcoholic beverages at events and these messages will seek to prevent attendees from getting behind the wheel they are legally too impaired to drive. GOHS will once again partner with the FDOT Safety Office to promote sober driving during the Georgia/Florida football game in Jacksonville, Florida. GOHS will spend \$35,000 to air television spots on WTLV-TV (NBC/ABC affiliates) in Jacksonville starting ten days prior to the game reminding fans and others in the Southeast Georgia/Northeast Florida area that state troopers and local law enforcement officers in both states will be conducting enhanced enforcement in the area due to the large number of people visiting the area for social purposes involving the consumption of alcohol.</p>
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## GOHS Communications – Paid Media Click It or Ticket

<i>Planned Activity Description:</i>	<p>To use Paid Media to support ongoing efforts to help decrease crashes, injuries, and fatalities related to distracted driving and unbelted drivers on Georgia's highways. Will include NHTSA-designated national campaigns for Memorial Day and Thanksgiving. Georgia GOHS will spend \$245,000 for CIOT paid media messaging in November 2022 and \$245,000 for messaging in May 2023.</p>
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety



### GOHS Communications-BuckleUP Occupant Protection Awareness

<i>Planned Activity Description:</i>	<p>To continue the BuckleUPGeorgia marketing partnership and public service with Georgia Public Broadcasting for high school football, basketball, cheerleading championships, GPB kids, and weekly rotation spots for a cost of \$425,000. Campaign will include other segments, testimonials, and student videos to promote seat belt use. GOHS will also spend \$150,000 with SCOREAtlanta to air seat belt awareness messages aimed at teen and young adult drivers during high school football regular season and playoff games from October – December 2022 and August – September 2023. There will also be opportunities to use GOHS staff and equipment to promote seat belt usage. GOHS will spend \$12,500 to run CIOT television messages during 25 high school football games aired by Marquee Broadcasting’s WSST-TV in middle and southern Georgia. GOHS will spend \$6,000 to air CIOT messaging on high school football games aired by Georgia Carolina Broadcasting stations in Lavonia, Toccoa and Clayton.</p>
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	<p>Georgia Governor’s Office of Highway Safety</p>

### GOHS Communications- Occupant Protection Awareness

<i>Planned Activity Description:</i>	<p>GOHS will spend \$280,000 to promote occupant protection with highway safety offices in Tennessee, South Carolina, and North Carolina to promote seat belt use and restraining small children in appropriate safety seats during Fox Sports coverage of Atlanta Braves baseball games. GOHS will spend \$17,200 to run OP seat billboard messages on Interstate 75 in Turner County and \$45,000 for outdoor billboard messages along Interstate 75 in Houston County. GOHS will also spend \$328,000 to run seat belt and CPSS messaging at Herschend Entertainment managed family attractions across the state. These messages will include promoting seat belt use and education on Georgia’s child safety seat law and resources available for free safety seat checks.</p>
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	<p>Georgia Governor’s Office of Highway Safety</p>

### GOHS Communications-Motorcycle Safety

<i>Planned Activity Description:</i>	GOHS will spend \$20,000 with GAB to run these radio and television spots during National Motorcycle Awareness month in May 2023.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### Governor's Office of Highway Safety 405h – Non-Motorized Safety Grant Program

<i>Planned Activity Description:</i>	GOHS will work with a partner to produce a :30 second television and :30 radio spot to promote pedestrian safety by educating drivers on obeying the legal speed limit and being able to stop for pedestrians. The cost of the production will be \$9,000. This campaign will run statewide during National Pedestrian Safety month in October 2022 on Georgia Association of Broadcaster radio and television stations. The cost for this paid media radio/tv buy is \$16,000.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### Governor's Office of Highway Safety 402PM Highway Safety Campaign

<i>Planned Activity Description:</i>	GOHS will partner with a media advertising firm that is qualified to do business with the State of Georgia to develop a highway safety campaign focusing on reducing the increase of traffic deaths in all program areas in the last two years. The goal of this campaign is fill in the gaps between the five holiday buys with safety messaging focusing on speed, occupant protection, distracted driving, motorcycle safety, and non-motorized safety.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication Campaign</li> <li>• Communication Paid Media</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
<b>FHX-2023-GA-00-11</b>	GAGOHS - Grantee	405h: Pedestrian and Bicycle: Paid Media	FAST Act 405h	\$25,000.00
<b>M11X-2023-GA-00-10</b>	GAGOHS - Grantee	405f: Motorcycle Safety: Paid Media	FAST Act 405f	\$20,000.00
<b>PM-2023-GA-00-05</b>	GAGOHS - Grantee	402PM: Paid Media	BIL 402 PM	\$552,200.00
<b>M6X-2023-GA-00-06</b>	GAGOHS - Grantee	405d M6X	BIL 405d M6X	\$1,488,500.00
<b>M1*CP-2023-GA-00-07</b>	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	FAST Act 405b M1*CP	\$827,407.26
<b>M1*CP-2023-GA-00-07</b>	GAGOHS - Grantee	405b M1*CP: Community Traffic Safety Project	BIL 405b M1*CP	\$491,092.74
<b>M1*DD-2023-GA-00-09</b>	GAGOHS - Grantee	405b M1*DD: Distracted Driving	FAST Act 405b M1*DD	\$105,529.48
<b>M1*DD-2023-GA-00-09</b>	GAGOHS - Grantee	405b M1*DD: Distracted Driving	BIL 405b M1*DD	\$215,470.52
			<b>TOTAL</b>	<b>\$3,725,200.00</b>

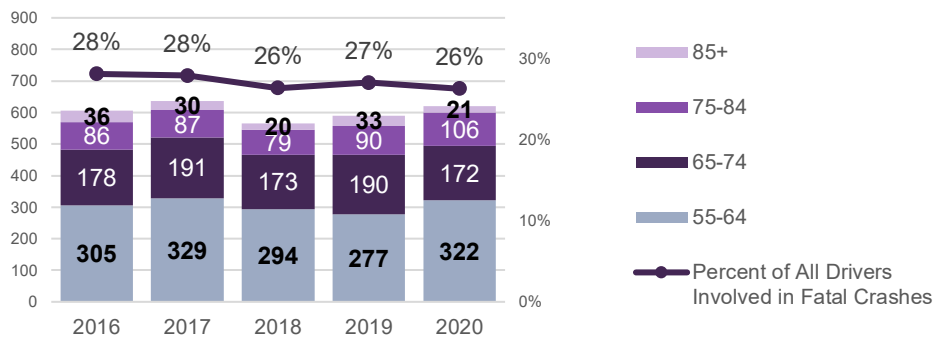
# 5.3 COMMUNITY TRAFFIC SAFETY PROGRAM

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Older Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of older persons involved in fatal crashes. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

In 2020 there were 322 drivers ages 55-to-64 years and 172 drivers ages 65 and older that were involved in fatal crashes. Older drivers made up 26 percent of all drivers involved in fatal crashes in 2020. Compared to the previous year (2019), there was a net 1% decrease in the proportion of drivers involved in fatal crashes that were in the older age group. The figure below shows the five-year trend of number older drivers involved in fatal crashes by age group and the proportion of all drivers involved in fatal crashes that were age 55+ years.

**Older Drivers Involved in Fatal Crashes by Age (55-64 Years and 65+ Years), 2011-2020**



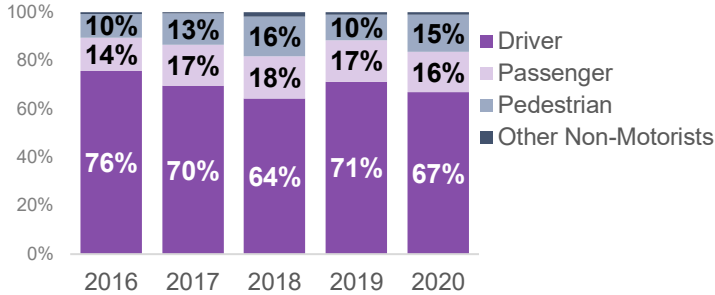
Source: FARS 2016-2020

Drivers aged 55-to-64 and 65+ years have less involvement in fatal or serious crashes, speeding, alcohol- and/or drug-impairment, and distraction, relative to the proportion of licensed drivers. Compared to drivers in other age groups, drivers aged 65+ years represented:

- 17 percent of all licensed drivers;
- 10 percent of all drivers involved in a fatal or serious injury crash;
- 3 percent of all speeding drivers involved in a crash;
- 3 percent of all drivers confirmed or suspected of alcohol- and/or drug-impairment involved in a crash; and
- 7 percent of all drivers confirmed or suspected of distracted driving involved in a crash.

The to the right shows the percentage of fatalities in crashes involving older persons by person type and year. In 2020, 67 percent of all older person fatalities were the driver themselves, 16 percent were motor vehicle passengers, 15 percent were pedestrians, and 2 percent were other non-motorists. The proportion of older person fatalities that were pedestrians increased from 10 percent in 2019 to 15 percent in 2020. Out of the 279 pedestrian fatalities that occurred in 2020, 42 (15 percent) were 65+ years of age.

**Involvement of the Older Population (aged 65+ years) in Traffic Fatalities by Person Type, 2016-2020**



Source: FARS 2016-2020

**FHWA Special Rule:** The Older Drivers and Pedestrians Special Rule at 23 U.S.C. 148(g)(2) states, “If traffic fatalities and serious injuries per capita for drivers and pedestrians over the age of 65 in a State increases during the most recent 2-year period for which data are available, that State shall be required to include, in the subsequent Strategic Highway Safety Plan of the State, strategies to address the increases in those rates, taking into account the recommendations included in the publication of the Federal Highway Administration entitled 'Highway Design Handbook for Older Drivers and Pedestrians' (FHWA-RD-01-103), and dated May 2001, or as subsequently revised and updated.”

In 2020, the rate per capita of traffic fatalities and serious injuries for drivers and pedestrians aged 65+ years decreased by 7 percent compared to the previous year – from 53.3 in 2019 to 49.7 in 2020.

**Rate per Capita of Traffic Fatalities and Serious Injuries for Drivers and Pedestrians Aged 65+ Years**

Year	Older Population	Older Driver		Older Pedestrians		Total Older Drivers & Pedestrians Fatalities & Serious Injuries	Rate per 100,000 population	
		Fatalities	Serious Injuries	Fatalities	Serious Injuries		Number	% Change from Previous Year
2016	1,354,662	203	302	26	28	559	41.3	▲ 3%
2017	1,407,810	190	338	36	36	600	42.6	▲ 3%
2018	1,460,409	165	413	42	27	647	44.3	▲ 4%
2019	1,516,954	204	534	30	40	808	53.3	▲ 20%
2020	1,574,667	183	517	42	40	782	49.7	▼ -7%

Source: FARS 2016-2020, OASIS 2016-2020, CODES 2016-2020

## **CarFit Program**

Driving today for older drivers is more difficult than ever before because of the increase traffic congestion, longer commute distance, new technology and faster speed. Older drivers rarely speed: however, they may exhibit other risky behavior such as driving slower than the prevailing traffic. As people age, changes in vision, flexibility, strength, range of motion and heights may make older drivers less comfortable and reduce their control behind the wheel. Older drivers are more likely to suffer serious injuries or risk death in motor vehicles due to greater fragility. Today's vehicles have many safety features that offer enhanced restraints and protection, yet many drivers are unaware of these features or how to best use them. The CarFit Program partners with CarFit technicians, event coordinators, and occupational therapists to check how well an individual's vehicle "fits" them. The CarFit technician reviews vehicle safety features with the participant, including how to correctly adjust their mirrors. The CarFit Program also provides information and materials on community-specific resources that could enhance their safety as drivers and increase their mobility in the community.

## **Yellow Dot Program**

First responders typically include paramedics, emergency medical technicians, police officers, firefighters, rescuers, and other trained members of organizations connected with this type of work. In many instances, the person seriously injured in a motor vehicle crash is either unconscious or not in a position to provide the personal information needed to complete the assessment. The result of their injuries limit first responders' ability to obtain information on medical conditions, medications, or medical allergies. It also makes it difficult to retrieve other medical and contact information in which the medical professionals can use in making the best decision regarding emergency medical treatment. Individuals complete the Yellow Dot Packet and record their medical conditions and medications. The individual then places the decal on their vehicle. The decal then alerts first responders that vital medical information is stored in the glove compartment of their vehicle.

## **Resource Information Center and Clearing House**

The public is often uninformed about the valuable resources and successful projects related to roadway safety. Without a systematic means of disseminating information, there is no way to determine the needs and/or what types of resources would be most useful. The Governor's Office of Highway Safety (GOHS) reviews and updates its website frequently ([www.gahighwaysafety.org](http://www.gahighwaysafety.org)), to increase the public and stakeholder's ability to have access to highway safety data and resources. The GOHS website also provides access to an online store which is a clearinghouse for brochures and resource materials related to traffic safety.

## **Georgia Highway Safety Conference**

GOHS will host the 2023 Georgia Highway Safety Conference in late summer or early fall. Typically, this is a 2 ½ day conference where the focus is on highway safety issues including impaired driving, speed, occupant protection, pedestrian, bicycle, etc.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected <b>304</b> (2019-2023 rolling average) by 2023.	298	<b>304</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Older Driver: General Communications and Education</li> <li>• Public Education and Outreach</li> </ul>
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### Older Driver: General Communications and Education

#### Project Safety Impacts

The 55+ Driver Safety Program educates drivers, pedestrians, first responders (law enforcement, EMS/Fire) & medical professionals about the challenges that aging road users face. It continues to identify and evaluate methods to reduce crashes, injuries, and fatalities, and maintain mobility for Georgia drivers aged 55+. This project has amended the name and scope of the grant because of feedback received during previous grant cycles. The target audience does not identify with the term “older driver”. Assessments also indicate that to reach the frailest population and to address physical risks of crashes (e.g., reduced reaction time), we need to start education efforts sooner.

Since 2006, the 55+ Driver Safety program has engaged in leading and building sustainability for the 55+ Driver Safety Task Team (TT), a collaboration of more than 70 members who represent a variety of statewide and national organizations in the fields of highway safety, public health, aging, health care, academia, and law enforcement. In the upcoming grant year (2021-2022), the project will convene 55+ Driver Safety TT meetings, guided by the priorities chosen by members and GOHS. Motor vehicle crashes (MVCs) are the second leading cause of

unintentional injury deaths among Georgia's older adults. Keeping older adults stable and strong may delay or improve the age-related decline of motor skills that contribute to delayed reaction time in older drivers. This audience is reached by collaborating with Georgia's aging network and other organizations. This supports the program's goal of encouraging physicians and other health care providers to take an active role in driver safety conversations and assessments with their older patients and/or their caregivers as a regular part of all doctor visits.

### **Linkage Between Program Areas**

The Governor's Office of Highway Safety recognizes that education plays an extremely important role in highway safety in the state of Georgia. To combat crashes, fatalities, and injuries on the roadways, the Governor's Office of Highway Safety plans to develop activities to help educate Georgia's public and help fund these educational experiences for communities around the state. This will allow communities to focus on providing the public with educational materials and events for those on Georgia roadways.

EMS: The Yellow Dot Program is designed to provide first responders with important medical information about the driver of a vehicle involved in a crash. The 55+ Driver Safety Program has worked with partners around the state to bring the program to Georgia. After a pilot program in Laurens and Clark counties, the program is currently active in 20 locales and have over 80 communities interested in learning about launching the program. Participants in the program remark positively about the program. The state-wide Yellow Dot Program saw a documented save with the Dunwoody partners. After a request for a wellness check and getting no response, a Dunwoody Police Officer observed the Yellow Dot sticker. He accessed the information which led him to believe the citizen was in danger. He eventually found the citizen unconscious due to a medical condition. He alerted EMS which saved the person's life.

EDUCATION: The 12 Area Agencies on Aging (AAAs) serve adults and their families in Northwest Georgia, Georgia Mountains, Atlanta Region, Northeast Georgia, Southern Crescent, Middle Georgia, Central Savannah River Area, River Valley, Heart of Georgia, Coastal Georgia, SOWEGA, and Southern Georgia. The 55+ Driver Safety Program will reach out to them to increase their representation on the 55+ Driver Safety Task Team, provide educational presentations, provide technical support, and collaborate on 55+ driver safety events. The program consultant will build and expand collaborations with local and national partners to publicize and conduct activities that support Older Driver Safety Awareness Week. This nationally recognized event is guided by the American Occupational Therapy Association (AOTA) and promotes an understanding of the importance of mobility and transportation. As one of the co-creators of CarFit, the AOTA plays a critical role in national efforts to address older driver safety.

The 55+ Driver Safety Program will work to stabilize and expand the reach of the CarFit program with the assistance of a .75FTE program consultant, and PRN professionals. CarFit events are free and provide an opportunity for older drivers to learn about age-related driver safety and empower them to make vehicular adjustments that can increase their safety – and the safety of others – while they are driving. In the 2018-2019 grant year, the 55+ Drive Safety program hosted four events and served 50 people. CarFit events were limited in the 2019-2020 and 2020-2021 grant years due to COVID-19.



The 55+ Driver Safety Program will use presentations, data, and interactive activities to educate and engage professionals and community members about older driver issues. This will be done through the SHSP, the importance of transportation options, mobility beyond driving, and GOHS's support of older driver safety. The 55+ Driver Safety Program will collaborate with community partners in healthcare-related industries, transportation safety agencies, and regional transportation planning coalitions. Partnerships with national coalitions such as the Aging Road User National Coalition and Federal Highway Administration have allowed the program to share resources and learn about innovations in transportation.

### **Rationale for Selection**

Funding for the 55+ Driver Safety Program will go to the Department of Public Health, and they will handle communication and outreach across Georgia.

## **Public Education and Outreach**

### **Project Safety Impacts**

According to FARS data in 2020, Georgia suffered 1,664 fatalities from motor vehicle crashes. This is an increase from the calendar year 2019. The data for 2020 shows unrestrained fatalities were responsible for the deaths of 465 persons. Although Georgia has one of the highest seatbelt usage rates at 94.8% in 2021, known unrestrained fatalities was 43%. Alcohol-impaired driving accounted for 402 of those deaths, which means fatal alcohol-related crashes accounted for almost 24% of all crash deaths in Georgia in 2020. The overall cost of crashes, injuries, and deaths related to traffic crashes in Georgia is \$7.8 billion a year.

### **Linkage Between Program Areas**

The Governor's Office of Highway Safety recognizes that public information and education play an extremely important role in highway safety in the state of Georgia. To educate the public on safe driving, GOHS provides highway safety brochures to the public directly from our website. Agencies such as law enforcement, fire, health departments, private citizens, etc. can log onto the GOHS website and order brochures, free of charge. The 55+ Driver Safety Program also distributes these educational materials at CarFit events, Yellow Dot presentations, and other venues. GOHS will host the Georgia Highway Safety Conference in the FFY2023 in which invitees will receive updated information on laws, CPST, impaired driving, speed enforcement, and the Safe System Approach to saving lives on the roadways.

### **Rationale for Selection**

By funding staff, activities, and brochures, the Governor's Office of Highway Safety can provide the most current safety information to the citizens, visitors, law enforcement, and other traffic safety professionals in Georgia. GOHS has established a Resource Information Center and Clearinghouse for community partners, advocates, professionals, and other agencies to obtain educational outreach materials related to highway safety.

## PLANNED ACTIVITIES

### Georgia Governor's Office of Highway Safety - 402CP

<i>Planned Activity Description:</i>	Fund GOHS personnel and outreach, including the Georgia Highway Safety Conference and GOHS resource center, focused on public information, education, and outreach, statewide to reduce the number of crashes, injuries, and fatalities attributed to unsafe driving.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Public Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

### Department of Public Health- 55+ Driver Safety Program

<i>Planned Activity Description:</i>	The 55+ Driver Safety Program works with partners throughout Georgia to identify and foster the implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers aged 55+ with other road users.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Older Driver- General Communication and Education</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
CP-2023-GA-00-17	Public Health, Georgia Department of	Road Safety for Drivers 55+ (GA's older driver safety project)	BIL 402 CP	\$192,420.99
CP-2023-GA-00-80	GA Governor's Office of Highway Safety	402CP: Community Traffic Safety Project	BIL 402 CP	\$1,484,802.13
			<b>TOTAL</b>	<b>\$1,677,223.12</b>

# 5.4 DISTRACTED DRIVING

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Distracted Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of distraction-related fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

In 2020, 47 percent of motor vehicle traffic crashes fit the criteria of having at least one confirmed or suspected distracted driver. This finding is in alignment with naturalistic driving studies that used video cameras and sensors installed in vehicles to determine driver risk factors seconds before a crash. According to a multi-state naturalistic study, 51.93 percent of all crashes involved distracted, non-impaired drivers.<sup>6</sup> Despite the decrease in traffic volume on Georgia roadways due to the COVID-19 pandemic responses, the proportions of confirmed distracted drivers involved in motor vehicle crashes remained the same in 2019 and 2020— 4 percent. See the “Traffic Safety During the COVID-19 Public Health Emergency” issue brief for more information on Georgia travel patterns in 2019 and 2020.

Among the drivers involved in motor vehicle traffic crashes, 2 percent were confirmed to be distracted seconds before the crash, 26 percent were suspected of distraction, and 23 percent were undistracted drivers. Most distraction-related crashes involved other vehicles

- 83 percent of all distraction-related crashes involved at least one other vehicle besides the distracted driver.
- 17 percent of all distraction-related crashes were single-vehicle crashes that only involved the distracted driver.

Furthermore, among all single-vehicle crashes, 34 percent involved at least one confirmed or suspected distracted driver. Among all multi-vehicle crashes, 51 percent involved at least one confirmed or suspected of distracted driver.

**Percent of All Traffic Crashes that were Distraction-Related, 2020**

Traffic Measure	2020
<b>Crashes</b>	
Distraction-Related Crashes	47%
<i>Confirmed</i> distraction-related crashes	4%
<i>Suspected</i> distraction-related crashes	43%
<i>Not</i> distraction-related crashes	53%
<b>Drivers</b>	
Drivers involved in distraction-related crashes	51%
Confirmed distracted driver	2%
Suspected distracted driver	26%
<u>Un</u> distracted driver	23%
Other drivers <i>not</i> involved in distraction-related crashes	49%

Source: CODES 2020

<sup>6</sup> Dingus, T. A., Guo, F., Lee, S., Antin, J. F., Perez, M., Buchanan-King, M., & Hankey, J. (2016). Driver crash risk factors and prevalence evaluation using naturalistic driving data. *Proceedings of the National Academy of Sciences*, 113(10), 2636-2641. doi:10.1073/pnas.1513271113

### Distraction-Related Traffic Fatalities and Serious Injuries

In 2020, there were 55 fatal crashes that involved confirmed distraction (4 percent of all fatal crashes). In these confirmed distraction-related crashes, 61 fatalities occurred (4 percent of all traffic-related fatalities). The true number of distraction-related fatal crashes and fatalities is likely much higher. Table 2 shows the number and percent of confirmed distraction-related fatal crashes and traffic fatalities that occurred between 2016 and 2020.

*Although it is challenging for law enforcement to determine whether distraction is a contributing factor in a fatal crash, the police crash report may be the only source available for this information. Therefore, the number of confirmed distraction-related fatalities and serious injuries are usually underreported.*

### Confirmed Distraction-Related Fatal Crashes and Traffic Fatalities, 2016-2020

Year	Fatal Crashes			Fatalities		
	Total Fatal Crashes	Confirmed Distraction-Related		Total Traffic Fatalities	Confirmed Distraction-Related	
		Number	Percent		Number	Percent
2016	1,424	67	5%	1,556	77	5%
2017	1,440	75	5%	1,540	82	5%
2018	1,408	59	4%	1,505	65	4%
2019	1,378	43	3%	1,492	43	3%
2020	1,522	55	4%	1,664	61	4%

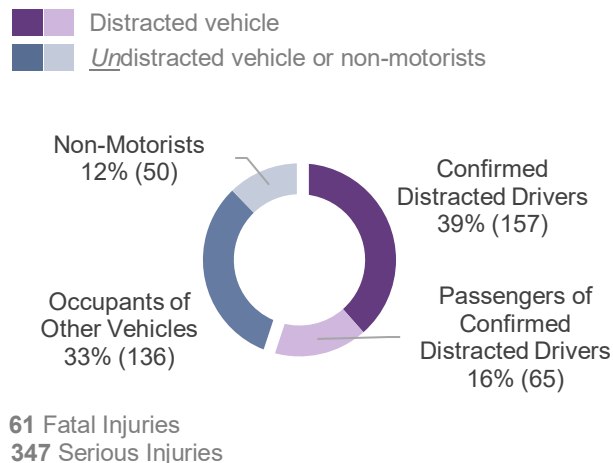
Source: FARS 2016-2020

In 2020, **30 percent** of all serious injury crashes involved at least one driver confirmed or suspected of distraction. The number of serious injuries that involved a *confirmed* distracted driver decreased by 9 percent— from 381 serious injuries in 2019 to 347 serious injuries in 2020.

The figure to the right shows the percent of fatalities or serious injuries involving at least one confirmed distracted driver by person type in 2020.

- 55 percent were in the confirmed distracted driver’s vehicle (represented by purple in the figure).
  - 34 percent were the distracted drivers themselves.
  - 4 percent were passengers of the distracted driver.
- 45 percent were occupants of other vehicles or non-motorists (represented by blue in the figure).
  - 33 percent were occupants of other vehicles that were *not* operated by the distracted driver.
  - 12 percent were non-motorists (i.e., pedestrians or bicyclists).

### Percent of Persons Fatally or Seriously Injured in Confirmed Distraction-Related Crashes by Person Type, 2020



Source: CODES 2020, FARS 2020

Most *confirmed* distracted drivers involved in motor vehicle crashes did not have passenger occupants with them in the vehicle—82 percent. Eighteen percent of confirmed distracted drivers had other passenger occupants riding with them.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-9a	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>Distracted Driving: Communications and Outreach</li> </ul>
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### Distracted Driving: Communications and Outreach

#### Project Safety Impacts

The countermeasure for this performance measure will be “Distracted: Communications and Outreach on Distracted Driving.” The main aspect of this performance measure will be the NHTSA designated “Distracted Driving Awareness” month for April 2023. The communications and outreach effort will include a statewide paid media radio and television during the NHTSA enforcement mobilization in April 2023 and earned media events to coincide with NHTSA’s national enforcement week for FY 2023. The earned media events will take place throughout Georgia and will include neighboring states. Paid media, earned media, and social media efforts will continue to focus on increasing compliance with Georgia’s ‘hands-free’ law that went into effect in July 2018. The ‘hands-free’ law has also allowed GOHS to include distracted driving enforcement patrols as part of high visibility enforcement operations including Thunder Task Force mobilizations.

Since the Hands-Free Law took effect, the number of distracted driving convictions processed by Department of Driver Services continues to increase. Additionally, state and national studies show that distracted driving remains a growing traffic safety concern. The overall number of traffic deaths and serious injuries in traffic crashes involving a distracted driver are still too high and communication efforts to boost education and enforcement mobilizations need to continue.

## **Linkage Between Program Areas**

The Governor's Office of Highway Safety's countermeasure message strategy is to target young adult drivers including those between the ages 16-24 where cell phone use is the highest with a paid public service message campaign. The public service message campaign will target the youngest drivers in Georgia with the messaging of "Hands Free for Safety", "Know When to Hit Send". The campaign will look to reach this age group with paid media messaging on television, radio, digital and social media platforms they utilize the most. GOHS will also continue its public education and outreach campaign for Georgia's hands-free law that has outlawed all hand-held cellphone use for all drivers. This PI&E campaign will continue statewide in 2023 with paid, earned and social media.

## **Rationale for Selection**

The countermeasure supports distracted driving mobilizations throughout the year including the NHTSA designated "Distracted Driving Awareness" month. While the paid media strategies only have a 1-star effectiveness rating in Countermeasures That Work, GOHS is using the rationale that combining simultaneous paid, earned and owned media messaging will prove to be an effective strategy in bringing the number of traffic deaths under projected 5-year measures.

GOHS chose this countermeasure strategy because of: Distracted and Drowsy Driving: Communication and outreach on Distracted Driving (CTW, Chapter 4: Page 17). Educating the public through outreach with paid media earned media and owned media to support high-visibility enforcement campaigns.

## **PLANNED ACTIVITIES**

Distracted driving communications and outreach planned activities are listed on pages 82 and 83 in Section **5.2 Communications (Media)**, project title "405b M1\*DD: Distracted Driving".

## **PROJECTS**

Distracted driving communications and outreach projects are listed on page 87 in Section **5.2 Communications (Media)**, project title "405b M1\*DD: Distracted Driving".

## 5.5 IMPAIRED DRIVING (DRUG & ALCOHOL)

### DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities.

To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

The table below presents the five-year trend of traffic-fatalities that involved drivers with a confirmed risky-driving behavior. *The risky-driving-related fatalities include all fatally injured persons in a crash involving a confirmed risky driver — this includes the risky driver, their passengers, occupants in other vehicles, and non-motorists.* Between 2019 and 2020, all traffic-fatalities involving risky behaviors increased.

- Unrestrained passenger vehicle occupant fatalities increased by 80 (21 percent).
- Alcohol-impaired-related fatalities increased by 47 (13 percent).
- Speeding-related fatalities increased by 120 (46 percent).
- Drowsy-related fatalities increased by 2 (11 percent).

Drug-related fatalities increased more than 7 times, from 43 fatalities in 2019 to 331 fatalities in 2020. This increase, however, may not indicate an exacerbated or growing problem compared to previous years. The increase of drugged-driving and related traffic-fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

#### Risky-Driving-Related Fatalities\* by Type, 2016-2020

Measure Type	2016	2017	2018	2019	2020
<b>Unrestrained Fatalities in Passenger Vehicles</b>	472	464	441	385	465
<i>Annual % Change</i>	▲ 15%	▼ -2%	▼ -5%	▼ -13%	▲ 21%
<b>Alcohol-Impaired Driving Fatalities</b>	378	357	379	355	402
<i>Annual % Change</i>	▲ 6%	▼ -6%	▲ 6%	▼ -6%	▲ 13%
<b>Speeding-Related Fatalities</b>	266	248	268	260	380
<i>Annual % Change</i>	▼ -1%	▼ -7%	▲ 8%	▼ -3%	▲ 46%
<b>Drug-Related Fatalities</b>	93	90	81	43	331
<i>Annual % Change</i>	▲ 4%	▼ -3%	▼ -10%	▼ -47%	***
<b>Drowsy Driving Fatalities</b>	13	22	24	18	20
<i>Annual % Change</i>	▼ -24%	▲ 69%	▲ 9%	▼ -25%	▲ 11%
<b>All Traffic-Related Fatalities</b>	1,556	1,540	1,505	1,492	1,664
<i>Annual % Change</i>	▲ 9%	▼ -1%	▼ -2%	▼ -1%	▲ 12%

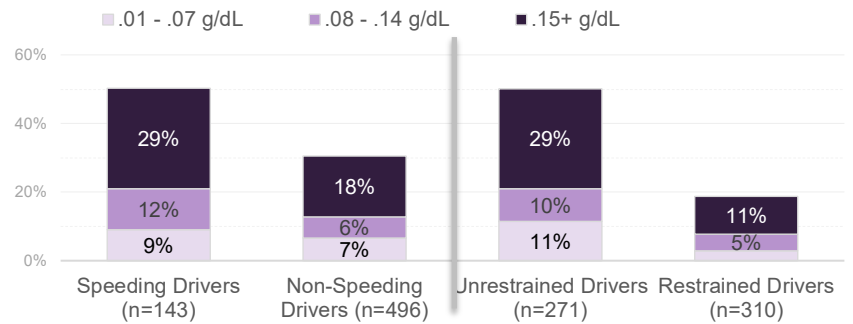
\* Risky-driving-related fatalities include all persons involved in the fatal crash including risky drivers, passengers, occupants in other vehicles, and non-motorists. \*\*\* The increase of reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2016–2020



Alcohol is known to reduce brain functionality, muscle coordination, and other abilities needed for operating a vehicle safely. Even a small amount of alcohol can affect driving ability.

In 2020, drivers involved in fatal crashes with a positive BAC were 2.3 times more likely to be speeding and 4.3 times more likely to be unrestrained. Nearly 40 percent of speeding drivers and unrestrained drivers with known BAC were impaired (.08+ g/dL).

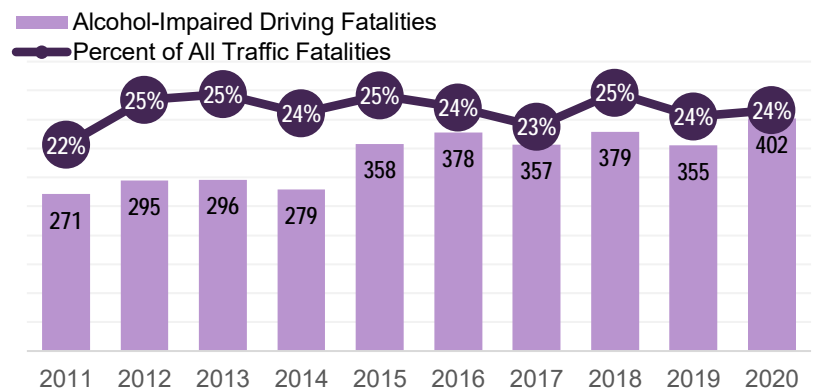
### Speeding Drivers and Unrestrained Drivers Involved in Fatal Crashes by BAC Status\*, 2020



\*Percent calculated across drivers with known BAC. In Georgia, drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. Source: FARS 2020

Drivers are considered alcohol-impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2020, there were 402 traffic fatalities that involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. These alcohol-impaired fatalities represented 24 percent of all traffic fatalities that occurred on Georgia roadways in 2020.

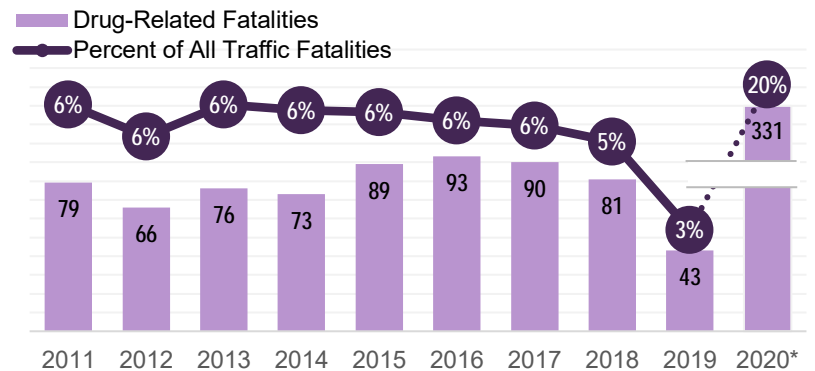
### Alcohol-Impaired Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020



Source: NHTSA Motor Vehicle Crash Data Querying and Reporting, 2011–2020

Reported drug-related fatalities increased more than 7 times—from 43 fatalities in 2019 to 331 fatalities in 2020. The increase of *confirmed* drugged driving and related traffic fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

### Drug-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020\*



The increase of confirmed drugged driving and related traffic fatalities in 2020 may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation. Source: FARS 2011-2020



## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-9	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Impaired Driving: Enforcement</li> <li>• Impaired Driving: Education and Outreach</li> </ul>
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### Impaired Driving Enforcement

#### Project Safety Impacts

In 2020, there were 1,664 fatalities in Georgia. Of those fatalities, 402 involved at least one alcohol-impaired driver—a 13 percent increase from the 355 alcohol-impaired fatalities in 2019. Additionally, the reported drug-related fatalities increased more than 7 times—from 43 fatalities in 2019 to 331 fatalities in 2020. This increase of reported drugged drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and changes in the drug test reporting process. Countermeasures related to Alcohol-and Drug-Impaired Driving have helped reduce crashes, injuries, and fatalities over the years. In Georgia, alcohol-impaired driving 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. NHTSA’s findings show that the highest percentage of alcohol-impaired drivers was for drivers in the 21 to 24-year age group. This aligns with the Georgia Traffic Safety Facts, where the proportion of alcohol-impaired drivers involved in traffic crashes decreased with the increasing age of the driver after the age of 25 years. Young adult drivers (age 21-to-24 years) represented 17 percent of all alcohol-impaired drivers involved in fatal crashes (21 out of 176). Additionally, the highest proportions of drugged drivers involved in fatal crashes were among male drivers in the 15-to-24 age group (19 percent) and female drivers in the 35-to-44 age group (18 percent).

## **Linkage Between Program Areas**

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. Governor's Office of Highway Safety (GOHS) will administer and manage alcohol programs. This includes but is not limited to overseeing and managing both in-house and external grants and contracts that foster the agency's mission, collecting and analyzing data, seeking partnerships in the communities, and to provide 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.

Georgia maintains an annual comprehensive plan for conducting high visibility impaired driving enforcement and that plan will continue for the remainder of FY 2022 and FY 2023. 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.
2. Three statewide impaired driving mobilizations that occur during the December holidays, July 4th, and Labor Day (September).
3. Strategic mobilizations for geographic subdivisions that show abnormal increases in traffic injuries and/or deaths (Thunder Task Force).

Georgia law enforcement agencies, including The Georgia State Patrol Nighthawks, will participate in four impaired driving mobilizations, including Thunder Task Force, 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 2023.

The four (4) impaired driving mobilizations are as follows:

1. December 2022/January 2023
2. Thunder Task Force (Three Dates TBD)
3. July Fourth, 2023
4. Labor Day 2023

## **Statewide Impaired Driving Mobilization**

Georgia participates in four annual statewide mobilizations, including the Thunder Task Force, to combat impaired driving. These campaigns occur during the December holiday, Fourth of July, Labor Day, and at least three (3) local deployments of the Thunder Task Force. 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 Department of Public Safety.



## **FFY2023 Georgia Mobilizations\***

**Click it or Ticket Mobilization  
November 18 – November 28, 2022**

**Drive Sober or Get Pulled Over  
December 14, 2022 - January 1, 2023  
(National Mobilization)**

**Click it or Ticket Mobilization  
May 22 – June 5, 2023  
(National Mobilization)**

**One Hundred Days of Summer HEAT  
May 22 - September 4, 2023**

**CIOT Border to Border  
May 22, 2023**

**Operation Zero Tolerance  
June 26 - July 5, 2023**

**Operation Southern Slow Down  
July 17 - 22, 2023**

**Hands Across the Border  
August 28 – 31, 2023**

**Drive Sober or Get Pulled Over  
August 21 - September 4, 2023  
(National Mobilization)**

\*Estimated Dates

## **Strategic Thunder Mobilizations**

The Governor's Office of Highway Safety has established a task force consisting of Highway Enforcement of Aggressive Driving (H.E.A.T.) officers, troopers, and local law enforcement. The "Thunder" Task Force 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.

## **Rationale for Selection**

Impaired driving has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FY 2022, the Governor's Office of Highway Safety (GOHS) funded twenty-one (21) Highway Enforcement of Aggressive Traffic (H.E.A.T.) units, including the Georgia State Patrol Nighthawks, in communities where 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 FY 2023. The Highway Enforcement of Aggressive Traffic (H.E.A.T) Units were established for the purpose of reducing the number of driving incidents. The Georgia State Patrol Nighthawks will continue to focus on impaired driving in the Fulton Co, Gwinnett Co, and Chatham Co areas. Cobb County Police Department will focus on removing impaired drivers from the roadways within that county This will be accomplished through enforcement and education. Georgia will continue to fund the H.E.A.T. projects in 2023.

## **Impaired Driving: Education and Outreach**

### **Project Safety Impacts**

Education and outreach will be used throughout FY 2023 to increase awareness by the general public of the dangers involved in impaired driving. By increasing knowledge and awareness of the dangers associated with this risky driving behavior, it is possible to reduce the number of individuals choosing to engage in the behaviors of driving while impaired. Reductions in the prevalence of impaired driving and the resulting related collisions, severe-injuries, and fatalities will have a significant and positive impact on traffic safety in the state of Georgia.

### **Linkage Between Program Areas**

Based on the analysis of the problem identification data, Georgia continues to have issues on the roadways regarding impaired driving. Georgia law enforcement will remain innovative in their education efforts and to communicate both successes and failures.

Education and outreach contribute to heightened public awareness, which when combined with enforcement, have been beneficial in addressing impaired-driving issues faced by the state, as determined through its problem identification process.

Mothers Against Drunk Driving (MADD) continues to educate local communities with a variety of youth and adult community events. Staff will engage volunteers at colleges and universities and community organizations in drunk driving prevention advocacy. MADD attends local health fairs, community events, school rallies, coalition meetings, and the impaired driving task team. MADD is also the presenter for the annual Golden Shield Honors, to recognize law enforcement and prosecutors across the state in their enforcement and adjudication of the impaired driving laws.

GOHS and The Prosecuting Attorney's Council (PAC) recognize the need in Georgia for specialized prosecutors to focus on providing training and technical assistance in the area of traffic safety issues such as impaired driving, vehicular homicide, highway safety and community awareness. To meet these needs, Georgia's Traffic Safety Resource Prosecutors both have extensive experience in the fields of traffic prosecution. There has recently been a Drug Recognition Expert (DRE) added to the program who trains prosecutors and law enforcement in the most current impaired driving related case law and enforcement procedures.

GOHS coordinates with The GA Department of Driver Services to run the Alcohol and Drug Awareness Program (ADAP). It is an educational component that focuses on educating young drivers on the dangers of combining driving with the use of alcohol or drugs. This is an important part of the prevention equation. The ADAP is an effective tool in the multi-pronged approach to protecting Georgia's drivers and passengers. Obtaining an ADAP certificate is mandatory before GA teens can receive their driver's license. There is still much to be done to increase awareness among Georgia's teen drivers and their parents of the dangers of alcohol and drugs, particularly behind the wheel.

The Georgia Public Safety Training Center provides law enforcement training such as Standardized Field Sobriety (SFST), Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and other impaired driving courses that officers can receive. These trainings build on each other and give officers the necessary information to increase their enforcement of the impaired driving laws.

In 2021, Georgia initiated a pilot project to train law enforcement officers as phlebotomists to streamline the DUI investigation process. A law enforcement phlebotomy program is a proven strategy to mitigate the time and cost issues associated with drawing blood from drivers suspected of driving while impaired and therefore obtain the evidence necessary to prosecute impaired drivers. This program helps eliminate the need for a suspect to be transported to a hospital or other facility to obtain a blood sample. By the end of FFY2022, Georgia will have trained close to 100 phlebotomists and the program is gaining more interest. As DUI-drug cases become more prevalent, having blood test results will aid in the successful prosecution of these cases. In 2023, the Georgia Public Safety Training Center will continue management and oversight of the law enforcement phlebotomy training program.

### **Rationale for Selection**

Impaired driving is one of the leading causes of death and serious injury crashes on the roadways of Georgia. In FY 2023, the Governor's Office of Highway Safety (GOHS) funded education and outreach projects across the state with a focus on deterring impaired driving. Including the planned activities listed in this Highway Safety Plan, the Governor's Office of

Highway Safety (GOHS) will maintain the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program in FY 2023. Each of these projects contain an educational component to educate local drivers on the dangers of impaired driving.

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, Georgia will continue to offer education and outreach.

## PLANNED ACTIVITIES

<b>Alcohol and Drug Awareness Program</b>	
<i>Planned Activity Description:</i>	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services
<b>Impaired Driving Training Programs; SFST, DRE, and Phlebotomy</b>	
<i>Planned Activity Description:</i>	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Public Safety Training Center
<b>Traffic Safety Adjudication Program</b>	
<i>Planned Activity Description:</i>	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Prosecuting Attorney’s Council

**Mothers Against Drunk Driving - Georgia**

<i>Planned Activity Description:</i>	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes, and prevent underage drinking. MADD does this through community activations, delivering MADD's signature Power of You(th) and Power of Parents programs, supporting law enforcement agencies; participating as a media partner to GOHS for signature traffic safety programs such as Drive Sober or Get Pulled Over, and serving as a member of the state's Impaired Driving Task Force.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Education and Outreach</li> </ul>
<i>Intended Subrecipients:</i>	Mothers Against Drunk Driving-Georgia

**Fund two (2) Highway Enforcement of Aggressive Traffic (H.E.AT.) DUI Task Forces**

<i>Planned Activity Description:</i>	To more effectively address the problem related to impaired drivers. The Nighthawk task force will provide intense enforcement coverage of the Atlanta and Savannah area. The Cobb County Board of Commissioners – Police Department will provide DUI enforcement within their jurisdiction.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Impaired Driving: Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Safety, Cobb County Board of Commissioners – Police Department

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
<b>M6X-2023-GA-00-59</b>	Georgia Department of Driver Services	Alcohol and Drug Awareness Program	FAST ACT 405d	\$43,018.41
<b>M6X-2023-GA-00-70</b>	Mothers Against Drunk Driving-Georgia	Mothers Against Drunk Driving Georgia	FAST ACT 405d	\$212,245.94
<b>M6X-2023-GA-00-87</b>	Prosecuting Attorney's Council	Traffic Safety Adjudication Program	FAST ACT 405d	\$522,866.00
<b>M6X-2023-GA-00-42</b>	Georgia Public Safety Training Center	Impaired Driving Training Programs/ SFST & DRE	FAST ACT 405d	\$664,609.17
<b>M6X-2023-GA-00-23</b>	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	FAST ACT 405d	\$881,392.76
<b>M6X-2023-GA-00-23</b>	Georgia Department of Public Safety	HEAT/Nighthawk DUI Task Force-North/South	BIL 405d	\$1,322,322.14
<b>M6X-2023-GA-00-68</b>	Cobb County Board of Commissioners – Police Department	H.E.A.T. Cobb County Police Department	FAST ACT 405d	\$76,090.56
			<b>TOTAL</b>	<b>\$3,722,544.98</b>



# 5.6 MOTORCYCLE SAFETY

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

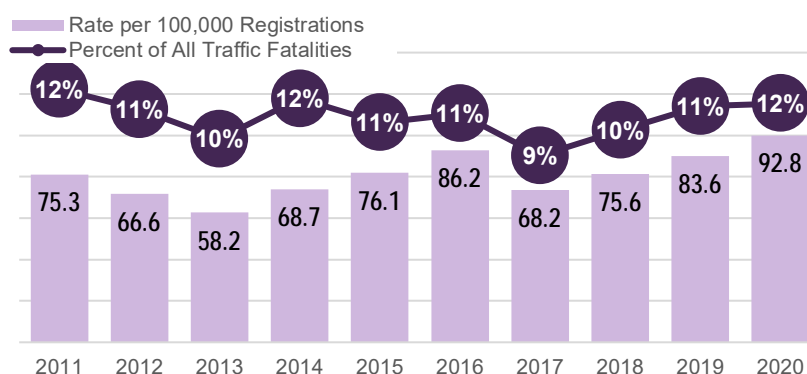
This section contains excerpts from the *2020 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/traffic-safety-facts-sheets/>.

In 2020, there were 1,664 fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The 192 motorcyclist fatalities that occurred in 2020 represented 12 percent of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade. Between 2019 and 2020:

- Motorcycle registrations increased by 2 percent, from 203,343 to 206,834.
- Motorcyclist fatalities increased by 13 percent, from 170 to 192.
- The rate of motorcycle fatalities increased by 11 percent, from 83.6 to 92.8 motorcycle fatalities per 100,000 motorcycle registrations.

The table presents the number of total traffic fatalities, Georgia motorcycle registrations, and motorcyclist fatalities from 2011 to 2020.

Rate and Percent of Motorcyclist Fatalities, 2011-2020



Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Rate and Percent of Motorcyclist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
2011	1,226	199,253	150	12%	75.3
2012	1,192	201,206	134	11%	66.6
2013	1,180	199,287	116	10%	58.2
2014	1,164	199,445	137	12%	68.7
2015	1,432	199,796	152	11%	76.1
2016	1,556	199,504	172	11%	86.2
2017	1,540	203,783	139	9%	68.2
2018	1,504	203,639	154	10%	75.6
2019	1,491	203,343	170	11%	83.6
2020	1,664	206,834	192	12%	92.8

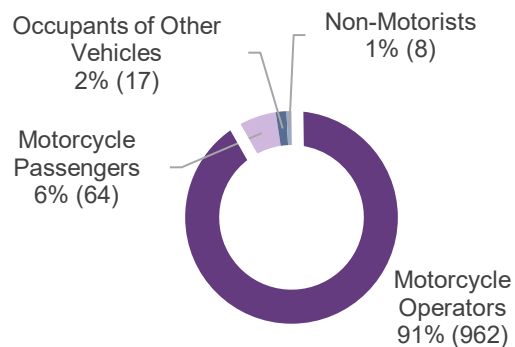
Note: Motorcycle registrations include commercial and non-commercial motorcycles. Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Out of the 3,786 crashes that involved motorcyclists, 58 percent were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 40 percent were single vehicles (only involving one motorcyclist), and 2 percent were crashes involved two or more motorcycles. Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes.

The figure to the right shows the percent of fatalities or serious injuries among all persons involved in crashes with at least one motorcyclist in 2020. Among all the serious injuries involving motorcyclists:

- 97 percent rode on a motorcycle (represented by purple in Figure 4).
  - 91 percent were the motorcyclist operator
  - 6 percent were motorcycle passengers
- 3 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 2 percent were occupants of vehicles that were *not* a motorcycle vehicle body type.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

**Percent of Persons Fatally or Seriously Injured in Crashes Involving Motorcyclists by Person Type, 2020**



852 Serious Injuries  
199 Fatal Injuries

Source: CODES 2020, FARS 2020

In 2020, there were 1,830.5 motorcycle crashes for every 100,000 motorcycle registrations statewide (Table 8). Motorcycle crashes are more frequent in urban areas than in rural areas.

- The Atlanta Region accounted for 37 percent (1,407 out of 3,786) of all motorcycle crashes and 33 percent of all motorcycle registrations.
- Other urban counties accounted for 40 percent (1,517 out of 3,786) of all motorcycle crashes and 40 percent of all motorcycle registrations.

**Motorcycle Crashes, Motorcycle Registrations, and Motorcycle Crash Rate by Region Type, 2020**

Region	Motorcycle Crashes		Registered Motorcycles		Motorcycle Crash Rate
	Number	Percent	Number	Percent	per 100,000 Registrations
Atlanta Region <sup>7</sup> (10 counties)	1,407	37%	68,314	33%	2,059.6
Other Urban (31 counties)	1,517	40%	83,365	40%	1,819.7
Rural Counties (118 counties)	862	23%	55,155	27%	1,562.9
<b>Statewide</b>	<b>3,786</b>	<b>100%</b>	<b>206,834</b>	<b>100%</b>	<b>1,830.5</b>

Source: CODES 2020, DOR 2020

<sup>7</sup> The Atlanta Region includes the ten counties that are defined by the Atlanta Regional Commission (ARC): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties.

The table below shows the number of motorcycle crashes that were multi-vehicle and single vehicle by county. In 2020, there were a total of 2,259 multi-vehicle and 1,527 single-vehicle motorcycle crashes in the state of Georgia.

### Multi-Vehicle vs. Single Vehicle Motorcycle Crashes (2020)

Source: GDOT, DOR, FARS

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash	County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
<b>STATEWIDE</b>	<b>2,259</b>	<b>1,527</b>	Walker	13	9
Fulton	279	83	Peach	13	8
Dekalb	156	66	Troup	12	17
Cobb	152	74	Effingham	12	15
Gwinnett	136	58	Gordon	12	15
Chatham	118	63	Polk	12	13
Clayton	78	31	Fayette	12	9
Hall	56	33	Union	11	14
Henry	55	31	White	11	14
Richmond	52	43	Tift	11	4
Bibb	47	29	Laurens	10	10
Douglas	45	23	Rabun	9	14
Muscogee	43	32	Stephens	9	10
Cherokee	40	35	Monroe	9	9
Carroll	38	36	Chattooga	9	4
Paulding	35	27	McDuffie	9	2
Houston	33	21	Dawson	8	13
Bartow	32	34	Habersham	8	11
Forsyth	32	27	Bryan	8	8
Newton	29	26	Harris	8	8
Floyd	28	20	Hart	8	7
Coweta	27	26	Fannin	7	12
Lowndes	27	15	Baldwin	7	8
Rockdale	26	18	Haralson	7	7
Lumpkin	25	37	Thomas	7	7
Clarke	25	13	Burke	7	3
Whitfield	23	18	Coffee	7	2
Walton	23	11	Sumter	7	2
Dougherty	23	9	Gilmer	6	9
Bulloch	21	5	Ware	6	7
Liberty	20	13	Colquitt	6	6
Spalding	20	9	Oconee	6	5
Catoosa	19	15	Toombs	6	3
Glynn	18	13	Franklin	6	2
Columbia	16	17	Barrow	5	6
Jackson	16	14	Lamar	5	5
Pickens	14	14	Worth	5	1
Murray	13	20	Camden	4	7

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Madison	4	7
Upson	4	4
Crisp	4	1
Butts	3	6
Morgan	3	6
Appling	3	5
Decatur	3	5
Grady	3	5
Wayne	3	5
Turner	3	2
Dade	3	1
Ben Hill	3	--
Berrien	3	--
Greene	3	--
Towns	2	11
Meriwether	2	7
Heard	2	4
Dodge	2	3
Lee	2	3
Mitchell	2	3
Banks	2	2
Crawford	2	2
Montgomery	2	2
Randolph	2	2
Atkinson	2	1
Baker	2	1
Jeff Davis	2	1
Pierce	2	1
Johnson	2	--
Lincoln	2	--
Cook	1	4
Jones	1	4
Pulaski	1	4
Bleckley	1	3
Brantley	1	3
Jasper	1	3
Pike	1	3
Putnam	1	3
Twiggs	1	3
Long	1	2
Taylor	1	2
Telfair	1	2
Warren	1	2
Wilkinson	1	2
Clinch	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Lanier	1	1
McIntosh	1	1
Screven	1	1
Tattnall	1	1
Candler	1	0
Hancock	1	0
Stewart	1	0
Taliaferro	1	0
Treutlen	1	0
Oglethorpe	--	4
Bacon	--	3
Elbert	--	3
Talbot	--	3
Dooly	--	2
Seminole	--	2
Emanuel	--	1
Evans	--	1
Irwin	--	1
Jefferson	--	1
Miller	--	1
Terrell	--	1
Washington	--	1
Webster	--	1
Wheeler	--	1
Wilkes	--	1
Brooks	--	--
Calhoun	--	--
Charlton	--	--
Chattahoochee	--	--
Clay	--	--
Early	--	--
Echols	--	--
Glascock	--	--
Jenkins	--	--
Macon	--	--
Marion	--	--
Quitman	--	--
Schley	--	--
Wilcox	--	--

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Communication and Outreach: Other Driver Awareness of Motorcyclists</li> <li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li> </ul>
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### Communication and Outreach: Other Driver Awareness of Motorcyclists

#### Project Safety Impacts

Georgia’s communication plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists.” GOHS will use paid media outdoor advertising billboards that promote motorcyclists’ awareness for operators of motor vehicles on the road in the “Born to Be Seen” campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote “Motorcycle Safety Awareness” month, and “Ride to Work.” These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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).

1. 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).
2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

### **Linkage Between Program Areas**

In 2020, the counties with the highest number of motorcyclists fatalities were: Fulton (14 motorcyclist fatalities), Gwinnett (14), Cobb (13), DeKalb (9), and Chatham (8). The table to the right shows the number and proportion of crashes and the number and proportion of suspected serious injuries and fatalities that occurred in these five counties. Nearly 30 percent of all motorcycle crashes (1,100 out of 3,786) and 30 percent of all motorcyclists' serious injuries and fatalities (308 out of 1,026) occurred within these five counties alone. With the five-year rolling average (2019-2023) target set to stay below the projected 203 motorcycle fatalities in 2023, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

## **Rationale for Selection**

The countermeasure supports motorcycle communications outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as “Ride to Work Day”, which supports the countermeasures to provide motorcycles a platform to reach the public about Share the Road, and Seen and be Seen messaging used for motorcycles, bicycles and pedestrians. According to FARS, there was a 38 percent increase from 139 motorcyclist fatalities in 2017 to 192 in 2020. Additionally, preliminary crash data shows an increase in motorcyclist fatalities in 2021. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

## **Communication and Outreach: Alcohol-Impaired Motorcyclists**

### **Project Safety Impacts**

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.”

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occur. The chart below describes the proposed FFY 2023 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

2023 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Bibb	<i>DPS-NightHawks</i>	28	34	33	35	33	4	6	7	10	9	1	1	1	8	7
	<i>Bibb County SO</i>															
Bulloch	<i>DPS-NightHawks</i>	18	14	8	14	24	2	5	1	3	6	0	3	1	1	3
Burke	<i>Burke County SO</i>	8	12	10	10	6	4	5	3	3	2	0	1	0	0	1
Carroll	<i>Carroll County SO</i>	20	28	22	25	23	2	7	5	5	7	4	2	2	1	3
Chatham	<i>DPS-NightHawks</i>	44	29	37	30	34	14	6	8	8	12	2	3	3	5	8
Clayton	<i>Clayton Co PD</i>	48	32	45	51	49	11	9	9	15	14	11	3	6	4	3
Cobb	<i>Cobb County PD</i>	59	53	57	67	85	19	16	16	16	24	13	9	8	8	13
Coweta	<i>Coweta County SO</i>	22	23	14	22	24	8	3	1	5	10	1	3	2	2	5
Dawson	<i>Dawson County SO</i>	5	7	7	3	4	1	2	1	1	1	1	1	0	0	0
Douglas	<i>Douglas County SO</i>	21	17	18	23	13	4	4	4	6	2	3	1	3	1	0
Floyd	<i>Floyd County PD</i>	18	12	24	15	10	3	3	6	3	1	2	0	0	2	2
Fulton	<i>DPS-NightHawks</i>	130	115	130	144	145	36	28	27	42	33	15	14	21	22	14
	<i>Atlanta PD</i>															
Glynn	<i>Glynn County PD</i>	7	16	11	21	17	1	5	2	10	3	2	0	0	2	1
Gwinnett	<i>DPS-NightHawks</i>	61	66	62	61	57	22	22	13	16	14	12	4	10	10	14
	<i>Snellville PD</i>															
Habersham	<i>Habersham Co SO</i>	12	7	3	11	4	4	1	1	2	2	1	0	0	1	1
Hall	<i>Hall County SO</i>	31	31	24	20	30	8	7	4	4	6	4	4	5	1	2
Henry	<i>Henry County PD</i>	26	27	24	23	28	7	6	7	2	6	1	7	3	0	6
Laurens	<i>Dublin PD</i>	9	13	10	11	13	3	1	0	2	2	0	1	0	1	2
Liberty	<i>Liberty County SO</i>	8	14	7	8	32	1	1	6	4	7	0	1	0	0	2
Muscogee	<i>DPS-NightHawks</i>	27	26	21	21	20	8	11	5	4	3	6	3	3	3	4
Newton	<i>Newton County SO</i>	21	17	24	9	22	2	7	9	1	7	1	0	5	1	3
Rockdale	<i>Rockdale County SO</i>	13	14	8	16	17	1	6	3	5	3	4	1	0	3	3
Spalding	<i>Spalding County SO</i>	11	10	12	10	15	2	1	4	1	3	1	0	0	0	2

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.

Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team

Muscogee/Bibb – Middle GA Team

**Linkage Between Program Areas**

In 2020, there were 81 confirmed alcohol-impaired motorcyclist operators involved in crashes and 100 operators suspected of alcohol-impairment. This accounts for 5 percent of all motorcycle crashes. GOHS and their partners continue to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2020 which involved an impaired operator (181 operators confirmed or suspected of alcohol-impairment).



## Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2020)

Source: CODES 2020

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
* Cobb	14	5
* Chatham	6	13
* Richmond	4	1
* Cherokee	3	2
* DeKalb	3	1
* Hall	3	1
* Carroll	3	1
* Habersham	3	1
Forsyth	3	-
* Gwinnett	2	5
* Fulton	2	2
* Bartow	2	2
* Fannin	2	2
* Newton	2	-
Walker	2	-
Clarke	2	-
Columbia	2	-
* Dawson	2	-
* Bibb	1	5
* Douglas	1	1
* Coweta	1	1
* Floyd	1	1
Stephens	1	1
Effingham	1	1
Jones	1	1
Wayne	1	1
Pierce	1	1
Catoosa	1	-
Lumpkin	1	-
Hart	1	-
Dade	1	-
Gordon	1	-
Rabun	1	-
McDuffie	1	-
Upson	1	-
Oconee	1	-
Decatur	1	-

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
Madison	1	-
Morgan	1	-
Paulding	-	3
Houston	-	3
Henry	-	3
Murray	-	3
Haralson	-	3
Randolph	-	3
Troup	-	2
Thomas	-	2
White	-	2
Burke	-	2
Toombs	-	2
Clayton	-	1
Muscogee	-	1
Bulloch	-	1
Liberty	-	1
Heard	-	1
Whitfield	-	1
Bryan	-	1
Tift	-	1
Polk	-	1
Fayette	-	1
Colquitt	-	1
Laurens	-	1
Ware	-	1
Lanier	-	1
Taylor	-	1
Davis	-	1
Barrow	-	1
Lincoln	-	1
Bleckley	-	1
Talbot	-	1
Tattnall	-	1
Emanuel	-	1
Montgomery	-	1

GOHS' planned awareness activities will target the 18 counties above highlighted in purple, which represent 68% of all confirmed impaired motorcyclists involved in crashes in 2020. The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

## Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month, and outreach opportunities like “Ride to Work Day.” Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

## PLANNED ACTIVITIES

2023 Motorcycle Programs	
<i>Planned Activity Description:</i>	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the “Share the Road with Motorcycles,” rider coach professional development and training.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication and Outreach: Other Driver Awareness of Motorcyclists</li> <li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
M11X-2023-GA-00-60	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	\$135,487.58
			<b>TOTAL</b>	<b>\$135,487.58</b>

# 5.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

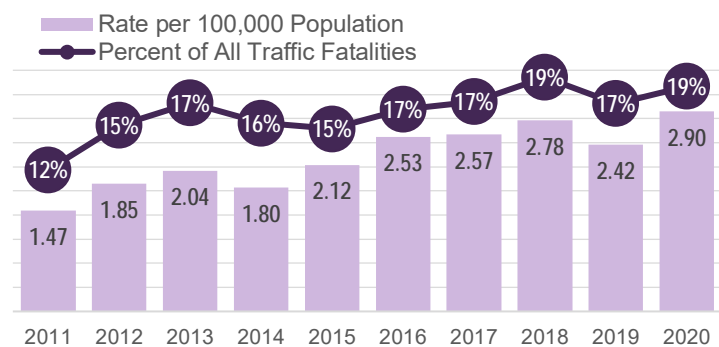
## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Pedestrians and Bicyclists Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of non-motorist fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/traffic-safety-facts-sheets/>.

In 2020, there were 279 pedestrians and 32 bicyclists fatally injured in motor vehicle traffic crashes in the state of Georgia. The number of pedestrian fatalities in traffic crashes increased by 18 percent from 236 pedestrian fatalities in 2019 to 279 in 2020. There was an average of 25 bicyclist fatalities in traffic crashes between 2016-2020.

Although non-motorists represented less than one percent of all persons involved in motor vehicle crashes (0.9 percent), they accounted for 19 percent of all traffic fatalities. This a net 2% increase from the previous year. There were approximately 3 pedestrian and bicyclist fatalities for every 100,000 population in 2020. The figure to the right shows the rate and percent of non-motorist traffic fatalities for the past decade.

Rate and Percent of Non-Motorist Traffic Fatalities, 2011-2020



Source: FARS 2011-2020; OASIS 2011-2020

The table on the next page presents the number of total traffic fatalities, Georgia population, and non-motorist fatalities (pedestrians and bicyclists) from 2011 to 2020.

- The number of total traffic fatalities increased by 12 percent from 1,491 in 2019 to 1,664 in 2020.
- The number of non-motorist fatalities increased by 21 percent from 257 in 2019 to 311 in 2020.
- The rate of non-motorist fatalities increased by 20 percent from 2.42 to 2.90 fatalities per 100,000 population.

## Rate and Percent of Non-Motorist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Georgia Population	Pedestrian		Bicyclist		Non-Motorists Fatalities		
			Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Number	Percent of All Traffic Fatalities	Rate per 100,000 Population
2011	1,226	9,815,210	130	11%	14	1%	144	12%	1.47
2012	1,192	9,919,945	167	14%	17	1%	184	15%	1.85
2013	1,180	9,992,167	176	15%	28	2%	204	17%	2.04
2014	1,164	10,097,343	163	14%	19	2%	182	16%	1.80
2015	1,432	10,214,860	194	14%	23	2%	217	15%	2.12
2016	1,556	10,310,371	232	15%	29	2%	261	17%	2.53
2017	1,540	10,429,379	253	16%	15	1%	268	17%	2.57
2018	1,504	10,519,475	262	17%	30	2%	292	19%	2.78
2019	1,491	10,617,423	236	16%	21	1%	257	17%	2.42
2020	1,664	10,710,017	279	17%	32	2%	311	19%	2.90

Source: FARS 2011-2020; OASIS 2011-2020

According to the police crash reports, there were 2,332 pedestrian crashes and 625 serious and fatal injuries among pedestrians in 2020 statewide. In the same year, the crash reports show 654 bicyclist crashes and 100 serious and fatally injures among bicyclists. This table shows the number of non-motorist crashes, persons involved in crashes, and suspected serious injuries between 2016-2020.

There were 21.77 pedestrians per 100,000 population and 6.11 bicyclists per 100,000 population involved in motor vehicle traffic crashes across the state of Georgia in 2020. In Georgia, non-motorist crashes are more frequent in the urban areas than rural areas (residential population less than 50,000 people).

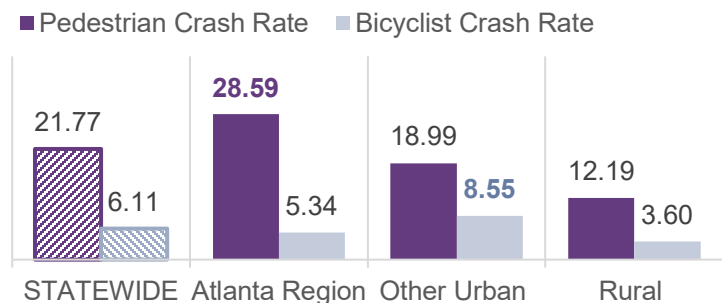
- Pedestrian crashes and crash rate are highest within the ten counties of the Atlanta Region – 28.59 pedestrians per 100,000 population. Bicyclist crashes and crash rate are highest within the 31 other urban counties – 6.11 bicyclists per 100,000 population.
- The Atlanta Region accounted for 44 percent of the state population. However, 58 percent (1,343 out of 2,332) of all pedestrian crashes, 25 percent (165 out of 651) of all pedestrian suspected serious injuries, and 45 percent (126 out of 279) of all pedestrian fatal injuries occurred within this area.

## Non-Motorist Crashes and Serious Injury and Fatal (most severe) Crashes, 2016-2020

Year	Pedestrian		Bicyclist	
	Crashes	Serious Injury and Fatal Crashes	Crashes	Serious Injury and Fatal Crashes
2016	3,834	822	695	57
2017	3,681	909	686	75
2018	2,172	581	550	69
2019	2,986	613	793	108
2020	2,332	625	654	100

Note: There can be multiple non-motorists involved in a single motor vehicle crash. Source: CODES 2016-2020, FARS 2016-2020

## Pedestrian and Bicyclist Crash Rate per 100,000 Population by Region Type, 2020



Source: CODES 2020; OASIS 2020

## Demographics

The table to the right contains the number of pedestrians and bicyclists fatally injured in 2020 by age group. Within each age group, the percentages are calculated as the total number of pedestrian or bicyclist fatalities divided by the total number of people fatally injured in motor vehicle crashes within the age group.

## Non-Motorists Serious Injuries Fatalities by Age Group, 2020

Age Group	Pedestrian Serious Injuries and Fatalities			Bicyclist Serious Injuries and Fatalities		
	Number	Percent	Rate per 100,000 Population	Number	Percent	Rate per 100,000 Population
<10	14	2%	0.72	8	8%	0.41
10-14	18	3%	2.48	8	8%	1.10
15-20	54	9%	6.09	6	6%	0.68
21-24	49	8%	8.57	6	6%	1.05
25-34	120	19%	7.97	12	12%	0.80
35-44	113	18%	8.10	16	16%	1.15
45-54	73	12%	5.25	18	18%	1.29
55-64	107	17%	8.09	19	19%	1.44
65+	76	12%	5.01	7	7%	0.46
<b>Total*</b>	<b>624</b>	<b>100%</b>	<b>5.83</b>	<b>100</b>	<b>100%</b>	<b>0.93</b>

Source: CODES 2020

\*Total include serious injuries of unknown age

In 2020, Black/African American, Non-Hispanics represented half (42 percent) of pedestrians fatally injured in motor vehicle traffic crashes and 32 percent of the Georgia residential population – compared to White, Non-Hispanics that represent 37 percent of pedestrian fatalities and 52 percent of the population.

The Black/African American, Non-Hispanic pedestrian fatality rate was higher than any other race – 3.46 per 100,000 population.

Black/African American, Non-Hispanics are nearly twice (1.8 times) as likely to be fatally injured compared to White, Non-Hispanics.

## Pedestrian Fatalities by Race/Hispanic Origin, 2020

Race / Hispanic Origin	Percent of Georgia Population	Pedestrian Fatalities		Rate per 100,000 Population
		Number	Percent	
Hispanic	10%	21	8%	1.97
White, Non-Hispanic	52%	104	37%	1.88
Black/African American, Non-Hispanic	32%	118	42%	3.46
American Indian, Non-Hispanic/ Unknown	<1%	1	<1%	**
Asian, Non-Hispanic	4%	5	2%	**
Multiple Races Unspecified	2%	2	1%	**
All Other Non-Hispanic or Race	<1%	1	<1%	**
Unknown Race and Unknown Hispanic	--	27	10%	**
<b>TOTAL</b>	<b>100%</b>	<b>279</b>	<b>100%</b>	<b>2.61</b>

Note: Race and Hispanic origin is not available in crash records.

Source: FARS 2020; OASIS 2020

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected <b>802</b> (2019-2023 rolling average) by 2023.	732	<b>802</b>
C-10	To maintain pedestrian fatalities under the projected <b>305</b> (2019-2023 rolling average) by 2023.	252	<b>305</b>
C-11	To maintain bicyclist fatalities under the projected <b>33</b> (2019-2023 rolling average) by 2023.	25	<b>33</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Bicycle Safety – Education and Awareness</li> <li>• Pedestrian Safety – Education and Enforcement</li> </ul>
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### Bicycle Safety – Education and Awareness

#### Project Safety Impacts

Georgia plans to provide funds to agencies to increase bicycle education and awareness regarding training the driver in how to correctly share the road with bicyclists. Grantees will increase bicycle education and awareness to encourage the ability for vehicles to safely “share the road”. This will increase the sensitivity of drivers to the presence of bicycles and their shared responsibility as drivers to prevent crashes to enhance the safety of all road users. The active approach to driver training will allow projects to correctly inform the drivers in impacted areas to spot the bicyclists, and how to successfully navigate the road with these groups.

Rapid urban growth has contributed to more and more roads being built with few considerations for the movement of 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.

#### Linkage Between Program Areas

Georgia will use non-motorized funds across the state, in areas where data shows higher

fatalities occur. These projects will focus on the highest factors shown in these types of crashes, including proper safety gear and clothing, and following the rules of the road. Educational aspects will help to decrease the number of fatalities regarding bicycles.

Bicycling is encouraged as an alternate mode of transportation to motor vehicle travel. Education will allow bicyclists a safer environment because there is a heightened sense of awareness from the drivers. It is within Georgia's bicycle education programs that allow the driver to become a more knowledgeable driver, as well as a bicyclist.

The number of non-motorized fatalities and serious injuries has steadily increased. More and more people are riding bicycles as their main form of transportation. GOHS will aid in the education of adults and children who are choosing bicycles as forms of transportation and recreation, and safety aspects regarding bicycles.

### **Rationale for Selection**

Georgia wants to help combat the issue of growing data, by working within the bicycling fields. By educating the drivers, walkers, and bicyclists on Georgia's roadways through our innovative programs, there is a better chance that the bicyclists will have the right of way and continue in their travels. This education would allow an increased sensitivity of drivers to the presence of bicyclists, and their shared responsibility as drivers to prevent crashes and enhance the safety of all road users.

The purpose of education programs is to increase obedience with bicycle and motorist traffic. This compliance will enhance the safety of bicyclists in areas where crashes are happening or most likely to happen due to increased bicycle and motorist exposure. With the implementation of education and awareness, Georgia's bicycle and motorist population will see a behavior change and an increased awareness for all those on Georgia's roadways.

## **Pedestrian Safety – Education and Enforcement**

### **Project Safety Impacts**

Georgia plans to fund projects to educate and enforce the Georgia pedestrian laws. Grantees will increase enforcement and education to encourage the ability for vehicles and pedestrians to safely "share the road". GOHS will coordinate with the SHSP Pedestrian Task Force to implement projects and provide education in the areas where data indicates a problem, including those areas where Black/African American and Non-Hispanic populations exist. Educational efforts are best-practice and targeted for school-aged children, older adults, and the general public. Partners include fire departments, local county governments, police departments, non-profits, engineers, and public health educators. The impact of these projects will increase education to the motoring public and the non-motorized public.

## **Linkage Between Program Areas**

Walking is encouraged as an alternate mode of transportation to motor vehicle travel. The 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.

## **Rationale for Selection**

According to FARS, there were 279 pedestrian fatalities in 2020 across the state of Georgia. This is an 18 percent increase from the 236 individuals who were killed as a pedestrian in motor vehicle crashes in Georgia in 2019. GHSA reports that Georgia is ranked fourth in the country for pedestrian safety fatalities. GOHS has actively been recruiting new grantees and partnering with new organizations to address this alarming traffic trend. With the implementation of enforcement and education strategies, Georgia's pedestrian and motorist population will begin to see a positive behavior change and an increased awareness for all on Georgia's roadways. The purpose of these education projects is to increase compliance and awareness with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians. GOHS will work with the Pedestrian Task Force to find ways to implement the Safe Systems Approach in low-income and minority areas where pedestrian fatalities are higher.



## PLANNED ACTIVITIES

<b>2023 Bicycle Safety Programs</b>	
<i>Planned Activity Description:</i>	Bicycle safety outreach programs to communities and schools; classes to the public on bicycle and helmet safety in the overall state, and within six different communities. GOHS will fund bicycle projects focused on community programs and outreach on bicycle safety. These projects will focus on training the public regarding bicycle safety information and will include social media campaigns.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Bicycle Safety – Education and Awareness</li> </ul>
<i>Intended Subrecipients:</i>	Atlanta Bicycle Coalition, Bike Athens, Bike-Walk Macon, Georgia Bikes, Savannah Bicycle Coalition, Bike Walk Golden Isles
<b>2023 Pedestrian Safety Programs</b>	
<i>Planned Activity Description:</i>	To fund pedestrian projects focused on community programs and outreach on pedestrian safety. These projects will focus on training the public regarding pedestrian safety information and targeting school-aged youth and older adults, as well as the general public.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Pedestrian Safety – Education and Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Bike-Walk Macon, Bike Walk Golden Isles
<b>Georgia Governor’s Office of Highway Safety – 402PS</b>	
<i>Planned Activity Description:</i>	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Pedestrian Safety – Education and Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
<b>FHX-2023-GA-00-45</b>	Atlanta Bicycle Coalition	Atlanta Bicycle Safety	FAST Act 405h	\$70,947.84
<b>FHX-2023-GA-00-52</b>	BikeAthens	Athens Area Bicycle Education Program	FAST Act 405h	\$45,164.67
<b>FHX-2023-GA-00-78</b>	Bike Walk Macon	Reducing bicycle and pedestrian injuries and fatalities in Macon-Bibb County, Georgia	FAST Act 405h	\$50,154.81
<b>FHX-2023-GA-01-49</b>	Bike Walk Golden Isles	Promoting safe walking, bicycling, and driving in Glynn County and Coastal Georgia.	FAST Act 405h	\$54,225.00
<b>PS-2023-GA-00-81</b>	GAGOHS - Grantee	402PS	BIL 402PS	\$50,905.00
<b>FHX-2023-GA-00-53</b>	Georgia Bikes	Promoting Safe Bicycling in GA	FAST Act 405h	\$129,548.66
<b>FHX-2023-GA-00-51</b>	Savannah Bicycle Campaign	Reducing Bicycle and Pedestrian Injuries and Fatalities in Chatham County	FAST Act 405h	\$39,554.90
			<b>TOTAL</b>	<b>\$440,500.88</b>

# 5.8 OCCUPANT PROTECTION (ADULT & CHILD PASSENGER SAFETY)

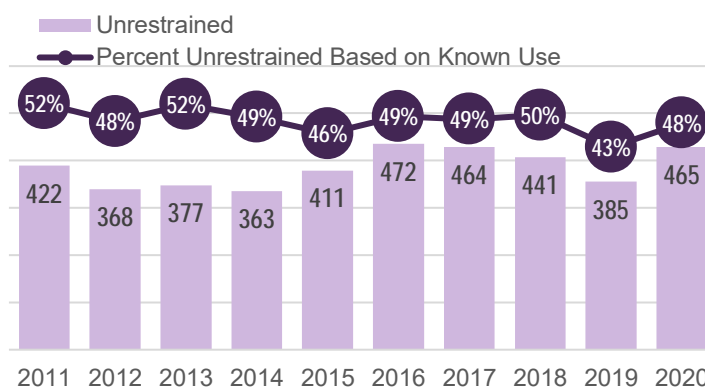
## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Occupant Protection Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of unrestrained traffic-related fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles (PV). Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured, and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

The figure to the right shows the percent and number of unrestrained passenger vehicle occupants fatally injured in traffic crashes when the restraint use was known. The percentage of unrestrained fatalities increased by five percentage points, from 43 percent in 2019 to 48 percent in 2020. The number of fatally injured passenger vehicle occupants by restraint use for 2016 to 2020 is shown in the table below.

**Percent and Number of Unrestrained\* Passenger Vehicle Occupants Fatally Injured (All Ages), 2011-2020**



\*Percent is calculated based on known restraint use. Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2011–2020

**Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2016-2020**

Year	Restraint Use						Total		Percent Restrained Based on Known Use	Percent Unrestrained Based on Known Use
	Restrained		Unrestrained		Unknown					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
2016	484	46%	476	45%	91	9%	1,051	100%	50%	50%
2017	488	46%	464	44%	104	10%	1,056	100%	51%	49%
2018	448	45%	441	44%	105	11%	994	100%	50%	50%
2019	514	52%	384	39%	91	9%	989	100%	57%	43%
2020	505	47%	465	43%	102	10%	1,072	100%	52%	48%

Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2016–2020

Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. **According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the front seat daytime passenger seat belt use was 94.8 percent in 2021 and the child safety seat use was 95.4 percent in 2020.**

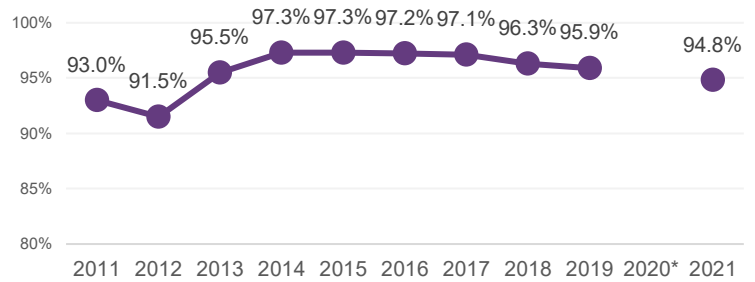
See notes under figure for more information regarding the observational surveys.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2021 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (97.2%), followed by non-Atlanta MSAs (95.3%), and rural areas (94.0%).
- Safety belt usage for white occupants was higher (98.1%) than for non-white occupants (96.3%).
- Safety belt usage was higher for women (98.6%) than for men (93.2%).
- Safety belts usage was 97.9% in passenger cars, 96.4% in vans, and 90.9% in trucks.

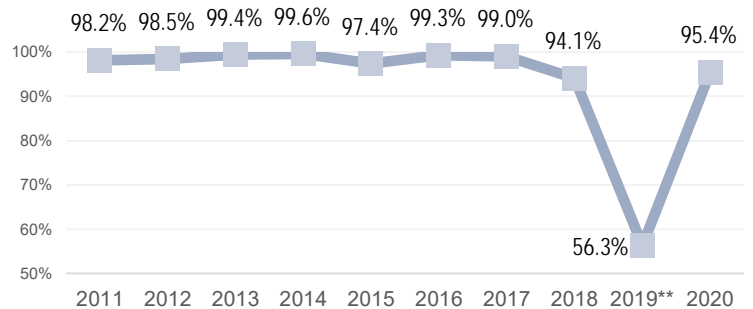
## Observed Safety Belt Use (2009-2019)

### Front Seat Passenger Vehicle Occupants



\*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

### Children Safety Seat



\*\*NOTE: Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

## Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2016-2019, 2021)\*

	2016	2017	2018	2019	2021
<b>Overall Safety Belt Use:</b>	<b>97.2</b>	<b>97.1</b>	<b>96.3</b>	<b>95.9</b>	<b>94.8</b>
<b>Location:</b>					
Atlanta MSA	97.3	97.4	96.0	96.8	97.2
Non-Atlanta MSA	96.6	96.4	96.0	95.0	95.3
Rural	96.0	94.8	96.8	95.0	94.0
<b>Driver Ethnicity:</b>					
White	97.0	96.1	94.0	96.1	98.1
Non-White	97.3	96.3	96.6	95.0	96.3
<b>Driver Gender:</b>					
Male	95.2	94.4	94.3	94.2	93.2
Female	99.4	99.2	99.0	98.1	98.6
<b>Vehicle Type:</b>					
Car	98.5	98.3	97.3	97.3	97.9
Truck	94.5	95.5	94.7	92.6	90.9
Van	96.3	97.3	97.0	97.2	96.4

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

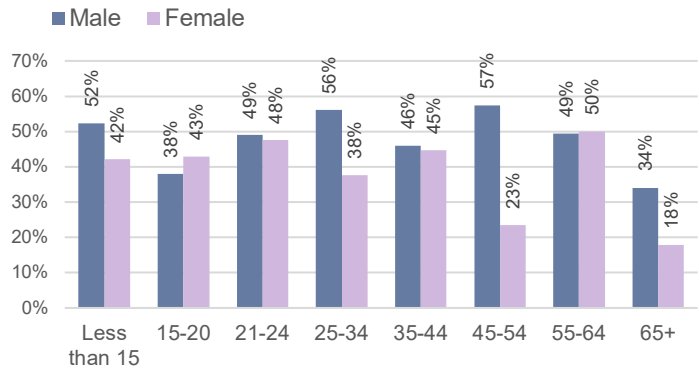
\*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

The figure to the right shows the percent of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2020.

- 43 percent of fatally injured **female** PV occupants **15-to-20** years of age were unrestrained, compared to 38 percent of **male** PV occupants.
- 56 percent of fatally injured **male** PV occupants **25-to-34** years of age were unrestrained, compared to 38 percent of **female** PV occupants.

There were 272 passengers fatally injured in passenger vehicles in 2020. Fifty-eight percent of the passengers fatally injured were riding in passenger cars. Among the 241 fatalities for which restraint use was known, 48 percent were unrestrained, but use varied by vehicle type: 57 percent of the passengers fatally injured in vans were unrestrained, compared to 56 percent in SUVs, 53 percent in pickup trucks, and 45 percent in passenger cars.

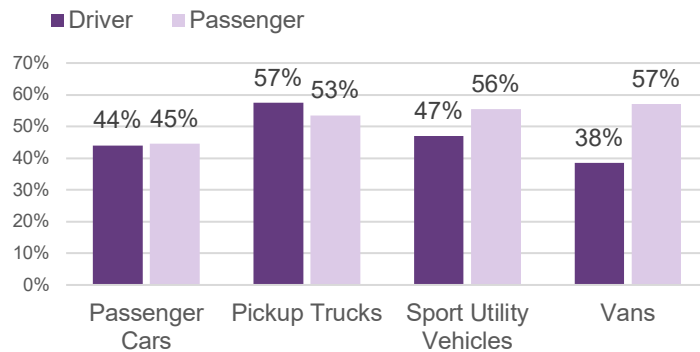
### Percent of Unrestrained\* Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2020



731 Male Passenger Vehicle Occupants with known age  
360 Female Passenger Vehicle Occupants with known age

Note: Based on known restraint use  
Source: FARS 2020

### Percent of Unrestrained\* Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2020 (All Ages)



Source: FARS 2020  
\*Based on known restraint use.

### Additional Note:

In Georgia, programs exist that focus on select demographics to promote vehicle and occupant safety; child occupants and restraints, drivers over the age of 55, and teenage drivers. These are some of the populations of focus for programmatic activities funded by the Governor's Office of Highway Safety. The design of programs to reach a particular demographic increases certain aspects of validity and helps the programs meet their goals. A high-risk demographic missing from these efforts are preteens, or "tweens." Within a social context, the tween age group is hard to capture because of their social development spans from upper elementary school to upper middle school. There are strong correlations between adult behavior modeling and restraint use.

To effectively provide coverage for tweens across the state, a train-the-trainer model will be required. Existing contacts through the Child Occupant Safety Project and the GOHS law enforcement liaisons in their respective regions can be leveraged to enable the program to reach as many schools as possible. By recruiting participants from these networks and providing the necessary materials and training, the targeted number of children can be educated. To enable the success of this effort, the Child Occupant Safety Project will hire a new staff member assigned to lead and coordinate the efforts.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
B-1	To maintain the <u>annual</u> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PLANNED PARTICIPATION IN CLICK-IT-OR-TICKET

The Governor's Office of Highway Safety 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 38,768 sworn law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. 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. During FFY 2023, GOHS will also participate in the Click It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 850 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 overrepresented with unbelted fatalities are targeted with 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, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2023, the Governor's Office of Highway Safety (GOHS) has two Click It or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

1. November 2022, which covers the Thanksgiving holiday period
2. May 2023, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.



## **FFY2023 Georgia Mobilizations\***

**Click it or Ticket Mobilization  
November 18 – November 28, 2022**

**Drive Sober or Get Pulled Over  
December 14, 2022 - January 1, 2023  
(National Mobilization)**

**Click it or Ticket Mobilization  
May 22 – June 5, 2023  
(National Mobilization)**

**One Hundred Days of Summer HEAT  
May 22 - September 4, 2023**

**CIOT Border to Border  
May 22, 2023**

**Operation Zero Tolerance  
June 26 - July 5, 2023**

**Operation Southern Slow Down  
July 17 - 22, 2023**

**Hands Across the Border  
August 28 – 31, 2023**

**Drive Sober or Get Pulled Over  
August 21 - September 4, 2023  
(National Mobilization)**

\*Estimated Dates



The chart below contains a list of 245 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2023 Click It or Ticket Participating Agencies				
Abbeville	Chatsworth	Grady County	Meriwether County	Stewart County
Adairsville	Chattahoochee Hills	Graham	Metter	Stone Mountain
Adel	Chattooga County	Grantville	Milledgeville	Sumter County
Albany	Chickamauga	Greene County	Milner	Suwanee
Alma	Clarkston	Greensboro	Milton	Sycamore
Alpharetta	Clay County	Grovetown	Monroe	Talbot County
Alto	Clayton	Gwinnett County	Montezuma	Tallapoosa
Americus	Clayton County PD	Habersham County	Montgomery County	Tattnall County
Appling County	Cleveland	Hall County	Morgan County	Telfair County
Aragon	Clinch County	Hampton	Morrow	Temple
Ashburn	Cobb County	Hapeville	Mt. Airy	Tift County
Atkinson County	Cohutta	Haralson County	Nahunta	Tifton
Atlanta	Columbus State Univ.	Harris County	Nashville	Toombs County
Attapulgus	Conyers	Hart County	Newton County	Treutlen County
Avondale Estates	Cordele	Hazlehurst	Ocilla	Tunnel Hill
Ball Ground	Covington	Henry County	Oglethorpe	Turner County
Banks County	Coweta County	Hinesville	Oglethorpe County	Twiggs County
Barnesville	Crawford County	Hoboken	Omega	Tybee Island
Bartow	Crisp County	Holly Springs	Palmetto	Tyrone
Bartow County	Dalton	Homeland	Patterson	Union City
Baxley	Dalton State College	Homerville	Peachtree City	Union County
Ben Hill County	Danielsville	Houston County	Pearson	Univ. of West Georgia
Bibb County	Darien	Jacksonville	Pelham	Uvalda
Blackshear	Dawson County	Jasper County	Perry	Valdosta
Blythe	Dekalb County	Jeff Davis County	Pine Mountain	Valdosta St. Univ.
Boston PD	Demorest	Jefferson	Plains	Varnell
Brantley County	Dooly County	Jesup	Polk County	Vidalia
Braswell	Douglas	Johnson County	Pooler	Vienna
Bremen	Douglas County	Jonesboro	Port Wentworth	Villa Rica
Brookhaven	DPS	Kingsland	Poulan	Walthourville Police
Brooklet	Dublin	Kingston	Rabun County	Walton County
Broxton	Dunwoody	LaFayette	Reidsville	Ware County
Brunswick	Eastman	Lake City	Reynolds	Warner Robins
Buchanan	Effingham County	Lake Park	Richland	Warrenton
Burke County	Elberton	Lakeland	Ringgold	Warwick
Butler	Emerson	Lamar County	Rochelle	Washington County
Byron	Eton	Lavonia	Rockdale County	Waverly Hall
Cairo	Euharlee	Leesburg PD	Rockmart	Waycross
Calhoun	Fannin County	Liberty County	Rome	Wayne County
Camden County	Fayette County	Lincoln County	Roswell	Waynesboro
Candler SO	Fayetteville	Locust Grove	Sandersville	White
Canton	Floyd County	Long County	Screven	Wilcox County
Carroll County	Forsyth	Lowndes County	Screven County	Wilkinson County
Carrollton	Forsyth County	Ludowici	Senoia	Worth County
Cartersville	Fort Stewart	Lumber City	Sky Valley	Zebulon
Catoosa County	Franklin	Lyons	Snellville	
Cave Spring	Franklin County	Marietta	Social Circle	
Cedartown	Gainesville	Marshallville	Soperton	
Chamblee	Glennville	Maysville	Spalding County	
Charlton County	Glynn County	McCaysville	Stephens County	

## CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket (CIOT) holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and child passenger safety educational programs and seat inspections are making a difference. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43%) were unrestrained, and 505 (47%) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Between 2019 and 2020, the number of unrestrained passenger fatalities increased by 21% – from 385 in 2019 to 465 in 2020.

Considering this increase in the number and proportion of unrestrained passenger occupants in passenger vehicle fatalities, the paid media campaigns need to continue to boost CIOT enforcement mobilizations and other education programs with the goal to further reduce the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The 21% increase in the number of unrestrained persons killed in passenger vehicle fatalities from 2019 (385) to 2020 (465) shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide occupant protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"><li>• Child Restraint Inspection stations</li><li>• Child Passenger Safety Technicians</li><li>• Project Evaluation and Annual Seatbelt Survey</li><li>• Communications: Occupant Protection</li></ul>
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### Child Restraint Inspection Stations

#### Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2022, Georgia has a total of 81 registered inspection stations readily available to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-three (43) of the fitting stations are in rural communities, thirty-eight (38) of the fitting stations are in urban communities, and 74 fitting stations specifically serve at-risk families. Georgia has updated the Inspection Station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at [www.gahighwaysafety.org](http://www.gahighwaysafety.org). Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a document that is updated regularly. The locations served are in both urban and rural Georgia and include minority and low-income areas which are considered high-risk areas, such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County. Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

## Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Thomas	alicia.thomas@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Bibb	Bibb County Health Department	Brandilyn Jackson	Brandi.jackson@dph.ga.gov	478-749-0144		Appointment	Yes	Urban
Bulloch	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385		Appointment	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer McCowen	kmccowen@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department (Spanish speaking)	Natalia Plasencia	Natalia.plasencia@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Woodstock Fire Department	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	225 Arnold Mill Rd Woodstock, Ga 30188	Mondays	Yes	Urban
Clarke	Clarke County Sheriff's Office	Glenn Cliver	Glenn.cliver@accgov.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health	Melissa Chan-Leiba	safekids Cobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2 <sup>nd</sup> Wednesday of every month – By appointment		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Decatur	Bainbridge Police Department	Courtney Chavers	courtneyc@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Sergeant Bayshawn Fleming	Bayshawn.fleming@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	4445 Buford Hwy NE, Chamblee, GA 30341	Appointment	Yes	Urban
DeKalb	DeKalb Fire Rescue	Sherry Galvez	sgalvez@dekalbcountyga.gov		1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County – Douglas Dept. of Health	Lanisha Harris	Lanish.Harris@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Turnbull	aturnbull@alpharetta.ga.us	678-297-6272	2565 Old Milton Pkwy Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue Station 2	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 5	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 9	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 10	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 12	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 13	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 15	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 16	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1048 Joseph E Boone Blvd NE Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 18	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 23	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1545 Howell Mill Rd Atlanta, GA 30318	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Atlanta Fire Rescue Station 25	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 26	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 29	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 30	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Public Safety Annex	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3493 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Kelly Sizemore	kellysizemore@gohs.ga.gov	470-366-3020	7 Martin Luther King Junior Drive, Suite 643, Atlanta, GA 30334	Appointment	Yes	Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Dr, Johns Creek GA, 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Chad Miller	cmiller@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon William Pilner	rmcclendon@sandyspringsga.gov wpilner@sandyspringsga.gov	770-206-2047 770-296-8200	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Britney Dixon	bdixon@glynncounty-ga.gov	912-563-9049	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8-5PM, excluding holidays		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Sgt. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Dept./Safe Kids Houston County	Jason Jones	jjones@cfcd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon thru Fri 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000 Ext. 133	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Mon to Thurs 8 - 4 & Fri 8 - 1	Yes	Urban
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19 <sup>th</sup> Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonya Wallace-Burchett	swallace@oconeesheriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Mon to Fri 7am-7pm)		Rural
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	833-337-1749	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment on 1 <sup>st</sup> Fri and 4 <sup>th</sup> Wed of each month	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment (M-Th 9am-3pm)	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural



County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Tattnall	UGA Extension – Tattnall County	Rachel Stewart	restewar@uga.edu	912-557-6724 Ext 1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Nikee Rooks	Nikee.rooks@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Kathy Lee	Kathy.lee@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylor	dsaylor@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Waiting on call back	@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural



Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provide), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

<b>Community Car Seat Checks- Atlanta Fire Rescue Department</b>				
<b>Date</b>	October 2022	October 2022	March 2023	March 2023
<b>Location</b>	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
<b>Host Agency</b>	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
<b>Population At Risk</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>Date</b>	April 2023	April 2023	May 2023	July 2023
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
<b>Lead</b>	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
<b>Population At Risk</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>Date</b>	July 2023	August 2023		
<b>Location</b>	DeKalb/Decatur	Clayton/Morrow Clayton Safe Kids		
<b>Lead</b>	Rainbow Park Baptist Church	Sam's		
<b>Population At Risk</b>	Urban/Metro	Urban/Metro		
	Low Income/MO	Low Income/MO		

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

**Total number of planned inspection stations and/or events in the State**

**151**

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk**

Populations Served – Urban

**74**

Populations Served – Rural

**62**

Populations Served – At-Risk

**117**

**Linkage Between Program Areas**

There are approximately 81 stations registered and GOHS is encouraging new ones to register daily. Inspection stations should be located statewide and available to most of the state

population. In the city of Atlanta, the fire department consistently operates 15 inspection stations located in lower socioeconomic areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

### **Rationale for Selection**

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Councils, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

## **Child Passenger Safety Technicians**

### **Project Safety Impacts**

Georgia is currently maintaining 1,186 certified Child Passenger Safety Technicians (CPST) and 75 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 57 Child Passenger Safety Technician courses in the calendar year 2020. Of these, there were 54 certification courses and 3 renewal courses. Georgia's recertification rate for 2021 was 30.4%, with 397 technicians recertifying. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST Instructors reminding them to renew their CPST certification. The regional coordinators at DPH

send reminder CPST certification emails to the CPSTs in their area.

### Linkage Between Program Areas

Based upon the 2016 observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the FFy2021 child safety restraint survey showed child safety restraint use at 95.5%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State’s problem identification. In 2019, Georgia’s Hispanic population represented the largest percentage of unrestrained occupants of all ages, at 53%, followed by Black/African American/Non-Hispanic at 46%. Lower socioeconomic factors have also correlated with lower child restraint use. Because these demographics are overrepresented in fatalities and injuries, these demographics are considered higher risk groups. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will 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 childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

<b>CPST Courses- GA. Department of Public Health</b>				
	<b>Dalton</b>	<b>Athens</b>	<b>Atlanta</b>	<b>Macon</b>
<b>Date</b>	October 2022	January 2023	April 2023	October 2022
<b>Location</b>	Fannin	Lumpkin	Heard	Johnson
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Rural	Rural	Rural	Rural
<b>At Risk</b>	Low Income	Low Income/ Minority	Low Income	Low Income
<b>Date</b>	November 2022	February 2023	May 2023	November 2022
<b>Location</b>	Floyd	Morgan	Butts	Pulaski
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income
<b>Date</b>	December 2022	March 2023	June 2023	December 2022
<b>Location</b>	Catoosa	Clarke	DeKalb	Wilkinson/ Baldwin
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income/Minority	Low Income

	<b>Augusta</b>	<b>Columbus</b>	<b>Valdosta</b>	<b>Jesup</b>
<b>Date</b>	January 2023	April 2023	October 2022	January 2023
<b>Location</b>	Wilkes	Talbot	Dougherty	Wheeler
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Rural	Rural	Urban	Rural
<b>At Risk</b>	Low Income	Low Income	Low Income/Minority	Low Income/Minority
<b>Date</b>	February 2023	May 2023	November 2022	February 2023
<b>Location</b>	Emanuel	Stewart	Seminole	Clinch
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Rural	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income/Minority
<b>Date</b>	March 2023	June 2023	December 2022	March 2023
<b>Location</b>	Richmond/Columbia	Muscogee	Echols/Brook	Wayne/Glynn
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Rural	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income	Low Income

<b>CPST Courses- Atlanta Fire Rescue Department</b>				
<b>Date</b>	October 2022	October 2022	November 2022	November 2022
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>At Risk</b>	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
<b>Date</b>	December 2022	December 2022	January 2023	January 2023
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban	Urban	Urban	Urban/Metro
<b>At Risk</b>	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

<b>CPST CEU and/or Renewal Courses- Georgia Department of Public Health</b>				
	<b>Dalton</b>	<b>Athens</b>	<b>Atlanta</b>	<b>Macon</b>
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Bremen (CEU)	Monroe (CEU)	Newnan/ Peachtree City (CEU)	Dublin (CEU)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Rural	Urban	Urban	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income/Minority	Low Income/Minority
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Cherokee (CEU)	Rabun (CEU)	Roswell (CEU)	Milledgeville (CEU)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Rural	Urban	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income/Minority	Low Income
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Dalton (Renewal)	Athens (Renewal)	Dunwoody (Renewal)	Macon (Renewal)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
	<b>Augusta</b>	<b>Columbus</b>	<b>Valdosta</b>	<b>Jesup</b>
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Augusta (CEU)	Americus (CEU)	Moultrie (CEU)	Hinesville (CEU)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Rural	Rural	Urban
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income/Minority	Low Income
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Augusta (CEU)	Dawson (CEU)	Thomas County (CEU)	Vidalia (CEU)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income/Minority
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Richmond (Renewal)	Muscogee (Renewal)	Valdosta (Renewal)	Wayne (Renewal)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Urban	Rural
<b>At Risk</b>	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income

CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department				
<b>Date</b>	October 2022	November 2022	December 2022	January 2023
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>At Risk</b>	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
<b>Date</b>	February 2023			
<b>Location</b>	Fulton/Atlanta			
<b>Lead</b>	William Hutchinson			
<b>Population</b>	Urban/Metro			
<b>At Risk</b>	Low Income / MO			

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals that provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

Keeping Kids Safe (hospital courses)				
	Dalton	Athens	Atlanta	Macon
<b>Date</b>	TBD	Quarterly	Quarterly	TBD
<b>Location</b>	Northside Cherokee	NGHS Gainesville	Northside	Atrium Macon
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income/Minority	Low income/Minority	Low income/Minority	Low income/Minority
<b>Date</b>	TBD	May 2023	TBD	TBD
<b>Location</b>	Piedmont Cartersville	NSH Forsyth	Northside Gwinnett	BKO Children's Hospital
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income/Minority	Low income/Minority	Low income/Minority	Low Income/Minority
<b>Date</b>	TBD	Biannually		
<b>Location</b>	Floyd Medical	Braselton NGHS		
<b>Lead</b>	Thomas Smith	Allison Craig		
<b>Population</b>	Urban	Urban		
<b>At Risk</b>	Low income/Minority	Low income/Minority		
<b>Date</b>		TBD		
<b>Location</b>			Piedmont Athens	
<b>Lead</b>		Allison Craig		
<b>Population</b>		Urban		
<b>At Risk</b>		Low income/Minority		
	Augusta	Columbus	Valdosta	Jesup
<b>Date</b>	TBD	TBD	September 2023	TBD
<b>Location</b>	Augusta University	St. Francis	South GA Medical	Savannah Memorial
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income	Low income	Low income/Minority	Low income

<b>Date</b>	TBD	TBD	TBD
<b>Location</b>	Piedmont Augusta	Phoebe Putney	Meadows Regional
<b>Lead</b>	Nadira Bolden	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Rural
<b>At Risk</b>	Low income	Low income	Low income
<b>Date</b>	TBD	TBD	
<b>Location</b>	Doctor's Hospital	Wayne Memorial	
<b>Lead</b>	Nadira Bolden	Carol Irvin	
<b>Population</b>	Urban	Rural	
<b>At Risk</b>	Low income	Low income	

<b>Transporting Children with Special Healthcare Needs</b>			
<i>*All locations are tentative, pending training staff and room confirmation</i>			
<b>Location</b>	<b>Date</b>	<b>Population</b>	<b>At Risk</b>
Ringgold	November 2022	Urban	Low Income
Metro Atlanta	April 2023	Urban	Low Income / Minority

**Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians**

Estimated total number of classes.

**70**

Estimated total number of technicians.

**480**

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

**Rationale for Selection**

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because

Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the state.

## **Project Evaluation and Annual Seatbelt Survey**

### **Project Safety Impacts**

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented) but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive Highway Safety Program Evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA Evaluation Team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

GOHS will also produce the federally required occupant protection survey. Georgia has been able to maintain seatbelt usage at over 90%.

### **Linkage Between Program Areas**

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over 1 million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data-driven, and impact-driven. For new and existing grantees, the process of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past



data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2023, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

### **Rationale for Selection**

As Georgia's population and vehicle miles traveled both continue to increase and as patterns of income, demographics, and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

## **Communications: Occupant Protection**

### **Project Safety Impacts**

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.



## **Linkage Between Program Areas**

While Georgia has enjoyed a seat belt use rate of more than 90% for ten consecutive years, on average 50% of the people killed in passenger vehicle fatalities were not restrained (based on known restraint use). This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

## **Rationale for Selection**

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

## PLANNED ACTIVITIES

<b>Department of Public Health-Occupant Protection</b>	
<i>Planned Activity Description:</i>	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19. DPH will also pilot a “tween” seatbelt program for the 2023 grant year
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health
<b>City of Atlanta Fire Rescue Department</b>	
<i>Planned Activity Description:</i>	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations were selected based on FARS data and any event locations that were not able to be completed due to COVID-19.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	City of Atlanta Fire Rescue Department
<b>Georgia Governor's Office of Highway Safety – 402 Occupant Protection</b>	
<i>Planned Activity Description:</i>	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## Evaluation and Seatbelt Survey

<i>Planned Activity Description:</i>	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Project Evaluation and Annual Seatbelt Survey</li> </ul>
<i>Intended Subrecipients:</i>	University of Georgia, Emory University

## PROJECTS

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
<b>OP-2023-GA-00-16</b>	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	BIL 402 OP	\$187,161.91
<b>M1*OP-2023-GA-00-90</b>	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	\$301,222.73
<b>OP-2023-GA-00-85</b>	GAGOHS- Grantee	402OP: Occupant Protection	SUP BIL 402 OP	\$84,084.89
<b>OP-2023-GA-00-01</b>	Georgia Department of Public Health	Child Occupant Safety Project	BIL 402 OP	\$1,567,881.91
<b>M1*OP-2023-GA-00-93</b>	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	\$189,870.01
			<b>TOTAL</b>	<b>\$2,330,221.45</b>

# 5.9 POLICE TRAFFIC SERVICES

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of impaired-related fatalities.

To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

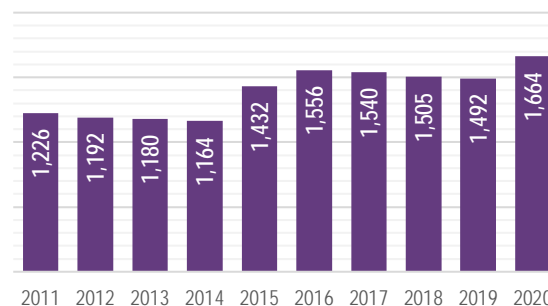
In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors. The top five counties with the highest roadway fatalities were: Fulton (145 fatalities, +1% increase from the previous year), DeKalb (92, +16%), Cobb (85, +27%), Gwinnett (57, -7%), and Clayton (49, -4%).

The figure to the right shows the percent of fatal crashes that involved at least one driver confirmed to be engaging in a risky behavior. This does not imply that a crash or a fatality was caused by the driver, only that a driver involved in the crash was engaging in risky driving behaviors. Out of the 1,552 fatal crashes the occurred in 2020:

- 25 percent involved at least one *alcohol-impaired* driver;
- 23 percent involved at least one *drugged* driver;
- 22 percent involved at least one *speeding* driver;
- 4 percent involved at least one confirmed *distracted* driver (47 percent of **all traffic crashes** involved at least one suspected or confirmed distracted driver—not shown in Figure 1); and
- 1 percent involved at least one *drowsy* driver.

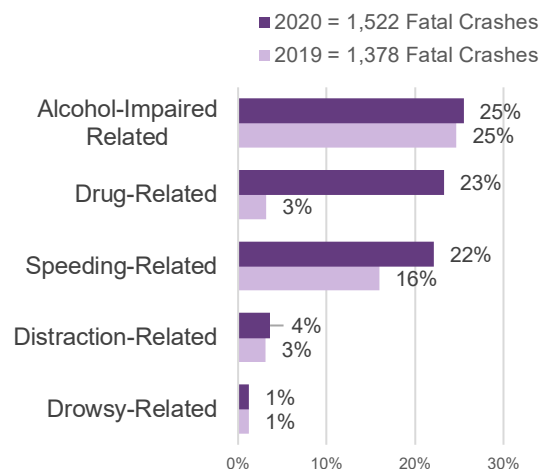
Additionally, 45 percent of all fatal crashes involved at least one *unrestrained* motor vehicle occupant or *unhelmeted* motorcyclist.

Overall Traffic Fatalities, 2011-2020



Source: FARS 2011-2020

Percent of Fatal Crashes that Involved at Least One Driver with a Risky Behavior, 2019 and 2020



Note: Percentages are rounded  
Source: FARS 2019-2020

The table below presents the five-year trend of traffic-fatalities that involved drivers with a confirmed risky-driving behavior. *The risky-driving-related fatalities include all fatally injured persons in a crash involving a confirmed risky driver — this includes the risky driver, their passengers, occupants in other vehicles, and non-motorists.* Between 2019 and 2020, all traffic-fatalities involving risky behaviors increased.

- Unrestrained passenger vehicle occupant fatalities increased by 80 (21 percent).
- Alcohol-impaired-related fatalities increased by 47 (13 percent).
- Speeding-related fatalities increased by 120 (46 percent).
- Drowsy-related fatalities increased by 2 (11 percent).

Drug-related fatalities increased more than 7 times, from 43 fatalities in 2019 to 331 fatalities in 2020. This increase, however, may not indicate an exacerbated or growing problem compared to previous years. The increase of drugged-driving and related traffic-fatalities may be attributed to both the improvement of reporting drug test results in the crash reports and the increased use of certain drugs across the nation.

#### Risky-Driving-Related Fatalities\* by Type, 2016-2020

Measure Type	2016	2017	2018	2019	2020
<b>Unrestrained Fatalities in Passenger Vehicles</b>	472	464	441	385	465
<i>Annual % Change</i>	▲ 15%	▼ -2%	▼ -5%	▼ -13%	▲ 21%
<b>Alcohol-Impaired Driving Fatalities</b>	378	357	379	355	402
<i>Annual % Change</i>	▲ 6%	▼ -6%	▲ 6%	▼ -6%	▲ 13%
<b>Speeding-Related Fatalities</b>	266	248	268	260	380
<i>Annual % Change</i>	▼ -1%	▼ -7%	▲ 8%	▼ -3%	▲ 46%
<b>Drug-Related Fatalities</b>	93	90	81	43	331
<i>Annual % Change</i>	▲ 4%	▼ -3%	▼ -10%	▼ -47%	***
<b>Distraction-Related Fatalities</b>	77	82	65	43	61
<i>Annual % Change</i>	▲ 4%	▲ 6%	▼ -21%	▼ -34%	▲ 42%
<b>Drowsy Driving Fatalities</b>	13	22	24	18	20
<i>Annual % Change</i>	▼ -24%	▲ 69%	▲ 9%	▼ -25%	▲ 11%
<b>All Traffic-Related Fatalities</b>	1,556	1,540	1,505	1,492	1,664
<i>Annual % Change</i>	▲ 9%	▼ -1%	▼ -2%	▼ -1%	▲ 12%

\* Risky-driving-related fatalities include all persons involved in the fatal crash including risky drivers, passengers, occupants in other vehicles, and non-motorists. \*\*\* The increase of reported drug-impaired drivers in the crash dataset can be attributed to both the increased use of certain drugs across the nation and the changes in the drug test reporting process. Source: FARS 2016–2020

Alcohol is known to reduce brain functionality, muscle coordination, and other abilities needed for operating a vehicle safely. Even a small amount of alcohol can affect driving ability. In 2020, drivers involved in fatal crashes with a positive BAC were 2.3 times more likely to be speeding and 4.3 times more likely to be unrestrained. Nearly 40 percent of speeding drivers and unrestrained drivers with known BAC were impaired (.08+ g/dL).

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> <li>Integrated Enforcement</li> </ul>
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### Integrated Enforcement

#### Project Safety Impacts

Mobilization Enforcement: Includes increased enforcement of a specific traffic violation in a targeted location for a short period of time that occurs periodically. Mobilization enforcement efforts coordinate with specialized NHTSA campaigns such as Drive Sober or Get Pulled Over, Click It or Ticket, Operation Southern Slow Down, and 100 Days of Summer HEAT.

Agencies are encouraged to conduct multi-jurisdictional efforts. The multi-jurisdictional approach is a critical countermeasure in traffic safety. By having more participating agencies, a greater police presence is created, which in turn creates general deterrence because it increases the risk (or perceived risk) that the motoring public will be caught. The enforcement must be highly visible and include an equal balance of enforcement and publicity.

Agencies are encouraged to utilize crash and speed data to identify high-risk areas for concentrated enforcement. Law Enforcement Liaisons (LELs) and network coordinators regularly emphasize the importance of enforcement countermeasures during the network meetings as a way of encouraging them to be a part of the agency's culture. Strategies discussed include stationary patrols, mobile patrols, high visibility enforcement, corridor safety programs, and neighborhood speed watch.

In order to strengthen state safety initiatives on the local level and to achieve community support for them, the LELs in Georgia established 16 traffic enforcement networks across the state. These networks are made up of law enforcement officers from agencies in groups of adjacent counties who hold regular meetings to discuss safety initiatives in their areas.

The state will seek to increase the safety belt usage rate through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt law. GOHS will continue conducting a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with the national enforcement mobilizations.

Aggressively enforcing the primary safety belt law and continuing a Memorial Day safety belt and child passenger safety seat high-visibility enforcement mobilization which conforms to the national Click It or Ticket model help increase the safety belt usage rate as well as the correct usage of child passenger safety seats. Occupant protection programs that are funded by the highway safety program will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety seat check events, certify child passenger safety fitting stations, conduct educational presentations, and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization. It is anticipated that performance of the chosen countermeasure strategy will provide a beneficial traffic safety impact in the area of occupant protection in FFY 2023.

Police traffic services program grants are highly effective in reducing traffic-related injuries and fatalities through prevention efforts, public information and education, selective enforcement countermeasures, and use of the community's public or private resources to identify and address all its significant traffic safety problems. These comprehensive programs achieve a significant and long-lasting impact in reducing fatal and injury crashes. To maximize program effectiveness, law enforcement agencies must organize an effective community-based program by involving public agencies, private sector organizations, and private citizens.

Major police traffic services include the following:

1. Enforcement of traffic laws;
2. Training in traffic enforcement skills;
3. Crash and injury prevention activities such as leadership and outreach in communities to encourage seat belt and child safety seat use, use of helmets, and use of protective gear; and
4. Support for community-based efforts to address impaired driving, occupant protection, speed violations, distracted driving, aggressive drivers, and other unsafe driving behaviors.

## Linkage Between Program Areas

Based on the analysis of the problem identification data, allocating funds to high-visibility enforcement of the state's primary seatbelt law will facilitate the state's achievement of the outlined occupant protection performance targets. Achievement of these performance targets will serve to reduce crashes, injuries, and fatalities in the state.

The local area TEN coordinators and assistant coordinators are called upon to make a major investment of time and effort. Contacting and following up with network members, recruiting support and new members in the communities, planning meetings, recruiting speakers for pertinent programs, and coordinating GOHS initiatives all require an extensive time commitment on the part of the network coordinator. Network coordinators and assistants have several responsibilities:

1. Provide assistance to the regional LEL as required;
2. Participate in the national/state campaigns as directed by the GOHS;
3. Solicit network agencies to participate in national campaigns;
4. Conduct monthly network meetings;
5. Conduct regional enforcement efforts (impaired road checks, speed details, distracted driving/seatbelt details)
6. Participate in GOHS-sponsored press events;
7. Personally, contact each chief of police and sheriff or representative in the local area network in order to explain the GOHS campaigns and solicit agency participation;
8. Promote the use of Georgia Reporting ([gareporting.com](http://gareporting.com)) as the data collection tool for law enforcement statistics for each GOHS campaign;
9. Attend GOHS meetings as directed;
10. Attend at least one regional LEL meeting during the grant period; and
11. Other duties as may be assigned by the GOHS/LEL.

The police traffic services program focuses on support for community-based efforts to address impaired driving, occupant protection, work zone safety, speed violations, distracted driving, aggressive driving, and other unsafe driving behaviors. The grants are highly effective in reducing traffic collisions through selective enforcement and education. The High-Visibility Enforcement (HVE) concept is a departure from traditional law enforcement traffic enforcement tactics. HVE incorporates enforcement strategies, such as enhanced patrols using visibility elements (e.g., electronic message boards, road signs, command posts, mobile sobriety checkpoint operations, etc.) designed to make enforcement efforts obvious to the public. It is supported by a coordinated communication strategy and publicity. HVE may also be enhanced through multi-jurisdictional efforts and partnerships between people and organizations dedicated to the traffic safety of their community.



## **Rationale for Selection**

The state currently complies with countermeasures deemed highly effective by the Countermeasures that Work 10<sup>th</sup> Edition, such as Integrated Enforcement. According to NHTSA, impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired-driving checkpoints and saturation patrols. Integration of impaired driving enforcement with other special enforcement activities, such as speed or seatbelt enforcement can be effective, including when used at nighttime.

The strategies and implementation of the proposed projects will increase driver awareness regarding certain behaviors, leading to a reduction in the number of fatalities, injuries, and crashes on Georgia roadways.

By bolstering, strengthening, and encouraging growth of the law enforcement networks currently in place, the network program significantly encourages and strengthens response to the GOHS's highway safety programs. Network meetings serve as an important tool in training area law enforcement officials to implement the safety program.

Targeted traffic law enforcement has been shown to be effective. According to NHTSA's Countermeasures that Work, 10<sup>th</sup> Edition, deterrence through law enforcement is the basic behavioral strategy that has been used to control speeding and aggressive driving actions. Consequently, specialized enforcement projects such as speed enforcement waves, aggressive driving patrols, impaired driving saturations may contribute to the public's awareness of specific types of unsafe driver behaviors and at the same time the presence of traffic patrols serves as a general deterrent to the wide variety of undesirable behaviors that are not being targeted. For instance, detecting a law enforcement presence is oftentimes enough for a driver to slow down.

## PLANNED ACTIVITIES

<b>Fund 20 Highway Enforcement of Aggressive Traffic (H.E.A.T.) Projects</b>	
<i>Planned Activity Description:</i>	H.E.A.T. enforcement/activity hours will be dedicated to enforcing the laws that govern speed, impaired driving, distracted driving, and occupant protection laws on the roadways of county/city through high-visibility enforcement and checkpoints in areas identified by data to be those where crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Integrated Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Atlanta Police Department, Bibb County Government, Burke County SO, Carroll County SO, Clayton County Police Department, Coweta County SO, Dawson County SO, Douglas County SO, Dublin Police Department, Floyd County Police Department, GA Department of Public Safety – Middle GA Nighthawks, Glynn County Police Department, Habersham County SO, Hall County SO, Henry County PD/Henry Co BOC, Liberty County SO, Newton County SO, Rockdale County SO, Snellville Police Department, Spalding County SO
<b>Fund 16 Traffic Enforcement Network Projects</b>	
<i>Planned Activity Description:</i>	Sixteen (16) Traffic Enforcement Networks (TEN) will coordinate enforcement and education of law enforcement within the network region to maximize the highway safety benefit. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Integrated Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Calhoun Police Department, Charlton County SO, Clay County SO, Demorest Police Department, Douglasville Police Department, Effingham County SO, Grovetown Police Department, Fayetteville Police Department, Grady County SO, Holly Springs Police Department, Newton County SO, Oglethorpe County SO, Valdosta Police Department, Washington County SO, Wilcox County SO, Zebulon Police Department

### Fund 13 High Visibility Enforcement Projects

<i>Planned Activity Description:</i>	Projects will be dedicated to enforcing the laws that govern speed and impaired driving on the roadways of county/city through saturation patrols in areas identified by data to be those where speed and/or impaired driving related crashes, injuries, and fatalities occur. Participate in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Integrated Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Appling County SO, Berrien County SO, Bryan County SO, Camden County SO, Clinch County SO, Effingham County SO, Johnson County SO, Montgomery County SO, Morgan County SO, Pooler Police Department, Rabun County SO, Telfair County SO, Treutlen County SO

### Fund GA Governor's Office of Highway Safety

<i>Planned Activity Description:</i>	Fund GOHS staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related crashes, injuries, and fatalities. This includes one Law Enforcement Challenge event and participation in Click It or Ticket, 100 Days of Summer HEAT, Border to Border, Operation Zero Tolerance, Operation Southern Slow Down, Drive Sober or Get Pulled Over, Distracted Driving Awareness Month, Hands Across the Border, April Distracted Driving Month, and St. Patrick's Day mobilizations.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Integrated Enforcement</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2023-GA-01-17	Appling County Sheriff's Office	Appling County High Visibility Enforcement Project	BIL 402 PT	\$50,297.60
PT-2023-GA-00-77	Atlanta Police Department, City of	H.E.A.T (Highway Enforcement of Aggressive Traffic)	BIL 402 PT	\$134,528.16
PT-2023-GA-01-16	Berrien County Sheriff's Office	Berrien County Sheriff's Office High Visibility Enforcement Project	BIL 402 PT	\$23,120.00
PT-2023-GA-00-71	Bibb County Government	HEAT Bibb County Sheriff's Office	BIL 402 PT	\$90,620.86
PT-2023-GA-01-39	Bryan County Sheriff's Office	The Bryan County Sheriff's Office High Visibility to Reduce Speed Related Fatalities Project	BIL 402 PT	\$41,028.20
PT-2023-GA-00-15	Burke County Sheriff's Office	HEAT - Burke County Sheriff's Office	BIL 402 PT	\$49,944.35
PT-2023-GA-01-10	Camden County Sheriff's Office	High Visibility Enforcement Grant	BIL 402 PT	\$42,320.00
PT-2023-GA-00-62	Carroll County Sheriff's Office	Carroll County Sheriff's Office HEAT Unit	BIL 402 PT	\$122,371.68
PT-2023-GA-00-34	Clayton County Police Department	HEAT - Clayton County	BIL 402 PT	\$191,951.60
PT-2023-GA-01-11	Clinch County Sheriff's Office	High Visibility Enforcement Project	BIL 402 PT	\$27,200.00
PT-2023-GA-01-03	Coweta County Sheriff's Office	Coweta County H.E.A.T. Unit	BIL 402 PT	\$334,701.21
PT-2023-GA-00-30	Dawson County Sheriff's Office	Dawson County Sheriff's Office HEAT	BIL 402 PT	\$96,583.49
PT-2023-GA-00-46	Douglas County Sheriff's Office	HEAT Douglas County Sheriff's Office	BIL 402 PT	\$138,639.55
PT-2023-GA-00-21	Dublin Police Department	H.E.A.T. Dublin Police Department	BIL 402 PT	\$48,364.26
PT-2023-GA-00-32	Effingham County Sheriff's Office	Speed / DUI Detection	BIL 402 PT	\$61,990.00
PT-2023-GA-00-29	Floyd County Police Department	Floyd County Police Department HEAT Grant	BIL 402 PT	\$171,311.14
PT-2023-GA-00-14	GAGOHS – Grantee (in-house grant)	402PT: Police Traffic Services	BIL 402 PT	\$936,410.00
PT-2023-GA-00-66	Glynn County Police Department	"Slow Down Brunswick" and "Drive Sober or Get Pulled	BIL 402 PT	\$99,495.36

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
		Over" Glynn County HEAT Program		
PT-2023-GA-00-91	Habersham County Sheriff's Office	HEAT Habersham County Sheriff's Office	BIL 402 PT	\$22,357.30
PT-2023-GA-00-61	Hall County Sheriff's Office	Hall County Sheriff's Office HEAT	BIL 402 PT	\$324,999.00
PT-2023-GA-00-31	Henry County PD/ Henry Co BOC	HEAT Henry County Police Department	BIL 402 PT	\$98,760.48
PT-2023-GA-01-59	Johnson County Sheriff's Office	High Visibility Enforcement Project	BIL 402 PT	\$26,010.00
PT-2023-GA-00-35	Liberty County Sheriff's Office	H.E.A.T. Liberty County	BIL 402 PT	\$165,145.92
PT-2023-GA-01-20	Montgomery County Sheriff's Office	High Visibility Enforcement Project	BIL 402 PT	\$18,560.00
PT-2023-GA-01-52	Morgan County Sheriff's Office	Morgan County Traffic Safety	BIL 402 PT	\$51,320.00
PT-2023-GA-01-25	Newton County Sheriff's Office	Newton County Sheriff's Office HEAT Unit	BIL 402 PT	\$325,889.70
PT-2023-GA-00-74	Pooler Police Department	Speed Related Crashes from Following too closely	BIL 402 PT	\$57,508.80
PT-2023-GA-00-22	Public Safety, Georgia Department of	HEAT/Nighthawks - Middle-GA	BIL 402 PT	\$632,635.68
PT-2023-GA-00-43	Rabun County Sheriff's Office	Rabun County Sheriff's Office High Visibility Enforcement Program	BIL 402 PT	\$43,600.00
PT-2023-GA-01-18	Rockdale County Sheriff's Office	HEAT Rockdale County Sheriff's Office	BIL 402 PT	\$108,876.60
PT-2023-GA-00-38	Snellville Police Department	HEAT Snellville Police Department	BIL 402 PT	\$95,096.06
PT-2023-GA-01-34	Spalding County Sheriff's Office	HEAT Unit	BIL 402 PT	\$223,646.64
PT-2023-GA-01-12	Telfair County Sheriff's Office	Telfair County Sheriff's Office High Visibility Enforcement Project	BIL 402 PT	\$40,920.00
PT-2023-GA-01-19	Treutlen County Sheriff's Office	Treutlen County High Visibility Enforcement Project	BIL 402 PT	\$43,400.00
PT-2023-TE-00-02	Calhoun Police Department	TEN Mountain Area (MNTEN)	BIL 402 PT	\$22,695.68
PT-2023-TE-00-06	Charlton County Sheriff's Office	TEN - Coastal Area (CATEN)	BIL 402 PT	\$29,355.20
PT-2023-TE-00-10	Clay County Sheriff's Office	TEN - West Central (WCTEN)	BIL 402 PT	\$21,678.88

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
PT-2023-TE-00-09	Demorest Police Department	TEN- Northeast Georgia	BIL 402 PT	\$25,181.84
PT-2023-TE-00-15	Douglasville Police Department	TEN- Western Region	BIL 402 PT	\$22,739.44
PT-2023-TE-00-01	Effingham County Sheriff's Office	TEN - Southeast Area	BIL 402 PT	\$27,852.16
PT-2023-TE-00-13	Fayetteville Police Department	TEN Metro Atlanta (MATEN)	BIL 402 PT	\$26,875.84
PT-2023-TE-00-11	Grady County Sheriff's Office	TEN - Southwest (SWTEN)	BIL 402 PT	\$20,929.36
PT-2023-TE-00-20	Grovetown Police Department	TEN - East Central	BIL 402 PT	\$25,346.56
PT-2023-TE-00-04	Holly Springs Police Department	TEN - Appalachian Trail	BIL 402 PT	\$23,711.44
PT-2023-TE-00-12	Newton County Sheriff's Office	TEN - Central Region (CRTEN)	BIL 402 PT	\$22,977.04
PT-2023-TE-00-16	Oglethorpe County Sheriff's Office	TEN - Piedmont Area (PATEN)	BIL 402 PT	\$23,510.56
PT-2023-TE-00-07	Valdosta Police Department, City of	TEN- Southern Region	BIL 402 PT	\$23,279.44
PT-2023-TE-00-14	Washington County Sheriff's Office	TEN - South Central Traffic Enforcement Network (SCTEN)	BIL 402 PT	\$21,527.68
PT-2023-TE-00-17	Wilcox County Sheriff's Office	TEN Middle Georgia (MGTEN)	BIL 402 PT	\$21,324.64
PT-2023-TE-00-08	Zebulon Police Department	TEN- Central Georgia	BIL 402 PT	\$22,192.96
			<b>TOTAL</b>	<b>\$5,320,782.36</b>

## Equipment Request over \$5000

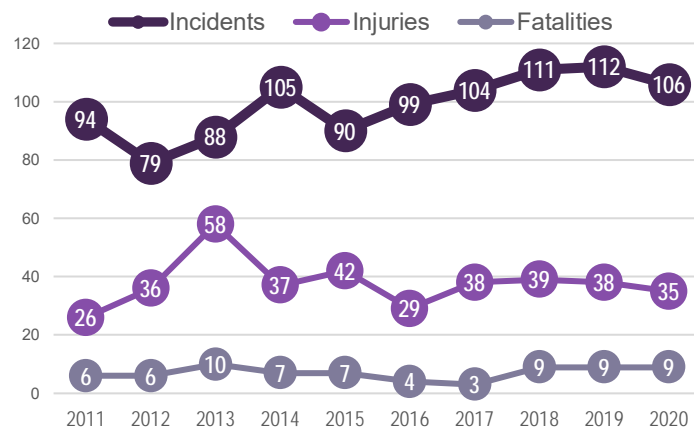
Project Number/ Funding Source	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
<b>PT-2023-GA-01-03 BIL 402PT</b>	Coweta County Sheriff's Office	Ford Explorer	Illinois	3	\$47,735.00	\$143,205.00
<b>PT-2023-GA-00-14 BIL 402PT</b>	GAGOHS - Grantee	Seat Belt Convincer	Kansas	1	\$22,000.00	\$22,000.00
<b>PT-2023-GA-00-61 BIL 402PT</b>	Hall County Sheriff's Office	Ford Explorer	Illinois	3	\$45,348.00	\$136,044.00
<b>PT-2023-GA-01-25 BIL 402PT</b>	Newton County Sheriff's Office	Ford Explorer	Illinois	3	\$38,016.00	\$114,048.00
<b>PT-2023-GA-01-34 BIL 402PT</b>	Spalding County Sheriff's Office	Dodge Durango	Michigan	2	\$44,899.92	\$89,799.84
<b>TOTAL</b>						<b>\$505,096.84</b>

# 5.10 RAILROAD SAFETY

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

According to the Federal Railroad Administration, there were 106 incidents involving Georgia railways and highways in 2020. Those 106 incidents resulted in 35 injuries and 9 fatalities. The number of railway and motor vehicle incidents, injuries, and fatalities have steadily increased since 2015. The figure to the right shows the trend of highway-rail incidents, injuries, and fatal injuries between 2011 and 2020.

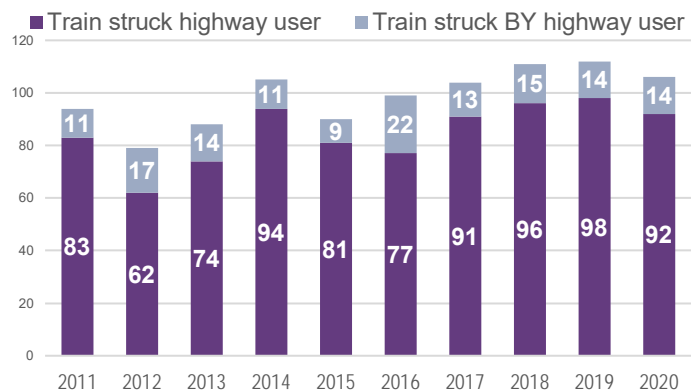
Highway-Rail Incidents, Injuries, and Fatal Injuries (2011-2020) Georgia



2020-2019: U.S. Department of Transportation, Federal Railroad Administration, Office of Safety Analysis, Highway-Rail Incidents By Type Highway User, available at <http://safetydata.fra.dot.gov/OfficeofSafety/Default.aspx> as of June 7, 2022.

Across the years, rail incidents most often involved the train striking the highway user. In 2020, 92 out of the 106 incidents (87 percent) involved the train striking the highway user and 14 incidents involved the train being struck by the highway user. The figure to the right shows the type of highway-railway crash events from 2011-2020.

Type of Highway-Railway Crashes, 2011-2020, Georgia



Source: Federal Railroad Administration



Passenger cars are the most common highway users involved in highway-railway incidents, followed by trucks with trailers. In 2020, there were 16 injuries and three fatal injuries involving passenger cars and one fatal injury involving a pedestrian.

**Highway Users Involved in Highway-Railway Incidents, 2020 Georgia**

Highway User	Incidents	Fatal Injuries	Injuries
Cars	45	3	16
Trucks	24	3	3
Truck & Trailers	20	1	9
Van	2	-	2
Other Motor Vehicles	9	1	3
Pedestrians	2	1	-
Other Motor Vehicles	4	-	2
<i>Total</i>	<i>106</i>	<i>9</i>	<i>35</i>

Source: Federal Railroad Administration

Most of the highway-railway incidents in 2020 occurred in the following counties: Fulton, Cobb, Chatham, and Gwinnett counties. Majority of these incidents occurred at public crossing.

Georgia provides a statewide program that is geared towards educating the general public and training First Responders on the importance of railroad safety. The Operation Lifesaver program conducts exhibits with the OL Mobile Exhibit Truck/ desktop presentation and training in partnership with The Georgia Public Safety Training Center for First Responders statewide. The training covers trespassing, state statutes, and corrective reporting for first responders.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>Railroad Safety: Outreach and Education</li> </ul>
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### Railroad Safety: Outreach and Education

#### Project Safety Impacts

Operation Lifesaver (OL) is a nationwide nonprofit rail safety education program. Each state has its own program to address the specific needs of that state, headed by a state coordinator. The Georgia OL state coordinator helped start the program back in 1974 and has built a statewide program unequaled by any other state with currently over 70 affiliate members including government agencies (federal, state, local), first responders, businesses, civic groups, etc. Georgia is considered a model program for the nation and has over 100 volunteers working throughout the state to present railroad safety programs, exhibit at local community events, and help volunteer with the OL truck for the larger outdoor events.

#### Linkage Between Program Areas

The OL Mobile Exhibit Truck activities include scheduling the truck for community events where large audiences can be reached of both adults and children, as well as special audiences including schools, first responders, school bus drivers, etc. Over the years, OL has worked very well and when the exhibit truck is unable to attend an event, the requestor is offered the use of a tabletop display and handout safety materials. Having the unique OL truck to augment regular safety presentations is extremely beneficial as it allows OL to visit outlying communities where citizens of all ages and demographic backgrounds are educated accordingly. Requests for exhibiting with the truck come in from all over Georgia including referrals from a long list of affiliate members, many of whom also are authorized volunteers who then assist. Their participation at no cost to OL provides an enormous in-kind service. Volunteers come from the

Georgia Railroads, other businesses, civic groups, and government agencies including the Federal Railroad Administration, Georgia DOT, Georgia Department of Public Safety, and many others.

### Rationale for Selection

As stated above, the many departments supporting this special training have also become involved in the classes held within that particular county or jurisdiction. While there is no way to include all 159 counties each year, over a period of time, the program reaches all the major counties where rail traffic is the highest. Additionally, Georgia Operation Lifesaver exhibits are scheduled at many annual conferences where law enforcement and other highway safety professionals attend. Operation Lifesaver program efforts encourage highway safety professionals to include railroad safety training on their websites, newsletters, etc.

## PLANNED ACTIVITIES

Georgia Operation Lifesavers	
<i>Planned Activity Description:</i>	Georgia Operation Lifesaver will provide training and education to both the "first responders" and "general public" about safety around trains and railroad tracks.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Railroad Safety</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Operation Lifesaver

## PROJECTS

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
RH-2022-GA-00-96	Georgia Operation Lifesaver, Inc.	First Responders Training and Mobile Truck Exhibit	BIL 402RH	\$29,884.00
			<b>TOTAL</b>	<b>\$29,884.00</b>

# 5.11 SPEED MANAGEMENT

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

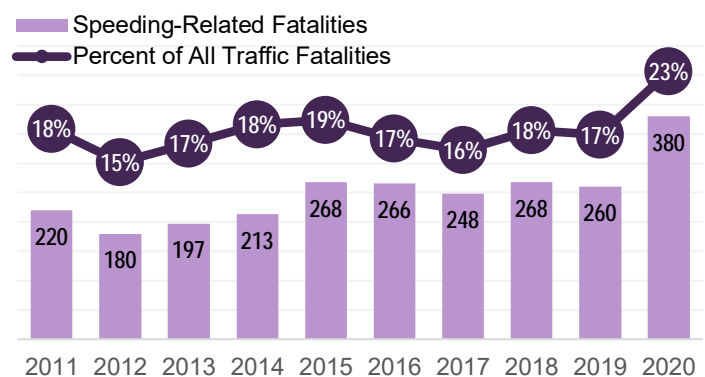
This section contains excerpts from the *2020 Risky Driving Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of speeding-related fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

A ten-year trend shows that speeding-related fatalities increased by 73 percent, from 220 in 2011 to 380 in 2020. Between 2019 and 2020, speeding-related fatalities increased by 46 percent, from 260 to 380 fatalities. Twenty-three percent of all traffic fatalities (380 out of 1,664) were speeding-related in 2020, compared to 17 percent (260 out of 1,492) in 2019.

In 2020, there were 1,127 persons with suspected serious injuries involved in speeding-related crashes — a 13 percent increase from the 976 speeding-related serious injuries in 2019. The figure to the right shows the percent of fatalities or serious injuries involving a least one confirmed speeding driver by person type in 2020.

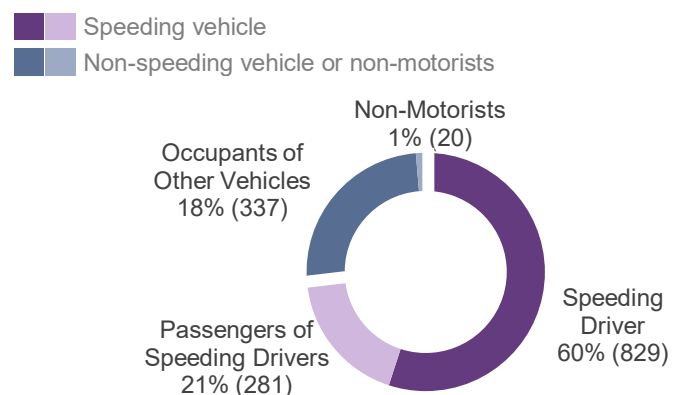
- 81 percent were in the speeding vehicle (represented by purple in Figure 4).
  - 60 percent were the speeding drivers themselves.
  - 21 percent were passengers of the speeding drivers.
- 19 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 18 percent were occupants of other vehicles that were *not* operated by the speeding driver.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

**Speeding-Related Fatalities and Percent of Total Traffic-Related Fatalities, 2011-2020**



Source: FARS 2011–2020

**Percent of Persons Fatally or Seriously Injured in Speeding-Related Crashes by Person Type, 2020**



**380 Fatal Injuries**  
**1,127 Serious Injuries**

Source: CODES 2020, FARS 2020

## Speeding-Related Traffic Injuries During COVID-19 Public Health Emergency Response

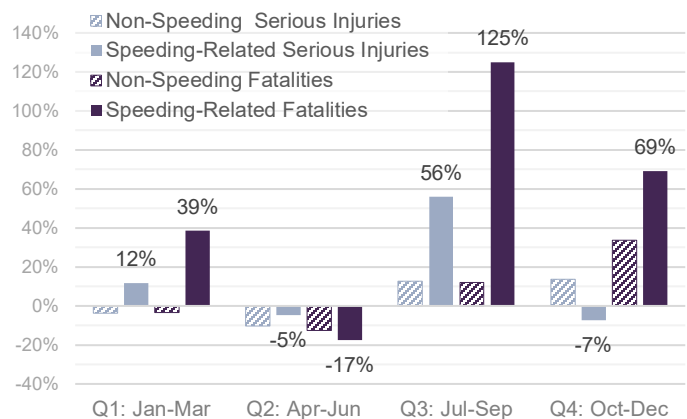
Due to the COVID-19 pandemic responses in 2020, vehicle miles traveled (VMT) on Georgia roadways decreased by 13 percent compared to 2019 – from 133,333 million miles in 2019 to 115,884 million miles in 2020. Despite the decrease in VMT, Georgia experienced more speeding-related traffic crashes, serious injuries, and fatalities. Recent national studies observed higher speeds across all roadway classifications in urban settings in 2020 compared to 2019 (Center for Advanced Transportation Technology, 2020). Additionally, Elvik (2005) found that a 10% increase in the average speed of traffic was likely to have an adverse impact on traffic fatalities.

The figure to the right shows the percent change from 2019 in speeding-related and non-speeding serious injuries and fatalities by quarter for 2020. The number of speeding-related and non-speeding fatalities and serious injuries increased in the 3<sup>rd</sup> quarter 2020 in comparison to 2019.

- Speeding-related fatalities increased by 125 percent (more than doubling).
- Speeding-related serious injuries increased by 56 percent.
- Non-speeding fatalities and non-speeding serious injuries increased by 12 and 13 percent, respectively.

In the 2<sup>nd</sup> quarter of 2020, the number of speeding-related and non-speeding fatalities and serious injuries decreased in comparison to the previous year.

**Percentage Change from 2019 of Serious Injuries and Fatalities by Speeding Involvement and Quarter, 2020**



Source: CODES 2019-2020, FARS 2019-2020

See the “Traffic Safety During the COVID-19 Public Health Emergency” issue brief for VMT and stay-at-home monthly trends in 2019 and 2020.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>Speed: High Visibility Enforcement and Education</li> </ul>
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### Speed: High Visibility Enforcement and Education

#### Project Safety Impacts

Speed, a form of aggressive driving, has been determined to be one of the leading causes of death and serious injury crashes on the roadways of Georgia. Excessive speed can contribute to both frequency and severity of motor vehicle crashes. For close to 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) team has maintained consistency across the state. In FFY 2022, the Governor's Office of Highway Safety funded 21 H.E.A.T. teams and six High Visibility Enforcement (H.V.E.) projects across the state where speed crashes and fatalities are consistently high. The Governor's Office of Highway Safety will maintain the H.E.A.T. and H.V.E. programs in FFY 2023. The H.E.A.T Units were established for the purpose of reducing the number of driving incidents and will continue to focus on speed, along with impaired driving and occupant protection. The H.V.E projects will be solely focused on speed enforcement and education.

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 the 100 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic) and Operation Southern Slow Down, with participation from H.E.A.T. and H.V.E., have proven that high-visibility enforcement of Georgia's traffic laws is the key to saving lives and reducing injuries on Georgia's roadways.

### **Linkage Between Program Areas**

Speed enforcement is crucial to helping Georgia reduce the number of crashes, injuries, and fatalities. GOHS' H.E.A.T. teams and High Visibility Enforcement projects are focused on educating and enforcing the speed laws in Georgia. The Georgia Public Safety Training Center trains law enforcement on proper procedures for operating both a radar unit and a lidar unit. Both items are proven effective in the enforcement of speed laws. The training center offers online and in-person certification and re-certification courses as well as provides training for radar and lidar instructors.

### **Rationale for Selection**

According to NHTSA (Countermeasures That Work- CTW 10<sup>th</sup> Edition, chapter 3), speed enforcement is the most common traffic enforcement activity conducted by law enforcement across the country. The speed problem is national in scope but requires local decision making and action to be managed effectively. Local communities are in the best position to make judgments in balancing risk against mobility and are encouraged to use all the tools that are available to make determinations regarding speed management.

## PLANNED ACTIVITIES

<b>GA Public Safety Training Center-Speed</b>	
<i>Planned Activity Description:</i>	Conduct RADAR and LIDAR certification as well as Speed Detection Instructor training to students during the grant year. Offer monthly online RADAR Refresher training through www.gpstc.org to all Georgia law enforcement.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Speed: High Visibility Enforcement and Education</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Public Safety Training Center

<b>Fund (4) High Visibility Speed Enforcement Projects</b>	
<i>Planned Activity Description:</i>	Activity hours will be dedicated to enforcing the laws that govern speed and aggressive driving on the roadways of county/city through saturated patrols in areas identified by data to be high-risk locations for speed related crashes, injuries, and fatalities occur.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Speed: High Visibility Enforcement and Education</li> </ul>
<i>Intended Subrecipients:</i>	Haralson County SO, Lowndes County SO, Oglethorpe County SO, Twiggs County SO

## PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
<b>SC-2023-GA-00-41</b>	Georgia Public Safety Training Center	Speed Enforcement Training Programs	BIL 402 SC	\$56,321.42
<b>SC-2023-GA-01-02</b>	Haralson County Sheriff's Office	Haralson County High Visibility Enforcement	BIL 402 SC	\$40,400.00
<b>SC-2023-GA-00-33</b>	Lowndes County Sheriff's Office	SPEED - Sheriff's Patrol to Enforce Effective Driving	BIL 402 SC	\$42,147.20
<b>SC-2023-GA-01-47</b>	Oglethorpe County Sheriff's Office	Fatality/Serious Injury, Speed Related Crashes	BIL 402 SC	\$25,435.00
<b>SC-2023-GA-01-38</b>	Twiggs County Sheriff's Office	Twiggs County High Visibility Enforcement	BIL 402 SC	\$51,320.80
			<b>TOTAL</b>	<b>\$215,624.42</b>



# 5.12 TRAFFIC RECORDS

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## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020 as a result of the COVID-19 public health emergency response, Georgia experienced an increase in traffic-related fatalities and serious injuries. This indicates that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors.

Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

Georgia’s traffic records system consists of data about Georgia’s roadway transportation network and the people and vehicles that use it. This data is critical to effective safety programming, operational management, and strategic planning. Georgia’s traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core system components— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—as well as the organizations and people responsible for them as indicated below.



### **Crash Component**

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia’s repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are inputted either electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state’s crash reports are transmitted electronically. Additionally, GDOT advanced their partnership with Numetric Inc. The Numetric platform is a data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state’s ability to analyze data and identify appropriate countermeasures. This platform is also available to authorized users from the general public.



### Roadway Component

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.



### Driver Component

The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).



### Citation & Adjudication Component

The State of Georgia has a non-unified court system where local courts are autonomous, these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts are able to securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.



### Vehicle Component

The Georgia Department of Revenue (DOR), Motor-Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia as well as out-of-state vehicles. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.



### Injury Surveillance Component

The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and (c) a formal Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
HSIP-5	To maintain the number of non-motorist serious injuries and fatalities under the projected <b>802</b> (2019-2023 rolling average) by 2023.	732	<b>802</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>
C-9a	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>
C-9b SHSP	To maintain older drivers involved in fatal crashes under the projected <b>304</b> (2019-2023 rolling average) by 2023.	298	<b>304</b>
C-10	To maintain pedestrian fatalities under the projected <b>305</b> (2019-2023 rolling average) by 2023.	252	<b>305</b>
C-11	To maintain bicyclist fatalities under the projected <b>33</b> (2019-2023 rolling average) by 2023.	25	<b>33</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"><li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li></ul>
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### GA Traffic Records Information System

#### Project Safety Impacts

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia's traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

#### Linkage Between Program Areas

Georgia's Traffic Records Program is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources. The Georgia Traffic Records Program mission is to maximize the overall quality of safety data and analysis based on State traffic records data across all six core data systems.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of developing and implementing effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of state traffic safety data needed to identify priorities for federal, state, and local highway and traffic safety programs; evaluate the effectiveness of such efforts; link state data systems, including traffic records and systems that contain medical roadway, and economic data; improve the compatibility and interoperability of state data systems with national data systems and the data systems of other states; and to enhance the agency's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

The Georgia TRCC continues to utilize the Traffic Safety Information System funding, received in FFY 2006- FFY 2022 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c) to advance its mission to maximize the overall quality of traffic safety data and analysis based on state traffic records data across all six core systems.

405(c) grant funding will be allocated for planned activities, which is directly related to the problem identification, performance targets, and countermeasure strategies for Georgia traffic records improvements.

### **Rationale for Selection**

Georgia's traffic records system is important in ensuring that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision making, which is central to identifying traffic safety problems, and designing countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads. All planned activities will be allocated to 405(c) state traffic safety information system improvement grant funds.

## PLANNED ACTIVITIES

<b>GECPS Outreach</b>	
<i>Planned Activity Description:</i>	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication utilizing the Georgia Electronic Citation Processing System (GECPS) as well as to train and educate courts on the GECPS system for this purpose.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services
<b>405(c) Traffic Records Program</b>	
<i>Planned Activity Description:</i>	To fund the GOHS Georgia Traffic Records program staff and traffic records information system projects to improve Georgia's traffic records data to identify traffic safety problems and design countermeasures to reduce injuries, crashes, and fatalities on all Georgia roads.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety
<b>LEA Technology Grant GACP</b>	
<i>Planned Activity Description:</i>	To identify law enforcement agencies and provide funding needed for mobile hardware units to submit crash reports electronically to the Georgia Electronic Accident Reporting System (GEARS). 3-7 electronic crash reporting units are provided for approximately 20 law enforcement agencies.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Association of Chiefs of Police

**Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests**

<i>Planned Activity Description:</i>	The Online Analytical Statistical Information System (OASIS), DPH's web query and custom data requests, provides the public, stakeholders, and traffic safety partners online access to data visualizations using the departmental data warehouse of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT).
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

**Support for CODES Crash Data Linkage**

<i>Planned Activity Description:</i>	This project creates linked crash and injury surveillance data for analysis by Georgia's highway safety partners and provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

**DPH - OEMS GEMSIS Elite**

<i>Planned Activity Description:</i>	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0 (preparation in CY2022, with planned implementation in CY2023), maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Improve the accuracy, timeliness, accessibility, integration, completeness, and uniformity of the Georgia Traffic Records Information System.</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health

## PROJECTS

GTS Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
<b>M3DA-2023-GA-00-58</b>	Georgia Department of Driver Services	GECPS Outreach	FAST Act 405c	\$240,487.22
<b>M3DA-2023-GA-00-12</b>	GAGOHS-Grantee	405c: Traffic Records Program	FAST Act 405c	\$164,625.00
<b>M3DA-2023-GA-00-44</b>	Georgia Association of Chiefs of Police	LEA Technology Grant GACP	FAST Act 405c	\$430,500.00
<b>M3DA-2023-GA-00-18</b>	Georgia Department of Public Health	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	FAST Act 405c	\$196,698.82
<b>M3DA-2023-GA-00-13</b>	Georgia Department of Public Health	Support for CODES Crash Data Linkage	FAST Act 405c	\$308,690.09
<b>M3DA-2023-GA-00-27</b>	Georgia Department of Public Health (EMS & Trauma)	DPH - OEMS GEMSIS Elite	FAST Act 405c	\$230,141.04
			<b>TOTAL</b>	<b>\$1,571,142.17</b>



# 5.13 YOUNG DRIVER (TEEN TRAFFIC SAFETY PROGRAMS)

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Young Drivers Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of young drivers involved in fatal crashes. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

Young drivers (15-to-20 years old) generally obtain their licenses for the first time under a graduated driver licensing program as they learn driving skills. Across the state, 86 percent of all youth (15-20 years) holds either an instructional permit or driver's license in 2019. Young drivers (ages 15-20 years) accounted for 9.1 percent (759,520) of all licensed drivers in 2020.

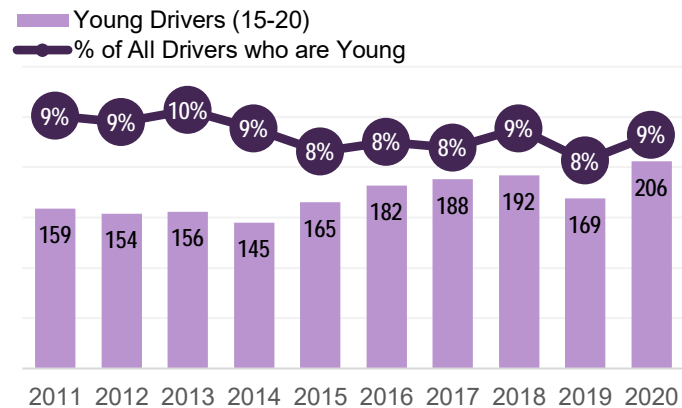
In 2020, the number of young drivers (ages 15-to-20 years) involved in fatal crashes increased by 22 percent (from 169 drivers in 2019 to 206 drivers in 2020). This does not imply that young drivers caused the crash either by their actions or failure to act. The figure to the right shows the number of young drivers involved in fatal crashes in 2011-2020.

Young drivers represented 9 percent of all drivers involved in fatal crashes in 2020. Over the past 5-years (2016-2020), young drivers represented an average of 8 percent of all drivers involved in fatal crashes.

Over the past five years, the majority of young drivers involved in fatal crashes were 18-to-20 years. Additionally, they had the higher rate of drivers involved in fatal crashes per 100,000 licensed drivers within that age group. In 2020:

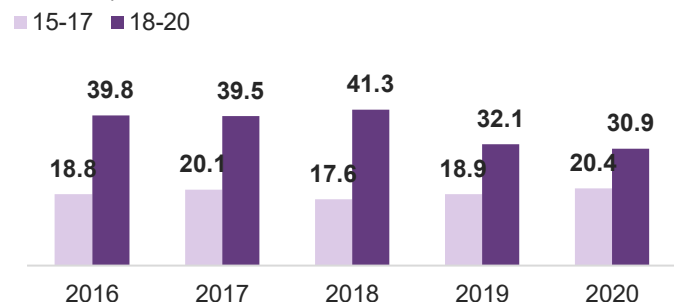
- 73 percent of young drivers involved in fatal crashes were 18-to-20 years of age (150 out of 206).
- 30.9 out of every 100,000 licensed drivers aged 18-to-20 were involved in fatal crashes.

**Young Drivers (15-to-20 Years) Involved in Fatal Crashes, 2011–2020**



Source: FARS 2011–2020

**Rate of Young Drivers (15-to-17 and 18-to-20 Years) Involved in Fatal Crashes per 100,000 licensed drivers, 2016–2020**



Source: FARS 2016–2020, DDS 2016-2020

The table below shows the number of total fatalities in crashes with young drivers between 2016 and 2020. In fatal crashes involving young drivers for the 5-year period from 2016 to 2020:

- Young drivers fatally injured decreased by 20 percent (from 96 fatalities in 2016 to 77 fatalities in 2020).
- Fatalities among the passengers of young drivers increased by 56 percent (from 32 fatalities to 50 fatalities).
- Occupant fatalities of other vehicles that were not operated by the young driver increased by 46 percent (from 52 fatalities to 76 fatalities).
- Non-motorist fatalities – pedestrians, bicyclists, or other non-motorists – decreased by 61 percent (from 16 fatalities to 15 fatalities).

**Number of Fatalities in Crashes Involving Young Drivers by Person Type and Year, 2016-2020**

Year	Young Drivers (15 - 20)	Passengers of Young Drivers by Age				Occupants of Other Vehicles	Non-Motorists	Total
		< 15	15 - 20	21 +	Total			
2016	96	7	18	7	32	52	16	196
2017	71	3	32	6	41	67	24	203
2018	72	3	16	15	34	56	34	196
2019	59	9	20	7	36	73	17	185
2020	77	5	34	11	50*	76	15	216

Source: FARS 2016-2020

\*Total includes a fatally injured passenger of a young driver with unknown age

Drivers aged 15-to-24 and 25-to-34 years involvement in crashes are overrepresented relative to the proportion of licensed drivers across the following: fatal or serious crashes, speeding, alcohol- and/or drug-impairment, and distraction. Older drivers aged 45 years or older, however, represent a lower proportion of involvement in crashes, speeding, impairment, and distraction compared to the proportion of licensed drivers.

Compared to drivers in other age groups, drivers aged 15-to-24 years represented:

- 16 percent of all licensed drivers (a net 1-point increase from 2019);
- 20 percent of all drivers involved in a fatal or serious injury crash (no change from 2019);
- 42 percent of all speeding drivers involved in a crash (a net 1-point increase from 2019);
- 20 percent of all drivers confirmed or suspected of alcohol- and/or drug-impairment involved in a crash (a net 1-point increase from 2019); and
- 22 percent of all drivers confirmed or suspected of distracted driving involved in a crash (a net 1-point increase from 2019).

## Licensed Drivers, Drivers Involved in a Fatal or Serious Injury Crash, Speeding Drivers, Alcohol- and/or Drug- Impaired Drivers, and Distracted Drivers Involved in a Crash, 2020

3% **more** than percent of licensed drivers

3% **less** than percent of licensed drivers

Age Group	Licensed Drivers	Involved* in a Fatal or Serious Injury Crash	Speeding Drivers Involved in a Crash	Confirmed or Suspected Alcohol and/or Drug-Impaired Driver Involved in a Crash	Confirmed or Suspected Distracted Driver Involved in a Crash
<b>15-24</b>	16%	20%	42%	20%	22%
<b>15-20</b>	9%	10%	24%	7%	11%
<b>21-24</b>	7%	10%	18%	13%	11%
<b>25-34</b>	18%	25%	28%	32%	24%
<b>35-44</b>	16%	18%	14%	21%	18%
<b>45-54</b>	16%	15%	9%	13%	16%
<b>55-64</b>	16%	12%	5%	10%	12%
<b>65+</b>	17%	10%	3%	3%	7%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: DDS 2020, CODES 2020 \* The involvement of drivers in fatal or serious injury traffic crashes does not imply the drivers caused the crash either by their actions or failure to act. Note: Percent are calculated using records with known age.

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-6	To maintain speeding-related fatalities under the projected <b>345</b> (2019-2023 rolling average) by 2023.	284	<b>345</b>
C-9a	To maintain young drivers involved in fatal crashes under the projected <b>210</b> (2019-2023 rolling average) by 2023.	191	<b>210</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PRIMARY COUNTERMEASURE STRATEGY

Countermeasure Strategy	<ul style="list-style-type: none"> <li>Youth Programs</li> </ul>
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### Youth Programs

#### Project Safety Impacts

Recognizing the need to go beyond GDL, Georgia develops and implements teen traffic safety programs that address the behavioral issues typically associated with novice driver crashes – alcohol, drugs, distraction caused by cell phones and other teen passengers, drowsiness, late-night driving, low seat belt use, and speeding. Many of these are peer-to-peer, school-based programs designed to help teens not only identify those behaviors that cause them the greatest risk on the road, but also recognize that they have the ability and power to address them. Motor vehicle crashes are the leading cause of death for children and young adults ages 5 to 24. GOHS currently provides funding for colleges and high schools through our Student Against Destructive Decisions (SADD), and Youth and Young Adult (YA) programs. Both programs work to reach the youth of Georgia, SADD primarily focusing on high school students, and YA

focusing on the college population of the state. Additionally, efforts to reach the 50 colleges and over 1.3 million high school students across the state are growing within the agency. The agency works with Georgia Public Broadcasting (GPB) to incorporate messaging directed to teen and young drivers. There are many PSAs surrounding high school sporting events. These also allow the programs to expand media presence and allows for the agency to then come back with program information. The young driver program activities are conducted jointly with the rollover simulator and driving events. These events incorporate information and program details to schools that reach out to the GOHS. The rollover simulator and educational programs are initially requested by individual schools. Recruitment then happens following the program. Peer to peer educational youth programs, and young adult program details are given as well as any support that is needed regarding establishing the programs. The notion that teens and young drivers are both willing and able to successfully undertake educating their peers about this problem, and should be encouraged to do so, is supported by the state.

The efforts to expand youth programs are hampered by the reimbursement-based system of operation in regard to funding these programs as well as the lack of innovation when it comes to non-incentive-based purchases. Through the reimbursement-based grants, the youth program numbers across the state are dwindling. These schools find it difficult to provide the initial overhead costs to fund these programs and find that the reports needed for the grant outweigh the program itself. The additional commitment of teachers, volunteers, and any aspect of the program is a big call to action. Colleges in particular have also experienced turnover in staffing for both agency administrator rolls and financial staff.

The Governor's Office of Highway Safety appreciates the effort of these schools and will initiate a pilot program with Students Against Destructive Decisions (SADD) that will mirror a national model in order to combat these struggles. SADD will take on a statewide coordinator to work with schools throughout the state to increase new chapters. The strong name recognition and expansive chapter base puts SADD at an advantage to take a leadership role in implementing model prevention practices within local communities across the country.

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. One of the foremost principles of prevention consistently cited is positive youth development, the very essence of SADD. Through Students Against Destructive Decisions chapters, young people of all ages and backgrounds become skilled, educated advocates for youth initiatives developed by local, state, and national organizations working to promote youth safety and health.

The peer-to-peer education programs are flourishing because of the peer-to-peer aspect; however, school programs still require participation from school and staff. It is because of this issue, recruitment has been focused to tertiary program partners like the school resource officers, board of education, county offices, and the state school superintendent. A new and innovative program creates ways in which an incentive is not needed to impact societal change. The agency is working with programs to establish new and innovative ways in which these youth programs can create a lasting impact on their surroundings without the need for incentives for education.

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 among young adults about highway safety issues, such as distracted driving, 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 training to campus students, faculty, and staff.

### **Linkage Between Program Areas**

Georgia's colleges, universities, and high schools conduct school year activities focused on educating students and faculty about highway safety. Activities include collection of highway safety statistics on campus, reviewing and updating campus alcohol policies, distributing GOHS brochures and social media messaging in conjunction with statewide/nationwide campaigns, and conducting alcohol-specific peer health education training. High schools, colleges, and universities across Georgia are conducting educational programs during peak times, like prom, spring break, graduation and back-to-school to remind students to be safe on the roadways. These programs focus primarily on impaired driving, distracted driving, seat belt use, and other highway safety topics that affect young adult drivers. Schools coordinate prevention programs including DUI simulators, highway safety speakers, peer-education trainings, and pledging events surrounding events such as National Collegiate Alcohol Awareness Week, Red Ribbon week, Safe Spring Break, graduation, summer orientation, football tailgates, Halloween, and any school specific events. Schools will also participate in GOHS planned events for National Teen Driver Safety Week, as well as virtual state-wide chapter meetings as long as schools are virtual due to COVID-19. Additionally, GOHS hosts a Youth and Young Adult conference every other year that helps guide students in these projects and provide training for the advisors. FY23, however, is not a conference year.

Programs are also presented to these students and young drivers. These programs are achieved by presenting an exciting, interactive 3-D and segmented reality driving simulation, using video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. The use of a pre and post surveys are given to the students to show how the information has impacted their choices.

### **Rationale for Selection**

All Students Against Destructive Decisions (SADD) chapters and Young Adult college and University programs have a common target: to empower young people to help their peers live safer, healthier, more positive lives.

## PLANNED ACTIVITIES

### 2023 SADD Grants

<i>Planned Activity Description:</i>	Initiate a pilot program that mirrors a national model. A SADD state coordinator will oversee the project while working with the schools to meet SADD objectives. Each chapter will continue to complete a minimum of two safety belt checks, hold monthly meetings, participate in SADD campaigns (Rock the belt, 21& Bust), and participate in a distracted/impaired driving event around Prom or graduation in each high school.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Youth Programs (primary)</li> </ul>
<i>Intended Subrecipients:</i>	Students Against Destructive Decisions (SADD), Inc.

### 2023 Young Adult Programs

<i>Planned Activity Description:</i>	Fund eleven (11) college programs targeting young adults to provide educational opportunities to the student population on the effects of alcohol and other highway safety issues, seat belt checks, train new peer health educators on alcohol and impaired driving issues, participate in GOHS Impaired Driving Campaigns.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Youth Programs (primary)</li> </ul>
<i>Intended Subrecipients:</i>	Abraham Baldwin Agriculture College (ABAC) Advancement Foundation, Inc., Augusta University, Clayton State University, Fort Valley State University, Georgia College and State University, Georgia Southwestern State University, Georgia State University, Kennesaw State University Research and Service Foundation, University of North Georgia, Valdosta State University, University of West Georgia.

## Governor's Office of Highway Safety 402TSP

<i>Planned Activity Description:</i>	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Youth Programs (primary)</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## 2023 Youth Presentations

<i>Planned Activity Description:</i>	This program allows students to attend a 3-D presentation, or augmented reality presentation on highway safety topics effecting youth. These experiences use video, discussions, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills. It will give a real-life scenario that will help the student visualize real-life situations. The program will also collect data from a pre and post survey given to students before and after the presentation.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Youth Programs (primary)</li> </ul>
<i>Intended Subrecipients:</i>	Children and Parent Resource Group

## Savannah Technical College

<i>Planned Activity Description:</i>	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>Youth Programs (primary)</li> </ul>
<i>Intended Subrecipients:</i>	Savannah Technical College



## PROJECTS

Project Number	Sub-Recipient	Project Title	Funding Source	Funding Amount
TSP-2023-YA-00-02	ABAC Advancement Foundation, Inc	YA	BIL 402TSP	\$8,595.00
TSP-2023-YA-00-05	Augusta University	YA	BIL 402TSP	\$16,356.00
TSP-2023-YA-00-13	Clayton State University	YA	BIL 402TSP	\$3,425.00
TSP-2023-YA-00-08	Fort Valley State University	YA	BIL 402TSP	\$9,535.71
TSP-2023-YA-00-03	Georgia College & State University	YA	BIL 402TSP	\$9,359.00
TSP-2023-YA-00-12	Georgia Southwestern State University	YA	BIL 402TSP	\$12,595.60
TSP-2023-YA-00-04	Georgia State University	YA	BIL 402TSP	\$11,722.00
TSP-2023-YA-00-06	Kennesaw State University Research and Service Foundation	YA	BIL 402TSP	\$22,378.22
TSP-2023-YA-00-07	North Georgia, University of	YA	BIL 402TSP	\$21,124.78
TSP-2023-YA-00-11	Valdosta State University	YA	BIL 402TSP	\$8,102.49
TSP-2023-YA-00-09	West Georgia, University of	YA	BIL 402TSP	\$10,500.00
TSP-2023-GA-01-30	Students Against Destructive Decisions, Inc.	Modernizing Teen Mobility Safety: A New Approach to GA SADD	BIL 402TSP	\$169,939.51
TSP-2023-GA-00-37	Children and Parent Resource Group, Inc	Life Changing Experience Community Education Project	BIL 402TSP	\$175,000.00
TSP-2023-GA-00-82	GAGOHS-Grantee (In-house grant)	402TSP: Teen Traffic Safety Program	BIL 402TSP	\$108,468.40
TSP-2023-GA-00-02	Savannah Technical College	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	BIL 402TSP	\$144,474.12
			<b>TOTAL</b>	<b>\$731,575.83</b>

# 5.14 EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

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## CRASH ANALYSIS

### Approach

Georgia utilizes a comprehensive array of activities combining statewide coordination of enforcement and complementary local level projects with the target 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. Programs include Highway Enforcement of Aggressive Traffic (HEAT), Thunder Task Force, Traffic Enforcement Networks, and high visibility enforcement surrounding NHTSA campaigns including Click it or Ticket and Drive Sober or Get Pulled Over.

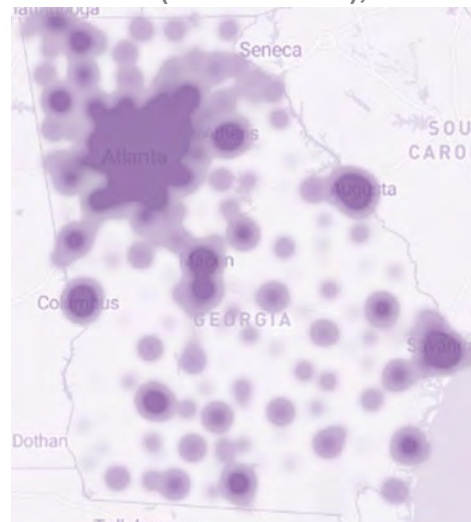
### Problem Identification and Program Description

In 2020, Georgia experienced 1,664 traffic fatalities, 7,620 serious injuries, and 330,093 motor vehicle crashes on Georgia roadways. The figure to the right shows the hotspots of the crashes across the state of Georgia.

The most common contributed factors for crashes in 2020 were distracted driving (47%) and speeding/aggressive driving (19%). Other contributing factors include:

- Following Too Close (29%)
- Failed to Yield (15%)
- Driver Lost Control (7%)
- Improper Turn (3%)

Georgia Motor Vehicle Crash Locations (ALL Crashes), 2020



Source: Numetric, Georgia Electronic Crash Reporting (June 2022), CODES 2020

*See the “Risky Driving” Georgia Traffic Safety Facts for 2018-2020 alcohol-related fatal crashes and 2018-2020 speeding related fatal crashes by regional traffic enforcement network and county.*

The Strategic Highway Safety Plan (SHSP) task teams determined traffic safety emphasis areas to monitor throughout the programmatic year. The table below shows the number and percent of crashes for selected measures that are tracked within each emphasis area for 2019 and 2020.

The public health emergency responses to the COVID-19 pandemic had unprecedented restrictions on travel in the state of Georgia. In response to the Georgia governors Executive Order, declaring a public health state of emergency on March 14, 2020, a substantial proportion of the population did not travel, particularly on roadways and public transportation systems.

**Despite the decrease in traffic volume and fewer vehicle miles traveled in 2020, Georgia experienced an increase in traffic-related fatalities and serious injuries—indicative that traffic crashes tended to be more severe when they occurred, and drivers were engaging in more risky driving behaviors.** Traffic-related data, such as VMT and motor vehicle crashes, show that the travel environment in Georgia is returning to the pre-pandemic norms as of early 2021.

### Georgia Motor Vehicle Crash Locations (ALL Crashes), 2019-2020

Strategic Highway Safety Plan Emphasis Areas	2019		2020		% change	
	Number	Percent	Number	Percent	Number	Percent
Intersection	184,548	45.67%	166,996	50.34%	-17,552	-9.51%
Roadway Departure	56,729	14.53%	45,237	13.64%	-11,492	-20.26%
Distracted Driver (Suspected)	195,018	48.26%	174,536	52.62%	-20,482	-10.50%
Older Driver (55-64)	81,064	20.06%	63,159	19.04%	-17,905	-22.09%
Older Driver (65+)	62,329	15.42%	46,326	13.97%	-16,003	-25.68%
Young Driver	51,838	12.83%	44,585	13.44%	-7,253	-13.99%
Hit & Run	47,953	11.86%	44,249	13.34%	-3,704	-7.72%
CMV Related	18,233	4.51%	15,342	4.63%	-2,891	-15.86%
Aggressive Driving	10,222	2.53%	6,157	1.86%	-4,065	-39.77%
Distracted Driver (Confirmed)	7,492	1.96%	3,256	0.98%	-4,236	-56.54%
Impaired (Suspected)	16,128	3.99%	14,361	4.33%	-1,767	-10.96%
Impaired Driving (Confirmed)	7,356	1.82%	7,093	2.14%	-263	-3.58%
Motorcycle	3,972	0.98%	3,821	1.15%	-151	-3.80%
Pedestrian	2,928	0.72%	2,333	0.70%	-595	-20.32%
Bicycle	787	0.19%	656	0.20%	-131	-16.65%

Source: Numetric, Georgia Electronic Crash Reporting (June 2022)

Georgia continues to implement projects as part of the evidence-based traffic safety enforcement plan through The Governor's Office of Highway Safety to reduce the number of crashes, injuries, and fatalities. The National Highway Traffic Safety Administration has proven the effectiveness of programs that are documented in "Countermeasures That Work, 2020, Tenth Edition" (CTW). Data throughout this Highway Safety Plan is in response to these countermeasures. Georgia will continue to participate in these programs which include High Visibility Enforcement, Thunder Task Force, Traffic Enforcement Networks, and H.E.A.T.

Georgia has 38,768 law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses, many of whom partner with the Governor's Office of Highway Safety on a regular basis.

## **DEPLOYMENT OF RESOURCES**

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

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. For over 20 years, the Highway Enforcement of Aggressive Traffic (H.E.A.T.) projects have maintained consistency across the state. In FFY 2022, the Governor's Office of Highway Safety (GOHS) funded 21 H.E.A.T. units across the state where speed and impaired driving crashes and fatalities are consistently high. Due to the success of the program, GOHS will maintain the H.E.A.T. program in FY 2023.

### **Thunder Task Force**

The Governor's Office of Highway Safety Thunder Task Force is an evidence-based traffic safety enforcement program that is deployed into areas where high incidents of traffic fatalities, crashes, and injuries have been detected. 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 regions with 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 and includes the Georgia State Patrol, Governor's Office of Highway Safety H.E.A.T. Units, Department of Public Safety Motor Carrier Compliance Division (MCCD) and local law enforcement. All local crash data is reviewed, including time of day, location, and causation (DUI, Seatbelt, Speed, Motorcycles).

With this continued effort of putting resources where the traffic fatality problems are, the Governor's Office of Highway Safety (GOHS) can support local jurisdictions 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 often returns to the jurisdiction for a follow up visit and evaluation.

## Traffic Enforcement Networks

The Governor's Office of Highway Safety has law enforcement partnerships across the state through 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 managed by a coordinator and an assistant coordinator, both who are full time law enforcement officers. The dedicated support GOHS receives 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 traffic enforcement networks have become an outstanding networking, training, and communication tool for Georgia's law enforcement community.

Traffic enforcement networks are utilized to efficiently mobilize law enforcement statewide for traffic enforcement initiatives. GOHS law enforcement liaisons (LELs) and the network coordinators utilize the Georgia Electronic Accident Reporting System (GEARS) system to identify specific areas of their network that have high crash activity. GOHS has worked with GEARS system designers to create a "Crashes by Network" report that can be generated for a specific period of time by network coordinators and LELs. This report coupled with other reports from GEARS such as "high crash locations" and "crashes by contributing circumstances" assist local law enforcement agency personnel in identifying specific roadway locations within their jurisdiction that should be targeted for enforcement.

The regional traffic enforcement networks (TEN), working with law enforcement, play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional enforcement, education, and media activities for NHTSA campaigns such as Drive Sober or Get Pulled Over, 100 Days of Summer HEAT, Click It or Ticket, and Operation Southern Slow Down. They also assist the GOHS LES team with state campaigns such as One Hundred Days of Summer Heat, Hands Across the Border and Operation Zero Tolerance. These campaigns bolster our mobilization efforts to nine each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

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 where 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 more than 850 traffic enforcement officers and prosecutors subscribed to the Georgia Traffic Enforcement Network (GATEN) list serv.

## **Effectiveness Monitoring**

GOHS will review on an annual basis the evidence-based traffic safety performance plan and coordinate with stateside partners for input and updates. 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) will also be included.

Surveillance data along with evaluation findings will be used directly to link the identified crash issues, statewide performance targets, strategic partners, the state Strategic Highway Safety Plan, funding opportunities, and capacity to implement sound programs to address the problem. Process evaluation of the plan will continue throughout the year and outreach efforts will be revised as needed.

## 5.15 HIGH VISIBILITY ENFORCEMENT

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Effective, high-visibility communications and outreach are an essential part of successful high-visibility enforcement programs. Paid advertising can be a critical part of the media strategy and brings with it the ability to control message content, timing, placement, and repetition. In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoints. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys. The Governor's Office of Highway Safety recognizes that law enforcement plays an important role in overall highway safety in Georgia. NHTSA campaigns such as Drive Sober or Get Pulled Over, 100 Days of Summer HEAT and Click It or Ticket have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

The regional traffic enforcement networks (TEN), working with law enforcement play an important role in overall highway safety in Georgia. The TEN coordinators help coordinate regional high visibility enforcement, education, and media activities for NHTSA campaigns such as Drive Sober or Get Pulled Over, 100 Days of Summer HEAT, Click It or Ticket, Click It or Ticket B2B, and Operation Southern Slow Down. They also assist the GOHS LES team with state campaigns such as One Hundred Days of Summer HEAT, Hands Across the Border and Operation Zero Tolerance. These campaigns bolster our mobilization efforts to nine each year within the state of Georgia and have proven that high visibility enforcement is the key to saving lives on Georgia's roadways.

### *Drive Sober or Get Pulled Over*

GOHS' statewide DUI enforcement initiatives play an integral part in Georgia's impaired driving campaigns and messaging. All GOHS impaired driving related brochures, rack cards, media advisories, news releases, media kit components, and scripts for radio and TV Public Service Ads use this campaign message. GOHS partners with the Georgia State Patrol, sheriff's offices, police departments and other partners to conduct news conferences around the state to promote sober driving initiatives and enforcement efforts during these campaigns and before major holiday travel periods. GOHS partners with TEAM Georgia to hold news conferences in Atlanta prior to the Christmas/New Year's holiday season and St. Patrick's Day. GOHS also promotes sober driving messaging with media interviews on local and television programs around the state prior to enforcement mobilizations and holiday travel periods. Impaired driving enforcement is conducted throughout the state during each of the nine mobilizations. During the St Patrick's Day period in March, Chatham County Georgia holds a multi-day celebration that draws a large number of participants to the area. GOHS partners with state and local law enforcement to conduct a news conference followed by three days of enforcement targeting impaired drivers as well as distracted and unbuckled drivers. During the FY 2022 deployment, officers conducted six sobriety checkpoints and arrested 48 impaired drivers, issued 23 seat belt citations, 43 speeding citations, and 90 "other" traffic citations.



### [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 NHTSA data showing that proper use of lap/shoulder seat belts reduce the risk of fatal injury to front seat passenger car occupants by 45%. In 2019, more front-seat passenger occupants (ages 18+ years) involved in a motor vehicle traffic crash were restrained (84%) compared to backseat occupants (77%). If all Georgia passenger vehicle occupants (ages 5+ years) had been restrained during 2015-2019, an average of 675 lives would have been saved per year.

Although Georgia has one of the highest recorded safety belt usage rates in the southeast at 94.8% in 2021, sustaining this number necessitates a rigorous, ongoing high visibility enforcement campaign that combines attention-getting paid media in conjunction with concentrated earned media efforts and high-profile enforcement measures. GOHS participates in and coordinates the CIOT Border2Border enforcement each year. Each TEN conducts traffic enforcement with a focus on occupant protection within their region during this time which resulted in 597 seat belt citations, 153 child restraint citations, 2,452 speeding citations, 538 distracted driving citations, and 153 impaired drivers in FY 2021.

### [100 Days of Summer H.E.A.T. \(Highway Enforcement of Aggressive Traffic\)](#)

Over the previous five years, on average 17% of crash deaths in Georgia involve unsafe or illegal speed. For every 10 mph increase in speed, there is 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. Most 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 to Labor Day. 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 countermeasure campaign ads as well as increased enforcement from statewide partners. GOHS partners with the Georgia Department of Public Safety and Department of Natural Resources promote seat belt and life jacket use in a series of news conferences held around the state prior to the Memorial Day Holiday Weekend. GOHS partners with the Georgia Department of Public Safety to promote seat belt use during the November Click It or Ticket campaign. These news conference includes GOHS LES and TEN personnel demonstrating rollover simulators and seat belt convincers for media outlets to video and participate. GOHS staff and partners promote seat belt use on local radio and television programs in the state during the Memorial Day and Thanksgiving Click It or Ticket campaigns. The Hands Across the Border (HAB) campaign is held the week before Labor Day and is a partnership with Georgia law enforcement as well as bordering states. During this week, media and enforcement events are held in five different cities around the state. At each location Georgia meets with the adjoining state and conducts these operations. The goal of the HAB Campaign is to raise awareness and lower fatalities as we reach the end of the summer.





## **FFY2023 Georgia Mobilizations\***

**Click it or Ticket Mobilization  
November 18 – November 28, 2022**

**Drive Sober or Get Pulled Over  
December 14, 2022 - January 1, 2023  
(National Mobilization)**

**Click it or Ticket Mobilization  
May 22 – June 5, 2023  
(National Mobilization)**

**One Hundred Days of Summer HEAT  
May 22 - September 4, 2023**

**CIOT Border to Border  
May 22, 2023**

**Operation Zero Tolerance  
June 26 - July 5, 2023**

**Operation Southern Slow Down  
July 17 - 22, 2023**

**Hands Across the Border  
August 28 – 31, 2023**

**Drive Sober or Get Pulled Over  
August 21 - September 4, 2023  
(National Mobilization)**

\*Estimated Dates

Section 6:

# **SECTION 405 APPLICATIONS**

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- 405(b) Occupant Protection Grant
- 405(c) State Traffic Safety Information System Improvements Grant
- 405(d) Impaired Driving Countermeasures Grant
- 405(f) Motorcyclist Safety Grant
- 405(h) Nonmotorized Safety Grant

# 405(b) OCCUPANT PROTECTION INCENTIVE GRANT APPLICATION

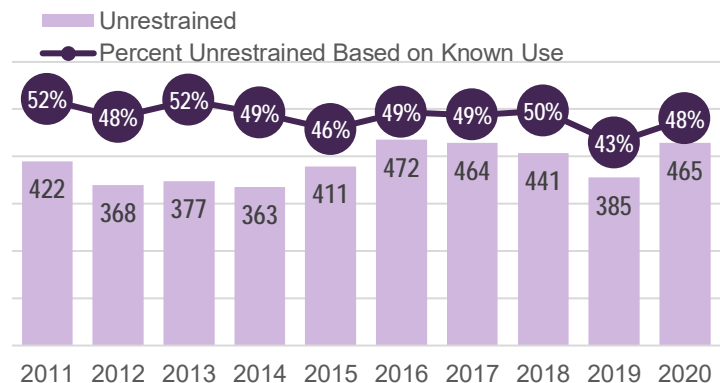
## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

This section contains excerpts from the *2020 Occupant Protection Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of unrestrained traffic-related fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/georgia-traffic-safety-facts/>

In 2020, there were 1,664 traffic fatalities in Georgia, of which 1,072 (64 percent) were occupants of passenger vehicles (PV). Of the 1,072 passenger vehicle occupants fatally injured, 465 (43 percent) were unrestrained, and 505 (47 percent) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10 percent) occupants. Looking only at those passenger vehicle occupants who were fatally injured and restraint use was known, 52 percent were restrained, and 48 percent were unrestrained.

The figure to the right shows the percent and number of unrestrained passenger vehicle occupants fatally injured in traffic crashes when the restraint use was known. The percentage of unrestrained fatalities increased by five percentage points, from 43 percent in 2019 to 48 percent in 2020. The number of fatally injured passenger vehicle occupants by restraint use for 2016 to 2020 is shown in the table below.

**Percent and Number of Unrestrained\* Passenger Vehicle Occupants Fatally Injured (All Ages), 2011-2020**



\*Percent is calculated based on known restraint use. Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2011–2020

**Passenger Vehicle Occupants Fatally Injured (All Ages) by Restraint Use, 2016-2020**

Year	Restraint Use						Total		Percent Restrained Based on Known Use	Percent Unrestrained Based on Known Use
	Restrained		Unrestrained		Unknown					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
2016	484	46%	476	45%	91	9%	1,051	100%	50%	50%
2017	488	46%	464	44%	104	10%	1,056	100%	51%	49%
2018	448	45%	441	44%	105	11%	994	100%	50%	50%
2019	514	52%	384	39%	91	9%	989	100%	57%	43%
2020	505	47%	465	43%	102	10%	1,072	100%	52%	48%

Note: The appropriate restraint system for children was not taken into consideration in the restraint classification. Source: FARS 2016–2020

Since 2011, Georgia observed seat belt usage rate was over 90 percent — 9 out of 10 front seat passenger occupants were observed wearing a seat belt. **According to annual Occupant Protection Observational Survey conducted by the University of Georgia, the front seat daytime passenger seat belt use was 94.8 percent in 2021 and the child safety seat use was 95.4 percent in 2020.**

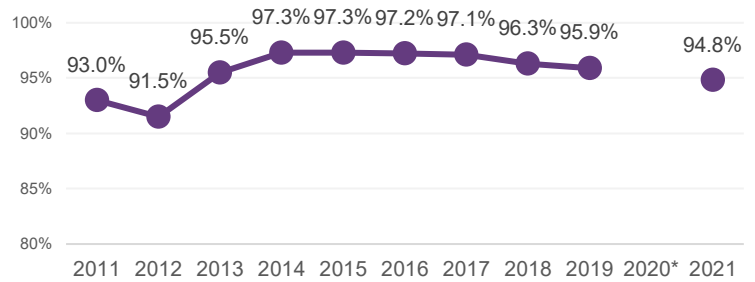
See notes under figure for more information regarding the observational surveys.

The observed safety belt usage rates were also recorded by location, driver ethnicity, driver gender, and vehicle type. According the 2021 Occupant Protection Observational Survey:

- Observed safety belt usage was highest in the Atlanta MSA (97.2%), followed by non-Atlanta MSAs (95.3%), and rural areas (94.0%).
- Safety belt usage for white occupants was higher (98.1%) than for non-white occupants (96.3%).
- Safety belt usage was higher for women (98.6%) than for men (93.2%).
- Safety belts usage was 97.9% in passenger cars, 96.4% in vans, and 90.9% in trucks.

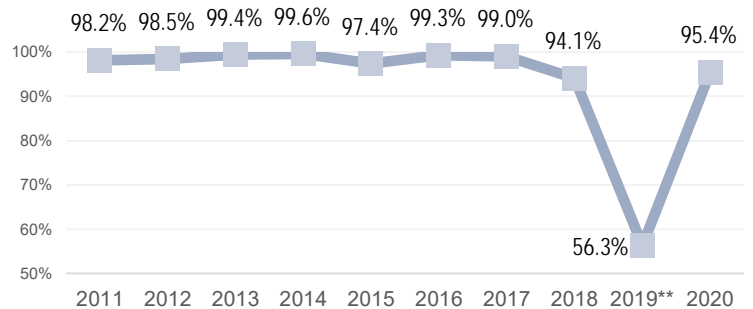
## Observed Safety Belt Use (2009-2019)

### Front Seat Passenger Vehicle Occupants



\*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

### Children Safety Seat



\*\*NOTE: Due to the 2019 observed rate that was an outlier due to a small sample size in comparison to other years, GOHS is working collaboratively with the researchers to adjust the methodology used to conduct the annual seat belt observation survey. Part of this collaboration is to explore alternative surveying methodologies similar to surrounding states.

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

## Observed Safety Belt Use by Location, Driver Ethnicity, Driver Gender and Vehicle Type (2016-2019, 2021)\*

	2016	2017	2018	2019	2021
<b>Overall Safety Belt Use:</b>	<b>97.2</b>	<b>97.1</b>	<b>96.3</b>	<b>95.9</b>	<b>94.8</b>
<b>Location:</b>					
Atlanta MSA	97.3	97.4	96.0	96.8	97.2
Non-Atlanta MSA	96.6	96.4	96.0	95.0	95.3
Rural	96.0	94.8	96.8	95.0	94.0
<b>Driver Ethnicity:</b>					
White	97.0	96.1	94.0	96.1	98.1
Non-White	97.3	96.3	96.6	95.0	96.3
<b>Driver Gender:</b>					
Male	95.2	94.4	94.3	94.2	93.2
Female	99.4	99.2	99.0	98.1	98.6
<b>Vehicle Type:</b>					
Car	98.5	98.3	97.3	97.3	97.9
Truck	94.5	95.5	94.7	92.6	90.9
Van	96.3	97.3	97.0	97.2	96.4

Source: Statewide Use of Occupants Restraints - Observational Survey of Safety Restraint Use in Georgia (2019)

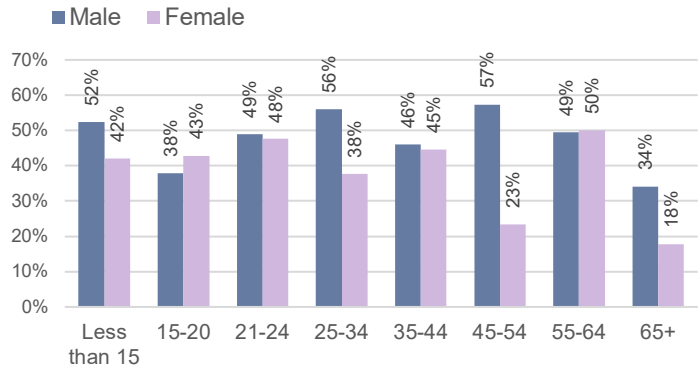
\*NOTE: In 2020, Georgia opted not to conduct the Seat Belt Observational Survey under the NHTSA waiver through the Coronavirus Aid, Relief, and Economic Security (CARES) Act. This waiver enabled States and U.S. Territories to use their 2019 seat belt use rate for their 2020 seat belt use rate.

The figure to the right shows the percent of PV occupants (across all seating positions) fatally injured and unrestrained in traffic crashes by age group and gender in 2020.

- 43 percent of fatally injured **female** PV occupants **15-to-20** years of age were unrestrained, compared to 38 percent of **male** PV occupants.
- 56 percent of fatally injured **male** PV occupants **25-to-34** years of age were unrestrained, compared to 38 percent of **female** PV occupants.

There were 272 passengers fatally injured in passenger vehicles in 2020. Fifty-eight percent of the passengers fatally injured were riding in passenger cars. Among the 241 fatalities for which restraint use was known, 48 percent were unrestrained, but use varied by vehicle type: 57 percent of the passengers fatally injured in vans were unrestrained, compared to 56 percent in SUVs, 53 percent in pickup trucks, and 45 percent in passenger cars.

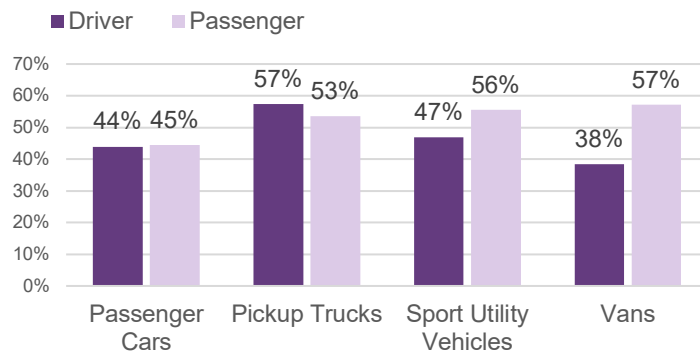
### Percent of Unrestrained\* Passenger Vehicle Occupants Fatally Injured in Traffic Crashes by Age and Sex, 2020



731 Male Passenger Vehicle Occupants with known age  
360 Female Passenger Vehicle Occupants with known age

Note: Based on known restraint use  
Source: FARS 2020

### Percent of Unrestrained\* Drivers and Passengers Fatally Injured by Passenger Vehicle Type, 2020 (All Ages)



Source: FARS 2020  
\*Based on known restraint use.

**Additional Note:**

In Georgia, programs exist that focus on select demographics to promote vehicle and occupant safety; child occupants and restraints, drivers over the age of 55, and teenage drivers. These are some of the populations of focus for programmatic activities funded by the Governor’s Office of Highway Safety. The design of programs to reach a particular demographic increases certain aspects of validity and helps the programs meet their goals. A high-risk demographic missing from these efforts are preteens, or “tweens.” Within a social context, the tween age group is hard to capture because of their social development spans from upper elementary school to upper middle school. There are strong correlations between adult behavior modeling and restraint use.

To effectively provide coverage for tweens across the state, a train-the-trainer model will be required. Existing contacts through the Child Occupant Safety Project and the GOHS law enforcement liaisons in their respective regions can be leveraged to enable the program to reach as many schools as possible. By recruiting participants from these networks and providing the necessary materials and training, the targeted number of children can be educated. To enable the success of this effort, the Child Occupant Safety Project will hire a new staff member assigned to lead and coordinate the efforts.

**ASSOCIATED PERFORMANCE MEASURES AND TARGETS**

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-4	To maintain the unrestrained traffic fatalities under the projected <b>481</b> (2019-2023 rolling average) by 2023.	445	<b>481</b>
B-1	To maintain the <b>annual</b> observed seat belt use for passenger vehicles, front seat outboard occupants above <b>90%</b> by 2023.	95.9% (2019)*	<b>Above 90%</b>

## PLANNED PARTICIPATION IN CLICK IT OR TICKET

The Governor's Office of Highway Safety 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 38,768 sworn law enforcement officers employed by a total of 913 law enforcement agencies, covering 159 counties and countless municipalities and college campuses. 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. During FFY 2023, GOHS will also participate in the Click It or Ticket Border 2 Border event with our boarding states. Mobilization dates, enforcement strategies and logistics are discussed with Georgia law enforcement officers during regional traffic enforcement network meetings and communicated on the Georgia Traffic Enforcement Network (GATEN) list-serv to more than 850 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 overrepresented with unbelted fatalities are targeted with 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, to maintain a philosophy of 24/7 occupant protection enforcement efforts.

Georgia's fatalities have fluctuated over the past nine years and Georgia law enforcement recognizes that continued education, outreach, and high visibility enforcement of seat belt and child safety seat laws are vital to reducing traffic fatalities.

In Federal Fiscal Year (FFY) 2023, the Governor's Office of Highway Safety (GOHS) has two Click It or Ticket (CIOT) traffic enforcement mobilization campaigns planned:

3. November 2022, which covers the Thanksgiving holiday period
4. May 2023, which covers the Memorial Day holiday period

The Governor's Office of Highway Safety (GOHS) requires its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.





## **FFY2023 Georgia Mobilizations\***

**Click it or Ticket Mobilization  
November 18 – November 28, 2022**

**Drive Sober or Get Pulled Over  
December 14, 2022 - January 1, 2023  
(National Mobilization)**

**Click it or Ticket Mobilization  
May 22 – June 5, 2023  
(National Mobilization)**

**One Hundred Days of Summer HEAT  
May 22 - September 4, 2023**

**CIOT Border to Border  
May 22, 2023**

**Operation Zero Tolerance  
June 26 - July 5, 2023**

**Operation Southern Slow Down  
July 17 - 22, 2023**

**Hands Across the Border  
August 28 – 31, 2023**

**Drive Sober or Get Pulled Over  
August 21 - September 4, 2023  
(National Mobilization)**

\*Estimated Dates



The chart below contains a list of 245 law enforcement agencies that are planning to participate in the Click It or Ticket National Mobilizations.

FFY 2023 Click It or Ticket Participating Agencies				
Abbeville	Chatsworth	Grady County	Meriwether County	Stewart County
Adairsville	Chattahoochee Hills	Graham	Metter	Stone Mountain
Adel	Chattooga County	Grantville	Milledgeville	Sumter County
Albany	Chickamauga	Greene County	Milner	Suwanee
Alma	Clarkston	Greensboro	Milton	Sycamore
Alpharetta	Clay County	Grovetown	Monroe	Talbot County
Alto	Clayton	Gwinnett County	Montezuma	Tallapoosa
Americus	Clayton County PD	Habersham County	Montgomery County	Tattnall County
Appling County	Cleveland	Hall County	Morgan County	Telfair County
Aragon	Clinch County	Hampton	Morrow	Temple
Ashburn	Cobb County	Hapeville	Mt. Airy	Tift County
Atkinson County	Cohutta	Haralson County	Nahunta	Tifton
Atlanta	Columbus State Univ.	Harris County	Nashville	Toombs County
Attapulgus	Conyers	Hart County	Newton County	Treutlen County
Avondale Estates	Cordele	Hazlehurst	Ocilla	Tunnel Hill
Ball Ground	Covington	Henry County	Oglethorpe	Turner County
Banks County	Coweta County	Hinesville	Oglethorpe County	Twiggs County
Barnesville	Crawford County	Hoboken	Omega	Tybee Island
Bartow	Crisp County	Holly Springs	Palmetto	Tyrone
Bartow County	Dalton	Homeland	Patterson	Union City
Baxley	Dalton State College	Homerville	Peachtree City	Union County
Ben Hill County	Danielsville	Houston County	Pearson	Univ. of West Georgia
Bibb County	Darien	Jacksonville	Pelham	Uvalda
Blackshear	Dawson County	Jasper County	Perry	Valdosta
Blythe	Dekalb County	Jeff Davis County	Pine Mountain	Valdosta St. Univ.
Boston PD	Demorest	Jefferson	Plains	Varnell
Brantley County	Dooly County	Jesup	Polk County	Vidalia
Braswell	Douglas	Johnson County	Pooler	Vienna
Bremen	Douglas County	Jonesboro	Port Wentworth	Villa Rica
Brookhaven	DPS	Kingsland	Poulan	Walthourville Police
Brooklet	Dublin	Kingston	Rabun County	Walton County
Broxton	Dunwoody	LaFayette	Reidsville	Ware County
Brunswick	Eastman	Lake City	Reynolds	Warner Robins
Buchanan	Effingham County	Lake Park	Richland	Warrenton
Burke County	Elberton	Lakeland	Ringgold	Warwick
Butler	Emerson	Lamar County	Rochelle	Washington County
Byron	Eton	Lavonia	Rockdale County	Waverly Hall
Cairo	Euharlee	Leesburg PD	Rockmart	Waycross
Calhoun	Fannin County	Liberty County	Rome	Wayne County
Camden County	Fayette County	Lincoln County	Roswell	Waynesboro
Candler SO	Fayetteville	Locust Grove	Sandersville	White
Canton	Floyd County	Long County	Screven	Wilcox County
Carroll County	Forsyth	Lowndes County	Screven County	Wilkinson County
Carrollton	Forsyth County	Ludowici	Senoia	Worth County
Cartersville	Fort Stewart	Lumber City	Sky Valley	Zebulon
Catoosa County	Franklin	Lyons	Snellville	
Cave Spring	Franklin County	Marietta	Social Circle	
Cedartown	Gainesville	Marshallville	Soperton	
Chamblee	Glennville	Maysville	Spalding County	
Charlton County	Glynn County	McCaysville	Stephens County	

## CLICK IT OR TICKET COMMUNICATIONS PLAN

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns, using 405b funding, will emphasize the importance of all passengers in all age groups to be safely restrained when traveling long or short distances. The BuckleUpGeorgia campaign and television/radio high school football campaigns, using 405b funding, will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team Occupant Protection messages, using 405b funding, will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip.

The latest NHTSA FARS data is suggesting these paid media campaigns combined with CIOT enforcement mobilizations and child passenger safety educational programs and seat inspections are making a difference. Of the 1,072 passenger vehicle occupants fatally injured, 465 (43%) were unrestrained, and 505 (47%) were restrained at the time of the crash. Restraint use was not known for the remaining 102 (10%) occupants. Between 2019 and 2020, the number of unrestrained passenger fatalities increased by 21% – from 385 in 2019 to 465 in 2020.

Considering this increase in the number and proportion of unrestrained passenger occupants in passenger vehicle fatalities, the paid media campaigns need to continue to boost CIOT enforcement mobilizations and other educational programs with the goal to further reduce the number of unrestrained passenger vehicle fatalities and the number of unknown restrained passenger vehicles.

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for almost a decade. GOHS' paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The 21% increase in the number of unrestrained persons killed in passenger vehicle fatalities from 2019 (385) to 2020 (465) shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive, statewide occupant protection paid media campaign that is implemented throughout the year helps Georgia maintain its high seat belt use rate.

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"><li>• Child Restraint Inspection stations</li><li>• Child Passenger Safety Technicians</li><li>• Project Evaluation and Annual Seatbelt Survey</li><li>• Communications: Occupant Protection</li></ul>
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### Child Restraint Inspection Stations

#### Project Safety Impacts

Georgia hosts Child Restraint Inspection Stations in urban and rural areas. As of May 2022, Georgia has a total of 81 registered inspection stations readily available to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints to combat misuse. Forty-three of the fitting stations are in rural communities, 38 of the fitting stations are in urban communities, and 74 fitting stations specifically serve at-risk families. Georgia has updated the inspection station registration portal to make it easier for Child Passenger Safety Technicians (CPST) and/or Instructors to register the inspection stations. Instructors and CPSTs complete a short electronic survey that is submitted to GOHS. A current list of inspection stations is listed below and available through the GA Highway Safety website at [www.gahighwaysafety.org](http://www.gahighwaysafety.org). Child Passenger Safety Technicians (CPST) are available by appointment at each fitting station to assist local parents and caregivers with properly installing child safety seats and providing extra resources when necessary. This list identifies the location and contact person at each station and is a document that is updated regularly. The locations served are in both urban and rural Georgia and include minority and low-income areas which are considered high-risk areas, such as Cobb County, Chatham County, DeKalb County, Fulton County, Hall County, and Sumter County.

Georgia will continue to advertise the portal to health departments, fire departments, police departments, and other avenues in hopes to increase the number of registered stations. **Each inspection station and event will be staffed with at least one current nationally Certified Child Passenger Safety Technician.**

## Car Seat Inspection Stations

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Bacon	Alma Police Department	Beth Fowler	beth.fowler@cityofalmaga.gov	912-632-8751	102 South Thomas Street, Alma, GA 31510	Appointment	Yes	Rural
Banks	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Barrow	Winder Police Department	Alicia Thomas	alicia.thomas@winderpd.org	770-867-2156	25 E. Midland. Avenue, Winder, GA 30680	Regular operating hours, Monday to Friday 8 AM to 5 PM	Yes	Rural
Bibb	Bibb County Health Department	Brandilyn Jackson	Brandi.jackson@dph.ga.gov	478-749-0144		Appointment	Yes	Urban
Bulloch	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385		Appointment	Yes	Rural
Burke	UGA Extension – Burke County	Terri Black	tcameron@uga.edu	706-554-2119	715 West Sixth Street, Waynesboro, GA 30830	Appointment	Yes	Rural
Carroll	Carrollton Police Department	Matt Jones	mjones@carrollton-ga.gov	678-390-6796	115 West Center Street, Carrollton, GA 30117	Appointment	Yes	Rural
Carroll	Temple Police Department	Lt. Jim Hollowood	jhollowood@templega.us	770-562-3151	184 Carrollton Street, Temple, GA 30179	Appointment		Rural
Chatham	Chatham County Police Department	Neighborhood Liaison Officer McCowen	kmccowen@chathamcounty.org	912-652-6947	295 Police Memorial Drive, Savannah, GA 31405	Appointment		Urban
Chatham	Safe Kids Savannah/Memorial University Medical Center	Jenna Morris	Jenna.morris@hcahealthcare.com	912-665-8385	4700 Waters Ave, Savannah, GA 31405	Appointment	Yes	Urban
Cherokee	Cherokee County Health Department (Spanish speaking)	Natalia Plasencia	Natalia.plasencia@dph.ga.gov	770-928-0133	7545 North Main Street, Woodstock, GA 30188	Appointment	Yes	Urban
Cherokee	Safe Kids Cherokee County	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	1130 Bluff's Parkway, Canton, GA 30115	Appointment	Yes	Urban
Cherokee	Woodstock Fire Department	Lisa Grisham	Lmgrishman@cherokeega.com	678-493-4343	225 Arnold Mill Rd Woodstock, Ga 30188	Mondays	Yes	Urban
Clarke	Clarke County Sheriff's Office	Glenn Cliver	Glenn.cliver@accgov.com	706-613-3256	325 E. Washington St, Athens, GA 30601	Fitting station operates M-F 8-5, by appointment only		Urban
Clay	Clay County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	101 Hartford Rd W., Suite 2, Fort Gaines, GA 39851	Appointment	Yes	Rural
Cobb	Cobb and Douglas Public Health	Melissa Chan-Leiba	safekidscobb@gmail.com	770-852-3285	1220 Al Bishop Drive, Marietta GA 30008	Appointment	Yes	Urban
Columbia	Columbia County Fire Rescue	Lt. Terry Wright	carseats@columbiacountyga.gov	706-855-7322	2264 William Few Parkway, Evans, GA 30809	Appointment		Urban
Columbia	Columbia County Sheriff's Office	Lt. Patricia Champion	pchampion@columbiacountyso.org	706-541-3970	450-A Ronald Reagan Drive, Evans, GA 30809	2 <sup>nd</sup> Wednesday of every month – By appointment		Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Decatur	Bainbridge Police Department	Courtney Chavers	courtneyc@bainbridgecity.com	229-248-2038	510 E Louise Street, Bainbridge, GA 39819	Regular operating hours		Rural
DeKalb	Brookhaven Police Department	Sergeant Bayshawn Fleming	Bayshawn.fleming@BrookhavenGA.gov	404-637-0600	2665 Buford Hwy. NE, Brookhaven, Georgia 30324	Appointment		Urban
DeKalb	Chamblee Police Department	Lieutenant Collar / Sgt. Yarbrough	rcollar@chambleega.gov and cyarbrough@chambleega.gov	770-986-5000	4445 Buford Hwy NE, Chamblee, GA 30341	Appointment	Yes	Urban
DeKalb	DeKalb Fire Rescue	Sherry Galvez	sgalvez@dekalbcountyga.gov		1950 West Exchange Place, Tucker, GA 30084	Appointment	Yes	Urban
DeKalb	Dunwoody Police Department	Katharine Tate	katharine.tate@dunwoodyga.gov	678-382-6918	4800 Ashford Dunwoody Road, Dunwoody, GA 30338	Appointment	Yes	Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-378-7611	356 West Hill Street, Decatur, GA 30030	Regular operating hours		Urban
DeKalb	City of Decatur Fire Rescue	Ninetta Violante	Ninetta.Violante@decaturga.com	404-373-5092	230 East Trinity Place Decatur, GA 30030	Regular operating hours		Urban
Douglas	Safe Kids Douglas County – Douglas Dept. of Health	Lanisha Harris	Lanish.Harris@dph.ga.gov	770-949-5155	6770 Selman Drive, Douglasville, GA 30134	Appointment	Yes	Urban
Echols	Echols County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-559-5103	149 GA-94, Statenville, GA 31648	Appointment	Yes	Rural
Fayette	Fayette County Health Dept./Safe Kids	Debbie Straight	deborah.straight@dph.ga.gov	770-305-5148	110 Paschall Road, Peachtree City, Georgia 30269	Appointment	Yes	Urban
Fulton	Alpharetta Fire Prevention	Austin Turnbull	aturnbull@alpharetta.ga.us	678-297-6272	2565 Old Milton Pkwy Alpharetta, GA 30009	Appointment		Urban
Fulton	Atlanta Fire Rescue Station 2	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1568 Jonesboro Road SE, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 5	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2825 Campbelltown Road SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 9	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3501 MLK Jr. Dr. NW, Atlanta, GA 30331	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 10	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	447 Boulevard SE, Atlanta, GA 30312	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 12	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1288 DeKalb Ave, Atlanta, GA 30307	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 13	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	431 Flat Shoals Ave SE, Atlanta, GA 30316	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 15	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	170 10th St NE, Atlanta, GA 30309	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 16	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1048 Joseph E Boone Blvd NE Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 18	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2007 Oakview Rd SE, Atlanta, GA 30317	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 23	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	1545 Howell Mill Rd Atlanta, GA 30318	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Fulton	Atlanta Fire Rescue Station 25	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2349 Benjamin E Mays Dr. SW, Atlanta, GA 30311	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 26	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2970 Howell Mill Road NW, Atlanta, GA 30327	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 29	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	2167 Monroe Dr. NE, Atlanta, GA 30324	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Station 30	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	10 Cleveland Ave SW, Atlanta, GA 30315	Appointment	Yes	Urban
Fulton	Atlanta Fire Rescue Public Safety Annex	William Hutchinson	whutchinson@atlantaga.gov	404-546-7000	3493 Donald Lee Hollowell Pkwy NW, Atlanta, GA 30318	Appointment	Yes	Urban
Fulton	College Park Fire Department	Damon Jones	djones@collegeparkga.com	470-409-2560	3737 College Street, College Park, GA 30337	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	19 East Broad Street, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Fairburn Fire Department	Lt. Jason Ojeda	jojeda@fairburn.com	770-964-2244 Ext 500	149 West Broad St, Fairburn, GA 30213	Appointment	Yes	Urban
Fulton	Governor's Office of Highway Safety	Kelly Sizemore	kellysizemore@gohs.ga.gov	470-366-3020	7 Martin Luther King Junior Drive, Suite 643, Atlanta, GA 30334	Appointment	Yes	Urban
Fulton	Johns Creek Fire Department	Loren Johnson	Loren.Johnson@johnscreekga.gov	678-512-3362	11360 Lakefield Dr, Johns Creek GA, 30097	Appointment		Urban
Fulton	Safe Kids North Fulton/Roswell Fire	Chad Miller	cmiller@roswellgov.com	770-594-6225	8025 Holcomb Bridge Road, Alpharetta, GA 30022	Appointment	Yes	Urban
Fulton	Sandy Springs Fire and Rescue	Reginald McClendon William Pilner	rmcclendon@sandyspringsga.gov wpilner@sandyspringsga.gov	770-206-2047 770-296-8200	135 Johnson Ferry Road, Sandy Springs, GA 30350	Appointment		Urban
Glynn	Glynn County Police Department	Britney Dixon	bdixon@glynncounty-ga.gov	912-563-9049	157 Carl Alexander Way, Brunswick, GA 31525	Regular operating hours, Mon to Fri 8- 5PM, excluding holidays		Rural
Gwinnett	Gwinnett Fire and Emergency Services	Cpt. Jim Egan	Fireprograms@gwinnettcounty.com	678-518-4907	408 Hurricane Shoals Rd NE, Lawrenceville, GA 30046	Appointment	Yes	Urban
Gwinnett	Gwinnett Police Department	Sgt. W. Eric Rooks	William.rooks@gwinnettcounty.com	770-513-5119	Do not have a specific address as we go to the location most convenient for the requestor	Appointment		Urban
Gwinnett	Snellville Police Department	Ofc. Scott Hermel	shermel@snellville.org	770-985-3555	2315 Wisteria Drive, Snellville, GA 30078	Appointment		Urban
Habersham	Alto Police Department	Josh Ivey	jivey@altopolice.com	706-778-8028	3895 Gainesville Highway, Alto, GA 30510	Appointment	Yes	Rural
Hall	Gainesville Police Department	MPO Larry Sanford	lsanford@gainesville.org Traffic@gainesville.org	770-535-3789	701 Queen City Parkway NW, Gainesville, GA 30501	Appointment		Urban
Hall	Safe Kids Northeast Georgia	Elaina Lee	elaina.lee@nghs.com	770-219-8095	743 Spring Street, Gainesville, GA 30501	Appointment	Yes	Urban

County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Houston	Centerville Fire Dept./Safe Kids Houston County	Jason Jones	jjones@cfcd.coxmail.com	478-953-4050	101 Miller Court, Centerville, GA 31028	Mon thru Fri 9 AM - 4:30 PM and by appointment	Yes	Rural
Houston	Houston County Health Department	Stephanie Robinson	stephanie.robinson1@dph.ga.gov	478-218-2000 Ext. 133	98 Cohen Walker Dr., Warner Robins, GA 31088	Regular operating hours	Yes	Urban
Lamar	Lamar County Health Department	Caitlin Fuqua	caitlin.fuqua@dph.ga.gov	770-358-1438	100 Academy Drive, Barnesville, GA 30204	Appointment	Yes	Rural
Lanier	Lanier County Health Department	Sara Hamlett	sara.hamlett@dph.ga.gov	229-482-3294	53 W Murrell Ave, Lakeland, GA 31635	Appointment	Yes	Rural
Lee	Lee County Health Department	Taneka Bell	Taneka.Bell@dph.ga.gov	229-759-3014	112 Park Street, Leesburg, GA 31763	Appointment	Yes	Rural
Liberty	Hinesville Fire Department	Wendy Bruce Sochia	jleverett@cityofhinesville.org	912-876-4143	103 Liberty Street, Hinesville, GA 31313	Regular operating hours		Rural
Lowndes	Lowndes County Health Department	Valeka Carter	valeka.carter@dph.ga.gov	229-333-5257	206 South Patterson Street Valdosta, GA 31601	Regular operating hours, Mon to Thurs 8 - 4 & Fri 8 - 1	Yes	Urban
McIntosh	McIntosh County Health Department	Brooke Deverger	Brooke.Deverger@dph.ga.gov	912-832-5473	1335 GA Highway 57, Townsend, GA 31331	Appointment	Yes	Rural
Muscogee	Safe Kids Columbus	Pam Fair	safekidscolumbusga@piedmont.org	706-321-6720	615 19 <sup>th</sup> Street, Columbus, GA 31901	Appointment	Yes	Urban
Newton	Piedmont Newton Hospital	Missy Braden	missy.braden@piedmont.org	770-385-4396	5126 Hospital Drive NE, Covington, GA 30014	Appointment	Yes	Rural
Oconee	Oconee County Sheriff's Office	Sonya Wallace-Burchett	swallace@oconeesheriff.org	706-769-5665	1140 Experiment Station Road, Watkinsville, GA 30677	Appointment or Regular operating hours (Mon to Fri 7am-7pm)		Rural
Polk	Polk County Sheriff's Office/Safe Kids Polk	Cpl. Rachel Haddix	Rhaddix@polkga.org	770-749-2901	1676 Rockmart Highway, Cedartown, GA 30125	Appointment	Yes	Rural
Quitman	West Central Health District	Martika Peterson	martika.peterson@dph.ga.gov	833-337-1749	105 Main Street, Georgetown, GA 39854	Appointments or Regular Operating Hours	Yes	Rural
Randolph	Randolph County Health Department	Lindsey Hixon	lindsey.hixon@dph.ga.gov	833-337-1749	207 North Webster Street, Cuthbert, GA 39840	Appointment	Yes	Rural
Richmond	SafeKids Greater Augusta/Children's Hospital of Georgia	Renee McCabe	rmccabe@augusta.edu	706-721-7606	1225 Walton Way, Augusta, GA 30901	Appointment on 1 <sup>st</sup> Fri and 4 <sup>th</sup> Wed of each month	Yes	Urban
Rockdale	Prevent Child Abuse Rockdale	Meredith Hutcheson	firststeps@pcarockdale.org	404-416-5547	625 Promise Path, Conyers, GA 30012	Appointment (M-Th 9am-3pm)	Yes	Urban
Spalding	Spalding County Fire Department	Rocky White	cwhite@spaldingcounty.com	770-228-2129	1005 Memorial Drive, Griffin, GA 30223	Appointment	Yes	Rural
Sumter	Americus Police Dept.	Sgt. John Norton	jnorton@americusga.gov	229-924-3677	119 South Lee Street, Americus, GA 31709	Appointment	Yes	Rural
Sumter	Sumter County Sheriff's Office	Wendy Winters	wwinters@sumtercountyga.us	229-924-4094	352 McMath Mill Rd, Americus, GA 31719	Appointment	Yes	Rural



County	Agency/ Organization	Main Contact	Main Contact Email Address	Fitting Station Number	Fitting Station Address	Appointment or Regular Hours	High-Risk Population	Rural or Urban
Tattnall	UGA Extension – Tattnall County	Rachel Stewart	restewar@uga.edu	912-557-6724 Ext 1	114 North Main Street, Building F Reidsville, GA 30453	Appointment	Yes	Rural
Taylor	Reynolds Police Department	Chief Lonnie Holder	lonnieholder@reynoldsga.com	334-847-3435	3 E. William Wainwright St, Reynolds, GA 31076	Appointment		Rural
Upson	Upson County Health Department	Nikee Rooks	Nikee.rooks@dph.ga.gov	706-647-7148	314 E Lee St, Thomaston, GA 30286	Appointment	Yes	Rural
Terrell	Terrell County Health Department	Gwendolyn Hosley	gwendolyn.hosley@dph.ga.gov	229-352-4277	969 Forrester Drive SE, Dawson, GA 39842	Appointment	Yes	Rural
Toombs	Vidalia Fire Department	Robert L Tillman Jr.	safekidstoombs@gmail.com	912-403-9882	302 West Pine Street, Vidalia, GA3047	Appointment	Yes	Rural
Turner	Turner County Health Department	Mary Anne Sturdevan, RN	MaryAnne.Sturdevan@dph.ga.gov	229-238-9595	745 Hudson Avenue, Ashburn, GA 31714	Appointment	Yes	Rural
Twiggs	Twiggs County Health Department	Kathy Lee	Kathy.lee@dph.ga.gov	478-945-3351	26 Main Street, Jeffersonville, GA 31044	Appointment	Yes	Rural
Union	Union County Health Department	Glenda McGill	Glenda.McGill@dph.ga.gov	706-745-6292	67 Chase Drive, Blairsville, GA 30512	Appointment	Yes	Rural
Walton	Walton County Safe Kids	Kathy Culpepper	kculpepper@co.walton.ga.us	770-267-1422	1425 South Madison Avenue Monroe, GA 30655	All appointments are virtual	Yes	Rural
Washington	Sandersville Police Department	Renee Jordan	rjordan@sandersvillega.org	478-552-3121	130 Malone Street, Sandersville, GA 31082	Appointment	Yes	Rural
Wayne	Safe Kids Wayne County	Carol Irvin	cirvin@waynecountyga.us	912-427-5986	155 North Wayne Street, Jesup, GA 31546	Appointment	Yes	Rural
Whitfield	Dalton Police Department	David Saylor	dsaylor@daltonga.gov	706-278-9085	301 Jones Street, Dalton, GA 30720	Appointment	Yes	Rural
Worth	Worth County Health Department	Waiting on call back	@dph.ga.gov	229-777-2150	1012 West Franklin Street, Sylvester, GA 31791	Appointment	Yes	Rural



Atlanta Fire and Rescue (AFRD) offers community events in the Metro Atlanta area to serve at-risk families. AFRD partners with other local governments, non-profit, and private businesses to educate families in Atlanta, GA, and the immediate surrounding areas. AFRD will partner with Amerigroup (a statewide Medicaid provide), Sheltering Arms (local head starts), and other organizations to ensure that all children are traveling safely. This is one of the ways that GOHS and its grantees address transportation equity through educational grant programming.

<b>Community Car Seat Checks- Atlanta Fire Rescue Department</b>				
Date	October 2022	October 2022	March 2023	March 2023
Location	Fulton/Atlanta	Douglas/ Douglasville	Fulton/Atlanta	Fulton/Atlanta
Host Agency	East Lake Sheltering Arms	Douglasville Sheltering Arms	Morehouse School of Medicine	Atlanta Sheltering Arms
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	April 2023	April 2023	May 2023	July 2023
Location	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	DeKalb/Decatur
Lead	YMCA	Atlanta Sheltering Arms	YMCA	Rainbow Park Baptist Church
Population	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
At Risk	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
Date	July 2023	August 2023		
Location	DeKalb/Decatur	Clayton/Morrow Clayton Safe Kids		
Lead	Rainbow Park Baptist Church	Sam's		
Population	Urban/Metro	Urban/Metro		
At Risk	Low Income/MO	Low Income/MO		

In compliance with the National Certification program, all CPST courses (listed in the next section) will end with a seat check event on the final day and are included in the total number of events.

**Total number of planned inspection stations and/or events in the State**

**151**

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: Urban, Rural, At-Risk**

Populations Served – Urban

**74**

Populations Served – Rural

**62**

Populations Served – At-Risk

**117**

**Linkage Between Program Areas**

There are approximately 81 stations registered and GOHS is encouraging new ones to register

daily. Inspection stations should be located statewide and available to most of the state population. In the city of Atlanta, the fire department consistently operates 15 inspection stations located in lower socioeconomic areas throughout the city and these stations are open to the public by appointment. The GA Department of Public Health's regional coordinators are networking across their regions to increase the number of inspection stations in both rural and urban areas. The regional coordinators are actively working with the state CPS coordinator to register fitting stations across Georgia.

### **Rationale for Selection**

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing or maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

The Department of Public Health- Child Occupant Safety Project (DPH) staff will continue to operate using a regional model for statewide outreach and education. Regional coordinators will attend local Emergency Medical Services Regional Councils, Emergency Medical Services-Children, and/or Regional Trauma Advisory Council Meetings, Family Connections Meetings, local traffic enforcement network meetings, and other local networking opportunities. Connections made during these meetings will be leveraged into recruitment opportunities for CPST Courses. The GA Department of Public Health (DPH) is planning to have 24 CPST classes averaging 15 students per class. For retention, DPH staff will host more than 20 CEU classes throughout the state, providing multiple opportunities for technicians to attend in-person recertification sessions. Regional coordinators will also maintain a local list-serv to advertise local classes and community check events to ensure technicians have ample opportunities to gain their seat-checks and community events required to maintain their certification. The CPS coordinator at GOHS will maintain a statewide list-serv to support the work of the GOHS grantees.

## **Child Passenger Safety Technicians**

### **Project Safety Impacts**

Georgia is currently maintaining 1,186 certified Child Passenger Safety Technicians (CPST) and 75 certified Child Passenger Safety (CPS) Instructors. Georgia State Patrol is no longer able to pay the re-certification fees of their officers. Therefore, there is a decline in the number of CPSTs from the number reported previously. According to Safe Kids Worldwide, Georgia held 57 Child Passenger Safety Technician courses in the calendar year 2020. Of these, there were 54 certification courses and three renewal courses. Georgia's recertification rate for 2021 was 30.4%, with 397 technicians recertifying. GOHS along with the Georgia Department of Public Health and Atlanta Fire Rescue Department will focus on increasing the opportunities for current CPSTs to re-certify. The statewide CPS list-serv updates CPSTs on upcoming CEU workshops in Georgia. The CPS coordinator sends updated contact lists to the managers of DPH and AFRD on when techs are expiring. The CPS coordinator also sends additional emails to CPST

Instructors reminding them to renew their CPST certification. The regional coordinators at DPH send reminder CPST certification emails to the CPSTs in their area.

### Linkage Between Program Areas

Based upon the 2016 observational seatbelt survey results, Georgia began working with The Georgia Department of Public Health Child Occupant Safety Project (DPH) to focus on a new approach to reach rural Georgians. The results in the 2017 child safety restraint survey continued to show rural Georgia at 92.9% usage. The Georgia Department of Public Health (DPH) set up regional coordinators across the state to focus on child passenger safety education and outreach within their local region. These coordinators are full-time employees of DPH and reside within their region. The idea was that these coordinators were familiar with their areas and could help facilitate trainings among fire departments, police departments, health departments, and Emergency Medical Services. The results of the FFy2021 child safety restraint survey showed child safety restraint use at 95.5%. DPH regional coordinators will actively recruit new CPS Technicians through their outreach within the regions. The Atlanta Fire Rescue Department will continue to train fire recruits during the Fire Academy.

Georgia will continue to host Child Passenger Safety Technician and Instructor courses statewide in a continued effort to 1) reach all areas of the State and 2) recruit, train, and maintain a sufficient number of CPS-technicians based on the State’s problem identification. In 2019, Georgia’s Hispanic population represented the largest percentage of unrestrained occupants of all ages, at 53%, followed by Black/African American/Non-Hispanic at 46%. Lower socioeconomic factors have also correlated with lower child restraint use. Because these demographics are overrepresented in fatalities and injuries, these demographics are considered higher risk groups. Locations have been chosen based on requests from high-risk areas. In compliance with the National Certification program, all courses will 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 childcare, and average about 15 attendees per class.

Below are the proposed courses that will be hosted by the Georgia Department of Public Health and the Atlanta Fire Rescue Department.

CPST Courses- GA. Department of Public Health				
	Dalton	Athens	Atlanta	Macon
<b>Date</b>	October 2022	January 2023	April 2023	October 2022
<b>Location</b>	Fannin	Lumpkin	Heard	Johnson
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Rural	Rural	Rural	Rural
<b>At Risk</b>	Low Income	Low Income/ Minority	Low Income	Low Income
<b>Date</b>	November 2022	February 2023	May 2023	November 2022
<b>Location</b>	Floyd	Morgan	Butts	Pulaski
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income
<b>Date</b>	December 2022	March 2023	June 2023	December 2022
<b>Location</b>	Catoosa	Clarke	DeKalb	Wilkinson/ Baldwin
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income/Minority	Low Income

	<b>Augusta</b>	<b>Columbus</b>	<b>Valdosta</b>	<b>Jesup</b>
<b>Date</b>	January 2023	April 2023	October 2022	January 2023
<b>Location</b>	Wilkes	Talbot	Dougherty	Wheeler
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Rural	Rural	Urban	Rural
<b>At Risk</b>	Low Income	Low Income	Low Income/Minority	Low Income/Minority
<b>Date</b>	February 2023	May 2023	November 2022	February 2023
<b>Location</b>	Emanuel	Stewart	Seminole	Clinch
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Rural	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income/Minority
<b>Date</b>	March 2023	June 2023	December 2022	March 2023
<b>Location</b>	Richmond/Columbia	Muscogee	Echols/Brook	Wayne/Glynn
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Rural	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income	Low Income

<b>CPST Courses- Atlanta Fire Rescue Department</b>				
<b>Date</b>	October 2022	October 2022	November 2022	November 2022
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>At Risk</b>	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO
<b>Date</b>	December 2022	December 2022	January 2023	January 2023
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban	Urban	Urban	Urban/Metro
<b>At Risk</b>	Low Income/MO	Low Income/MO	Low Income/MO	Low Income/MO

<b>CPST CEU and/or Renewal Courses- Georgia Department of Public Health</b>				
	<b>Dalton</b>	<b>Athens</b>	<b>Atlanta</b>	<b>Macon</b>
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Bremen (CEU)	Monroe (CEU)	Newnan/ Peachtree City (CEU)	Dublin (CEU)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Rural	Urban	Urban	Rural
<b>At Risk</b>	Low Income	Low Income/Minority	Low Income/Minority	Low Income/Minority
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Cherokee (CEU)	Rabun (CEU)	Roswell (CEU)	Milledgeville (CEU)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Rural	Urban	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income/Minority	Low Income
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Dalton (Renewal)	Athens (Renewal)	Dunwoody (Renewal)	Macon (Renewal)
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income/Minority
	<b>Augusta</b>	<b>Columbus</b>	<b>Valdosta</b>	<b>Jesup</b>
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Augusta (CEU)	Americus (CEU)	Moultrie (CEU)	Hinesville (CEU)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Rural	Rural	Urban
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income/Minority	Low Income
<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Augusta (CEU)	Dawson (CEU)	Thomas County (CEU)	Vidalia (CEU)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Rural	Rural	Rural
<b>At Risk</b>	Low Income/Minority	Low Income	Low Income	Low Income/Minority

<b>Date</b>	TBD	TBD	TBD	TBD
<b>Location</b>	Richmond (Renewal)	Muscogee (Renewal)	Valdosta (Renewal)	Wayne (Renewal)
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Urban	Rural
<b>At Risk</b>	Low Income/Minority	Low Income/Minority	Low Income/Minority	Low Income

<b>CPST CEU and/or Renewal Courses- Atlanta Fire Rescue Department</b>				
<b>Date</b>	October 2022	November 2022	December 2022	January 2023
<b>Location</b>	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta	Fulton/Atlanta
<b>Lead</b>	William Hutchinson	William Hutchinson	William Hutchinson	William Hutchinson
<b>Population</b>	Urban/Metro	Urban/Metro	Urban/Metro	Urban/Metro
<b>At Risk</b>	Low Income / MO	Low Income / MO	Low Income / MO	Low Income/MO
<b>Date</b>	February 2023			
<b>Location</b>	Fulton/Atlanta			
<b>Lead</b>	William Hutchinson			
<b>Population</b>	Urban/Metro			
<b>At Risk</b>	Low Income / MO			

The Georgia Department of Public Health (DPH) is the only statewide agency that addresses the safe transportation of children with special healthcare needs. DPH works with providers to conduct transportation evaluations providing technical expertise to identify when a conventional child safety seat or a large medical seat is appropriate for individual needs. Staff also provide examples of letters of medical necessity to support funding requests to Medicaid and other payors of first resort. The DPH will also work with hospitals that provide specialized support to pediatric patients, providing family referrals for seat installations and assisting with evaluations as needed. Additionally, training for CPSTs specific for transporting children with special healthcare needs will continue to be offered at least twice during the grant period. One DPH staff is the certified trainer for this program in Georgia.

The Georgia Department of Public Health Keeping Kids Safe courses are listed below:

<b>Keeping Kids Safe (hospital courses)</b>				
	<b>Dalton</b>	<b>Athens</b>	<b>Atlanta</b>	<b>Macon</b>
<b>Date</b>	TBD	Quarterly	Quarterly	TBD
<b>Location</b>	Northside Cherokee	NGHS Gainesville	Northside	Atrium Macon
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income/Minority	Low income/Minority	Low income/Minority	Low income/Minority
<b>Date</b>	TBD	May 2023	TBD	TBD
<b>Location</b>	Piedmont Cartersville	NSH Forsyth	Northside Gwinnett	BKO Children's Hospital
<b>Lead</b>	Thomas Smith	Allison Craig	Alex McKeithan	Nikky De La Concha Nazario
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income/Minority	Low income/Minority	Low income/Minority	Low Income/Minority
<b>Date</b>	TBD	Biannually		
<b>Location</b>	Floyd Medical	Braselton NGHS		
<b>Lead</b>	Thomas Smith	Allison Craig		
<b>Population</b>	Urban	Urban		
<b>At Risk</b>	Low income/Minority	Low income/Minority		
<b>Date</b>		TBD		
<b>Location</b>			Piedmont Athens	
<b>Lead</b>		Allison Craig		
<b>Population</b>		Urban		
<b>At Risk</b>		Low income/Minority		

	<b>Augusta</b>	<b>Columbus</b>	<b>Valdosta</b>	<b>Jesup</b>
<b>Date</b>	TBD	TBD	September 2023	TBD
<b>Location</b>	Augusta University	St. Francis	South GA Medical	Savannah Memorial
<b>Lead</b>	Nadira Bolden	Columbus RC	Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban	Urban	Urban	Urban
<b>At Risk</b>	Low income	Low income	Low income/Minority	Low income
<b>Date</b>	TBD		TBD	TBD
<b>Location</b>	Piedmont Augusta		Phoebe Putney	Meadows Regional
<b>Lead</b>	Nadira Bolden		Cynthia Sharper	Carol Irvin
<b>Population</b>	Urban		Urban	Rural
<b>At Risk</b>	Low income		Low income	Low income
<b>Date</b>	TBD			TBD
<b>Location</b>	Doctor's Hospital			Wayne Memorial
<b>Lead</b>	Nadira Bolden			Carol Irvin
<b>Population</b>	Urban			Rural
<b>At Risk</b>	Low income			Low income

<b>Transporting Children with Special Healthcare Needs</b>			
<i>*All locations are tentative, pending training staff and room confirmation</i>			
<b>Location</b>	<b>Date</b>	<b>Population</b>	<b>At Risk</b>
Ringgold	November 2022	Urban	Low Income
Metro Atlanta	April 2023	Urban	Low Income / Minority

**Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and supporting events by nationally Certified Child Passenger Safety Technicians**

Estimated total number of classes.

**70**

Estimated total number of technicians.

**480**

Minority outreach is another specialty area handled by two staff members of the GA Department of Public Health (DPH). Safety messaging and outreach to established groups will continue, as will distribution and use of the Spanish flipbook for locations without a translator. DPH outreach coordinator will continue to work directly with the regional coordinators to identify the focus counties in each region and will assist in identifying minority outreach partners in those areas, including such groups as faith-based organizations, resettlement agencies, migrant agencies, etc. From a statewide perspective, DPH will provide awareness training to refugee caseworkers and resettlement partners and will work to build a resource cache for tools in multiple languages.

Utilizing data from Refugee Health, a list of focus counties includes DeKalb, Fulton, Gwinnett, Cherokee, Cobb, Madison, Colquitt, Chatham, and Hall. Outreach will also continue with established Spanish-language partners (i.e., Coffee County, etc.).

## **Rationale for Selection**

As in the past, this countermeasure continues to play a major role in establishing a well-functioning highway safety culture in which the public/political attention is given to motor vehicle crashes, injuries, and fatalities relating to children. This countermeasure was chosen because Georgia's data indicates an evidence-based approach for increasing and maintaining Georgia's child safety seat usage rate. The implementation of this strategy allows Georgia to identify and strengthen partnerships throughout the State.

## **Project Evaluation and Annual Seatbelt Survey**

### **Project Safety Impacts**

GOHS has an ongoing need for systematic evaluation of the results of the programs it funds. Past reliance on periodic monthly activity reports and final reports from grantees, while useful, proved inadequate for objectively documenting the effectiveness of their programs. Reports tended to focus more heavily on process information (i.e., how the program was implemented) but did not often report impact data (i.e., outcomes as a result of the program). One factor contributing to this problem was poorly written objectives in the original proposals, which make outcome evaluation difficult.

GOHS responded to these limitations by funding previous comprehensive highway safety program evaluation grants through the Traffic Safety Research and Evaluation Group (TSREG) in the University of Georgia's College of Public Health. GOHS sought out evaluation resources in the past, but not on a comprehensive, statewide programmatic level as it did with the UGA evaluation team. The communication and data submission process from grantees statewide was developed and is presently being utilized during the current grant period. All current activities are focused on maintaining the comprehensive database of grantees, monitoring GOHS' progress, recording grant reporting, and analyzing changes in program effectiveness throughout the state.

GOHS will also produce the federally required occupant protection survey. Georgia has been able to increase seatbelt usage to over 90%.

### **Linkage Between Program Areas**

Traditional factors such as impaired driving, speeding, and driving unrestrained continue to be persistent problems. Additionally, emerging problems such as distracted driving, increases in 55+ drivers, and increased risks to pedestrians are further contributing to the undesirable trend of traffic collisions. As more road users are present on Georgia roadways, the risk of exposure to collisions continues to rise accordingly. Traffic crashes are a leading cause of long-term disability, with over one million adults in the US living with disability due to crash injuries. These threats to public health illustrate the need for effective programming to tackle these issues.

In the past, GOHS emphasized to potential grantees that projects and evaluation measures must be innovative, data-driven, and impact-driven. For new and existing grantees, the process



of collecting, analyzing, and reporting data can be daunting. However, this process is necessary when determining program effectiveness, defending the institutionalization of continuing programs, and supporting the initiation of new programs. Data reported from a single year or brief period of time will not be as useful as trend data in addressing these concerns. Trend data is also beneficial for establishing an accurate picture of the severity of a particular problem and determining the impact of changes in program activities. Current data must be compared to past data. Therefore, each program must present trend data to accomplish this task.

Accountability in funded programs requires evidence-based, objective evaluation of grantee performance. In past years, submitted proposals from potential grantees often did not clearly identify the objectives of the programs and/or had incomplete evaluation plans. The data submitted to GOHS from grantees often could not be used in categorical statewide program evaluation. Beginning in 2004 in response to state audit findings, and continuing through FFY 2023, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia developed a system to allow GOHS to objectively evaluate its grantee effectiveness. The system allows TSREG to evaluate GOHS's performance and to provide critically needed input for future funding based on best practices and program models with histories of accomplishment.

### **Rationale for Selection**

As Georgia's population and vehicle miles traveled both continue to increase and as patterns of income, demographics, and driving habits change and evolve, effective projects must base their activities on current conditions. TSREG has demonstrated the ability to respond quickly and efficiently to grantee requests for current data needed to support grant activities, whether in relation to pedestrian fatalities, bicycle crashes, or county-level trends. Data support from TSREG assists grantees in designing activities tailored to current conditions in their jurisdictions and incorporating outcome evaluations to assess program effectiveness.

## **Communications: Occupant Protection**

### **Project Safety Impacts**

The Thanksgiving and Memorial Day Click It or Ticket holiday travel paid media campaigns will emphasize the importance for all passengers in all age groups to be safely restrained when traveling long or short distances. The HeadsUpGeorgia campaign and television/radio high school football campaigns will focus on the importance for teens and young adults to wear their seat belts on every trip. The All-South Highway Safety Team occupant protection messages will promote to adults the importance of setting a good example by always wearing their seat belts and by making sure their children are safely restrained. The Georgia Association of Broadcasters will promote the benefits of wearing seat belts for those motorists who chose to never wear seat belts or do not wear them on every trip. To promote occupant protection for passengers of all ages, GOHS will continue a campaign with Herschend Entertainment for seat belt and child passenger safety messaging at three entertainment facilities they manage in Georgia. These messages reminding parents to buckle up and to make certain their children are



properly restrained will be posted throughout the facilities including the exits at Stone Mountain Park in Atlanta, Wild Adventures in Valdosta, and Callaway Gardens in Pine Mountain. These messages are intended to make wearing a seat belt and properly restraining children at the forefront of the minds of parents, grandparents, guardians, and other adults as they are leaving these family-themed entertainment facilities attract more than five million guests combined each year.

### **Linkage Between Program Areas**

While Georgia has enjoyed a seat belt use rate of more than 90% for ten consecutive years, on average 50% of the people killed in passenger vehicle fatalities were not restrained (based on known restraint use). This persists despite NHTSA data that shows seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45%. In pick-up trucks, SUVs, and minivans, properly worn seat belts reduce fatal injury by 60%. NHTSA data shows more than 73% of nationwide passenger vehicle occupants involved in serious crashes survive when wearing seat belts correctly.

### **Rationale for Selection**

The Click It or Ticket enforcement mobilizations are one of the reasons Georgia has seen seat belt use rates at more than 90% for a decade. GOHS's paid media buys are planned in conjunction with these mobilizations to promote seat belt use during holiday periods when more vehicles are on the road and the chances of being in a traffic crash also increase. The number of unrestrained traffic fatalities in Georgia shows the importance of continuing paid media campaigns that use facts and personal stories to show all motorists that buckling a seat belt and making sure all children are safely restrained should be done before starting every trip. A comprehensive OP paid media campaign that is implemented throughout the year will also help Georgia maintain its high use seat belt status.

## PLANNED ACTIVITIES

<b>Department of Public Health-Occupant Protection</b>	
<i>Planned Activity Description:</i>	Department of Public Health operates 8 regional coordinators across the state. The coordinators are responsible for setting up courses, safety checks, and education events within their region. The project participates in Child Passenger Safety Caravan, held in conjunction with the National CPS week, in September. Child Safety seats are distributed statewide through their mini-grant program and inspection stations to assist the low-income and minority population. CPST Class locations were selected based on FARS data and any CPST classes that were not able to be completed due to COVID-19. DPH will also pilot a “tween” seatbelt program for the 2023 grant year
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Public Health
<b>City of Atlanta Fire Rescue Department</b>	
<i>Planned Activity Description:</i>	Atlanta Fire Department operates inspection stations across the City of Atlanta, focusing on the Low-income and Minority population. Firefighters are trained to be CPS technicians and their certification is renewed bi-annually through this project. The project also conducts outreach and education throughout Metro-Atlanta, focusing on low-income and minority populations. Car seat check locations are selected based on FARS data.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	City of Atlanta Fire Rescue Department
<b>Evaluation and Seatbelt Survey</b>	
<i>Planned Activity Description:</i>	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia. Emory University will conduct the Annual Seatbelt Survey.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Project Evaluation and Annual Seatbelt Survey</li> </ul>
<i>Intended Subrecipients:</i>	University of Georgia, Emory University

## Georgia Governor's Office of Highway Safety – 402 Occupant Protection

<i>Planned Activity Description:</i>	Fund GOHS personnel and media focused on public information, education, and outreach, statewide to reduce the number of injuries and fatalities attributed to unbuckled children and adults. GOHS will host one Child Passenger Seat Safety Campaign during National CPS week.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Child Passenger Safety Technicians</li> <li>• Child Restraint inspection stations</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Governor's Office of Highway Safety

## PROJECTS

GTS Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
OP-2023-GA-00-16	City of Atlanta Fire Rescue Department	Atlanta Fire Rescue Fitting Stations	BIL 402 OP	\$187,161.91
M1*OP-2023-GA-00-90	Emory University	Statewide Seatbelt Survey	FAST ACT 405b M1*OP	\$301,222.73
OP-2023-GA-00-85	GAGOHS- Grantee	402OP: Occupant Protection	SUP BIL 402 OP	\$84,084.89
OP-2023-GA-00-01	Georgia Department of Public Health	Child Occupant Safety Project	BIL 402 OP	\$1,567,881.91
M1*OP-2023-GA-00-93	University of Georgia	Georgia Highway Safety Programs Evaluation	FAST Act 405b M1*OP	\$189,870.01
			<b>TOTAL</b>	<b>\$2,330,221.45</b>

## REFERENCES

DESCRIPTION	HSP PAGE
Occupant Protection/Click It or Ticket media	131-134, 148-149
Paid Media Campaigns	68-69, 76-81
Media Planned Activities	82-86
Media Projects	87
Occupant Protection Program Area	127-151
Appendix B	

# 405(c) STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT

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## TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

### Mission & Vision Statements

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling State legislation. This authorization empowers each member to officially participate in the state's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

### Program Overview

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia's traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve

data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

## Structure, Composition, and Function

### TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees — the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (commissioners, directors, administrators, etc.) of those federal, state, and local member agencies that are responsible for major components of the Georgia Traffic Records System or their designated agent. All federal, state, and local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole. The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the state's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. **The Chair of the Technical Committee and Georgia Traffic Records Coordinator is Tanya Renaud with the Georgia Governor's Office of Highway Safety.** The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, recalibrating methods, selecting linked records, and conducting analysis of the traffic records data.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

### **TRCC Subcommittees**

An additional common structural feature of Georgia's TRCC are subcommittees — both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FFY 2020 and onward, the TRCC Technical Committee created a subcommittee to develop data fact sheets for the Strategic Highway Safety Plan emphasis areas to inform traffic safety professionals and the public on traffic safety issues and resources in Georgia. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FFY 2020, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

### **TRCC Meeting Dates**

#### **TRCC Executive Committee**

The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted. Meeting dates of the TRCC Executive Committee during the 12 months immediately preceding the application due date:

- October 28, 2021
- April 28, 2022

#### **TRCC Technical Committee**

The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, re-calibrating methods, selecting linked records, and conducting analysis. Meeting dates of the TRCC Technical Committee during the 12 months immediately preceding the application due date:

- July 14, 2021
- September 8, 2021
- November 10, 2021
- January 12, 2022
- March 9, 2022
- May 11, 2022

## LIST OF TRCC MEMBERS

### Georgia TRCC Executive Committee Membership

Allen Poole, Director, TRCC Executive  
Committee Chairman  
Georgia Governor's Office of Highway  
Safety

Russell McMurry, Commissioner  
Georgia Department of Transportation  
Core Data System: Crash & Roadway

Spencer Moore, Commissioner  
Georgia Department of Driver Services  
Core Data System: Driver

Lisa Dawson, Director of Injury Prevention  
Georgia Department of Public Health  
Core Data System: Injury Surveillance

Peter J. Skandalakis, Executive Director  
Prosecuting Attorneys' Council of Georgia  
Core Data System: Adjudication

Robyn Crittendon, Commissioner  
Georgia Department of Revenue  
Core Data System: Vehicle

Col. Chris Wright, Commissioner  
Georgia Department of Public Safety  
Core Data System: Crash & Citation

A.A. "Butch" Ayers, Executive Director  
Georgia Association of Chief Police  
Core Data System: Crash & Citation

J. Terry Norris, Executive Director  
Georgia Sheriffs Association  
Core Data System: Crash & Citation

Darron J. Enns, Esq., Policy Analyst  
Administrative Office of the Courts (AOC)  
Core Data System: Citation & Adjudication

Carmen Hayes, Region 4, Regional  
Administrator  
National Highway Traffic Safety  
Administration (NHTSA)

Moises Marrero, Georgia Division  
Administrator  
Federal Highway Administration (FHWA)

Danny McPeters, Georgia Division  
Administrator  
Federal Motor Carrier Safety Administration  
(FMCSA)

## Georgia TRCC Technical Committee Membership

### Georgia Governor's Office of Highway Safety

Tanya Renaud, Georgia Traffic Records Coordinator  
Eshon Poythress, Strategic Planning Operations Manager  
Roger Hayes, Director, Law Enforcement Services  
Emerson Lundy, Law Enforcement Liaison  
Shenee Bryan, GOHS Contracted Epidemiologist

### Georgia Department of Transportation: Core Data System (s) - Crash & Roadway

Dave Adams, State Safety Program Manager  
Brian Vann, Assistant State Safety Data Manager

### Georgia Department of Public Health: Core Data System – Injury Surveillance

Injury Surveillance and Prevention Program:  
Lisa Dawson, Director, Injury Prevention  
Elizabeth Head, Deputy Director, Injury Prevention  
Denise Yeager, CODES Manager and Lead/Data Evaluation  
Patricia Daniel, CODES Quality Assurance Specialist  
Office of Health Indicators for Planning (OHIP):  
David Austin, Director of Data Quality & Analysis Team  
Office of EMS and Trauma:  
David Newton, Director, GA Office of EMS and Trauma  
Cassie Longhart, EMS Data Manager

Dipti Patel, GEMSIS System Administrator  
Renee Morgan, Trauma Program Director  
Danlin Luo, Trauma Epidemiologist

### Georgia Department of Driver Services: Core Data System - Driver

Selena Norris, Business Process Analysis Manager  
Mechelle Cooper, GECPS, Court Auditor

### Georgia Department of Revenue: Core Data System - Vehicle

Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support

### Judicial Council of Georgia / Administrative Office of the Courts: Core Data System - Citation & Adjudication

Ben Luke, Chief Technology Officer

### Injury Prevention Research Center @ Emory (IPRCE): Core System – Injury Surveillance

Jonathan Rupp, IPRCE Executive Associate Director

### University of Georgia

Vacant

### LexisNexis

Bob Dallas, Consultant

### National Highway Traffic Safety Administration

Vacant - Region 4 Program Manager



## **TRAFFIC RECORDS ASSESSMENT**

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019, by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

### **2019 Traffic Records Assessment Recommendations**

#### **Crash Recommendations**

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### **Vehicle Recommendations**

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### **Driver Recommendations**

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### **Roadway Recommendations**

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### **Citation/Adjudication Recommendations**

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

#### **Injury Surveillance Recommendations**

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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*The 2019 Georgia Traffic Records Assessment report and FFY 2022-2024 Traffic Records Strategic Plan are included as attachments within Appendix E and F.*

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# TRAFFIC RECORDS FOR MEASURABLE PROGRESS

## Recommendations in Progress

The state plans to address the following 2019 Traffic Records Assessment recommendations in FFY 2023.

*Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.*

### Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has developed several additional data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee. SHSP and HSIP have been coordinated and the required reports have been completed to fulfil required recommendations.

2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has advanced our partnership with Numetric Inc. This software data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. We have added a public dashboard and provided access to the full software suite to our highway safety partners. We have updated the boundary data, updated the social vulnerability index data, added the 2021 data, improved query definitions (such as distracted driving), and conducted multiple training sessions over the previous year.

*Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.*

### Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporated all driver related data and processes into a single system. The DRIVES system provides programmatic controls to help ensure data is properly created, updated, and shared.

Timeliness measures are calculated by taking the monthly averages. Error rate measures are calculated by taking the average number of citations rejected per month. DDS saw an improvement of 5% in CDL citation submission timeliness and an overall improvement of 3% in citation submission timeliness for Commercial and Non-Commercial submissions combined. These improvements can be attributed to the weekly training and audits conducted by the DDS staff. DDS conducted trainings for 703 clerks and 91 Judges. DDS also conducted 75 court audits. The submission error rate from the courts over the last 12 months is 2.97%.

7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporates GECPS and MVR functionality. All DDS interfaces have been modernized and reflective of current industry best practices.

*Note: Refer to FFY 2022 Traffic Records Projects GECPS Outreach and DRIVES.*

### **Roadway Recommendations**

8. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.
9. Response: Over the past year, Georgia has updated traffic data and removed most overlapped segments in GIS. We have loaded our intersection locations for initial screening and evaluation. We have updated our crash mapping approach to focus on crash severity. These changes are being loaded our Numetric platform that is being used by more than 400 users statewide. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia is reviewing the attributes and updating process documents and the data dictionary to ensure that our editing processes are reflective of the standards of MIRE. MIRE implementation continues as planned.

10. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Georgia has updated their process documents so that all updating is aligned with federal standards. MIRE implementation and documentation is ongoing.

*Note: Refer to FFY 2022 Traffic Records Projects Numetric.*

## Injury Surveillance Recommendations

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Office of EMS and Trauma (OEMST) has a variety of linked platforms that provides data related to injuries to all vested stakeholders. These components include access to direct or uploaded record entries from GEMSIS Elite for EMS (existing in NEMSIS v2.2 and v3.4 platforms). Trauma registry data is now being submitted to Biospatial for data visualization. The integration of Biospatial has allowed the visualization of EMS data and Trauma Registry data for all EMS, Trauma Centers, The Department of Public Health, and all other vested stakeholders.

Data is collected from the hospital's emergency departments, discharge records, trauma registry, and vital records through the OASIS dashboard. The OASIS (Online Analytical Statistical Information System) offers access to summarized data to the public and professional audience.

The trauma registry's current data set is NTDB compliant and available for analysis that includes severity. The reports are provided on request and for focused projects. The registry has a formal data dictionary but presently offers a limited means of EMS interface. It should be noted that the OEMST is in the process of implementing a new platform that will link Trauma and EMS data and will be available to Trauma Facilities.

The trauma registry has made it easier to maintain data for all designated trauma facilities, and records are uploaded into the CDC data query program (WISQARS).

17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The OEMST is currently working on implementing a new arm band initiative which will allow for the deterministic linking of EMS data with crash records and hospital records.

The OEMST is currently in the phase of pulling in all stakeholders who will be part of pilot testing the new arm band initiative. We are in the process of education, training, and preparing those involved for the pilot test to begin.

*Note: Refer to FFY 2022 Traffic Records Projects — OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage.*

## TRAFFIC RECORDS SUPPORTING NON-IMPLEMENTED RECOMMENDATIONS

The state does not intend to address the following 2019 Traffic Records Assessment recommendations in FFY 2022.

*Note: The recommendations shown below reflect the original number as assigned in the 2019 Georgia Traffic Records Assessment Final Report.*

### Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) deployed a major transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) deployed a major transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The Georgia Department of Revenue (DOR) deployed a major

transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase.

Keith Thomas, Senior Manager, Motor Vehicle Application Development & Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. The TRCC looks forward to periodic quality reports at the FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

### **Citation/Adjudication Recommendations**

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic records Program Assessment Advisory.

Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.

14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.


15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.


Response: In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.





## FFY 2023 TRAFFIC RECORDS PROJECTS


The following projects will address the 2019 Traffic Records Assessment recommendations in progress.


	Project Title	Status	Lead Agency	405c TR Funded
	Georgia Traffic Records Program	In Process	GOHS	Yes
<b>Project Description</b>	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
<b>Project Objective</b>	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
<b>Traffic Records System Components</b>				


	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0, maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
<b>Project Objective</b>	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehicle crashes with GDOT's crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands.			
<b>Traffic Records System Components</b>				


	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	GECPS Outreach	In Process	Georgia Department of Driver Services	Yes
<b>Project Description</b>	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
<b>Project Objective</b>	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	Support for CODES Crash Data Linkage	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Georgia Crash Outcome Data Evaluation System (CODES) project uses probabilistic techniques to link crash data, injury surveillance data and other traffic records data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
<b>Project Objective</b>	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	LEA Technology Grant GACP	In Process	Georgia Association Chiefs of Police	Yes
<b>Project Description</b>	The GACP will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.			
<b>Project Objective</b>	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point of data entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	OASIS	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Online Analytical Statistical Information System (OASIS), DPH's query system, provides online access to data visualizations. Data services to partners are supported using the departmental data warehouse with stewardship of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT). Value-additions included data quality controls, calculated variables such as injury severity scores, and geography variables. Updates will include injury severity cross-validations and population changes due to Census 2020.			
<b>Project Objective</b>	To improve the accessibility, completeness, and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
<b>Traffic Records System Components</b>				

	Project Title	Status	Lead Agency	405c TR Funded
		Numetric	In Process	Georgia Department of Transportation
<b>Project Description</b>	<p>Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular, and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures.</p> <p>Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.</p>			
<b>Project Objective</b>	<p>To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy, and completeness of their crash reports.</p>			
<b>Traffic Records System Components</b>				

	Project Title	Status	Lead Agency	405c TR Funded
		DRIVES	In Process	Georgia Department of Revenue Georgia Department of Driver Services
<b>Project Description</b>	<p>The Georgia Department of Revenue (DOR) and the Department of Driver Services are implementing a joint modernization system, known as Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to transform the way Georgia provides driver licensing, vehicle registration, and titling system services.</p>			
<b>Project Objective</b>	<p>To ensure consistent customer data and improve the accuracy of driver information between the two agencies that support driver functions.</p>			
<b>Traffic Records System Components</b>				

## FFY 2023 PERFORMANCE MEASURES

*Note: Crash records include crash occupants (drivers, passengers, and pedestrians).*

	PERFORMANCE MEASURE	DEFINITION
<b>CRASH</b>		
Accuracy	Percent of crash records with an A injury linked to a hospital record with a defined serious injury by AIS	Number of A crash records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of crash records
Integration	Total (percent) of crash records linked to ED only records	Number of crash records linked to an ED record/total number of crash records
	Total (percent) of crash records linked to hospital discharge records	Number of crash records linked to a hospital discharge record/total number of crash records
	Total (percent) of crash records linked to EMS records	Number of crash records linked to EMS records/total number of crash records
	Total (percent) of linked crash records with an A injury	Number of linked crash records with an A injury/total number of A crash records
	Number of traffic records data systems linked with crash records	
<b>VEHICLE</b>		
Integration	Total (percent) of vehicle records linked to crash records	Number of vehicle records linked to a crash records/total number of vehicle records
<b>DRIVER</b>		
Integration	Total (percent) of driver records linked to crash records	Number of driver records linked to a crash record/total number of driver records
<b>CITATION/ADJUDICATION</b>		
Integration	Total (percent) of citation records linked to driver records	Number of citation records linked to a driver record/total number of citation records
<b>INJURY SURVEILLANCE – EMS</b>		
Accessibility	Number of users accessing Biospatial, GEMSIS Elite, and NEMSIS data for quality improvement or research	
Accuracy	Percent of EMS records with no errors in critical data elements (e.g., for eResponse.08 – Type of Dispatch Delay, you cannot answer both “Technical Failure” and “None/No Delay”)	Number of EMS records with no errors in critical data elements/total number of EMS records  Will implement validation rules for dispatch delay, response delay, scene delay, transport delay, and turn-around delay to address conflicting values.
Completeness	Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value	Reduce the number of unknown values by establishing validation rules that do not allow unknown or blank responses to patient location and facility destination
Integration	Total (percent) of EMS records linked to ED/hospital and crash records	Number of EMS records linked to an ED/hospital and crash record/total number of EMS records

	PERFORMANCE MEASURE	DEFINITION
Timeliness	Percent of EMS records submitted to the state within 24 hours of call completion	Number of EMS records submitted to the state within 24 hours of call completion/total number of EMS records
Uniformity	Percent of EMS records compliant to NEMSIS and Statedata submission standards	Number of EMS records compliant to NEMSIS and Statedata submission standards/total number of EMS records
<b>INJURY SURVEILLANCE – TRAUMA REGISTRY</b>		
Accessibility	Number of users who have access to Biospatial, NTDB, and OASIS data for quality improvement or research	
Accuracy	Percent of Trauma Registry records with no errors in critical data elements	Number of Trauma Registry records with no errors in critical data elements/total number of trauma records
Completeness	Percent of unknowns or blanks in critical data elements of Trauma Registry for which unknown is not an acceptable value	
Integration	Total (percent) of Trauma Registry records linked to EMS records	Number of Trauma Registry records linked to EMS records/total number of Trauma Registry records
Timeliness	Percent of trauma records submitted to the state within 60 days of patient discharge	Number of trauma records submitted to the state within 60 days of patient discharge/total number of Trauma records
Uniformity	Percent of Trauma Registry records compliant to National Trauma Data Standards	Number of Trauma Registry records compliant to National Trauma Data Standards/total number of Trauma Registry records
<b>INJURY SURVEILLANCE – ED/HOSPITAL RECORDS</b>		
Integration	Total (percent) of ED/hospital records linked to EMS and crash records	Number of ED/hospital records linked to EMS and crash records/total number of ED/hospital records
Uniformity	Percent of shared fields that are uniformly defined	Number of ED/hospital records that have a common definition, list of valid values and format/total number of Vital Records
Accuracy	Percent of ED/hospital records with a hospital defined serious injury by AIS	Number of ED/hospital records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of ED/hospital records
<b>INJURY SURVEILLANCE – STATE VITAL RECORDS</b>		
Integration	Total (percent) of Vital Records (death) linked to crash records	Number of Vital Records linked to a crash record/total number of Vital Records
Uniformity	Percent of shared fields that are uniformly defined	Number of Vital Records that have a common definition, list of valid values and format/total number of Vital Records

## QUANTITATIVE AND MEASURABLE IMPROVEMENT

### Section 405c Quantitative Progress Report

State: GA    Report Date: 4/1/2022    Submitted by: C. Longhart & D. Patel  
**Regional Reviewer:**

<b>System to be Impacted</b>	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY <b>OTHER specify:</b>
<b>Performance Area(s) to be Impacted</b>	<input checked="" type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input checked="" type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input checked="" type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION <b>OTHER specify:</b>
<b>Performance Measure used to track Improvement(s)</b>	<p><b>Narrative Description of the Measure</b></p> <p>Increase the average incident validity score for all calls submitted to GEMSIS Elite.</p> <p>Validity score is a method to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. Some rules even address timeliness. GEMSIS Elite currently has 317 active validation rules in place – these validations, or business logic, rules are assigned point values based on the relative importance of the respective rule. Most (n = 230) rules have a point value of 1. A point value of 1 means that if that rule is triggered, then that record loses 1 point – all records start at a score of 100, and each validation rule reduces the validation score. Agencies are required to maintain an average validation score of 95 or above on calls submitted. Agencies are also required to monitor their data on a weekly basis for accuracy, completeness, uniformity, and timeliness.</p> <p><b>Accuracy Validation Rule Example(s):</b> The following rules address the accuracy of the data in GEMSIS Elite by not allowing conflicting values (e.g., for eResponse.08 – Type of Dispatch Delay, you can’t answer both “Technical Failure” and “None/No Delay”).</p> <ul style="list-style-type: none"> <li>• Rule ID: 532 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point)</li> <li>• Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point)</li> <li>• Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point)</li> <li>• Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point)</li> <li>• Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point)</li> </ul> <p><b>Timeliness Validation Rule Example(s):</b> The following rule addresses the timeliness of the data submitted to GEMSIS Elite, by deducting 5 points if the back in service time is more than 36 hours after the call started – this is usually due to the crew neglecting to show that the unit is in service, which delays the submission of the data to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points)</li> </ul>

	<p><b>Completeness Validation Rule Example(s):</b> The following rules address the completeness of the data submitted to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 483 = Incident Street Address (eScene.15) is required (1 point)</li> <li>• Rule ID: 486 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point)</li> <li>• Rule ID: 491 = Destination County (eDisposition.06) is required on transports (1 point)</li> <li>• Rule ID: 492 = Destination Zip Code (eDisposition.07) is required on transports (1 point)</li> </ul> <p><b>Uniformity Validation Rule Example(s):</b> The following rules address the uniformity of the data by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.</p> <ul style="list-style-type: none"> <li>• Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point)</li> <li>• Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point)</li> <li>• Rule ID: 442 = Unit EnRoute Date/Time (eTimes.05) Out of Sequence (1 point)</li> <li>• Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point)</li> <li>• Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point)</li> </ul> <p><b>Updated Validation Rules to Address Accuracy, Completeness, Timeliness, and Uniformity</b></p> <p>Updates were made to current eTimes validation rules to improve documentation related to unit incident times are as follow:</p> <ul style="list-style-type: none"> <li>• Rule ID: 440 = PSAP Call Date/Time (eTimes.01) out of sequence (1 point) (Tested Rule for upcoming NEMSIS v3.5.0 conversion)</li> <li>• Rule ID: 445 = Patient Arrived at Destination Date/Time (eTimes.11) out of sequence (1 point) (Rule updated to no longer compare eTimes.11 to eTimes.08).</li> <li>• Rule ID: 2499 = Date/Time Vital Signs Taken (eVitals.01) must occur before unit back in service time (eTime.13) (Rule inactive)</li> <li>• Rule ID: 3019 = Date-Time Vital Signs Taken (eVitals.01) must occur before destination Patient Transfer of Care (eTimes.12) (1 point) (Rule created to replace previous rule 2499 to improve accuracy, completeness, and timeliness due to inaccurate documentation of vitals)</li> </ul>
<p><b>Relevant Project(s) in the State’s Strategic Plan</b></p>	<p><b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b></p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>



<b>Improvement(s) Achieved or Anticipated</b>	<b>Narrative of the Improvement(s)</b> The overall average validity score improved from a baseline of 97.61 to the current value of 98.59.  This improvement comes during the midst of COVID-19, when more validation rules were added (thereby increasing the chances that the validity could go down). The Office of EMS and Trauma has focused heavily on improving the data that is submitted to GEMSIS Elite. Our focus has been frequent training and communication with licensed EMS agencies and their respective software vendors.
<b>Specification of how the Measure is calculated / estimated</b>	<b>Narrative Description of Calculation / Estimation Method</b>  The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.
<b>Date and Baseline Value for the Measure</b>	<i>Baseline: April 1, 2020 – March 31, 2021</i> <i>PCRs entered: 2,759,869</i> <i>Average Incident Validity Score: 97.61</i>
<b>Date and Current Value for the Measure</b>	<i>Current: April 1, 2021 - March 31, 2022</i> <i>PCRs entered: 2,885,100</i> <i>Average Incident Validity Score: 98.59</i>
<b>Regional Reviewer’s Conclusion</b>	Check one <input type="checkbox"/> <b>Measurable performance improvement <i>has</i> been documented</b> <input type="checkbox"/> <b>Measurable performance improvement has <i>not</i> been documented</b> <input type="checkbox"/> <b>Not sure</b>
<b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	
<b>Comments</b>	

## Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Validity Score
April - 2020	189,781	97.60
May – 2020	207,171	97.35
June – 2020	217,302	97.04
July – 2020	248,240	97.54
August – 2020	243,641	97.95
September– 2020	222,696	97.09
October –2020	241,827	96.85
November – 2020	229,827	97.37
December – 2020	247,880	97.40
January – 2020	245,624	98.47
February – 2021	219,342	98.32
March – 2021	247,225	98.29
<b>Overall Average Incident Validity Score</b>		<b>97.61</b>
<b>Total Incident Count</b>		<b>2,759,869</b>

CURRENT (April 2021 – March 2022)		
Month	Count of Incidents	Average Incident Validity Score
April - 2021	241,292	98.30
May – 2021	248,756	98.26
June – 2021	243,464	98.86
July – 2021	253,798	98.66
August – 2021	268,406	98.93
September – 2021	248,456	98.89
October – 2021	244,421	97.89
November – 2021	232,086	98.50
December – 2021	249,955	98.74
January - 2021	244,887	98.82
February – 2022	211,740	98.33
March – 2022	197,839	98.90
<b>Overall Average Incident Validity Score</b>		<b>98.59</b>
<b>Total Incident Count</b>		<b>2,885,100</b>

## Section 405c Quantitative Progress Report

State: GA    Report Date: 4/01/2022    Submitted by: C. Longhart & D. Patel  
**Regional Reviewer:**

<b>System to be Impacted</b>	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY <b>OTHER specify:</b>
<b>Performance Area(s) to be Impacted</b>	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION <b>OTHER specify:</b>
<b>Performance Measure used to track Improvement(s)</b>	<p><b>Narrative Description of the Measure</b></p> <p>The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve.</p> <p>This performance measure will look at the difference (in hours) between the EMS unit back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite. The goal is for all 911 calls to be present in GEMSIS Elite within 24 hours of the call completion. The above criteria allow individual hospitals the ability to access patient care reports in a more timely manner, for better continuity of care.</p>
<b>Relevant Project(s) in the State's Strategic Plan</b>	<p><b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b></p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>
<b>Improvement(s) Achieved or Anticipated</b>	<p><b>Narrative of the Improvement(s)</b></p> <p>From April 2021 to March 2022 the total number of incidents equaled 1,937,496 the average submission time equaled 95.39 hours, which is a decrease of 63.6% from the baseline.</p> <p>Part of this improvement is due to the push by the Office of EMS and Trauma (OEMST) to get data into the system within 24 hours of call completion, and during COVID-19, OEMST published an Emergency Rule requiring EMS agencies to submit data within 24 hours. While this was secondary to the pandemic response, these changes showed proof that data could be entered and received by GEMSIS Elite in a more timely manner. The OEMST has formally adopted these data submission rules as part of the Department of Public Health rules and regulations.</p>
<b>Specification of how the Measure is calculated / estimated</b>	<p><b>Narrative Description of Calculation / Estimation Method</b></p> <p>The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.</p>
<b>Date and Baseline Value for the Measure</b>	<p><i>Baseline: April 1, 2020 – March 31, 2021</i></p> <p><i>PCRs entered = 1,743,552</i></p> <p><i>Average time to enter 911 records: 149.98 hours</i></p>

<b>Date and Current Value for the Measure</b>	Current: April 1, 2021 – March 31, 2022 PCRs entered: 1,937,496 Average time to enter 911 records: 95.39 hours
<b>Regional Reviewer’s Conclusion</b>	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
<b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	
<b>Comments</b>	

## Georgia GEMSIS Reporting Timeliness\*

<b>BASELINE (April 2020 - March 2021)</b>		
<b>Month</b>	<b>Count of Incidents</b>	<b>Average Incident Unit Back In Service To Incident Record Created In Hours</b>
April - 2020	112,958	124.35
May - 2020	125,690	104.66
June - 2020	133,149	97.59
July - 2020	157,985	80.94
August - 2020	155,323	83.80
September - 2020	139,586	183.33
October - 2020	152,921	161.87
November - 2020	145,188	133.85
December - 2020	158,145	118.63
January - 2020	162,953	366.33
February - 2021	140,856	171.03
March - 2021	158,798	173.38
<b>Overall Average Incident Unit Back In Service To Incident Record Created In Hours</b>		<b>149.98</b>
<b>Total Incident Count</b>		<b>1,743,552</b>

<b>CURRENT (April 2021 - March 2022)</b>		
<b>Month</b>	<b>Count of Incidents</b>	<b>Average Incident Unit Back In Service To Incident Record Created In Hours</b>
April - 2021	156,976	214.69
May - 2021	164,291	163.50
June - 2021	160,724	157.74
July - 2021	169,376	146.11
August - 2021	186,063	100.82
September - 2021	168,760	82.68
October - 2021	163,456	66.24
November - 2021	152,461	54.25
December - 2021	167,813	48.29
January - 2021	169,673	47.08
February - 2022	142,702	44.99
March - 2022	135,201	18.26
<b>Overall Average Incident Unit Back In Service To Incident Record Created In Hours</b>		<b>95.39</b>
<b>Total Incident Count</b>		<b>1,937,496</b>

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

# 405(d) IMPAIRED DRIVING COUNTERMEASURES GRANT

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Georgia is considered a “Low-range state” with an impaired driving fatality rate of 28%.

## REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving program area	99-108
Communications	66-87
Appendix B	

# 405(f) MOTORCYCLIST SAFETY GRANT

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

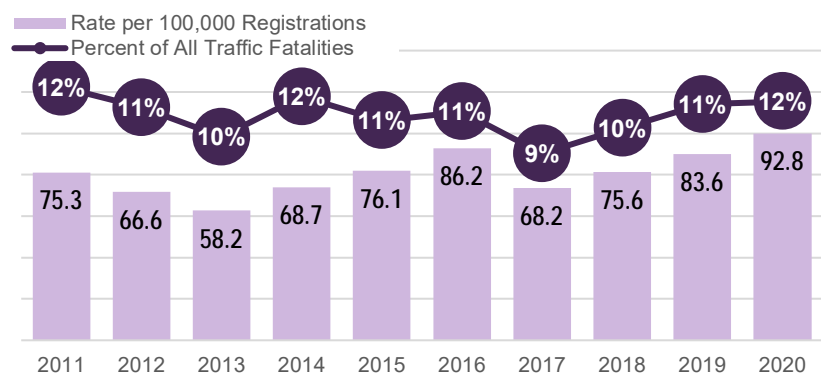
This section contains excerpts from the *2020 Motorcycles Georgia Traffic Safety Facts* that are pertinent to the planning of countermeasures that will reduce the number of motorcyclist fatalities. To access the full report, visit: <https://www.gahighwaysafety.org/traffic-safety-facts-sheets/>.

In 2020, there were 1,664 fatalities that occurred in motor vehicle traffic crashes on Georgia roadways – the largest number of traffic fatalities since 2006. The 192 motorcyclist fatalities that occurred in 2020 represented 12 percent of all traffic fatalities and is the highest number of motorcyclist fatalities experienced in the past decade. Between 2019 and 2020:

- Motorcycle registrations increased by 2 percent, from 203,343 to 206,834.
- Motorcyclist fatalities increased by 13 percent, from 170 to 192.
- The rate of motorcycle fatalities increased by 11 percent, from 83.6 to 92.8 motorcycle fatalities per 100,000 motorcycle registrations.

The table presents the number of total traffic fatalities, Georgia motorcycle registrations, and motorcyclist fatalities from 2011 to 2020.

Rate and Percent of Motorcyclist Fatalities, 2011-2020



Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Rate and Percent of Motorcyclist Traffic Fatalities, 2011-2020

Year	Total Traffic Fatalities	Registered Motorcycles	Motorcyclist Fatalities		
			Number	Percent of All Traffic Fatalities	Rate per 100,000 Registrations
2011	1,226	199,253	150	12%	75.3
2012	1,192	201,206	134	11%	66.6
2013	1,180	199,287	116	10%	58.2
2014	1,164	199,445	137	12%	68.7
2015	1,432	199,796	152	11%	76.1
2016	1,556	199,504	172	11%	86.2
2017	1,540	203,783	139	9%	68.2
2018	1,504	203,639	154	10%	75.6
2019	1,491	203,343	170	11%	83.6
2020	1,664	206,834	192	12%	92.8

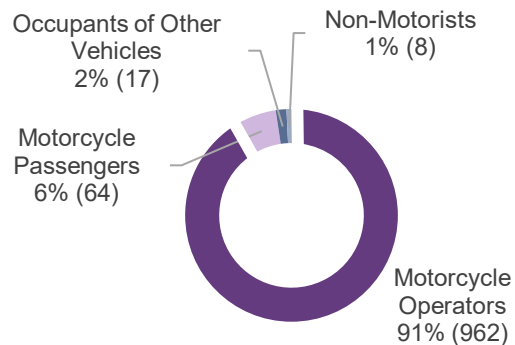
Note: Motorcycle registrations include commercial and non-commercial motorcycles. Source: FARS 2011–2020; FY2014-FY2019 DOR Annual Reports; DOR 2019-2020

Out of the 3,786 crashes that involved motorcyclists, 58 percent were multi-vehicle crashes (involving other vehicles that were not a motorcycle vehicle body type), 40 percent were single vehicles (only involving one motorcyclist), and 2 percent were crashes involved two or more motorcycles. Sixty-two percent of motorcyclist serious injuries and 66 percent of all motorcyclist fatalities occurred in multiple-vehicle crashes.

The figure to the right shows the percent of fatalities or serious injuries among all persons involved in crashes with at least one motorcyclist in 2020. Among all the serious injuries involving motorcyclists:

- 97 percent rode on a motorcycle (represented by purple in Figure 4).
  - 91 percent were the motorcyclist operator
  - 6 percent were motorcycle passengers
- 3 percent were occupants of other vehicles or non-motorists (represented by blue in Figure 4).
  - 2 percent were occupants of vehicles that were *not* a motorcycle vehicle body type.
  - 1 percent were non-motorists (i.e., pedestrians or bicyclists).

**Percent of Persons Fatally or Seriously Injured in Crashes Involving Motorcyclists by Person Type, 2020**



852 Serious Injuries  
199 Fatal Injuries

Source: CODES 2020, FARS 2020

In 2020, there were 1,830.5 motorcycle crashes for every 100,000 motorcycle registrations statewide (Table 8). Motorcycle crashes are more frequent in urban areas than in rural areas.

- The Atlanta Region accounted for 37 percent (1,407 out of 3,786) of all motorcycle crashes and 33 percent of all motorcycle registrations.
- Other urban counties accounted for 40 percent (1,517 out of 3,786) of all motorcycle crashes and 40 percent of all motorcycle registrations.

**Motorcycle Crashes, Motorcycle Registrations, and Motorcycle Crash Rate by Region Type, 2020**

Region	Motorcycle Crashes		Registered Motorcycles		Motorcycle Crash Rate
	Number	Percent	Number	Percent	per 100,000 Registrations
Atlanta Region <sup>8</sup> (10 counties)	1,407	37%	68,314	33%	2,059.6
Other Urban (31 counties)	1,517	40%	83,365	40%	1,819.7
Rural Counties (118 counties)	862	23%	55,155	27%	1,562.9
<b>Statewide</b>	<b>3,786</b>	<b>100%</b>	<b>206,834</b>	<b>100%</b>	<b>1,830.5</b>

<sup>8</sup> The Atlanta Region includes the ten counties that are defined by the Atlanta Regional Commission (ARC): Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale counties.



## QUALIFYING CRITERIA: MOTORCYCLIST AWARENESS PROGRAM

The name and organization of the head of the designated State authority over motorcyclist safety issues is **Mr. Spencer Moore, Commissioner of the Georgia Department of Driver Services**. Georgia’s motorcyclist awareness program was developed in coordination with the Georgia Department of Driver Services and the Georgia Governor’s Office of Highway Safety (see Appendix B for certification).

## ASSOCIATED PERFORMANCE MEASURES AND TARGETS

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>

The table below shows the number of motorcycle crashes that were multi-vehicle and single vehicle by county. In 2020, there were a total of 2,259 multi-vehicle and 1,527 single-vehicle motorcycle crashes in the state of Georgia.

### Multi-Vehicle vs. Single Vehicle Motorcycle Crashes (2020)

Source: GDOT, DOR, FARS

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash	County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
<b>STATEWIDE</b>	<b>2,259</b>	<b>1,527</b>	Walker	13	9
<b>Fulton</b>	279	83	Peach	13	8
<b>Dekalb</b>	156	66	Troup	12	17
<b>Cobb</b>	152	74	Effingham	12	15
<b>Gwinnett</b>	136	58	Gordon	12	15
<b>Chatham</b>	118	63	Polk	12	13
<b>Clayton</b>	78	31	Fayette	12	9
<b>Hall</b>	56	33	Union	11	14
<b>Henry</b>	55	31	White	11	14
<b>Richmond</b>	52	43	Tift	11	4
<b>Bibb</b>	47	29	Laurens	10	10
<b>Douglas</b>	45	23	Rabun	9	14
<b>Muscogee</b>	43	32	Stephens	9	10
<b>Cherokee</b>	40	35	Monroe	9	9
<b>Carroll</b>	38	36	Chattooga	9	4
<b>Paulding</b>	35	27	McDuffie	9	2
Houston	33	21	Dawson	8	13
Bartow	32	34	Habersham	8	11
Forsyth	32	27	Bryan	8	8
Newton	29	26	Harris	8	8
Floyd	28	20	Hart	8	7
Coweta	27	26	Fannin	7	12
Lowndes	27	15	Baldwin	7	8
Rockdale	26	18	Haralson	7	7
Lumpkin	25	37	Thomas	7	7
Clarke	25	13	Burke	7	3
Whitfield	23	18	Coffee	7	2
Walton	23	11	Sumter	7	2
Dougherty	23	9	Gilmer	6	9
Bulloch	21	5	Ware	6	7
Liberty	20	13	Colquitt	6	6
Spalding	20	9	Oconee	6	5
Catoosa	19	15	Toombs	6	3
Glynn	18	13	Franklin	6	2
Columbia	16	17	Barrow	5	6
Jackson	16	14	Lamar	5	5
Pickens	14	14	Worth	5	1
Murray	13	20	Camden	4	7
Madison	4	7	Lanier	1	1
Upton	4	4	McIntosh	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Crisp	4	1
Butts	3	6
Morgan	3	6
Appling	3	5
Decatur	3	5
Grady	3	5
Wayne	3	5
Turner	3	2
Dade	3	1
Ben Hill	3	--
Berrien	3	--
Greene	3	--
Towns	2	11
Meriwether	2	7
Heard	2	4
Dodge	2	3
Lee	2	3
Mitchell	2	3
Banks	2	2
Crawford	2	2
Montgomery	2	2
Randolph	2	2
Atkinson	2	1
Baker	2	1
Jeff Davis	2	1
Pierce	2	1
Johnson	2	--
Lincoln	2	--
Cook	1	4
Jones	1	4
Pulaski	1	4
Bleckley	1	3
Brantley	1	3
Jasper	1	3
Pike	1	3
Putnam	1	3
Twiggs	1	3
Long	1	2
Taylor	1	2
Telfair	1	2
Warren	1	2
Wilkinson	1	2
Clinch	1	1

County	Multi-Vehicle Crash Involving Motorcyclists	Single-Vehicle, Motorcyclists Crash
Screven	1	1
Tattnall	1	1
Candler	1	0
Hancock	1	0
Stewart	1	0
Taliaferro	1	0
Treutlen	1	0
Oglethorpe	--	4
Bacon	--	3
Elbert	--	3
Talbot	--	3
Dooly	--	2
Seminole	--	2
Emanuel	--	1
Evans	--	1
Irwin	--	1
Jefferson	--	1
Miller	--	1
Terrell	--	1
Washington	--	1
Webster	--	1
Wheeler	--	1
Wilkes	--	1
Brooks	--	--
Calhoun	--	--
Charlton	--	--
Chattahoochee	--	--
Clay	--	--
Early	--	--
Echols	--	--
Glascocock	--	--
Jenkins	--	--
Macon	--	--
Marion	--	--
Quitman	--	--
Schley	--	--
Wilcox	--	--

**GOHS' planned awareness activities related to other driver awareness of motorcycles will target the 15 counties identified above by yellow highlight.** This represents 59% of counties with the highest number of motorcycle crashes with another vehicle.

## PRIMARY COUNTERMEASURE STRATEGY

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"><li>• Communication and Outreach: Other Driver Awareness of Motorcyclists</li></ul>
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### Communication and Outreach: Other Driver Awareness of Motorcyclists

#### Project Safety Impacts

Georgia's Communication Plan targets those counties that account for the majority of crashes involving a motorcycle and another vehicle. The countermeasure for this performance measure will be "Motorcycle: Communication and Outreach: Other Driver Awareness of Motorcyclists." GOHS will use paid media outdoor advertising billboards that promote motorcyclists' awareness for operators of motor vehicles on the road in the "Born to Be Seen" campaign (Share the Road type messaging). GOHS will also use earned media for an event in metro Atlanta to promote "Motorcycle Safety Awareness" month, and "Ride to Work." These activities will be coordinated with the Georgia Department of Driver Services, which administers training, testing and licensing for motorcycle operators in the state. GOHS will work on earned media events in the metro Atlanta area and outdoor billboards that promote motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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).

1. 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).
2. The Georgia Department of Driver Services manages the Georgia Motorcycle Safety Program (GMSP) and currently offers a two-pronged approach to reduce motorcycle-related fatalities and crashes: outreach programs promoting motorcycle safety, and rider education courses. Within the education courses and program, DDS provides improvements in program delivery of motorcycle training to both urban and rural areas that includes the repair (maintenance and fuel) of their practice motorcycles. The need for the Motorcycle Safety Outreach Program is critical to maintain an adequate presence at industry events, local schools, regional meetings, motorcycle shows and rides to promote State and national safety initiatives. The GMSP Outreach Coordinator works full-time to educate Georgia motorists to "Share the Road" with motorcycles to reduce the number of motorcycle crashes, injuries, and fatalities on our roadways. GMSP will launch a statewide program to enhance motorist awareness of the presence of motorcyclists on or near roadways and safe driving practices that avoid injuries to motorcyclists.

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). We will also work with the Georgia Trauma Commission through the Georgia Committee on Trauma Excellence Injury Prevention Transportation Committee to focus on motorcycle safety as one of their objectives.

### **Linkage Between Program Areas**

In 2020, the counties with the highest number of motorcyclists fatalities were: Fulton (14 motorcyclist fatalities), Gwinnett (14), Cobb (13), DeKalb (9), and Chatham (8). The table to the right shows the number and proportion of crashes and the number and proportion of suspected serious injuries and fatalities that occurred in these five counties. Nearly 30 percent of all motorcycle crashes (1,100 out of 3,786) and 30 percent of all motorcyclists' serious injuries and fatalities (308 out of 1,026) occurred within these five counties alone. With the five-year rolling average (2019-2023) target set to stay below the projected 203 motorcycle fatalities in 2023, the communications and outreach programs will be vital in the effort to keep the number of fatalities below the forecasted average.

### **Rationale for Selection**

The countermeasure supports Motorcycle Communications Outreach to encourage the motoring public to watch for motorcycles (Share the Road) through times of the year when motorcycle use is highest, including May, which NHTSA has designated Motorcycle Safety Awareness Month. The third Monday in June has been designated as "Ride to Work Day", which supports the countermeasures to provide motorcycles a platform to reach the public about Share the Road, and See and be Seen messaging used for motorcycles, bicycles and pedestrians. Despite the slight decrease in Georgia's motorcyclist fatalities between 2018 and 2019, preliminary crash data shows an increase in motorcyclist fatalities in 2020. Therefore, it is vital to continue the communications and outreach measures with proven paid media strategies.

## Planned Activities

2023 Motorcycle Programs	
<i>Planned Activity Description:</i>	Motorcycle awareness program that features social media campaigns, outreach programs, distribution of educational items to promote the “Share the Road with Motorcycles,” rider coach professional development and training.
<i>Countermeasure strategies:</i>	<ul style="list-style-type: none"> <li>• Communication and Outreach: Other Driver Awareness of Motorcyclists</li> <li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li> </ul>
<i>Intended Subrecipients:</i>	Georgia Department of Driver Services

## Projects

Project Number	Sub- Recipient	Project Title	Funding Source	Funding Amount
<b>M11X-2023-GA-00-60</b>	Georgia Department of Driver Services	Motorcycle Safety	FAST Act 405f	\$135,487.58
			<b>TOTAL</b>	<b>\$135,487.58</b>

## References

DESCRIPTION	HSP PAGE
Motorcycle Safety Communications Plan	69, 73, 77-78
Motorcycle Paid Media Campaigns	82
Motorcycle Media Planned Activities	83-86
Paid Media Projects	87
Motorcycle Safety Program Area	109-118
Appendix B	

## QUALIFYING CRITERIA: IMPAIRED DRIVING PROGRAM

### Associated Performance Measures and Targets

Core Outcome Measures		Baseline	Target
		2016-2020	2019-2023
C-1 HSIP-1	To maintain traffic fatalities under the projected <b>1,680</b> (2019-2023 rolling average) by 2023.	1,551	<b>1,680</b>
C-2a HSIP-2	To maintain serious injuries in traffic crashes under the projected <b>8,966</b> (2019-2023 rolling average) by 2023.	6,362	<b>8,966</b>
C-2b HSIP-3	To maintain serious injuries in traffic crashes per 100M VMT under the projected <b>7.679</b> (2019-2023 rolling average) by 2023.	5.086	<b>7.679</b>
C-3 HSIP-4	To maintain traffic fatalities per 100M VMT under the projected <b>1.36</b> (2019-2023 rolling average) by 2023.	1.24	<b>1.36</b>
C-5	To maintain alcohol-related fatalities under the projected <b>404</b> (2019-2023 rolling average) by 2023.	374	<b>404</b>
C-7	To maintain motorcyclist fatalities under the projected <b>203</b> (2019-2023 rolling average) by 2023.	165	<b>203</b>
C-8	To maintain the un-helmeted motorcyclist fatalities under the projected <b>18</b> (2019-2023 rolling average) by 2023.	15	<b>18</b>

### Primary Countermeasure Strategy

<b>Countermeasure Strategy</b>	<ul style="list-style-type: none"> <li>• Communication and Outreach: Alcohol-Impaired Motorcyclists</li> </ul>
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### Communication and Outreach: Alcohol-Impaired Motorcyclists

#### Project Safety Impacts

The countermeasure for this performance measure will be “Motorcycle: Communication and Outreach: Alcohol Impaired Motorcyclists. Georgia will make paid media statewide radio buy through the Georgia Association of Broadcasters in the warmer weather months when motorcycle travel takes place. These activities will be coordinated with the Georgia Department of Driver Services which administers training, testing, and licensing for motorcycle operators in the state. Georgia will conduct earned media events in metro Atlanta and other areas where high incidents of impaired rider crashes, injuries, and fatalities occur. Georgia will also participate in the national campaign “Drive Sober or Get Pulled Over.”

Georgia will fund data driven projects that focus on impaired driving enforcement and education. The Highway Enforcement of Aggressive Traffic Units operate in a majority of the counties where impaired driving crashes occur. The chart below describes the proposed FFY 2023 grantees, counties represented, total fatalities, impaired driving fatalities, and motorcycle fatalities. Funds granted to these projects include 402 Police Traffic Services and 405d Impaired Driving funds.

2023 Proposed Highway Enforcement of Aggressive Traffic Grantees																
County	Grantee	Total Fatalities					Alcohol-Related Fatalities					Motorcyclist Fatalities				
		2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Bibb	DPS-NightHawks	28	34	33	35	33	4	6	7	10	9	1	1	1	8	7
	Bibb County SO															
Bulloch	DPS-NightHawks	18	14	8	14	24	2	5	1	3	6	0	3	1	1	3
Burke	Burke County SO	8	12	10	10	6	4	5	3	3	2	0	1	0	0	1
Carroll	Carroll County SO	20	28	22	25	23	2	7	5	5	7	4	2	2	1	3
Chatham	DPS-NightHawks	44	29	37	30	34	14	6	8	8	12	2	3	3	5	8
Clayton	Clayton Co PD	48	32	45	51	49	11	9	9	15	14	11	3	6	4	3
Cobb	Cobb County PD	59	53	57	67	85	19	16	16	16	24	13	9	8	8	13
Coweta	Coweta County SO	22	23	14	22	24	8	3	1	5	10	1	3	2	2	5
Dawson	Dawson County SO	5	7	7	3	4	1	2	1	1	1	1	1	0	0	0
Douglas	Douglas County SO	21	17	18	23	13	4	4	4	6	2	3	1	3	1	0
Floyd	Floyd County PD	18	12	24	15	10	3	3	6	3	1	2	0	0	2	2
Fulton	DPS-NightHawks	130	115	130	144	145	36	28	27	42	33	15	14	21	22	14
	Atlanta PD															
Glynn	Glynn County PD	7	16	11	21	17	1	5	2	10	3	2	0	0	2	1
Gwinnett	DPS-NightHawks	61	66	62	61	57	22	22	13	16	14	12	4	10	10	14
	Snellville PD															
Habersham	Habersham Co SO	12	7	3	11	4	4	1	1	2	2	1	0	0	1	1
Hall	Hall County SO	31	31	24	20	30	8	7	4	4	6	4	4	5	1	2
Henry	Henry County PD	26	27	24	23	28	7	6	7	2	6	1	7	3	0	6
Laurens	Dublin PD	9	13	10	11	13	3	1	0	2	2	0	1	0	1	2
Liberty	Liberty County SO	8	14	7	8	32	1	1	6	4	7	0	1	0	0	2
Muscogee	DPS-NightHawks	27	26	21	21	20	8	11	5	4	3	6	3	3	3	4
Newton	Newton County SO	21	17	24	9	22	2	7	9	1	7	1	0	5	1	3
Rockdale	Rockdale County SO	13	14	8	16	17	1	6	3	5	3	4	1	0	3	3
Spalding	Spalding County SO	11	10	12	10	15	2	1	4	1	3	1	0	0	0	2

Note: DPS Nighthawks are part of the GA State Patrol and split their time between the counties of Fulton/Gwinnett/Chatham/Bulloch and Muscogee/Bibb.

Fulton/Gwinnett – North Team, Chatham/Bulloch – South Team

Muscogee/Bibb – Middle GA Team

## Linkage Between Program Areas

In 2020, there were 81 confirmed alcohol-impaired motorcyclist operators involved in crashes and 100 operators suspected of alcohol-impairment. This accounts for 5% of all motorcycle crashes. GOHS and their partners continue to increase communication, outreach, and enforcement of impaired driving laws. Many of the same counties that are high in motorcycle fatalities and impaired driving fatalities (listed above) are the same as those where motorcycle crashes involving an impaired operator are high.

The chart below is based on the most finalized state data and represents the total number of motorcycle crashes in 2020 which involved an impaired operator (181 operators confirmed or suspected of alcohol-impairment).



## Motorcycle Crashes Involving an Impaired Operator by County, Georgia (2020)

Source: CODES 2020

County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol	County	MC Operator Confirmed Alcohol	MC Operator Suspected Alcohol
* Cobb	14	5	Madison	1	-
* Chatham	6	13	Morgan	1	-
* Richmond	4	1	Paulding	-	3
* Cherokee	3	2	Houston	-	3
* DeKalb	3	1	Henry	-	3
* Hall	3	1	Murray	-	3
* Carroll	3	1	Haralson	-	3
* Habersham	3	1	Randolph	-	3
Forsyth	3	-	Troup	-	2
* Gwinnett	2	5	Thomas	-	2
* Fulton	2	2	White	-	2
* Bartow	2	2	Burke	-	2
* Fannin	2	2	Toombs	-	2
* Newton	2	-	Clayton	-	1
Walker	2	-	Muscogee	-	1
Clarke	2	-	Bulloch	-	1
Columbia	2	-	Liberty	-	1
* Dawson	2	-	Heard	-	1
* Bibb	1	5	Whitfield	-	1
* Douglas	1	1	Bryan	-	1
* Coweta	1	1	Tift	-	1
* Floyd	1	1	Polk	-	1
Stephens	1	1	Fayette	-	1
Effingham	1	1	Colquitt	-	1
Jones	1	1	Laurens	-	1
Wayne	1	1	Ware	-	1
Pierce	1	1	Lanier	-	1
Catoosa	1	-	Taylor	-	1
Lumpkin	1	-	Davis	-	1
Hart	1	-	Barrow	-	1
Dade	1	-	Lincoln	-	1
Gordon	1	-	Bleckley	-	1
Rabun	1	-	Talbot	-	1
McDuffie	1	-	Tattnall	-	1
Upton	1	-	Emanuel	-	1
Oconee	1	-	Montgomery	-	1
Decatur	1	-			

**GOHS' planned awareness activities will target the 18 counties above highlighted in purple, which represent 68% of all confirmed impaired motorcyclists involved in crashes in 2020.** The majority of those highlighted above include metropolitan areas as well as the northeast Georgia mountain corridor.

## Rationale for Selection

The countermeasure supports Motorcycle Communications and Outreach: Alcohol-Impaired Motorcyclists through times of the year when motorcycle use is highest, including May which NHTSA has designated as Motorcycle Safety Awareness Month, and outreach opportunities like “Ride to Work Day.” Georgia will focus on areas where motorcycle crashes involving an impaired operator are highest which include the metro areas and northeast Georgia mountain areas.

## REFERENCES

DESCRIPTION	HSP PAGE
Impaired Driving Communications Plan	72-75, 82
Motorcycle Safety Communications Plan	72-75, 82
Impaired Driving Paid Media Campaigns	76-77, 82
Motorcycle Paid Media Campaigns	77-78, 82
Impaired Driving Media Planned Activities	83-86
Motorcycle Media Planned Activities	83-86
Paid Media Projects	82, 87
Impaired Driving Program Area	99-108
Motorcycle Safety Program Area	109-118
Police Traffic Services Program Area	152-163
Appendix B	

# 405(h) NONMOTORIZED SAFETY GRANT

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Georgia's annual combined pedestrian and bicyclist fatality rate was 19% in 2020.

## REFERENCES

DESCRIPTION	HSP PAGE
Non-motorized safety programs	119-126
Communications	66-87
Appendix B	



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Suite 17T30  
Atlanta, GA 30303

The GA Governor's Office of Highway Safety (GOHS) is requesting your approval to purchase the equipment from the list attached. Upon approval, the equipment will be purchased and used to provide educational and traffic enforcement initiatives to increase the public's awareness on safe driving and the need to reduce the number of crashes, injuries and fatalities occurring on Georgia's roadways.

As always, thank you for the assistance you and your staff continue to provide this office. Should you have any questions regarding the equipment approval request, please contact me at 404.656.6996 or at [allen.poole@gohs.ga.gov](mailto:allen.poole@gohs.ga.gov)

Sincerely

Allen Poole  
Director



Project Number	Sub-Recipient	Equipment Item	Location of Manufacturer	Quantity	Unit Cost	Total Cost
PT-2023-GA-01-03	Coweta County Sheriff's Office	Ford Explorer	Illinois	3	\$47,735.00	\$143,205.00
PT-2023-GA-00-14	GAGOHS - Grantee	Seat Belt Convincer	Kansas	1	\$22,000.00	\$22,000.00
PT-2023-GA-00-61	Hall County Sheriff's Office	Ford Explorer	Illinois	3	\$45,348.00	\$136,044.00
PT-2023-GA-01-25	Newton County Sheriff's Office	Ford Explorer	Illinois	3	\$38,016.00	\$114,048.00
PT-2023-GA-01-34	Spalding County Sheriff's Office	Dodge Durango	Michigan	2	\$44,899.92	\$89,799.84
<b>TOTAL</b>						<b>\$505,096.84</b>

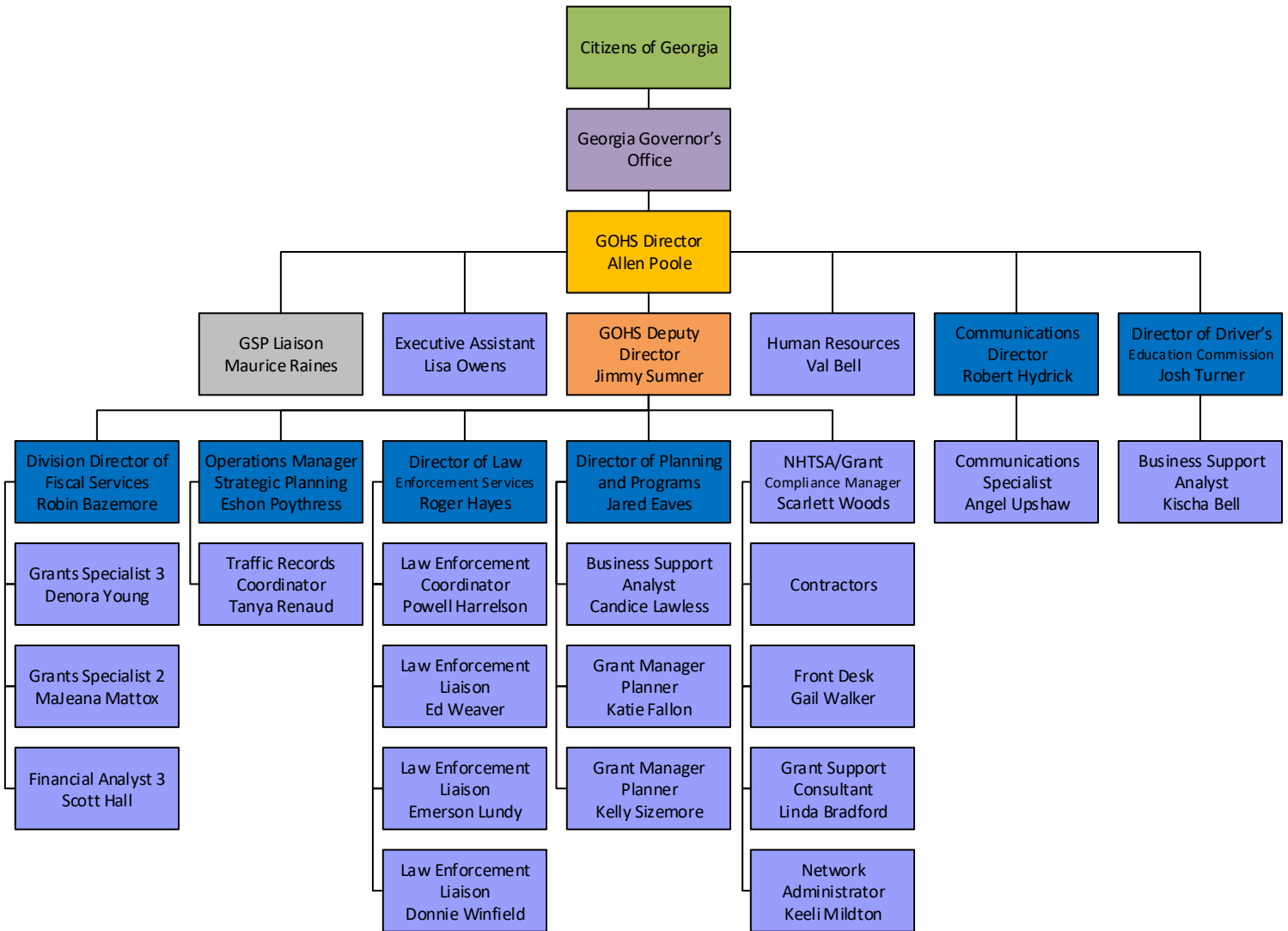


# Governor's Office of Highway Safety

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[www.ga.highwaysafety.org](http://www.ga.highwaysafety.org)



**Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2022 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)**

*[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State 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.]*

State: Georgia

Fiscal Year: 2023

**By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:**

**GENERAL REQUIREMENTS**

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
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

**INTERGOVERNMENTAL REVIEW OF FEDERAL 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 Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.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 Entity identifier;
- 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 (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,



public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

**THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)**

The State will provide a drug-free workplace by:

- a. 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;
- b. Establishing a drug-free awareness program to inform employees about:
  - 1. The dangers of drug abuse in the workplace;
  - 2. The grantee's policy of maintaining a drug-free workplace;
  - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
  - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
  - 5. 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);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
  - 1. Abide by the terms of the statement;
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;

- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
  - 1. Taking appropriate personnel action against such an employee, up to and including termination;
  - 2. 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;
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

**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 Tier Participant Certification (States)**

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
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 primary tier 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 tier 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 tier 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 or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, civil judgment, debarment, suspension, ineligible, participant, person, principal, and voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. 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 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 entering into this transaction.

7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "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 and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

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 is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

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 the transaction for cause or default.

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

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

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions 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 records, 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 tier 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 Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.

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 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*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. 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 "Instructions for Lower Tier Participant Certification" including the "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 and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

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 is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

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 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 participating in covered transactions 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.

### **BUY AMERICA ACT**

**(applies to subrecipients as well as States)**

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items 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. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

### **PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE**

**(applies to subrecipients as well as States)**

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

### **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 and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at [www.trafficsafety.org](http://www.trafficsafety.org). The NHTSA website ([www.nhtsa.gov](http://www.nhtsa.gov)) also provides information on statistics, campaigns, and program evaluations and references.

### **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 vehicles 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.



## **SECTION 402 REQUIREMENTS**

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for 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))
3. 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))
4. At least 40 percent 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 political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. 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))
6. 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))
7. 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 as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
    - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
    - Increase use of seat belts by occupants of motor vehicles;
  - 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, except for the Secretary of Interior on behalf of Indian tribes;
- 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))

8. 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))

9. 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 my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.**



6/30/22

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Signature Governor's Representative for Highway Safety

Date

Allen Poole

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Printed name of Governor's Representative for Highway Safety

# GEORGIA TRAFFIC RECORDS STRATEGIC PLAN

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## FFY 2022-2024

6/9/2021

Amended: 6/23/2022

Prepared by the  
Georgia Traffic Records Coordinating Committee  
Georgia Governor's Office of Highway Safety



Prepared by:

**Georgia Governor's Office of Highway Safety**

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Atlanta, GA 30334

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[www.gahighwaysafety.org](http://www.gahighwaysafety.org)

**Brian Kemp**, Governor

**Allen Poole**, Director of GOHS

**Jimmy Sumner**, Deputy Director of GOHS

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Eshon Poythress, Operations Manager, Strategic Planning

Tanya Renaud, Georgia Traffic Records Coordinator

**Approved By:**

Georgia Technical Traffic Records Coordinating Committee (TRCC), June 9, 2021

Georgia Traffic Records Executive Committee, June 18, 2021



# Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>TRAFFIC RECORDS SYSTEM OVERVIEW</b> .....	<b>2</b>
Traffic Records System Components .....	2
Traffic Records System Data Attributes.....	5
<b>TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)</b> .....	<b>6</b>
Mission and Vision.....	6
Structure, Composition, and Function .....	7
<b>TRAFFIC RECORDS ASSESSMENT</b> .....	<b>8</b>
2019 Recommendations.....	8
<b>APPENDICIES</b> .....	<b>11</b>
Appendix 1: Georgia TRCC Charter .....	12
Appendix 2: Georgia TRCC Members .....	24
Appendix 3: Georgia TRCC Meetings .....	26
Appendix 4: FFY 2022 Traffic Records Projects .....	27
Appendix 5: Performance Measures .....	32
Appendix 6: Update to Traffic Records Assessment Recommendations.....	35
Appendix 7: Quantitative Progress Reports.....	39

# EXECUTIVE SUMMARY

Georgia's Traffic Records Program is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

The Georgia Traffic Records Coordinating Committee (TRCC) was created for the purpose of developing and implementing effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of state traffic safety data needed to identify priorities for federal, state, and local highway and traffic safety programs; evaluate the effectiveness of such efforts; link state data systems, including traffic records and systems that contain medical, roadway, and economic data; improve the compatibility and interoperability of state data systems with national data systems and the data systems of other states; and to enhance the agency's ability to observe and analyze national trends in crash occurrences, rates, outcomes, and circumstances.

The Governor's Office of Highway Safety (GOHS) received the 2019 Traffic Records Assessment on June 17, 2019. The Georgia TRCC continues to utilize the Traffic Safety Information System funding, received FFY 2006 - FFY 2021 from the National Highway Traffic Safety Administration (NHTSA) under Section 405(c), to allocate funds for traffic records projects activities directly related to the problem identification, performance targets, and countermeasure strategies for Georgia traffic records improvements as well as to advance the TRCC's mission to maximize the overall quality of traffic safety data and analysis based on state traffic records data across all six core data systems. Georgia's TRCC continues to support current traffic records projects, identify new projects, and establish performance measures for each core data system to address the recommendations provided in the 2019 Traffic Records Assessment.

The Georgia Traffic Records Strategic Plan highlights the progress made, describes the traffic records projects and activities that will continue to improve the core data systems, and is a part of the request for continued NHTSA funding for FFY 2022-2024. This plan is a living document and will require regular review. Any updates needed to the strategic plan are completed by the Technical Committee of the TRCC and presented to the Traffic Records Executive Committee for final approval. The FFY 2022-2024 Traffic Records Strategic Plan was approved by the Traffic Records Executive Committee on June 18, 2021.

# TRAFFIC RECORDS SYSTEM OVERVIEW

The Georgia traffic records system assist the traffic safety community in implementing programs and countermeasures that reduce motor vehicle crashes, deaths, and injuries. Data-driven improvements rely on Georgia's traffic records system to identify opportunities to improve highway safety, measure progress, and systematically evaluate countermeasure effectiveness. An effective traffic records system can identify and assess factors that result in traffic fatalities and injuries, evaluate the effectiveness of prevention and intervention measures, and guide the deployment and utilization of enforcement and educational programs.

Georgia's traffic records data is critical to effective safety programming, operational management, and strategic planning. In cooperation with local, regional, and federal partners, Georgia maintains a traffic records system that supports data-driven, science-based decision-making that is necessary to identify problems, deploy and evaluate countermeasures, and efficiently allocate resources.

Georgia's traffic records system is the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure it is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Georgia's Traffic Records Program strives to assure that all highway safety partners can access accurate, complete, integrated, and uniform traffic records in a timely manner. Georgia traffic records provide the foundation for traffic safety programming and will continue to fund projects through the Georgia Traffic Records Coordinating Committee (TRCC) that are appropriately prioritized, data-driven, and evaluated for effectiveness.

## Traffic Records System Components

Georgia's traffic records system consists of data about Georgia's roadway transportation network and the people and vehicles that use it. This data is critical to effective safety programming, operational management, and strategic planning. Georgia's traffic records system includes the collection, management, and analysis of traffic safety data. It is comprised of six core data systems— Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance—as well as the organizations and people responsible for them.



## Crash

The Georgia Department of Transportation (GDOT) is the agency responsible for crash reporting. The Georgia Electronic Accident Reporting System (GEARS) is developed and maintained by LexisNexis. GEARS serves as a portal into the State of Georgia's repository for traffic crash reports completed by Georgia law enforcement agencies. All crashes are gathered into a single statewide database; however, the methods of input vary. Crashes are entered electronically through the State user interface, transmitted via third party vendors, or submitted via paper reports. Currently, approximately 95% of the state's crash reports are transmitted electronically.



## Roadway

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains approximately 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using Esri's Roads and Highways software to integrate data from multiple linear referencing system networks to get a comprehensive view of Georgia roadways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.



## Driver

The Georgia Department of Driver Services (DDS) has the custodial responsibility for the driver data system. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training. The State's driver data system receives input from process flow documents from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing System (GECPS).





## Citation & Adjudication

The State of Georgia has a non-unified court system where local courts are autonomous. These courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. However, through the Georgia Electronic Conviction Processing System (GECEPS) at the Division of Driver Services, Georgia courts can securely and accurately transmit conviction data electronically to the State. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable.



## Vehicle

The Georgia Department of Revenue (DOR) Motor Vehicle Division has custodial responsibility for the State vehicle records. Georgia's vehicle system — Driver Record and Integrated Vehicle Enterprise System (DRIVES) — is an inventory of data that enables the titling and registration of each vehicle under the State's jurisdiction to ensure that a descriptive record is maintained and made accessible for each vehicle and vehicle owner operating on public roadways. Vehicle information includes identification and ownership data for vehicles registered in Georgia. Information on vehicle make, model, year of manufacture, body type (extracted from VIN), and adverse vehicle history (title brands) is maintained.



## Injury Surveillance

The Georgia Department of Public Health (DPH) is responsible for the Injury Surveillance System (ISS). Georgia's comprehensive Injury Surveillance System (ISS) has data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These datasets enable a wide variety of stakeholders to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs, such as issues related to data quality and reliable application to address patient severity, costs, and outcomes. The ISS is supported through 3 databases: (a) the State's Georgia Emergency Medical Services Information System (GEMSIS) Elite database system as Georgia's pre-hospital care reporting system, (b) the Online Analytical Statistical Information System (OASIS) that enables public and professional access to DPH's data warehouse of the latest Hospital Discharge, ER Visit, and Death data, and a formal

Trauma Registry maintained for all designated trauma center data and records. These records are uploaded into the CDC data query program WISQARS.

## Traffic Records System Data Attributes

Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data-driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.



### Timeliness

Timeliness reflects the span of time between the occurrence of some event and the entry of information from the event into the appropriate database. Timeliness can also measure the time from when the custodial agency receives the data to the point when the data is entered into the database.



### Accuracy

Accuracy reflects the number of errors in information in the records entered in a database. Error means the recorded value for some data element of interest is incorrect. Error does not mean that the information is missing from the records. Erroneous information in a database cannot always be detected.



### Completeness

Completeness reflects both the number of records that are missing from the database (e.g., events of interest that occurred but were not entered into the database) and the number of missing (blank) data elements in the records that are in a database.



### Uniformity

Uniformity reflects the consistency among the files or records in a database and may be measured against some independent standard, preferably a national standard.



## Integration

Integration reflects the ability of records in a database to be linked to a set of records in another of the six core databases—or components thereof—using common or unique identifiers.



## Accessibility

Accessibility reflects the ability of legitimate users to successfully obtain desired data. Accessibility is measured in terms of customer satisfaction.

# TRAFFIC RECORDS COORDINATING COMMITTEE (TRCC)

## Mission and Vision

The mission of the Georgia Traffic Records Coordinating Committee (TRCC) is to provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall traffic records system that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature.

Georgia's TRCC strives to create a traffic records system that is technically state-of-the-art and fully integrated. Analyzing reliable and accurate traffic records data is central to identifying traffic safety problems and designing effective countermeasures to reduce injuries and deaths caused by crashes.

The TRCC is governed by the principals and guidelines outlined within the Georgia TRCC Charter. This foundational document describes the powers and duties of the committee as specified in enabling state legislation. This authorization empowers each member to officially participate in the state's TRCC and leverage resources, streamline processes, integrate systems, and focus on strategic investments.

*Note: The Georgia TRCC Charter is included in the Appendices.*

# Structure, Composition, and Function

## TRCC Executive & Technical Committees

Georgia's TRCC consist of two committees — the Technical Committee and the Executive Committee. Both committees are comprised of a multidisciplinary membership that includes data owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations. The Executive Committee specifically consist of the chief executive officers (commissioners, directors, administrators, etc.) of those federal, state, and local member agencies that are responsible for major components of the Georgia Traffic Records System or their designated agent. All federal, state, and local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

The Executive Committee members hold positions within their agencies that enable them to establish policy, direct resources within their areas of responsibility, and set the vision and mission for the TRCC. The Executive Committee reviews and approves actions proposed by the Technical Committee and assists with identifying/providing resources. The Chairman of the Executive Committee is the Director of the Governor's Office of Highway Safety, Allen Poole. The TRCC Executive Committee convenes at least twice a year and whenever there is business to be conducted.

The Technical Committee is responsible – as defined by the Executive Committee – for the oversight and coordination of the state's traffic records system. The Technical Committee performs all planning, conducts all investigations, and prepares all project plans necessary to realize the mission and vision of the TRCC. The Chairman of the Technical Committee and Georgia Traffic Records Coordinator is Tanya Renaud with the Georgia Governor's Office of Highway Safety. The TRCC Technical Committee meets at least six times a year and whenever there is business to be conducted. Additionally, this committee meets in conjunction with CODES (Crash Outcome Data Evaluation System). CODES provides data integration and data accuracy to the TRCC by engaging data owners, developing a data linkage plan, accessing data quality, preparing data, performing data linkage, evaluating linkage results, recalibrating methods, selecting linked records, and conducting analysis of the traffic records data.

Together, the two tiers of the TRCC are responsible for developing strategies, coordinating implementation, and tracking progress of programs and projects detailed in the TRCC's strategic plan.

*Note: The Georgia TRCC meeting dates and Georgia TRCC Executive and Technical Committee membership by name, title, home organization and the core safety database represented are included in the Appendices.*

## **TRCC Subcommittees**

An additional common structural feature of Georgia's TRCC are subcommittees — both permanent and ad-hoc. Permanent subcommittees are established by Georgia's TRCC to address issues, such as data integration, which are specific to a subset of the membership and will remain as issues for the foreseeable future. For FFY 2020 and onward, the TRCC Technical Committee created a subcommittee to develop data fact sheets for the Strategic Highway Safety Plan emphasis areas to inform traffic safety professionals and the public on traffic safety issues and resources in Georgia. Ad-hoc committees are often established to bring together subject matter experts charged with making recommendations to the full TRCC on an issue that would otherwise occupy too much time to be practically managed in the usual TRCC meeting context. For FFY 2020, the TRCC Technical Committee established an ad-hoc committee to update the serious injury definition.

# TRAFFIC RECORDS ASSESSMENT

Fixing America's Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data traffic records system every 5 years to qualify for 405(c) grant funding. Georgia's most recent Traffic Records Assessment was completed on June 17, 2019 by the National Highway Traffic Safety Administration, Technical Assessment Team. Recommendations from the result of the 2019 Georgia Traffic Records Assessment are listed below.

## 2019 RECOMMENDATIONS

### Crash Recommendations

1. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
2. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

### Vehicle Recommendations

3. Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
4. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
5. Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### Driver Recommendations

6. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
7. Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### Roadway Recommendations

8. Improve the applicable guidelines for the Roadway data system to reflect

best practices identified in the Traffic records Program Assessment Advisory.

9. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
11. Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## **Citation/Adjudication Recommendations**

12. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
13. Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
14. Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
15. Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## **Injury Surveillance Recommendations**

16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## **Appendices**

Appendix 1: Georgia TRCC Charter

Appendix 2: Georgia TRCC Members

Appendix 3: Georgia TRCC Meetings

Appendix 4: FFY 2022 Traffic Records Projects

Appendix 5: Performance Measures

Appendix 6: Update to Traffic Records Assessment Recommendations

Appendix 7: Quantitative Progress Reports



# Appendix 1: Georgia TRCC Charter

## Georgia's Traffic Records Coordinating Committee (TRCC) Charter

### 1 Traffic Records Definition

Traffic Records are those records and databases residing in all agencies and jurisdictions that are or could be useful in identifying Highway Safety problems, formulating programs to mitigate these problems, and evaluating the results of these programs. These Traffic Records are not necessarily under the control of TRCC members, nor are they necessarily targets of the TRCC's improvement projects. These Traffic Records include, but are not limited to:

- a. Primary Databases, which contain data directly bearing on crashes, causes, and consequences:
  - Crash Reports
  - Fatal Accident Reporting System (FARS)
  - EMS Patient Care Reports
  - Hospital In-Patient Discharge Reports
  - Trauma Registry
  - Traffic Citations
  - Motor Carrier Safety Inspection Reports
  - Driver Records
  - Death Certificate Records
  - Injury Surveillance (DPH/OEMS)
- b. Supporting Databases, which provide location specific, context, or other supporting data:
  - Road Characteristics File, describing relevant parameters of roads
  - Statewide and jurisdiction specific road maps, including both geometric parameters and standard names and route designations for all roads
  - Vehicle Title and Registration Records

These various Traffic Record types will be referred to hereafter as Traffic Record Systems (or information systems) if referring to the processes of collecting, communicating, storing, and analyzing the data; or as a record or database if referring to the data itself.

### 2 Rationale for a TRCC

The individual records of the Traffic Record databases identified above originate from local or state agencies, and statewide databases are maintained by a State agency or, in some cases, are non-existent. Responsibility for the various components (collection, storage, etc.) of many of these Traffic Record Systems, at both the state and local level, is spread among many agencies with very different primary functions or missions.

In order for these various Traffic Record databases to be useful in addressing highway safety problems, the exchange of data between agencies, and integration of data between various information systems must be both possible and efficient. Since these information systems were independently developed over the last several decades, data sharing is barely, if at all, possible, and is certainly not efficient.

Each of the agencies involved with these Traffic Record Systems have their own missions and priorities. Communication between the involved agencies is typically limited to those subjects of direct mutual interest. For this reason, and because each agency is funded and held responsible only for its own mission, cooperation between agencies is also usually limited to known mutual interests. These agencies typically have limited knowledge of each other's organization, operations, information systems, and data needs.

The solution, assuming willing partners, is a forum in which each agency involved with Traffic Records can periodically meet to discuss their missions, organizations, operational processes, information system activities, data products, data needs, etc. The overall objective of these exchanges is to find ways for the agencies to work more synergistically, i.e., to accomplish their missions more effectively and efficiently than is possible if each act strictly on its own.

This is especially critical for those Traffic Record Systems whose components and users are spread across many local and state agencies, e.g., Crash Reports, Traffic Citations, and EMS Run Records. The TRCC is the forum for accomplishing this inter-agency communication and developing a team approach to improving highway safety information.

### **3 Background**

Traffic Records Coordinating Committees, or their equivalents with other names, exist in many states. In 1997, the Transportation Efficiency Act for the 21st Century (TEA-21) and implementing Federal regulations established a program to encourage the formation of TRCCs in all States, this is usually referred to as Section 411. Section 411 allowed grants to States that would establish multidisciplinary (agencies with all involved functions) TRCCs and commit them to the goal of improving the State's traffic record systems. An audit of the State's traffic record systems was conducted to identify areas that needed improvement, and a strategic plan was required to define how the State would go about improving its traffic record systems. The Section 411 grants were available for a maximum of six years, expiring in federal FY 2003. Georgia received three years of Section 411 grants for its TRCC.

Georgia had a TRCC during the years 2000 through 2003. While that TRCC made significant progress in some areas, it was not able to produce a comprehensive and coordinated program for improving Georgia's Traffic Records. Many of the TRCC's problems can be directly attributed to the lack of a charter, formal structure, or procedural rules. This situation resulted in an inability to formulate recommendations, present these recommendations to member agencies' management, and obtain member approval and funding for the recommendations. This TRCC was effectively disbanded in early 2003.

In 2005, a reconstituted TRCC was established. If this TRCC is to be effective, its mission, structure, and procedures must be formalized. In addition, the methods by which the committee will influence its members must be determined, and approaches to funding and implementing recommended programs must be defined. These are the purposes of this document.

#### 4 TRCC Mission

The mission of the TRCC is as follows:

"The Traffic Records Coordinating Committee will provide a forum for agencies involved in highway safety to communicate with each other and develop a joint approach to improving highway safety data. The specific objective is to evolve an overall Traffic Records System that is an integration of current stand-alone systems into a coherent whole; one that produces complete, accurate, and timely reports for each type of traffic record and that fully supports the identification, parameterization, and mitigation of highway safety problems of any nature."

#### 5 Traffic Records Vision

This vision statement describes the desired state of Georgia's Traffic Records at some unspecified point in the future. Member agencies are not committed to a specific timeline for achievement of this vision.

Georgia's Traffic Record Systems should be technically state-of-the-art and fully integrated with each other. To support this objective:

- Relevant records of events (crashes, citations, etc.), vehicles, roadways, and individuals (with appropriate protection of privacy rights) within all systems should be capable of being linked to provide a more complete picture of events, circumstances, causes, and consequences.
- The data within all systems should be consistent, compatible, integrated, and similar data items should be comparable.
- Each of Georgia's Traffic Record Systems should produce complete, accurate, and timely reports. For most of the Primary Databases, achievement of this objective requires:
  - Reports should be prepared electronically, potentially at the location of the event being reported, and error detection and correction should be performed at the time of report preparation.
  - Reports should be processed and electronically communicated as soon as possible after collection to both local and statewide databases as appropriate.
  - Reports should be entered into the appropriate databases, local and state, as soon as possible after receipt.
  - Individual reports should be available to legitimate and authorized users as soon as possible after entry into the appropriate databases.

Georgia's Traffic Record Systems should allow users to quickly identify emerging highway safety problems and issues, as well as quantify trends in highway safety statistics. Mitigation strategies can be developed and implemented in a time frame appropriate for both urgent problems and undesirable trends. Follow-up evaluations can be conducted to determine the effectiveness of mitigation strategies. This objective would be implemented by automated and manually activated analysis tools that can:

- Access all Traffic Records Systems,
- Identify associated records across all Traffic Records Systems,
- Integrate data from all associated records and databases, and

- Produce comprehensive and easily understood reports/views of the events, causes, and consequences associated with specific emerging problems or statistical trends.

## **6 TRCC Structure, Function and Composition**

### **1.1.1 TRCC Structure and Composition- the State traffic records coordinating committee:**

1. Is chartered
2. Meets at least three times annually
3. Has a multidisciplinary membership that includes owners, operators, collectors, and users of traffic records and public health and injury control data systems highway safety, highway infrastructure, law enforcement and adjudication officials, and public health, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations; and at least one member represents each of the following core safety databases:
  - (A) Crash
  - (B) Citation or adjudication
  - (C) Driver
  - (D) Emergency medical services or injury surveillance system
  - (E) Roadway
  - (F) Vehicle
4. Has a designated TRCC coordinator

### **2.1.2 TRCC Functions- The traffic records coordinating committee shall-**

1. Have authority to review the State's highway safety data and traffic records systems and any changes to such systems before the changes are implemented.
2. Consider and coordinate the views of organizations in the State that are involved in the collection, administration, and use of highway safety data and traffic records systems, and represent those views to outside organizations.
3. Review and evaluate new technologies to keep the highway safety data and traffic records system current.
4. Approve annually the membership of the TRCC, the TRCC coordinator, any change to the State's multi-year Strategic Plan, and performance measures to be used to demonstrate quantitative progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of a core highway safety database.

### **3.1.3 TRCC Functions- The traffic records coordinating committee shall-**

1. Have authority to review the State's highway safety data and traffic records systems and any changes to such systems before the changes are implemented.
2. Consider and coordinate the views of organizations in the State that are involved in the collection, administration, and use of highway safety data and traffic records systems, and represent those views to outside organizations.
3. Review and evaluate new technologies to keep the highway safety data and traffic records system current.
4. Approve annually the membership of the TRCC, the TRCC coordinator, any change to the State's multi-year Strategic Plan, and performance measures to be used to demonstrate quantitative progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of a core highway safety database.

**The TRCC shall consist of two committees, which shall be referred to as the Executive Committee and the Technical Committee. The responsibilities, membership, officers, and procedures of each are addressed hereafter.**

- ***Executive Committee***

#### **4.1.4 Membership**

The Executive Committee shall consist of the chief executive officers (Commissioners, Directors, Administrators, etc.) of those Federal, State and Local member agencies that are responsible for major components of the Traffic Records System, or their designated agent. Designated agents must have direct access to and be able to speak for the chief executive officer, at least after consultation, on any issue before the Executive Committee.

Members of the Executive Committee shall include, but not be limited to, the following agencies:

- Governor's Office of Highway Safety
- Department of Transportation
- Department of Driver Services
- Department of Public Health
- Department of Revenue
- Department of Public Safety
- Georgia Association of Chiefs of Police
- Georgia Sheriffs Association
- Administrative Office of the Courts
- Prosecuting Attorneys' Council
- National Highway Traffic Safety Administration
- Federal Highway Administration
- Federal Motor Carrier Safety Administration

### **5.1.5 Responsibilities**

The Executive Committee shall perform all executive functions necessary to realize the TRCC's mission and vision. In particular, the Executive Committee shall consider recommendations of the Technical Committee, decide whether the recommendations shall be implemented, and if the decision is to implement, assist with identifying/providing resources. In addition, the Executive Committee may unilaterally promulgate changes it deems necessary to improve the Technical Committee, including its membership, responsibilities, officers, and procedures. The Executive Committee shall review and approve any changes to the Traffic Records Strategic Plan.

### **6.1.6 Officers**

The officers of the Executive Committee shall consist of the Chairman and the Traffic Records Coordinator (hereafter referred to as the Coordinator). The permanent chairman of the Executive Committee shall be the Director of the Governor's Office of Highway Safety. The Chairman shall be responsible for calling meetings of the Committee and setting the agenda. The Coordinator shall be responsible for making meeting arrangements, preparing and publishing minutes, and coordinating all interactions between the Executive and Technical Committees.

### **7.1.7 Procedures**

The Executive Committee shall meet at least quarterly and whenever necessary to consider recommendations from the Technical Committee or to conduct other necessary committee business. The Executive Committee shall establish any formal procedures it deems necessary to accomplish its responsibilities. The Executive Committee shall approve annually the membership of the TRCC, the selected TRCC Coordinator, and any changes to the Strategic Plan.

- ***Technical Committee***

### **8.1.8 Membership**

All Federal, State and Local agencies with a direct role in highway safety are eligible for membership in the Technical Committee. Other agencies may be members at the discretion of the Technical Committee.

Federal agencies eligible for membership include, but are not limited to:

National Highway Traffic Safety Administration  
Federal Highway Administration  
Federal Motor Carrier Safety Administration

The state agencies eligible for membership include, but are not limited to:

- Governor's Office of Highway Safety
- Department of Driver Services
- Department of Transportation
- Department of Public Safety
- Department of Public Health
- Department of Revenue
- Administrative Office of the Courts



- Prosecuting Attorneys' Council
- Georgia Bureau of Investigation
- Georgia Brain and Spinal Injury Trust Fund Commission

The categories of local agencies eligible for membership include, but are not limited to:

- Police Departments and Sheriff Offices
- EMS Providers
- Road/Street and Traffic Engineering

Data Users eligible for membership include, but are not limited to:

- University researchers,
- Highway safety advocacy groups

The actual membership is based on voluntary participation. However, the TRCC must strive to have a membership of all listed Federal and State agencies and a representative number of local agencies in the listed categories. A desirable number of local agencies would be roughly equal to the number of State Agencies.

The Technical Committee shall consist of those managers, or their representatives, responsible for traffic records systems components that exist within each member agency or for which the member has oversight responsibility. In general, the members of the Technical Committee should be technically oriented, from their agency's perspective, and able to actively contribute to the work of the committee. Specific categories for members of the Technical Committee are as follows:

- Representatives, who are the formal representatives of their agency or organization to the Technical Committee, who are expected to attend all meetings and participate in all consensus building efforts.
- Voting Representatives are the representatives of those member agencies who may vote on recommendations before the Technical Committee, and who are responsible for coordinating their agency's position and casting their agency's vote(s).
- Member agency employees, who may participate in any and all meetings and discussions as desired by their Representative.
- Guests, who are not employees of any member agency, but have been invited by a member agency, the Chairman, or the Coordinator. Guests may participate in meetings and discussions as desired by the member agency inviting them.

A Representative and one or more alternates shall be selected by each member agency. In the absence of an official designation, the senior (position) individual of the agency at any meeting is assumed to be the Representative of that agency. The Representative of each state and local member agency, or an alternate if the Representative is absent, is the Voting Representative.

### **9.1.9 Responsibilities**

The Technical Committee shall perform all planning, conduct all investigations, and prepare all project plans necessary to realize the mission and vision of the TRCC.

Specifically required products of these activities are detailed in section 7.E of this document. Other products may be produced as necessary to fill these responsibilities.

#### **10.1.10 Officers**

The Technical Committee shall have the following officers:

- A Chairman that is responsible for calling meetings, preparing and distributing an agenda, guiding the meetings in accordance with the agenda, assuring that minutes are kept, and otherwise assuring that the committee's business is conducted in accordance with established procedures.
- A Traffic Records Coordinator (or Coordinator), who must be technically competent in all aspects of Traffic Records Systems, and who is responsible for preparing the strategic plan, planning for annual technical objectives, preparing agenda items dealing with technical issues, and otherwise guiding the committee in achieving its mission.

The Chairman and Coordinator are selected in accordance with Technical Committee procedures outlined in the following section. These may be a single individual or two separate individuals.

### **7 Technical Committee Procedures**

These procedures address the most common needs of the Technical Committee, i.e., selection of the Chairman and Coordinator, conduct of meetings, making decisions on issues before the committee, making recommendations for improving Traffic Records System components under the members' control, and adopting new or modified procedures.

#### ***Selection of the Chairman***

The chairman of the Technical Committee shall be selected from the following options, as recommended by vote of the Voting Representatives and approved by the Executive Committee: The Coordinator may serve as the Chairman, or Member agencies may appoint one of their Representatives to serve as chairman on a rotating basis.

If, after the initial selection, a change is desired, the Voting Representatives may decide annually which option to select for the upcoming federal fiscal year (October through September). If the rotating Chairmanship is selected, the rotation sequence among member agencies must be determined at that time and cannot be revoked until the rotation is completed except by unanimous agreement among the rotating member Representatives.

- ***Conduct of Technical Committee Meetings***

Technical Committee meetings shall be held at least quarterly and whenever there is business to be conducted. The time and place of the next meeting shall be established at the end of each meeting. The meetings should be held on a standard day of the month and time of day to the degree possible.

Minutes shall be prepared and distributed to all members within two weeks after a meeting. The minutes shall contain a list of all attendees, indicating



the agency represented. The minutes shall document all major issues discussed, the key points of the discussion, any actions taken, any decisions made, and recommendations formed with respect to the issues. The minutes of each meeting shall be formally reviewed, corrected, and approved at the next meeting.

Technical Committee meetings shall be conducted in accordance with Robert's Rules of Order.

Decisions shall be made by consensus of all present member Representatives, when possible, unless specified otherwise in these procedures. If consensus cannot be reached for formal recommendations to the Executive Committee, decisions shall be made by vote of the Voting Representatives. No formal recommendations may be made, or votes taken unless a quorum is present. A quorum is defined to be 50% of current Voting Representatives or an authorized alternate. All official decisions are by a simple majority of the vote unless otherwise explicitly required in written procedures for the business at hand.

The Chairman and Coordinator have no vote on business matters before the Technical Committee, except in the case of a tie. The Chairman shall cast the tie-breaking vote on non-technical and Technical Committee procedure matters. The Coordinator shall cast the tie-breaking vote on technical matters. Each state member and local member category has the number of votes assigned elsewhere in this document.

- *Number of Votes Assigned Member Agencies*

For the purposes of voting on issues before the Technical Committee, the following member Agencies, or categories of member agencies, are assigned the number of votes indicated.

- Governor' s Office of Highway Safety - 1 vote
- Department of Driver Services - 1 vote
- Department of Transportation - 1 vote
- Department of Public Health, Injury Prevention - 1 vote
- Department of Public Health, Office of EMS and Trauma - 1 vote
- Department of Public Health, Office of Health Indicators for Planning - 1 vote
- Department of Public Safety - 1 vote
- Police Departments - 1 vote
- Sheriff Offices - 1 vote
- Administrative Office of the Courts - 1 vote
- Prosecuting Attorneys' Council - 1 vote
- Local Traffic/Road Engineering Agencies - 1 vote
- Local EMS Providers - 1 vote

Each voting member, or category of members, may vote on any issue before the Technical Committee. Members of the categories (Local Enforcement, Traffic

Engineering, EMS Providers, etc.) must decide among themselves how to cast their votes. There must be at least two members of the category present or having provided written voting instructions in order to cast two votes. If only a single member agency of the category is present, and no written voting instructions are available from absent member(s), only one vote may be cast. If the issue to be voted upon has no direct impact on an agency, they may not be permitted to vote. Those cases will be determined by the Chairman on an issue-by-issue basis.

Voting/non-voting status and the assigned number of votes for each member/category may be changed as with any other Technical Committee procedure, i.e., any member, the Chairman, or the Coordinator may propose a change, the recommendation must be approved by the current voting members, and the Executive Committee must approve the change.

- ***Subcommittees***

From time to time, subcommittees will be required to conduct the more detailed aspects of the Technical Committee's business. Establishment of a subcommittee shall require the approval of the member Representatives. After approval, the individuals to serve on these subcommittees will be selected jointly by the Chairman and Coordinator. The Chairman shall have final authority if the subcommittee will address a non-technical matter. The Coordinator shall have final authority if the subcommittee will address a technical matter. To the degree feasible and appropriate, all categories of member agencies should be represented on subcommittees.

- ***Traffic Record System/Component Recommendations***

The Technical Committee shall recommend a long-range Strategic Plan and year-to-year specific improvement projects for the State's Traffic Record Systems; both aimed at achieving the vision set forth herein. In many, if not most cases, the specific projects involve multiple agencies and multiple components of at least one Traffic Records System. In all cases, one or more member agencies must agree to the recommended project and find a way to implement the improvement.

The primary Technical Committee recommendations to member agencies shall take the form of a single long-range Strategic Plan and an Annual Plan each year identifying specific projects to be addressed that year.

The Strategic Plan is developed once, approved by the Technical Committee's Voting Representatives, and updated annually along with the Annual Plan.

Once a complete and approved Strategic Plan is in place, the procedure for accomplishing this objective is:

- In November of each year, the Coordinator prepares an update to the Strategic Plan(if needed), a draft Annual Plan for the upcoming year, and a

report of progress and status for the current year's activities. These items are submitted to the Technical Committee at its November meeting. Funding requirements for each proposed program and suggested responsibility shall be included in the draft Annual Plan.

- During the November-December time frame, each Voting Representative shall present the draft Annual Plan to their agency's management and determine the agency's position on those elements directly affecting the agency. Primary and alternate funding possibilities shall specifically be addressed in these discussions. The Coordinator should be involved in these discussions when beneficial.
- The Technical Committee shall deliberate the content of the Annual Plan at its December meeting. Results of internal agency discussions shall be presented. Finally, the Technical Committee shall determine changes to be made to the Annual Plan.

The Coordinator shall make the required changes and provide to all member Representatives as quickly as possible. The Technical Committee shall vote on the Plan at its January meeting. The approved Plan shall be sent to the Executive Committee, with a formal request from the Chairman and Coordinator for support of the program.

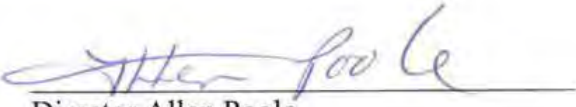
During the course of the year, if either the Technical Committee or a member agency feels the need for additional recommendations, a similar process shall be followed, i.e.:

- The requested recommendation shall be presented to the Technical Committee by the Chairman, Coordinator, or member Representative who has identified the need.
- The Coordinator, working in concert with the originator, shall investigate and develop necessary documents, plans, etc. needed to formalize the recommendation.
- The recommendation shall be presented internally to each member agency by the agency's Representative to develop a position, identify funding needs and possible sources, etc., as appropriate. The originator and/or Coordinator should be involved as beneficial.
- The Technical Committee shall deliberate the recommendation at its next meeting, receive input from all member Representatives, and determine necessary changes.
- After making all required changes, the Coordinator shall distribute the recommendation to all member Representatives as soon as possible. The Technical Committee shall decide on the recommendation at the next Technical Committee meeting.
- Approved Recommendations shall be sent to the Executive Committee, with a formal request from the Chairman and Coordinator for approval and support.

When time is critically short, the above process can be shortened through the use of e-mail for distribution of documents, and votes by either or both the Technical and Executive Committee may be conducted via e-mail.

**8 Certification and Signature**

I hereby certify that this is the current TRCC Charter, as approved by the TRCC Executive Committee.

A handwritten signature in blue ink, appearing to read "Allen Poole", is written over a horizontal line.

Director Allen Poole  
Chairman  
TRCC Executive Committee

Date 5-6-19

## Appendix 2: Georgia TRCC Members

<b>Georgia Traffic Records Executive Committee</b>	
Georgia Governor's Office of Highway Safety	<b>Allen Poole</b> , Director, TRCC Executive Committee Chairman
Georgia Department of Transportation Core Data System(s): Crash & Roadway	<b>Russell McMurry</b> , Commissioner
Georgia Department of Driver Services Core Data System: Driver	<b>Spencer Moore</b> , Commissioner
Georgia Department of Public Health Core Data System: Injury Surveillance	<b>Lisa Dawson</b> , Director of Injury Prevention
Prosecuting Attorneys' Council of Georgia Core Data System: Adjudication	<b>Peter J. Skandalakis</b> , Executive Director
Georgia Department of Revenue Core Data System: Vehicle	<b>Robin Crittendon</b> , Interim Commissioner
Georgia Department of Public Safety Core Data System(s): Crash & Citation	<b>Col. Chris Wright</b> , Commissioner
Georgia Association of Chief Police Core Data System(s): Crash & Citation	<b>A.A. "Butch" Ayers</b> , Executive Director
Georgia Sheriffs Association Core Data System(s): Crash & Citation	<b>J. Terry Norris</b> , Executive Director
Administrative Office of the Courts (AOC) Core Data System: Citation & Adjudication	<b>Darron J. Enns</b> , Esq., Policy Analyst
National Highway Traffic Safety Administration (NHTSA)	<b>Carmen Hayes</b> , NHTSA Region 4, Regional Administrator
Federal Highway Administration (FHWA)	<b>Moises Marrero</b> , Georgia Division Administrator
Federal Motor Carrier Safety Administration (FMCSA)	<b>Danny McPeters</b> , Georgia Division Administrator

## Georgia Traffic Records Technical Committee


Georgia Department of Transportation Core Data System(s): Crash & Roadway	<b>Dave Adams</b> , State Safety Program Manager <b>Brian Vann</b> , Assistant State Safety Data Manager
Georgia Department of Driver Services Core Data System: Driver	<b>Selena Norris</b> , Business Process Analysis Manager <b>Mechelle Cooper</b> , GECPS, Court Auditor
Georgia Department of Public Health Core Data System: Injury Surveillance	<p><u>Office of EMS and Trauma</u> <b>David Newton</b>, Director, GA Office of EMS &amp; Trauma <b>Cassie Longhart</b>, EMS Data Manager <b>Dipti Patel</b>, GEMSIS System Administrator <b>Renee Morgan</b>, Trauma Program Director <b>Danlin Luo</b>, Trauma Epidemiologist</p> <p><u>Office of Health Indicators for Planning (OHIP)</u> <b>David Austin</b>, Director of Data Quality &amp; Analysis Team</p> <p><u>Injury Surveillance and Prevention Program</u> <b>Lisa Dawson</b>, Director, Injury Prevention <b>Elizabeth Head</b>, Deputy Director, Injury Prevention <b>Denise Yeager</b>, CODES Manager and Lead/Data Evaluation <b>Patricia Daniel</b>, CODES Quality Assurance Specialist <b>Phillip Hudson</b>, Program Consultant</p>
Georgia Department of Revenue Core Data System: Vehicle	<b>Keith Thomas</b> , Senior Manager, Motor Vehicle Application Development & Support
Injury Prevention Research Center @ Emory (IPRCE) Core Data System: Injury Surveillance	<b>Dr. Jonathan Rupp</b> , IPRCE Executive Associate Director
Judicial Council of Georgia / Administrative Office of the Courts Core Data System: Citation & Adjudication	<b>Ben Luke</b> , Chief Technology Officer
LexisNexis	<b>Bob Dallas</b> , Consultant
University of Georgia	<b>Vacant</b> , Traffic Safety Research and Evaluation Group
National Highway Traffic Safety Administration	<b>Vacant</b> , Region 4 Program Manager
Georgia Governor's Office of Highway Safety	<b>Eshon Poythress</b> , Strategic Planning Operations Manager <b>Tanya Renaud</b> , Georgia Traffic Records Coordinator <b>Roger Hayes</b> , Director, Law Enforcement Services <b>Emerson Lundy</b> , Law Enforcement Liaison <b>Shenee Bryan</b> , Contracted Epidemiologist


## Appendix 3: Georgia TRCC Meetings

<b>Georgia Traffic Records</b>	
<b>Executive Committee</b>	<b>Technical Committee</b>
<ul style="list-style-type: none"><li>• October 28, 2021</li><li>• April 28, 2022</li></ul>	<ul style="list-style-type: none"><li>• July 14, 2021</li><li>• September 8, 2021</li><li>• November 10, 2021</li><li>• January 12, 2022</li><li>• March 9, 2022</li><li>• May 11, 2022</li></ul>


## Appendix 4: FFY 2022 Traffic Records Projects


These projects will address the 2019 Traffic Records Assessment recommendations in progress.


	Project Title	Status	Lead Agency	405c TR Funded
	Georgia Traffic Records Program	In Process	GOHS	Yes
<b>Project Description</b>	This project uses NHTSA Section 405(c) funds to fund the GOHS GA Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.			
<b>Project Objective</b>	To improve the accuracy, timeliness, accessibility, integration, & uniformity of the Georgia traffic records information system			
<b>Traffic Records System Components</b>				


	Project Title	Status	Lead Agency	405c TR Funded
	OEMS GEMSIS Elite	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Georgia Office of EMS and Trauma (OEMS) developed the Georgia Emergency Medical Services Information System (GEMSIS) as Georgia's pre-hospital care reporting system. This project uses NHTSA Section 405c funds to maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5., maintain GEMSIS Datamart, and progress towards achieving the time-to-care metric through deterministic linking of EMS data.			
<b>Project Objective</b>	To improve the accuracy of EMS patient care reports via GEMSIS Elite training and to link EMS data on patients with critical injuries in motor vehicle crashes with GDOTs crash database via deterministic data linking of crash, EMS and trauma registry reports using the system of care armbands.			
<b>Traffic Records System Components</b>				





	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	GECPS Outreach	In Process	Georgia Department of Driver Services	Yes
<b>Project Description</b>	This project provides a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication as well as trains and educates courts on the Georgia Electronic Conviction Processing System (GECPS) for this purpose. This project continues to support Georgia courts and law enforcement by continuing to provide additional functionality/enhancements to the GECPS system for electronic submission of conviction processing.			
<b>Project Objective</b>	Reduce error rates by identifying and targeting courts that require additional training and technical assistance by studying errors and by attending to court support requests.			
<b>Traffic Records System Components</b>				


	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	Support for CODES Crash Data Linkage	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Georgia Crash Outcome Data Evaluation System (CODES) project uses probabilistic techniques to link crash data, injury surveillance data and other traffic records data. This project creates linked data for analysis by Georgia's highway safety partners to improve the accuracy and integration of the state's traffic records data in direct support of NHTSA's performance measure criteria. This provides a path for public health, highway safety, and other partners to collaborate on the prevention of crashes.			
<b>Project Objective</b>	To develop and maintain relationships with data owners, users, and injury prevention stakeholders to link crash data and other injury surveillance data as well as to promote the creation and use of integrated datasets.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	LEA Technology Grant GACP	In Process	Georgia Association Chiefs of Police	Yes
<b>Project Description</b>	The GACP will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.			
<b>Project Objective</b>	To improve crash reporting accuracy by law enforcement agencies through electronic crash reporting that will validate, detect, and prevent errors at the point of data entry. Improve the timeliness of crash reports submitted to GEARS by replacing paper records with electronic records.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	OASIS	In Process	Georgia Department of Public Health	Yes
<b>Project Description</b>	The Online Analytical Statistical Information System (OASIS), DPH's query system, provides online access to data visualizations. Data services to partners are supported using the departmental data warehouse with stewardship of the latest Hospital Discharge, ER Visit, Death, Population and MV Crash data (if authorized by GDOT). Value-additions included data quality controls, calculated variables such as injury severity scores, and geography variables. Updates will include injury severity cross-validations and population changes due to Census 2020.			
<b>Project Objective</b>	To improve the accessibility, completeness, and quality of Georgia's traffic records system by enhancing the OASIS data repository with additional health and demographic indicators, updated data sets, cross-source quality checks and new ways of visualizing data.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	Numetric	In Process	Georgia Department of Transportation	No
<b>Project Description</b>	Georgia is developing tools through Numetric to improve the analysis of the state's crash database. This software data analytics application provides graphical, tabular, and spatial tools to explore crash data in a GIS interface to pinpoint the root causes of crashes and identify the best countermeasures. Additionally, network screening is offered to rank segments, curves, and intersections by the attributes that matter most to Georgia traffic safety stakeholders as well as access to workbooks with customizable static reports, dashboards, and analytics tools.			
<b>Project Objective</b>	To improve the user experience and advance the state's ability to analyze data and identify appropriate countermeasures as well as enable our law enforcement liaisons to work with individual law enforcement agencies to improve the timeliness, accuracy, and completeness of their crash reports.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	DRIVES	In Process	Georgia Department of Revenue Georgia Department of Driver Services	No
<b>Project Description</b>	The Georgia Department of Revenue (DOR) and the Department of Driver Services are implementing a joint modernization system, known as Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System), to transform the way Georgia provides driver licensing, vehicle registration, and titling system services.			
<b>Project Objective</b>	To ensure consistent customer data and improve the accuracy of driver information between the two agencies that support driver functions.			
<b>Traffic Records System Components</b>				

	<b>Project Title</b>	<b>Status</b>	<b>Lead Agency</b>	<b>405c TR Funded</b>
	NHTSA Technical Assistance Program - Statewide EMS Reassessment	In Process	GOHS	No
<b>Project Description</b>	This program uses NHTSA Section 402 TR funds to fund the NHTSA Technical Assistance (TA) Program Statewide EMS Reassessment in Georgia.			
<b>Project Objective</b>	To assess and evaluate Georgia's current EMS system effectiveness in relation to the original EMS assessment, subsequent EMS program modifications, and integration of new technology or nationally accepted standards.			
<b>Traffic Records System Components</b>				

## Appendix 5: Performance Measures

*Note: Crash records include crash occupants (drivers, passengers, and pedestrians).*

<b>CRASH</b>	<b>Performance Measure</b>	<b>Definition</b>
Accuracy	Percent of crash records with an A injury linked to a hospital record with a defined serious injury by AIS	Number of A crash records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of crash records
Integration	Total (percent) of crash records linked to ED only records	Number of crash records linked to an ED record/total number of crash records
	Total (percent) of crash records linked to hospital discharge records	Number of crash records linked to a hospital discharge record/total number of crash records
	Total (percent) of crash records linked to EMS records	Number of crash records linked to EMS records/total number of crash records
	Total (percent) of linked crash records with an A injury	Number of linked crash records with an A injury/total number of A crash records
	Number of traffic records data systems linked with crash records	
<b>VEHICLE</b>		
Integration	Total (percent) of vehicle records linked to crash records	Number of vehicle records linked to a crash records/total number of vehicle records
<b>DRIVER</b>		
Integration	Total (percent) of driver records linked to crash records	Number of driver records linked to a crash record/total number of driver records
<b>CITATION/ADJUDICATION</b>		
Integration	Total (percent) of citation records linked to driver records	Number of citation records linked to a driver record/total number of citation records
<b>INJURY SURVEILLANCE - EMS</b>		
Accessibility	Number of users accessing Biospatial, GEMSIS Elite, and NEMSIS data for quality improvement or research	

Accuracy	Percent of EMS records with no errors in critical data elements (e.g., for eResponse.08 – Type of Dispatch Delay, you cannot answer both “Technical Failure” and “None/No Delay”)	Number of EMS records with no errors in critical data elements/total number of EMS records  Will implement validation rules for dispatch delay, response delay, scene delay, transport delay, and turn-around delay to address conflicting values.
Completeness	Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value	Reduce the number of unknown values by establishing validation rules that do not allow unknown or blank responses to patient location and facility destination
Integration	Total (percent) of EMS records linked to ED/hospital and crash records	Number of EMS records linked to an ED/hospital and crash record/total number of EMS records
Timeliness	Percent of EMS records submitted to the state within 24 hours of call completion	Number of EMS records submitted to the state within 24 hours of call completion/total number of EMS records
Uniformity	Percent of EMS records compliant to NEMSIS and Statedata submission standards	Number of EMS records compliant to NEMSIS and Statedata submission standards/total number of EMS records

<b>INJURY SURVEILLANCE - TRAUMA REGISTRY</b>		
Accessibility	Number of users who have access to Biospatial, NTDB, and OASIS data for quality improvement or research	
Accuracy	Percent of Trauma Registry records with no errors in critical data elements	Number of Trauma Registry records with no errors in critical data elements/total number of trauma records
Completeness	Percent of unknowns or blanks in critical data elements of Trauma Registry for which unknown is not an acceptable value	

Integration	Total (percent) of Trauma Registry records linked to EMS records	Number of Trauma Registry records linked to EMS records/total number of Trauma Registry records
Timeliness	Percent of trauma records submitted to the state within 60 days of patient discharge	Number of trauma records submitted to the state within 60 days of patient discharge/total number of Trauma records
Uniformity	Percent of Trauma Registry records compliant to National Trauma Data Standards	Number of Trauma Registry records compliant to National Trauma Data Standards/total number of Trauma Registry records
<b>INJURY SURVEILLANCE – ED/HOSPITAL RECORDS</b>		
Integration	Total (percent) of ED/hospital records linked to EMS and crash records	Number of ED/hospital records linked to EMS and crash records/total number of ED/hospital records
Uniformity	Percent of shared fields that are uniformly defined	Number of ED/hospital records that have a common definition, list of valid values and format/total number of Vital Records
Accuracy	Percent of ED/hospital records with a hospital defined serious injury by AIS	Number of ED/hospital records that link to a hospital discharge record with a maximum AIS score of 3 or higher/total number of ED/hospital records
<b>INJURY SURVEILLANCE – STATE VITAL RECORDS</b>		
Integration	Total (percent) of Vital Records (death) linked to crash records	Number of Vital Records linked to a crash record/total number of Vital Records
Uniformity	Percent of shared fields that are uniformly defined	Number of Vital Records that have a common definition, list of valid values and format/total number of Vital Records

## **Appendix 6: Update to Traffic Records Assessment Recommendations**



## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Crash</b>	<b>1</b>	Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.			<b>X</b>		<p>Georgia has developed several additional data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee. SHSP and HSIP have been coordinated and the required reports have been completed to fulfil required recommendations.</p> <p><i>Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.</i></p>
	<b>2</b>	Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.			<b>X</b>		<p>Georgia has advanced our partnership with Numetric Inc. This software data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. We have added a public dashboard and provided access to the full software suite to our highway safety partners. GDOT has updated the boundary data, updated the social vulnerability index data, added the 2021 data, improved query definitions (such as distracted driving), and conducted multiple training sessions over the previous year.</p> <p><i>Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.</i></p>

## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Crash</b>	<b>1</b>	Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.			<b>X</b>		Georgia has developed several additional data quality control queries to identify data errors for each law enforcement agency in the state. The queries are run each month, and error rates are shared with agencies through our law enforcement liaisons. The queries were built through collaboration between the GDOT, GOHS and the TRCC Technical Committee. SHSP and HSIP have been coordinated and the required reports have been completed to fulfil required recommendations. <i>Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.</i>
	<b>2</b>	Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.			<b>X</b>		Georgia has advanced our partnership with Numetric Inc. This software data analytics application provides graphical, tabular, and spatial tools to improve user experience and advance the state's ability to analyze data and identify appropriate countermeasures. We have added a public dashboard and provided access to the full software suite to our highway safety partners. GDOT has updated the boundary data, updated the social vulnerability index data, added the 2021 data, improved query definitions (such as distracted driving), and conducted multiple training sessions over the previous year. <i>Note: Refer to FFY 2022 Traffic Records Projects Numetric and LEA Technology Grant GACP.</i>

## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Vehicle</b>	<b>3</b>	Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<b>X</b>				<p>The Georgia Department of Revenue (DOR) deployed a major transformation of its' business systems in January 2021. Georgia DRIVES (Driver Record and Integrated Vehicle Enterprise System) will modernize the vehicle registration and titling system and integrate this system with the Department of Driver Services System. This project is currently in the implementation phase. Keith Thomas, Senior Manager, Motor Vehicle Application Development &amp; Support at the Georgia Department of Revenue will be assigning a DOR team member to actively participate in the TRCC. We look forward to periodic quality reports at our FFY 2023 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed DOR vehicle record system enhancements as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.</p>
	<b>4</b>	Program Assessment Advisory.	<b>X</b>				
	<b>5</b>	Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<b>X</b>				

## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Driver</b>	6	Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			Georgia deployed a major transformation of its' business systems in coordination with the Georgia Department of Revenue in January 2021. The new system, Driver Record and Integrated Vehicle Enterprise System (DRIVES) incorporated all driver related data and processes into a single system. The DRIVES system provides programmatic controls to help ensure data is properly created, updated, and shared.
	7	Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			Timeliness measures are calculated by taking the monthly averages. Error rate measures are calculated by taking the average number of citations rejected per month. DDS saw an improvement of 5% in CDL citation submission timeliness and an overall improvement of 3% in citation submission timeliness for Commercial and Non-Commercial submissions combined. These improvements can be attributed to the weekly training and audits conducted by the DDS staff. DDS conducted trainings for 703 clerks and 91 Judges. DDS also conducted 75 court audits. The submission error rate from the courts over the last 12 months is 2.97%. <i>All DDS interfaces have been modernized and reflective of current industry best practices.</i>

## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Roadway</b>	<b>8</b>	Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic records Program Assessment Advisory.			X		Over the past year, Georgia has updated traffic data and removed most overlapped segments in GIS. We have loaded our intersection locations for initial screening and evaluation. We have updated our crash mapping approach to focus on crash severity. These changes are being loaded our Numetric platform that is being used by more than 400 users statewide. <i>Note: Refer to FFY 2022 Traffic Records Projects Numetric.</i>
	<b>9</b>	Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			Georgia is reviewing the attributes and updating process documents and the data dictionary to ensure that our editing processes are reflective of the standards of MIRE. MIRE implementation continues as planned. <i>Note: Refer to FFY 2022 Traffic Records Projects Numetric.</i>
	<b>10</b>	Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			Georgia has updated their process documents to include a more defined/thorough QC process so that all updating is aligned with federal standards. MIRE implementation and documentation is ongoing. <i>Note: Refer to FFY 2022 Traffic Records Projects Numetric.</i>
	<b>11</b>	Improve the procedures/process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			Georgia has updated their process documents so that all updating is aligned with federal standards.

## GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
<b>Citation/ Adjudication</b>	<b>12</b>	Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<b>X</b>				In FFY 2021, the TRCC Technical Committee acquired a new member, Ben Luke, Chief Technology Officer at the Judicial Council of Georgia/Administrative Office of the Courts. Through the active participation of the JC/AOC in the TRCC, we look forward to citation/adjudication updates at our FFY 2022 TRCC Technical Committee meetings as well as a potential opportunity for the TRCC to offer support for needed AOC traffic records projects through networking with other members of the TRCC as we move towards addressing the 2019 Traffic Records Assessment Vehicle Recommendations.
	<b>13</b>	Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program	<b>X</b>				
	<b>14</b>	Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<b>X</b>				
	<b>15</b>	Improve the procedures/process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<b>X</b>				

**GEORGIA TRAFFIC RECORDS ASSESSMENT RECOMMENDATIONS JUNE 2022**

DATA SYSTEM	REC NUMBER	RECOMMENDATION	Non-Implemented	Some Progress	Significant Progress	Complete	NOTES
Injury Surveillance	16	Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			<p>The Office of EMS and Trauma has a variety of linked platforms that provides data related to injuries to all vested stakeholders. These components include access to direct or uploaded record entries from GEMSIS Elite for EMS (existing in NEMSIS v2.2 and v3.4 platforms). Trauma registry data is now being submitted to Biospatial for data visualization. The integration of Biospatial has allowed the visualization of EMS data and Trauma Registry data for all EMS, Trauma Centers, The Department of Public Health, and all other vested stakeholders.</p> <p>Data is collected from the hospital's emergency departments, discharge records, trauma registry, and vital records through the OASIS dashboard. The OASIS (Online Analytical Statistical Information System) offers access to summarized data to the public and professional audience.</p> <p>The trauma registry's current data set is NTDB compliant and available for analysis that includes severity. The reports are provided on request and for focused projects. The registry has a formal data dictionary but presently offers a limited means of EMS interface. It should be noted that the OEMS/T is in the process of implementing a new platform that will link Trauma and EMS data and will be available to Trauma Facilities.</p> <p>The trauma registry has made it easier to maintain data for all designated trauma facilities, and records are uploaded into the CDC data query program (WISQARS).</p> <p><i>Note: Refer to FFY 2022 Traffic Records Projects - OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage. The FFY 2022 quantitative progress reports are included in Appendix 7.</i></p>
	17	Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.		X			<p>The OEMS/T is currently working on implementing a new arm band initiative which will allow for the deterministic linking of EMS data with crash records and hospital records.</p> <p>The OEMST is currently in the phase of pulling in all stakeholders who will be part of pilot testing the new arm band initiative. We are in the process of education, training, and preparing those involved for the pilot test to begin.</p> <p><i>Note: Refer to FFY 2022 Traffic Records Projects - OEMS GEMSIS Elite, OASIS, and Support for CODES Crash Data Linkage. The FFY 2022 quantitative progress reports are included in Appendix 7.</i></p>

## Appendix 7: Quantitative Progress Reports

### Section 405c Quantitative Progress Report

State: GA    Report Date: 4/01/2022    Submitted by: C. Longhart & D. Patel

#### Regional Reviewer:

<b>System to be Impacted</b>	<input type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input type="checkbox"/> CITATION/ADJUDICATION <input checked="" type="checkbox"/> EMS/INJURY <b>OTHER specify:</b>
<b>Performance Area(s) to be Impacted</b>	<input type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFORMITY <input type="checkbox"/> INTEGRATION <b>OTHER specify:</b>
<b>Performance Measure used to track Improvement(s)</b>	<p><b>Narrative Description of the Measure</b></p> <p>The average time from call completion of a 911 call to the time the incident is received in GEMSIS Elite will improve.</p> <p>This performance measure will look at the difference (in hours) between the EMS unit back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite. The goal is for all 911 calls to be present in GEMSIS Elite within 24 hours of the call completion. The above criteria allow individual hospitals the ability to access patient care reports in a more timely manner, for better continuity of care.</p>
<b>Relevant Project(s) in the State's Strategic Plan</b>	<p><b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b></p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>
<b>Improvement(s) Achieved or Anticipated</b>	<p><b>Narrative of the Improvement(s)</b></p> <p>From April 2021 to March 2022 the total number of incidents equaled 1,937,496 the average submission time equaled 95.39 hours, which is a decrease of 63.6% from the baseline.</p> <p>Part of this improvement is due to the push by the Office of EMS and Trauma (OEMST) to get data into the system within 24 hours of call completion, and during COVID-19, OEMST published an Emergency Rule requiring EMS agencies to submit data within 24 hours. While this was secondary to the pandemic response, these changes showed proof that data could be entered and received by GEMSIS Elite in a more timely manner. The OEMST has formally adopted these data submission rules as part of the Department of Public Health rules and regulations.</p>
<b>Specification of how the Measure is calculated / estimated</b>	<p><b>Narrative Description of Calculation / Estimation Method</b></p> <p>The measure is calculated by obtaining the average number of hours between the EMS unit is back in service (eTimes.13) and when the incident record has been entered or imported into GEMSIS Elite.</p>



<b>Date and Baseline Value for the Measure</b>	Baseline: April 1, 2020 – March 31, 2021 PCRs entered = 1,743,552 Average time to enter 911 records: 149.98 hours
<b>Date and Current Value for the Measure</b>	Current: April 1, 2021 – March 31, 2022 PCRs entered: 1,937,496 Average time to enter 911 records: 95.39 hours
<b>Regional Reviewer’s Conclusion</b>	Check one <input type="checkbox"/> Measurable performance improvement <i>has</i> been documented <input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented <input type="checkbox"/> Not sure
<b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	
<b>Comments</b>	

## Georgia GEMSIS Reporting Timeliness\*

BASELINE (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2020	112,958	124.35
May - 2020	125,690	104.66
June - 2020	133,149	97.59
July - 2020	157,985	80.94
August - 2020	155,323	83.80
September - 2020	139,586	183.33
October - 2020	152,921	161.87
November - 2020	145,188	133.85
December - 2020	158,145	118.63
January - 2020	162,953	366.33
February - 2021	140,856	171.03
March - 2021	158,798	173.38
<b>Overall Average Incident Unit Back In Service To Incident Record Created In Hours</b>		<b>149.98</b>
<b>Total Incident Count</b>		<b>1,743,552</b>

CURRENT (April 2021 - March 2022)		
Month	Count of Incidents	Average Incident Unit Back In Service To Incident Record Created In Hours
April - 2021	156,976	214.69
May - 2021	164,291	163.50
June - 2021	160,724	157.74
July - 2021	169,376	146.11
August - 2021	186,063	100.82
September - 2021	168,760	82.68
October - 2021	163,456	66.24
November - 2021	152,461	54.25
December - 2021	167,813	48.29
January - 2021	169,673	47.08
February - 2022	142,702	44.99
March - 2022	135,201	18.26
<b>Overall Average Incident Unit Back In Service To Incident Record Created In Hours</b>		<b>95.39</b>
<b>Total Incident Count</b>		<b>1,937,496</b>

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

**Section 405c Quantitative Progress Report**

**State: GA    Report Date: 4/1/2022    Submitted by: C. Longhart & D. Patel**

**Regional Reviewer:**

<p><b>System to be Impacted</b></p>	<p><input type="checkbox"/> CRASH    <input type="checkbox"/> DRIVER    <input type="checkbox"/> VEHICLE    <input type="checkbox"/> ROADWAY  <input type="checkbox"/> CITATION/ADJUDICATION    <input checked="" type="checkbox"/> EMS/INJURY  <b>OTHER specify:</b></p>
<p><b>Performance Area(s) to be Impacted</b></p>	<p><input checked="" type="checkbox"/> ACCURACY    <input type="checkbox"/> TIMELINESS    <input checked="" type="checkbox"/> COMPLETENESS  <input type="checkbox"/> ACCESSIBILITY    <input checked="" type="checkbox"/> UNIFORMITY    <input type="checkbox"/> INTEGRATION  <b>OTHER specify:</b></p>
<p><b>Performance Measure used to track Improvement(s)</b></p>	<p><b>Narrative Description of the Measure</b></p> <p>Increase the average incident validity score for all calls submitted to GEMSIS Elite.</p> <p>Validity score is a method to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. Some rules even address timeliness. GEMSIS Elite currently has 317 active validation rules in place – these validations, or business logic, rules are assigned point values based on the relative importance of the respective rule. Most (n = 230) rules have a point value of 1. A point value of 1 means that if that rule is triggered, then that record loses 1 point – all records start at a score of 100, and each validation rule reduces the validation score. Agencies are required to maintain an average validation score of 95 or above on calls submitted. Agencies are also required to monitor their data on a weekly basis for accuracy, completeness, uniformity, and timeliness.</p> <p><b>Accuracy Validation Rule Example(s):</b> The following rules address the accuracy of the data in GEMSIS Elite by not allowing conflicting values (e.g., for eResponse.08 – Type of Dispatch Delay, you can't answer both “Technical Failure” and “None/No Delay”).</p> <ul style="list-style-type: none"> <li>• Rule ID: 532 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point)</li> <li>• Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point)</li> <li>• Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point)</li> <li>• Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point)</li> <li>• Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point)</li> </ul> <p><b>Timeliness Validation Rule Example(s):</b> The following rule addresses the timeliness of the data submitted to GEMSIS Elite, by deducting 5 points if the back in service time is more than 36 hours after the call started – this is usually due to the crew neglecting to show that the unit is in service, which delays the submission of the data to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points)</li> </ul>

	<p><b>Completeness Validation Rule Example(s):</b> The following rules address the completeness of the data submitted to GEMSIS Elite.</p> <ul style="list-style-type: none"> <li>• Rule ID: 483 = Incident Street Address (eScene.15) is required (1 point)</li> <li>• Rule ID: 486 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point)</li> <li>• Rule ID: 491 = Destination County (eDisposition.06) is required on transports (1 point)</li> <li>• Rule ID: 492 = Destination Zip Code (eDisposition.07) is required on transports (1 point)</li> </ul> <p><b>Uniformity Validation Rule Example(s):</b> The following rules address the uniformity of the data by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.</p> <ul style="list-style-type: none"> <li>• Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point)</li> <li>• Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point)</li> <li>• Rule ID: 442 = Unit En Route Date/Time (eTimes.05) Out of Sequence (1 point)</li> <li>• Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point)</li> <li>• Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point)</li> </ul> <p><b>Updated Validation Rules to Address Accuracy, Completeness, Timeliness, and Uniformity</b></p> <p>Updates were made to current eTimes validation rules to improve documentation related to unit incident times are as follow:</p> <ul style="list-style-type: none"> <li>• Rule ID: 440 = PSAP Call Date/Time (eTimes.01) out of sequence (1 point) (Tested Rule for upcoming NEMSIS v3.5.0 conversion)</li> <li>• Rule ID: 445 = Patient Arrived at Destination Date/Time (eTimes.11) out of sequence (1 point) (Rule updated to no longer compare eTimes.11 to eTimes.08).</li> <li>• Rule ID: 2499 = Date/Time Vital Signs Taken (eVitals.01) must occur before unit back in service time (eTime.13) (Rule inactive)</li> <li>• Rule ID: 3019 = Date-Time Vital Signs Taken (eVitals.01) must occur before destination Patient Transfer of Care (eTimes.12) (1 point) (Rule created to replace previous rule 2499 to improve accuracy, completeness, and timeliness due to inaccurate documentation of vitals)</li> </ul>
<p><b>Relevant Project(s) in the State's Strategic Plan</b></p>	<p><b>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</b></p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>

<b>Improvement(s) Achieved or Anticipated</b>	<b>Narrative of the Improvement(s)</b> The overall average validity score improved from a baseline of 97.61 to the current value of 98.59.  This improvement comes during the midst of COVID-19, when more validation rules were added (thereby increasing the chances that the validity could go down). The Office of EMS and Trauma has focused heavily on improving the data that is submitted to GEMSIS Elite. Our focus has been frequent training and communication with licensed EMS agencies and their respective software vendors.
<b>Specification of how the Measure is calculated / estimated</b>	<b>Narrative Description of Calculation / Estimation Method</b>  The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.
<b>Date and Baseline Value for the Measure</b>	<i>Baseline: April 1, 2020 – March 31, 2021</i> <i>PCRs entered: 2,759,869</i> <i>Average Incident Validity Score: 97.61</i>
<b>Date and Current Value for the Measure</b>	<i>Current: April 1, 2021 - March 31, 2022</i> <i>PCRs entered: 2,885,100</i> <i>Average Incident Validity Score: 98.59</i>
<b>Regional Reviewer’s Conclusion</b>	<b>Check one</b> <input type="checkbox"/> <b>Measurable performance improvement <i>has</i> been documented</b> <input type="checkbox"/> <b>Measurable performance improvement has <i>not</i> been documented</b> <input type="checkbox"/> <b>Not sure</b>
<b>If “has not” or “not sure”: What remedial guidance have you given the State?</b>	
<b>Comments</b>	

## Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (April 2020 - March 2021)		
Month	Count of Incidents	Average Incident Validity Score
April - 2020	189,781	97.60
May – 2020	207,171	97.35
June – 2020	217,302	97.04
July – 2020	248,240	97.54
August – 2020	243,641	97.95
September– 2020	222,696	97.09
October –2020	241,827	96.85
November – 2020	229,827	97.37
December – 2020	247,880	97.40
January – 2020	245,624	98.47
February – 2021	219,342	98.32
March – 2021	247,225	98.29
<b>Overall Average Incident Validity Score</b>		<b>97.61</b>
<b>Total Incident Count</b>		<b>2,759,869</b>

CURRENT (April 2021 – March 2022)		
Month	Count of Incidents	Average Incident Validity Score
April - 2021	241,292	98.30
May – 2021	248,756	98.26
June – 2021	243,464	98.86
July – 2021	253,798	98.66
August – 2021	268,406	98.93
September – 2021	248,456	98.89
October – 2021	244,421	97.89
November – 2021	232,086	98.50
December – 2021	249,955	98.74
January - 2021	244,887	98.82
February – 2022	211,740	98.33
March – 2022	197,839	98.90
<b>Overall Average Incident Validity Score</b>		<b>98.59</b>
<b>Total Incident Count</b>		<b>2,885,100</b>



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# State of Georgia

## Traffic Records Assessment

**June 17, 2019**

National Highway Traffic Safety Administration

Technical Assessment Team





## Table of Contents

Introduction.....	3
Assessment Results.....	4
Recommendations & Considerations.....	5
TRCC Recommendations.....	5
Strategic Planning Recommendations.....	6
Crash Recommendations.....	7
Vehicle Recommendations.....	9
Driver Recommendations.....	10
Roadway Recommendations.....	13
Citation and Adjudication Recommendations.....	14
Injury Surveillance Recommendations.....	16
Data Use and Integration Recommendations.....	18
Assessment Rating Changes.....	20
Methodology and Background.....	22
Appendix A: Question Details, Ratings and Assessor Conclusions.....	25
TRCC.....	25
Strategic Planning.....	28
Crash.....	31
Driver.....	41
Vehicle.....	52
Roadway.....	60
Citation and Adjudication.....	68
Injury Surveillance.....	80
Data Use and Integration.....	103
<i>Appendix B – Assessment Participants.....</i>	<i>107</i>
<i>Appendix C.....</i>	<i>110</i>
National Acronyms and Abbreviations.....	110
State-Specific Acronyms and Abbreviations.....	112

## Index of Figures

Figure 1: Rating Distribution by Module.....	5
Figure 2: Sample Traffic Records Assessment Time Table.....	23
Figure 3: State Schedule for the Traffic Records Assessment.....	24







## Introduction

The Georgia TRCC charter describes the mission, vision and role of the TRCC as well as a list of the agency members. The executive committee understands the importance of the traffic records systems and its members hold positions that can provide support for funding and resources necessary to advance the core systems. Custodial agencies should view and use the TRCC as a forum to discuss project challenges and lessons learned during planning, design, implementation, and evaluation. Having those discussions can help engage members and support buy-in of the committee's mission and vision. This Traffic Records Assessment Final Report contains recommendations and considerations for the Georgia TRCC as it strives to improve its traffic records systems.

The State of Georgia presently offers a formal comprehensive Injury Surveillance System (ISS) and is further favorably qualified by having an 80 percent "Meets the Advisory Ideal" across all ISS responses for this assessment. The early commitment and continued support in CODES goals and objectives have greatly helped in the present configuration of the State's ISS. Additionally, the State has demonstrated the use of other supplementary injury data sets such as Child Fatality Review, Youth Risk Behavior Survey, Observational Studies, Traumatic Brain/Spinal Cord Injury. Among their ISS related data strengths is not only their existence, but willingness to share with stakeholders. ISS data managers and stakeholders have taken the lead in developing integrated traffic records datasets. These ISS accomplishments are to be encouraged and modeled across all Georgia traffic records systems.

The State has increased their electronic submission of crash reports to approximately 95 percent. However, there is the potential for crash data quality to vary greatly. Although the data dictionary contains validation rules and edit checks, third party vendors are informed of the edit checks and validations but the State does not impose them on all data submissions. Approximately 28 percent of all crash reports are submitted through the State crash entry system and known to be subjected to all the rules.

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains about 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia. Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using ESRI's Roads and Highways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

The State of Georgia has a non-unified court system where local courts are autonomous; these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. The State has developed computer software for use by these local courts to transmit convictions electronically to the driver history file at the Division of Driver Services, called the Georgia Electronic Conviction Processing System. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable. As a result, this system has proven the feasibility of using data from various systems to populate the driver file and could be used as the infrastructure for developing a statewide citation tracking system.





## Assessment Results

A traffic records system consists of data about a State’s roadway transportation network and the people and vehicles that use it. The six primary components of a State traffic records system are: Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and Injury Surveillance. Quality traffic records data exhibiting the six primary data quality attributes—timeliness, accuracy, completeness, uniformity, integration, and accessibility—is necessary to improve traffic safety and effectively manage the motor vehicle transportation network, at the Federal, State, and local levels. Such data enables problem identification, countermeasure development and application, and outcome evaluation. Continued application of data-driven, science-based management practices can decrease the frequency of traffic crashes and mitigate their substantial negative effects on individuals and society.

State traffic records systems are the culmination of the combined efforts of collectors, managers, and users of data. Collaboration and cooperation between these groups can improve data and ensure that the data is used in ways that provide the greatest benefit to traffic safety efforts. Thoughtful, comprehensive, and uniform data use and governance policies can improve service delivery, link business processes, maximize return on investments, and improve risk management.

Congress has recognized the benefit of independent peer reviews for State traffic records data systems. These assessments help States identify areas of high performance and areas in need of improvement in addition to fostering greater collaboration among data systems. In order to encourage States to undertake such reviews regularly, Congress’ Fixing America’s Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data and traffic records system every 5 years in order to qualify for §405(c) grant funding. The State’s Governor’s Representative must certify that an appropriate assessment has been completed within five years of the application deadline.

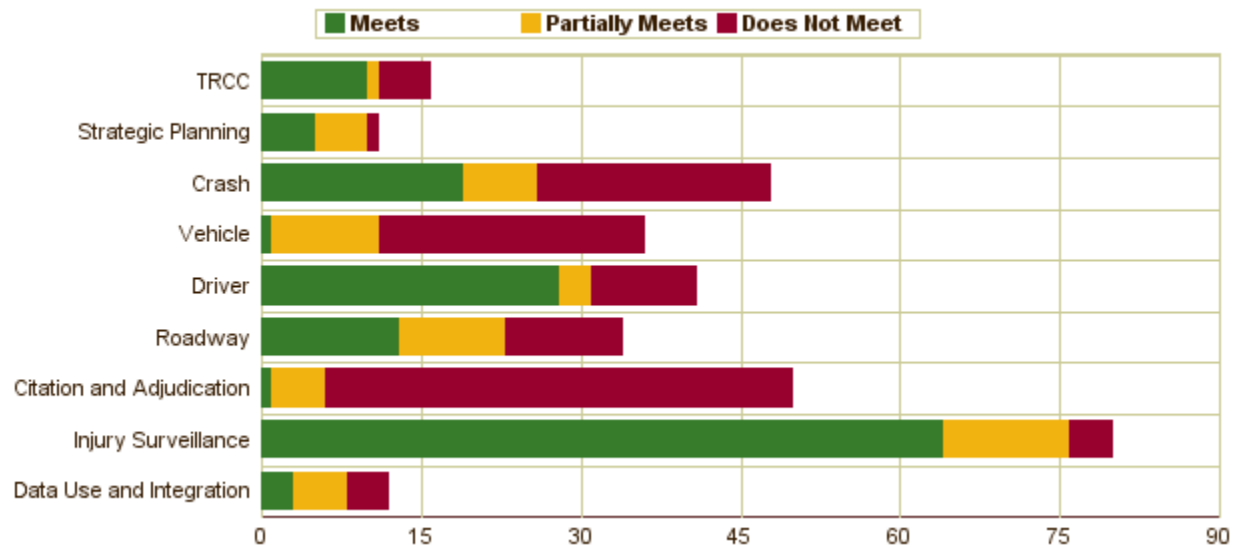
Out of 328 assessment questions, Georgia met the Advisory ideal for 144 questions (44%), partially met the Advisory ideal for 58 questions (18%), and did not meet the Advisory ideal for 126 questions (38%).

As Figure 1: Rating Distribution by Module illustrates, within each assessment module, Georgia met the criteria outlined in the Traffic Records Program Assessment Advisory 63% of the time for Traffic Records Coordinating Committee Management, 45% of the time for Strategic Planning, 40% of the time for Crash, 3% of the time for Vehicle, 68% of the time for Driver, 38% of the time for Roadway, 2% of the time for Citation and Adjudication, 80% of the time for EMS / Injury Surveillance, and 25% of the time for Data Use and Integration.





Figure 1: Rating Distribution by Module



States are encouraged to use the recommendations, considerations and conclusions of this report as a basis for the State data improvement program strategic planning process, and are encouraged to review the report at least annually to gauge how the State is addressing the items outlined.

## Recommendations & Considerations

According to 23 CFR Part 1200, §1200.22, applicants for State traffic safety information system improvements grants are required to maintain a State traffic records strategic plan that—

*“(3) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (4) Identifies which such recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress; and (5) For recommendations that the State does not intend to implement, provides an explanation.”*

The following section provides Georgia with the traffic records assessment recommendations and associated considerations detailed by the assessors. The broad recommendations provide Georgia flexibility in addressing them in an appropriate manner for your State goals and constraints. Considerations are more detailed, actionable suggestions from the assessment team that the State may wish to employ in addressing their recommendations. GO Teams, CDIPs (Crash Data Improvement Program) and MMUCC Mappings are available for targeted technical assistance and training.

### TRCC Recommendations

**None**

#### Considerations for implementing your TRCC recommendations

- The Georgia TRCC might consider having their state IT personnel as members so they have an understanding of the committee's mission and ultimate goal. Having IT buy-in can lay the





groundwork for addressing issues and offering advice on current and future projects.

- If the TRCC worked with the core data system owners to identify performance measures it could help with collaboration as other system owners might play a role in assisting to show progress within the various data systems. Discussions regarding performance measures should take place at each meeting and should involve all six of the data systems.
- Georgia is encouraged to create a traffic records inventory that documents the core data systems in one place, the system custodian, a description of each system, and the systems status. Having an inventory will assist with staff continuity, training, and communicate current core systems' status.
- The TRCC is encouraged to discuss ways to address technical assistance and training for its stakeholders. Those needs can be identified during meetings and solicit ideas from members on how to address them. The process might be modeled after the crash report completion training for law enforcement.
- The TRCC should consider timelines/schedules when addressing assessment recommendations. If additional resources and/or funding are needed that might impact the timeline they can be addressed and allow an opportunity to track progress and status updates at regular meetings.

### Summary

The Georgia's Traffic Records Coordinating Committee (TRCC) is established by a Charter signed by the Governor's Highway Safety Representative who serves as the Chairman of the Executive TRCC. The Georgia TRCC is comprised of an executive and technical committee and both function well together.

The charter describes the mission, vision and role of the TRCC as well as a list of the agency names. The executive committee understands the importance of the traffic records systems and its members hold positions that can provide support for funding and resources necessary to advance the core systems within their own agencies. Custodial agencies should view and use the TRCC as a forum to discuss any project, challenges, lessons learned and not just when major projects are being planned. Having those discussions can help maintain members and attain their buy-in to the mission of the committee.

The State has taken advantage of other federal funding besides 405(c) and have plans to continue to do so. The State is taking steps to address the conclusions from the prior assessment and are commended for doing so and more progress will be made during the next five years.

### Strategic Planning Recommendations

**None**

#### *Considerations for implementing your Strategic Planning recommendations*

- Work with your partners to identify performance measures that the TRCC could track on the driver, vehicle and/or roadway systems.





- Consider adding federal and local members to the TRCC to address coordination with federal data systems and local data needs. The federal members can be there in a purely advisory capacity.
- Go beyond the crash, citation and injury surveillance systems and seek out projects that would improve the driver, vehicle and/or roadway systems.

### Summary

The State of Georgia's strategic plan is well written and updated annually. They do a good job outlining existing data systems areas of opportunity from the recommendations in their 2014 Traffic Records Assessment, and detailing if and how they will be addressed.

The strategic plan does a good job of documenting countermeasures (projects) and performance measures for two or three of the six core traffic records systems categories (crash, EMS, and adjudication), but leaves out the other systems. The ideal standard calls for at least one countermeasure (project) and performance measure for EACH of the six core traffic records systems.

There is no specific process for identifying technical assistance and training needs outlined in the strategic plan. However, there is at least one example of when the TRCC identified and addressed a training need when updating the crash report. To better meet this standard, the TRCC may want to poll its members and invite more agencies to attend to identify other systems that may be in need of updated training.

The strategic plan does not make specific provisions for coordination with key Federal traffic records data systems, however, there is participation in the NEMESIS program through the currently funded GEMIS project and an emphasis on continual work toward MMUCC compliance. At the very least, participation by federal partners in the TRCC would be a good start toward addressing federal data systems.

Finally, the State has made strides in improving its crash and citation data systems. These next five years are a good time to bring some attention to the other four systems.

### Crash Recommendations

1. **Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
2. **Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**





### *Considerations for implementing your Crash recommendations*

- As the law enforcement agency crash reporting report card is developed, use the opportunity to establish statewide performance measures.
- Develop a methodology for regularly reviewing the crash report, and keeping the crash report, training materials, and data dictionary synchronized.
- Work to increase the number of crashes being submitted through the State crash user interface and thus subjected to the standard list of edits and validation rules, or require data submitted by third party vendors to adhere to these as well.

### **Summary**

The Georgia Department of Transportation (GDOT) is the responsible agency for crash reporting. All crashes are gathered into a single statewide database but the methods of input vary. Some crashes are entered directly through the State user interface, some are transmitted via third party vendors, and some agencies submit paper reports.

The State implemented changes to the crash report and database in 2018. The MMUCC fatal and injury definitions are used and the State has a \$500.00 minimum threshold for reporting property damage only crashes. Crashes must be reported to the State not more than 15 days following the end of the month in which such report was prepared or received by such law enforcement agency. Crashes that occur in non-trafficway areas may be submitted but submission is optional.

The majority of crash reports are either submitted or transmitted electronically to the database. There is the potential for quality to vary greatly. Although the data dictionary contains validation rules and edit checks, third party vendors are informed of the edit checks and validations but the State does not impose them on data submitted by them. Only 28% of reports are submitted through the State crash entry system and known to be subjected to all of the rules.

The crash system interfaces with the DOT's LRS but not with any of the other systems.

The State lacks performance measures. The NHTSA document DOT HS 811 441 Model Performance Measures for State Traffic Records Systems is an excellent resource for guidance. The State is working on a report card type report to return to law enforcement agencies regarding crash reporting. The GDOT is also creating a parallel crash database to make quality control corrections to data without changing the original report.

As the State moves forward, it will important to develop a methodology to periodically review the crash report, and make sure that the report, training materials, and data dictionary remain in sync. Development of the report card could be used to establish performance measures. The State is at a good point to implement these enhancements.







## Vehicle Recommendations

3. **Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
4. **Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
5. **Improve the interfaces with the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

### *Considerations for implementing your Vehicle recommendations*

- Since both the vehicle and driver system data is housed within the same data system, serious consideration should be given to harmonizing the personal information conventions of both for the future.
- Consider establishing vehicle system quality control measurements for timeliness, accuracy, completeness, uniformity, integration, and accessibility, using the examples for each of the measurements found within the NHTSA Traffic Records Program Assessment Advisory.
- The Department of Revenue should consider becoming more actively involved with participation in the Georgia Traffic Records Coordination Committee (TRCC) by providing periodic vehicle record system quality reports. As an active participating member, the DOR has an opportunity to obtain support for needed DOR vehicle record system enhancements through networking with other members of the TRCC.

### **Summary**

The vehicle records system is one of the major six core elements of a state comprehensive traffic records system where data provides the foundation for the safety planning documents required by law. Timely, accurate, complete, and uniform traffic records help identify and prioritize traffic safety issues and choose appropriate countermeasures and evaluate their effectiveness for these plans.

The Georgia Department of Revenue (DOR) has custodial responsibility for the State vehicle records and was tasked with responding to the vehicle assessment module questions. Historically, the regulations and issue of vehicle titles, registrations, and license plates are primarily a revenue generating priority and remain a major source of State revenue for a variety of identified purposes. However, vehicle records also provide vital traffic safety data.





The responses to many of the questions where the State indicated simply “yes” without supporting suggested evidence or a narrative description made the assessment of how well the vehicle system meets the ideal traffic record system difficult. It is very likely that some “Does Not Meet” ratings could have been higher had further detail and more complete process information been provided.

The Department of Revenue contributes to Georgia law enforcement and highway safety through the use of the vehicle records system. DOR could become more actively involved in this effort with greater participation in the Georgia Traffic Records Coordination Committee (TRCC) and by providing information about their systems to traffic safety stakeholders. As an active participating member, the DOR has an opportunity to obtain support for needed system improvements by working with other State traffic record system managers.

DOR does not currently flag stolen vehicles in the vehicle record system. Support for identifying stolen vehicles has been prioritized and steps to implement the process are planned in future system improvements.

Driver and vehicle owner personal information is housed in a single customer file. However, each system uses different personal identifier data management conventions. The State might consider developing a single standard for the managing personal information conventions in both systems.

Another opportunity for the vehicle data record system would be to consider establishing quality control measurements for timeliness, accuracy, completeness, uniformity, integration, and accessibility. Examples for each of these quality control measurements can be found within the NHTSA Traffic Records Program Assessment Advisory or by contacting the Georgia Highway Safety Office for assistance.

## Driver Recommendations

6. **Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
7. **Improve the interfaces with the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

### *Considerations for implementing your Driver recommendations*

- Create a comprehensive Model Impaired Driving Records Information System (MIDRIS) that provides law enforcement officers, prosecutors, judges, and probation officers with the information they need to make informed decisions.
- Consider the integration of crash data into the driver record, even though legislation does not require it. Having this additional information in the driver history allows for additional data







analyses that could provide valuable information for proactive measures to reduce crashes and/or fatalities.

- Create performance measures and numeric goals for timeliness, accuracy, completeness, uniformity, integration and accessibility that are tailored to the needs of data managers and addresses the concerns of the data users. DDS could start with one or two attributes and build from that.

### Summary

The Georgia Department of Driver Services (DDS) has custodial responsibility for the driver data system which resides on the State's mainframe. The driver system maintains commercially licensed driver data as well as critical information including driver's personal information, license type and endorsements, including all issuance dates, status, conviction history, and driver training.

The contents of the driver data dictionary are well documented, maintained and updated using ERWIN. Edit checks are used as part of the DB2 database as well as a COBOL programming tool used on the GA DDS mainframe. There are many edit sequences used for further data validation and also business rules that help insure the quality of data that is collected.

Georgia is meeting many of the Advisory ideals relating to procedures and processes. DDS has well documented processes for license, permit and endorsement issuances, reporting and recording of driver education and improvement courses, as well as reporting and recording of other information that may result in a change of license status.

The State's driver data system has process flow documents that include inputs from other data systems, including the reporting of citations from the Georgia Electronic Citation Processing Systems (GECPS). DDS has a data purge project that is nearing completion and has completed a first cleansing cycle of the driver data. Georgia has documentation regarding the State's administrative authority to suspend licenses based on a DUI arrest independent of adjudication. They do not have a separate DUI system that includes rehabilitation, detention and probation information. Implementation of a separate DUI system should be considered for future project.

Georgia has an excellent fraud program that detects as well as deters fraudulent activity. Facial recognition is used with a one to many match in conjunction with central issuance for all credentials. All examiners must complete the AAMVA Fraudulent Document Recognition training. The use of the Commercial Skills Test Information Management System (CSTIMS) and the FMCSA grant funded fraud prevention project has been instrumental in deterring CDL fraud. DDS has also established an Office of Investigative Services (OIS) unit that investigates any possible fraud. This allows for timely and pro-active approach to reducing internal and external fraud.





Georgia is scheduled to participate in the AAMVA State to State (S2S) project in 2021, which will allow for an automatic transfer of a complete driver record to participating States. Currently the State only provides driver records to other States through the Commercial Driver Licensing Issuance System (CDLIS) and Problem Driver Pointer System (PDPS). Participation in the S2S project should allow for the sharing and receiving of relevant driver history from other States to be placed on the driver record. DDS provides driver photos to other State law enforcement agencies through a viewer and NCIC and other licensing agencies are provided photos manually after a thorough vetting process. The State should consider participation in the Digital Image Access and Exchange (DIA) program, which is an optional part for the S2S program for a more efficient way of sharing photos.

Georgia has some worthy system and information security measures in place regarding network security, confidential data, data retention, cryptographic architecture, client key sharing, application security, and access standard. The DDS Change Control Policy indicates they will become PCI compliant by December 2019. These efforts are applauded. DDS also uses Footprints, a recording application that maintains a detail account of all access and release of driver information.

Georgia has an interface link between the driver system and the Problem Driver Pointer System (PDPS), the Commercial Driver License Information System (CDLIS), the Social Security Online Verification (SSOLV), and the Systematic Alien Verification for Entitlement (SAVE) systems. The GECEPS system also provides DUI convictions electronically to the driver system. The driver system does not contain at fault crash data since the State does not require them to be included in the driver record. The integration of crash data should be considered, even though it is not statutorily required. Access to the driver data is provided to law enforcement and the courts through NLETS via Georgia's Bureau Investigation (GBI), Georgia Crime Information Center (GCIC).

Georgia DDS has a great foundation for a formal comprehensive data quality management program. They have automated edit checks and validation rules, as well as some excellent error reporting and data quality feedback with users and managers. They perform periodic audits of the data and have some well documented requirements for timeliness, accuracy, completeness, and uniformity of data. They also produce some good reports that are shared with the TRCC through the DDS website. The piece they are missing are performance measures and numeric goals for each of the data attributes. NHTSA Publication DOT HS 811 411, Model Performance Measures for State Traffic Records Systems, could be used as a guide to assist with the creation of performance measures.

Overall, Georgia has an excellent driver data system and they have continued to implement updates and projects that contribute to the growth of the system; thereby, improving highway safety by providing complete and reliable driver data to the highway safety community.





## Roadway Recommendations

8. **Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
9. **Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
10. **Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
11. **Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

### *Considerations for implementing your Roadway recommendations*

- Consider developing roadway performance measures. This could include a formal process of assessing roadway data quality (timeliness, accuracy, completeness, uniformity, accessibility, and integration) by utilizing performance management information available in the National Highway Traffic Safety Administration's (NHTSA), "Model Performance Measures for State Traffic Records Systems".
- Consider developing a set of readily available and shareable enterprise roadway system documentation.

### Summary

The Georgia Department of Transportation (GDOT) is the agency responsible for collecting and maintaining the roadway information system for the State. GDOT maintains about 18,000 miles of state-owned highways and ramps. This mileage represents roughly 14.8% of the 121,500 miles of public roads in Georgia.

Roadway and traffic data elements are maintained within a statewide linear referencing system (LRS) using ESRI's Roads and Highways. Through this system, GDOT maintains data on all 121,500 miles of public road and enables linkages between road, traffic data, crash, and other databases.

GDOT maintains a data dictionary for all data elements including many of the Model Inventory of Roadway Elements (MIRE) Fundamental Data Elements (FDEs). GDOT currently collects and maintains all the FDEs on all public roads.





Crash data is incorporated within the enterprise roadway information system. Road and traffic data are integrated with crash data using the same LRS as crash data by a process of snapping to the road centerline to generate the inventory route ID and mile point. The crash data are used for safety analysis and roadway data management through the use of system applications.

Two primary shortcomings for the Georgia roadway data system include 1) an apparent lack of readily available process documentation and 2) a lack of performance measures. Performance measures help identify any shortcomings in the data or system for future improvement across the spectrum of data quality measures (timeliness, accuracy, completeness, uniformity, accessibility, and integration). This could include a formal process of assessing roadway data quality by utilizing performance management information available in the National Highway Traffic Safety Administration's (NHTSA), "Model Performance Measures for State Traffic Records Systems". Additional information is also available in a follow-up document published by FHWA titled, "Performance Measures for Roadway Inventory Data". Performance measures should be created for at least some of the attributes, with a goal to add an additional performance measures each year. Given the wide array of data available, this process should be relatively straightforward and should help identify any shortcomings in the data or system for future system improvements.

## Citation and Adjudication Recommendations

12. **Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
13. **Improve the data dictionary for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
14. **Improve the description and contents of the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**
15. **Improve the procedures/ process flows for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

### *Considerations for implementing your Citation and Adjudication recommendations*

- Consider using the Georgia Electronic Conviction Processing System as the infrastructure for development of a statewide citation tracking system, which would provide information about statewide enforcement efforts, and could be used in concert with the crash file to determine the





effects of various enforcement efforts on crash incidence. It could also help to develop and assess countermeasures.

- Convene a subcommittee of the Traffic Records Coordinating Committee to review local court practices, in an effort to develop uniform processes statewide. Or work with a municipal court association to understand means by which to accomplish statewide uniformity or interoperability of court case management systems.
- Develop measures of the adjudication system data quality based on aspects of data quality already being measured for the Georgia Electronic Conviction Processing System. Measure by percentage, rather than number of errors, so that error levels can be compared and tracked over time.
- Include a judge on the TRCC subcommittee to assist in the review and understanding of court practices.

### Summary

The State of Georgia has a non-unified court system in which local courts are autonomous; these courts account for most traffic adjudications within the State. As a result, courts use Case Management Software that is proprietary and, for the most part, is not interoperable with other courts in the State. Additionally, there is no central repository of traffic enforcement data for use by analysts and traffic safety stakeholders. Little integration seems to have taken place between the various traffic records databases.

The State has developed computer software for use by these local courts to transmit convictions electronically to the driver history file at the Division of Driver Services, called the Georgia Electronic Conviction Processing System. This is a major step in overcoming the difficulties of a variety of systems that are not interoperable. As a result, this system has proven the feasibility of using data from various systems to populate the driver file and could be used as the infrastructure for a statewide citation tracking system. Statewide citation tracking has the benefit of providing a broad picture of the State's enforcement activities and when used in conjunction with the crash file can detail what types and frequency of enforcement are effective in crash reduction and reduced crash severity.

Statewide citation tracking is also useful in identifying areas of the State where convictions rates are lower or cases are often not filed. This type of data and analysis is valuable in development of training for law enforcement, prosecutors and the judiciary. It can also track the number of dismissals and deferrals and help determine where deferrals are effective in reducing repeat offenses or where recidivism seems high.

The responses for citation and adjudication data seem to indicate a lack of collaboration between the citation / driver services personnel and the court personnel. This could be remedied by collaboration on the Traffic Records Coordinating Committee (TRCC) and through a sub-committee or task force that would seek to find means of developing uniformity amongst the various autonomous courts as well as with the State courts.





It appears there are measures being taken for various attributes of data quality for the electronic conviction processing system, but that actual performance measures have not been developed and reported regularly to the TRCC. It would be best if measures were taken in "rates" rather than raw numbers so that comparison over time would be possible and improvement or degradation of quality could be identified.

The State has demonstrated that it is possible to work with the various Case Management Systems in use and develop means to process records electronically. Georgia should continue to work with the courts to ensure uniformity, develop interfaces where possible and use the data it has to improve traffic safety statewide.

## Injury Surveillance Recommendations

**16. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

**17. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.**

### *Considerations for implementing your Injury Surveillance recommendations*

- Ensure the many positives, as demonstrated in assessment, are maintained within the existing ISS through TRCC involvement. This inclusion would promote the State's future ISS goals through these demonstrated successes in data access and use.
- Though the TRCC, bring together all ISS data managers to discuss how the six performance measures (timeliness, completeness, accuracy, uniformity, integration, and accessibility) can uniformly be implemented. There are some great best practices already in place. Results from these practices could then be included in the State's Strategic Highway Plan. Performance measurement could become a regular TRCC agenda item and time could be dedicated to a "featured" report at each meeting
- Establish new or use existing informational feedback loops to discuss data specific anomalies for data quality control review. Further use these means for quality improvement recommendations which could be achieved through software updates, data element definitions, or policy changes.
- Consider the linkage of hospital based patient severity (Abbreviated Injury Score, Injury Severity Scale) and including the results in dashboard reports.

## Summary







States offering a comprehensive Injury Surveillance System (ISS) have data readily available from five core components: pre-hospital emergency medical services (EMS), trauma registry, emergency department, hospital discharge, and vital records. These data sets enable a wide variety of stakeholders (to include a state TRCC) to both efficiently and effectively evaluate and prioritize motor vehicle crash related needs. Specifically, issues related to data quality and reliable application to address patient severity, costs, and outcomes.

The State of Georgia presently offers a formal comprehensive ISS and can be further favorably qualified by having an 80% “Meets Advisory Ideal” across all responses. The early commitment and continued support in CODES goals and objectives have greatly helped in the present configuration of their ISS. Additionally, the State has demonstrated the use of other supplementary injury data sets such as Child Fatality Review, Youth Risk Behavior Survey, Observational Studies, Traumatic Brain/Spinal Cord Injury. Among their ISS related data strengths is not only their existence, but willingness to share with stakeholders.

The Georgia Department of Public Health (DPH) has access to all data components and is supported through the State's EMS GEMSIS Elite data base system (existing in both NEMSIS v2.2 and v3.4 formats) for direct or uploaded record entry and ultimately NEMSIS upload. The Biospatial platform allows for the visualization of EMS data. Emergency Department, Hospital Discharge, Trauma Registry and Vital Records data can be accessed through the OASIS dashboard. Additionally, a formal Trauma Registry is maintained for all designated trauma center data and records are further uploaded into the CDC data query programs WISQARS. The State's online OASIS system (Online Analytical Statistical Information System) enables public and professional access to summarized data.

Their emergency department and hospital discharge data also share several of the same data characteristics (meets national standards, accessible and used in reporting). The data set is UB-04 based, managed by Georgia Hospital Association (GHA) and shared with (DPH). The only notable difference is the inability to routinely report on patient severity. Reports submitted demonstrated their ability to analyze this data for reporting purposes.

The trauma registry data set is NTDB compliant and available for analysis (to include severity analysis), but at the present time no routine reports are produced to support highway safety projects. The registry has a formal data dictionary, but offers a present limited means of EMS interface. It should be noted that the State has purchased a product that will in future provide the interface means between EMS and Trauma Registry records.

Vital records data is also available for analysis and conforms to national standards. Analysis of this data set was provided, thus demonstrating their ability to identify and report on motor vehicle crash victims.





The State has several levels of data entry checks for their ISS data components (entry level, schematic uploads, and required national levels of acceptance). Also very impressive was the fact that several data sets have established bench marks for determining quality goals. Georgia has several opportunities to build upon and enhance the Injury Surveillance System's data quality. Those include the formal development of performance measures for all six metrics (accessibility, accuracy, completeness, integration, timeliness, uniformity) by submitting entity and measuring over time. Examples for areas lacking comprehensive quality measurement usually the establishment of performance measures with a defined goal, an associated quantitative numerator/denominator, and graphic measurement over time. Together these measurement components can be formally used to assure quality control review has kept the desired feature stable or moved beyond that goal with the implementation of a quality improvement initiative.

The State does not routinely provide informational updates or comprehensive data quality control results to the State TRCC. Incorporating these ISS components, with data manager representation at TRCC, could lead to mutual support initiatives and enhance the capabilities of traffic records program's overall ability to analyze system components. Such support could help in prioritizing and funding interfaces among ISS data sets as an example.

## Data Use and Integration Recommendations

**None**

### *Considerations for implementing your Data Use and Integration recommendations*

- Georgia should consider expanding existing and establish new integration efforts for all the traffic record systems, especially the driver, citation and adjudication, and vehicle datasets in order to leverage more robust analysis regarding at-risk driver populations and vehicle characteristics associated with motor vehicle crashes.
- Georgia should consider utilizing the benefits of the State's TRCC, with its multi-disciplinary membership, to advance data governance across all traffic record component systems and to coordinate efforts for new data integration efforts.

### Summary

Highway Safety program managers and decision-makers benefit from integrated datasets for insights otherwise not possible based on a singular data system. Comprehensive behavioral safety analysis often require connections between the six major traffic records system components: crash, vehicle, driver, roadway, citation and adjudication, and injury surveillance.

The Georgia Department of Health provides access to traffic data and analytic resources for behavioral managers through multiple tools such as the Public Health Information Portal (PHIP), the Online Analytical







Statistical Information System (OASIS), CODES and the research pages on the GOHS public website. All offer tools and assistance in mining limited data to help identifying problems, setting priorities and providing program evaluation. OASIS, in particular, lacks integrated data from many of the traffic record system components that would allow for more robust analysis.

It is notable that Georgia integrates crash and roadway data. Crash locations, and roadway segments, combined with event and behavioral information found on the crash report provide insights when developing and applying roadway improvement projects as well as evaluating pre- and post-project effectiveness. Georgia also successfully integrates crash and injury surveillance data to track reported injury severity on the crash report with injury information scores from the emergency department and hospital discharge data.

Even though Georgia has established integration with two traffic records component systems, it appears to have no significant integration with systems representing vehicle, driver, citation and adjudication data. Although requests have been made to integrate driver data, according to the response provided in both the 2014 and 2019 assessments, progress on this endeavor appears minimal. Fields between the vehicle and crash data provide an opportunity to integrate and link the two systems, but that too remains in the future for Georgia.

It is commendable that there is a strong working partnership between the TRCC and the CODES board in Georgia. The TRCC Coordinator is the chair of the CODES Board and this Board takes a leading role in overseeing and providing guidelines about the integration of traffic records and promotes the data governance of these records. Data governance, access and security policies regarding the data, however, are handled by the individual data owners and do not strongly leverage the TRCC in taking lead on these efforts.

Although the CODES Board provides leadership and expertise, to meet the advisory ideal, data governance should also include a formal set of documented processes, policies and procedures used to integrate the traffic data systems. According to the Traffic Records Program Assessment Advisory, these policies and procedures should address and document data definitions, content, and management of key traffic records data sources within the State. The standards would apply across platforms and systems and provide the foundation for data integration and comprehensive data quality management.

Georgia is working to incorporate crash, emergency room, and hospital aggregate data on the web site OASIS. By leveraging the opportunities provided through the TRCC and a more formal data governance process, a comprehensive roadmap could establish the timeline for providing this integration, as well as adding links to the other traffic record component systems.








## Assessment Rating Changes

For each question, a rating was assigned based on the answers and supporting documentation provided by the State. The ratings are shown as three icons, depicting ‘meets’, ‘partially meets’, or ‘does not meet’. The table below shows changes in ratings from the last assessment for all the questions that were unchanged (N=223). This does not include new questions (N=21) and questions that can be partially mapped to questions from the last assessment (N=84).

Legend:

	Rating Changes from Last Assessment		
System	 Meets	 Partially Meets	 Does not Meet
<b>Traffic Records Coordinating Committee</b>			
Traffic Records Coordinating Committee	0	-1	+1
<b>Strategic Planning for the Traffic Records System</b>			
Strategic Planning for Traffic Records Systems	0	+1	-1
<b>Crash Data System</b>			
Description and Contents of the Crash Data System	+2	-1	-1
Applicable Guidelines for the Crash Data System	0	0	0
Data Dictionary for the Crash Data System	+1	-1	0
Procedures and Process Flows for Crash Data Systems	+1	0	-1
Crash Data Systems Interface with Other Components	0	0	0
Data Quality Control Programs for the Crash System	+1	+2	-3
<b>Vehicle Data System</b>			
Description and Contents of the Vehicle Data System	0	0	0
Applicable Guidelines for the Vehicle Data System	-1	-1	+2
Vehicle System Data Dictionary	0	-1	+1
Procedures and Process Flows for the Vehicle Data System	0	0	0
Vehicle Data System Interface with Other Components	0	0	0
Data Quality Control Programs for the Vehicle Data System	0	0	0
<b>Driver Data System</b>			
Description and Contents of the Driver Data System	0	0	0
Applicable Guidelines for the Driver Data System	0	0	0
Data Dictionary for the Driver Data System	0	0	0
Procedures and Process Flows for the Driver Data System	0	0	0
Driver System Interface with Other Components	0	0	0





Data Quality Control Programs for the Driver System	0	-4	+4
<b>Roadway Data System</b>			
Description and Contents of the Roadway Data System	-1	+1	0
Applicable Guidelines for the Roadway Data System	0	0	0
Data Dictionary for the Roadway Data System	0	0	0
Procedures and Process Flows for the Roadway Data System	-2	+2	0
Intrastate Roadway System Interface	0	0	0
Data Quality Control Programs for the Roadway Data System	0	0	0
<b>Citation and Adjudication Systems</b>			
Description and Contents of the Citation and Adjudication Data Systems	0	0	0
Guidelines and Participation in National Data Exchange Systems for C&A Systems	0	0	0
Data Dictionary for the Citation and Adjudication Data Systems	0	0	0
Procedures and Process Flows for the Citation and Adjudication Data Systems	0	0	0
Citation and Adjudication Systems Interface with Other Components	0	0	0
Quality Control Programs for the Citation and Adjudication Systems	0	0	0
<b>Injury Surveillance Systems</b>			
Description and Contents of the Injury Surveillance System	-1	+1	0
Applicable Guidelines for the Injury Surveillance System	+1	0	-1
Data Dictionaries and Coding Manuals for the Injury Surveillance System	0	0	0
Processes and Procedures for the Injury Surveillance System	+1	-1	0
Data Interfaces Within the Injury Surveillance System	0	+1	-1
Quality Control Programs for the Emergency Medical System (EMS)	-3	+3	0
Quality Control for Emergency Department and Hospital Discharge Component	+3	-2	-1
Quality Control for the Trauma Registry Component	+1	+2	-3
Quality Control for Vital Records	0	0	0
<b>Data Use and Integration</b>			
Data Use and Integration	-2	+2	0
<hr/>			
<i>Total Change</i>	<i>+1</i>	<i>+3</i>	<i>-4</i>





## Methodology and Background

In 2018, the National Highway Traffic Safety Administration updated the *Traffic Records Program Assessment Advisory* (Report No. DOT HS 811 644). This *Advisory* was drafted by a group of traffic safety experts from a variety of backgrounds and affiliations, primarily personnel actively working in the myriad State agencies responsible for managing the collection, management, and analysis of traffic safety data. The *Advisory* provides information on the contents, capabilities, and data quality of effective traffic records systems by describing an ideal that supports data-driven decisions and improves highway safety. Note that this ideal is used primarily as a uniform measurement tool; it is neither NHTSA's expectation nor desire that States pursue this ideal blindly without regard for their own unique circumstances. In addition, the *Advisory* describes in detail the importance of quality data in the identification of crash causes and outcomes, the development of effective interventions, implementation of countermeasures that prevent crashes and improve crash outcomes, updating traffic safety programs, systems, and policies, and evaluating progress in reducing crash frequency and severity.

The *Advisory* is based upon a uniform set of questions derived from the ideal model traffic records data system. This model and suite of questions is used by independent subject matter experts in their assessment of the systems and processes that govern the collection, management, and analysis of traffic records data in each State. The 2018 *Advisory* reduces the number of questions, eases the evidence requirements, and appends additional guidance to lessen the burden on State respondents.

As part of the 2018 update, the traffic records assessment process was altered as well. While it remains an iterative process that relies on the State Traffic Records Assessment Program (STRAP) for online data collection, the process has been reduced to two question-answer cycles. In each, State respondents can answer each question assigned to them before the assessors examine their answers and supporting evidence, at which point the assessors rate each response. At the behest of States who wanted increased face-to-face interaction, a second onsite review will now be held between the first and second rounds. The facilitator will lead this discussion and any input from this meeting will be entered into STRAP for the State's review. The second and final question and answer cycle is used to clarify responses and provide the most accurate rating for each question following the onsite review. To assist the State in responding to each question, the *Advisory* also provides State respondents with suggested evidence that identify the specific information appropriate to answer each assessment question.

The assessment facilitator works with the State assessment coordinator to prepare for the assessment and establish a schedule consistent with the example outlined in Figure 1. Actual schedules may vary as dates may be altered to accommodate State-specific needs.

Independent assessors rate the responses and determines how closely a State's capabilities match those of the ideal system outlined in the *Advisory*. Each system component is evaluated independently by two or more assessors, who reach a consensus on the ratings. Specifically, the assessors rate each response and determine if a State (a) meets the description of the ideal traffic records system, (b) partially meets the ideal description, or (c) does not meet the ideal description. The assessors write a brief narrative to explain their rating for each question, as well as a summary for each section and any considerations—actionable suggestions for improvement—that will be included with the assessment's recommendations.





**Figure 2: Sample Traffic Records Assessment Time Table**

Upon NHTSA TR Team receipt of request		Initial pre-assessment conference call
1 month prior to kickoff meeting		Facilitator introduction pre-assessment conference call
Between facilitator conference call and kickoff		State Coordinator assigns questions, enters contact information into STRAP, and builds initial document library
<b>Assessment</b>	Monday, Week 1	<b>Onsite Kickoff Meeting</b>
	Monday, Week 1 – 12pm EST, Friday, Week 3	<b>Round 1 Data Collection:</b> State answers standardized assessment questions
	Friday, Week 3 – Wednesday, Week 5	<b>Round 1 Analysis:</b> Assessors review State answers, rate all responses and complete all draft conclusions
	Thursday, Week 5 – Monday, Week 7	<b>Review Period:</b> State reviews the assessors’ initial ratings in preparation for the onsite meeting.
	Tuesday, Week 7	<b>Onsite Review Meeting:</b> Facilitator and State respondents meet to discuss questions; clarifications entered into STRAP
	Wednesday, Week 7 – 12pm EST, Friday, Week 9	<b>Round 2 Data Collection:</b> State provides final response to the assessors’ preliminary ratings and onsite clarifications
	Friday, Week 9 – Monday, Week 11	<b>Round 2 Analysis:</b> make final ratings
	Tuesday, Week 11 – Monday, Week 12	Facilitator prepares final report
Week 12		NHTSA delivers final report to State and Region
(After completion of assessment, date set by State)		NHTSA hosts webinar to debrief State participants
(After completion of assessment)		(OPTIONAL) State may request GO Team, CDIP or MMUCC Mapping, targeted technical assistance or training

In order for NHTSA to accept and approve an assessment each question must have an answer. When appropriate, however, a State may answer questions in the negative (“no,” don’t know,” etc.)”. These responses constitute an acceptable answer and will receive a “does not meet” rating. An assessment with unanswered or blank questions will not be acceptable and cannot be used to qualify for §405(c) grant funds.





**Figure 3: State Schedule for the Traffic Records Assessment**

Kickoff	April 08, 2019
Begin first Q&A Cycle	April 08, 2019
End first Q&A Cycle	April 19, 2019
Begin Review Period	May 02, 2019
Onsite Meeting	May 09, 2019
Begin second Q&A Cycle	May 10, 2019
End second Q&A Cycle	May 24, 2019
Assessors' Final Results Complete	June 10, 2019
Final Report Due	June 21, 2019
Debrief	June 26, 2019







## Appendix A: Question Details, Ratings and Assessor Conclusions

This section presents the assessment's results in more granular detail by providing the full text, rating, and assessor analysis for each question. This section can be useful to State personnel looking to understand why specific ratings were given and further identify areas to target for improvement.

### Questions, Ratings and Assessor Conclusions

#### TRCC

1. Does the TRCC membership include executive and technical staff representation from all six data systems?

**Meets Advisory Ideal**

According to the TRCC Charter document, the State's TRCC has both an executive committee and technical committee, with representation from all six core data systems at the appropriate level.

**Change Notes:** Rating Unchanged.

2. Do the executive members of the TRCC regularly participate in TRCC meetings and have the power to direct the agencies' resources for their respective areas of responsibility?

**Meets Advisory Ideal**

The executive committee members are high level employees within their agencies and have the power to direct resources within their respective agencies.

**Change Notes:** Rating Unchanged.

3. Do the custodial agencies seek feedback from the TRCC members when major projects or system redesigns are being planned?

**Meets Advisory Ideal**

Custodial agencies do ask for input from TRCC members when major projects are being planned.

**Change Notes:** New Question.

4. Does the TRCC involve the appropriate State IT agency or offices when member agencies are planning and implementing technology projects?

**Does Not Meet Advisory Ideal**

The individual agencies will consult with their internal IT department when it comes to the





planning of major projects. The TRCC does not reach out to the agencies to inquire about projects or to offer assistance.

**Change Notes:** Rating Unchanged.

5. Is there a formal document authorizing the TRCC?

**Meets Advisory Ideal**

The Charter formally authorizes and thoroughly describes the structure and operations of the TRCC.

**Change Notes:** Rating Unchanged.

6. Does the TRCC provide the leadership and coordination necessary to develop, implement, and monitor the State Traffic Records Strategic Plan?

**Meets Advisory Ideal**

The TRCC technical committee is responsible for implementing and revising the plan. It's presented to the executive committee for review and comment before final submission. Updates for all projects are provided at committee meetings.

**Change Notes:** Rating Unchanged.

7. Does the TRCC advise the State Highway Safety Office on allocation of Federal traffic records improvement grant funds?

**Meets Advisory Ideal**

Georgia TRCC is responsible for the allocation of 405(c) funds. The TRCC reviews and ranks all submissions then submits them to Georgia Office of Highway Safety. The highest ranked projects are provided to the executive committee for approval.

**Change Notes:** Rating Unchanged.

8. Does the TRCC identify core system performance measures and monitor progress?

**Does Not Meet Advisory Ideal**

The core data system owners identify performance measures to comply with NHTSA's annual requirement for 405c funds. No evidence or description was provided documenting how performance measures are identified or how progress is tracked. The State is encouraged to use performance measures to monitor the health of their traffic records systems as well as evaluate progress toward anticipated system improvement rather than to simply comply with NHTSA's annual requirement for 405c funds.

**Change Notes:** Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.







9. Does the TRCC enable meaningful coordination among stakeholders and serve as a forum for the discussion of the State's traffic records programs, challenges, and investments?

**Meets Advisory Ideal**

Both the charter and the meeting minutes provide evidence that the TRCC is enabling meaningful coordination among stakeholders.

**Change Notes:** Rating Unchanged.

10. Does the TRCC have a traffic records inventory?

**Does Not Meet Advisory Ideal**

The State does not have a traffic records inventory.

**Change Notes:** Rating Unchanged.

11. Does the TRCC have a designated chair?

**Meets Advisory Ideal**

According to the charter, the permanent chairman of the TRCC Executive Committee is the Director of the Governor's Office of Highway Safety. The GOHS Traffic Records Coordinator serves as the chair of the TRCC Technical Committee, however that position is currently vacant. Responsibilities of both positions are outlined in the charter.

**Change Notes:** Rating Unchanged.

12. Is there a designated Traffic Records Coordinator?

**Does Not Meet Advisory Ideal**

Currently the traffic records coordinator position is vacant.

**Change Notes:** Rating Changed.

From 'Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

13. Does the TRCC meet at least quarterly?

**Partially Meets Advisory Ideal**

The TRCC did meet at least twice last year.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

14. Does the TRCC review quality control and quality improvement programs impacting the core data systems?

**Meets Advisory Ideal**

TRCC does oversee quality control/improvement programs with regard to the core data





systems.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

15. Does the TRCC assess and coordinate the technical assistance and training needs of stakeholders?

**Does Not Meet Advisory Ideal**

The TRCC does not coordinate training or assistance to its stakeholders. However, if a member brings an issue to the TRCC they will respond.

**Change Notes: Rating Unchanged.**

16. Do the TRCC's program planning and coordination efforts reflect traffic records improvement funding sources beyond § 405(c) funds

**Meets Advisory Ideal**

The TRCC does make use of funds beyond 405c as evidenced by a project funded by the Center for Disease Control to collect observational data on seat-belt use and distraction.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

## Strategic Planning

17. Does the State Traffic Records Strategic Plan address existing data and data systems areas of opportunity and document how these are identified?

**Meets Advisory Ideal**

The State's Traffic Records Strategic Plan addresses existing data systems areas of opportunity based on the recommendations from Georgia's 2014 Traffic Records Assessment, and details if and how they will be addressed.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

18. Does the State Traffic Records Strategic Plan identify countermeasures that address at least one of the performance attributes (timeliness, accuracy, completeness, uniformity, integration, and accessibility) for each of the six core data systems?

**Partially Meets Advisory Ideal**

The strategic plan documents countermeasures (projects) for only three of the six traffic records systems categories: crash, EMS, and adjudication. There does not appear to be any identified countermeasures for the other three traffic records systems categories.





**Change Notes: Rating Unchanged.**

19. Does the TRCC have a process for identifying at least one performance measure and the corresponding metrics for the six core data systems in the State Traffic Records Strategic Plan?

**Partially Meets Advisory Ideal**

The State has a process for determining performance measures as part of the grant application process for projects. However, only two of the systems (crash and EMS) appear to have performance measures being tracked. The ideal standard requires identifying and tracking a performance measure for each of the each of the six core data systems.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

20. Does the TRCC have a process for prioritizing traffic records improvement projects in the State Traffic Records Strategic Plan?

**Meets Advisory Ideal**

The State has a well-documented and detailed project prioritization process that assigns priority points in a matrix of considerations for each project. The process is well-formulated and allows the State to justify the selection or projects for federal funding.

**Change Notes: Rating Unchanged.**

21. Does the TRCC identify and address technical assistance and training needs in the State Traffic Records Strategic Plan?

**Partially Meets Advisory Ideal**

There is no specific process for identifying technical assistance and training needs outlined in the strategic plan. However, there is an example of when the TRCC identified and addressed a training need when updating the crash report, as a training manual was created and training was conducted online.

**Change Notes: Rating Unchanged.**

22. Does the TRCC have a process for establishing timelines and responsibilities for projects in the State Traffic Records Strategic Plan?

**Partially Meets Advisory Ideal**

The TRCC appears to have a process for establishing timelines and responsibilities for projects, although it is not documented in the Strategic Plan.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.





23. Does the TRCC have a process for integrating and addressing State and local (to include federally recognized Indian Tribes, where applicable) data needs and goals into the State Traffic Records Strategic Plan?

**Does Not Meet Advisory Ideal**

The TRCC does not have a formalized process for integrating state and local data needs and goals into the strategic plan. They are just addressed on a case-by-case basis.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

24. Does the TRCC consider the use of new technology when developing and managing traffic records projects in the State Traffic Records Strategic Plan?

**Meets Advisory Ideal**

The TRCC is open to considering new technology when developing and managing traffic records projects. An example is the funding to GDOT to assist with upgrades to the crash report.

**Change Notes: Rating Unchanged.**

25. Does the State Traffic Records Strategic Plan consider lifecycle costs in implementing improvement projects?

**Meets Advisory Ideal**

The State responded that lifecycle costs are considered in grant applications as grantees are asked to address the self-sufficiency of the project. This parameter is then included in the ranking of applications.

**Change Notes: Rating Unchanged.**

26. Does the State Traffic Records Strategic Plan make provisions for coordination with key Federal traffic records data systems?

**Partially Meets Advisory Ideal**

The strategic plan does not make specific provisions for coordination with key Federal traffic records data systems, however they continue to participate in the NEMISIS program through the currently funded GEMSIS project. The strategic plan also emphasizes continual work toward MMUCC compliance.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

27. Is the TRCC's State Traffic Records Strategic Plan reviewed, updated and approved annually?

**Meets Advisory Ideal**





The strategic plan - including the the overview, current project highlights and funding report sections - is updated annually. The TRCC technical group makes the updates and recommends it to the TRCC executive committee for approval.

Change Notes: Rating Unchanged.

## Crash System Description

28. Is statewide crash data consolidated into one database?

**Meets Advisory Ideal**

State statute defines that all law enforcement agencies report on a GDOT defined format to the statewide electronic system. Crash reports are consolidated into one database.

Change Notes: Rating Unchanged.

29. Is the statewide crash system's organizational custodian clearly defined?

**Meets Advisory Ideal**

State statute clearly defines the Georgia Department of Transportation (GDOT) as the responsible agency for the statewide crash system. The GDOT has authority to approve third party submissions of crash reports. The GDOT is authorized to provide crash reports as needed to the Department of Driver Services.

Change Notes: Rating Unchanged.

30. Does the State have criteria requiring the submission of fatal crashes to the statewide crash system?

**Meets Advisory Ideal**

The Georgia Department of Transportation requires fatal crashes to be submitted using the fatality definition in MMUCC as part of the overall duty to report traffic crashes.

Change Notes: Rating Unchanged.

31. Does the State have criteria requiring the submission of injury crashes to the statewide crash system?

**Meets Advisory Ideal**

The Georgia Department of Transportation requires injury crashes to be submitted using the injury definitions in MMUCC as part of the overall duty to report traffic crashes.

Change Notes: Rating Unchanged.





32. Does the State have criteria requiring the submission of property damage only (PDO) crashes to the statewide crash system?

**Meets Advisory Ideal**

The Georgia Department of Transportation requires property damage only (PDO) crashes to be submitted as defined in State statute for reporting crashes. The State has a \$500.00 minimum threshold for reporting.

Change Notes: Rating Unchanged.

33. Does the State have statutes or other criteria specifying timeframes for crash report submission to the statewide crash database?

**Meets Advisory Ideal**

State statute defines the deadline for reporting crashes to the GDOT. Required reports shall be submitted to the Department of Transportation not more than 15 days following the end of the month in which such report was prepared or received by such law enforcement agency.

Change Notes: New Question.

34. Does the statewide crash system record the crashes that occur in non-trafficway areas (e.g., parking lots, driveways)?

**Meets Advisory Ideal**

The statewide database allows for the submission of crashes that occur in non-trafficway areas but submission is optional.

Change Notes: Rating Unchanged.

35. Is data from the crash system used to identify crash risk factors?

**Meets Advisory Ideal**

The State does a very good job at using crash data to identify and optimize engineering interventions to improve traffic safety. Crash data has also been used to advocate for changes in driver behavior by using Safety Action Plans and educating the legislature about distracted driving.

Change Notes: Rating Improved.

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

36. Is data from the crash system used to guide engineering and construction projects?

**Meets Advisory Ideal**

The State does a very good job at using crash data to identify and optimize engineering interventions to improve traffic safety. A data-driven approach to network screening for engineering/construction projects is in place.

Change Notes: Rating Unchanged.







37. Is data from the crash system regularly used to prioritize law enforcement activity?

**Meets Advisory Ideal**

Crash data is used to identify areas for high visibility enforcement programs such as the Thunder Task Force which focus on distracted driving, speed, and impaired driving. The State's previous assessment included several other programs.

**Change Notes:** Rating Unchanged.

38. Is data from the crash system used to evaluate safety countermeasure programs?

**Meets Advisory Ideal**

The State makes crash data available for evaluation of safety programs. CODES data was used to evaluate booster seat legislation. The State described the child occupant safety protection program that included before and after measures to evaluate a countermeasure. Data is used by engineering to identify locations. The HSIP program also tracks pre and post intervention data.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

## Crash Guidelines

39. Is there a process by which MMUCC is used to help identify what crash data elements and attributes the State collects?

**Meets Advisory Ideal**

The GDOT and TRCC began the work to update the crash report in 2016 to be implemented in 2018. The State's crash reporting manual includes information on the process used for incorporating the latest version of MMUCC into its revisions of the crash system and police crash report.

**Change Notes:** Rating Improved.

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

40. Is there a process by which ANSI D.16 is used to help identify the definitions in the crash system data dictionary?

**Meets Advisory Ideal**

ANSI D16 was used to guide the update of the crash report and several references are listed in the training manual.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.





## Crash Data Dictionary

41. Does the data dictionary provide a definition for each data element and define that data element's allowable values/attributes?

**Meets Advisory Ideal**

The data dictionary that contains all of the elements including those that are system generated or otherwise derived is provided for question 42. To allow each question to stand alone it should also be attached here but the assessors were able to verify the information.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

42. Does the data dictionary document the system edit checks and validation rules?

**Meets Advisory Ideal**

The validation rules are contained in the data dictionary and a companion document contains the edit checks.

**Change Notes: Rating Unchanged.**

43. Is the data dictionary up-to-date and consistent with the field data collection manual, coding manual, crash report, database schema and any training materials?

**Partially Meets Advisory Ideal**

The crash report form, data dictionary, and training materials were updated for the 2018 changes. Consistency is met as items were updated at the same time. However, there is no indication of how the State will ensure they will remain up-to-date and in sync.

**Change Notes: Rating Unchanged.**

44. Does the crash system data dictionary indicate the data elements populated through links to other traffic records system components?

**Does Not Meet Advisory Ideal**

It is unclear if the crash data system contains any data elements populated from other sources.

**Change Notes: Rating Unchanged.**

## Crash Procedures & Processes







45. Does the State collect an identical set of data elements and attributes from all reporting agencies, independent of collection method?

**Partially Meets Advisory Ideal**

Although the GDOT defines the required data elements, third party vendors submitting crash reports are not subjected to the edit checks and validations. The State provides software vendors with a list of required fields, yet they don't enforce these rules. The State may wish to document the differences and work toward uniformity in crash submissions.

Change Notes: New Question.

46. Does the State reevaluate their crash form at regular intervals?

**Does Not Meet Advisory Ideal**

The State does not have a process to reevaluate their crash form on a regular basis. The State's TRCC is an ideal group to incorporate update discussions at regular intervals.

Change Notes: New Question.

47. Does the State maintain accurate and up-to-date documentation detailing the policies and procedures for key processes governing the collection, reporting, and posting of crash data-including the submission of fatal crash data to the State FARS unit and commercial vehicle crash data to SafetyNet?

**Meets Advisory Ideal**

A detailed FARS flowchart was provided as well as documentation on third party vendors wanting to submit crash data. Please update the attachment to GUMVAR GEARS data exchange spec 4.4, it is currently GEARS External Data Specification 4.3.

Change Notes: Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

48. Are the quality assurance and quality control processes for managing errors and incomplete data documented?

**Partially Meets Advisory Ideal**

The State has begun this process by using a parallel copy of the crash data that will be updated as error are identified. Because this is a brand new initiative, the assessor will rate as partially meets advisory ideal until the processes are fully defined.

Change Notes: Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.





49. Do the document retention and archival storage policies meet the needs of safety engineers and other users with a legitimate need for long-term access to the crash data reports?

**Meets Advisory Ideal**

The State's 10 year retention policy for crash data reports is sufficient for the needs of the data users.

Change Notes: Rating Unchanged.

50. Do all law enforcement agencies collect crash data electronically?

**Partially Meets Advisory Ideal**

The State has increased their electronic submission of crash reports from 80% to 95% but it is unclear if those submitted electronically were captured electronically.

Change Notes: Rating Unchanged.

51. Do all law enforcement agencies submit their data to the statewide crash system electronically?

**Partially Meets Advisory Ideal**

The State has increased their electronic submission of crash reports from 80% to 95%. The State may want to consider moving some of the third party submissions to the State submission method to ensure that the standard data validations and edit checks are applied to a larger portion of the crash report submissions.

Change Notes: Rating Unchanged.

52. Do all law enforcement agencies collecting crash data electronically in the field apply validation rules consistent with those in the statewide crash system prior to submission?

**Does Not Meet Advisory Ideal**

Although third party vendors are made aware of the validation rules, the State does not enforce them on third party submissions.

Change Notes: Rating Unchanged.

## Crash Interfaces

53. Does the crash system have a real-time interface with the driver system?

**Does Not Meet Advisory Ideal**

There is no real-time connection between the crash and driver databases. There are many





variables in common that could be used for this. The State may wish to consider interfacing with the driver database to help auto-populate fields on the crash report.

Change Notes: Rating Unchanged.

54. Does the crash system have a real-time interface with the vehicle system?

**Does Not Meet Advisory Ideal**

There is no real-time connection between the crash and vehicle databases. There are many variables in common that could be used for this. The State may wish to consider interfacing with the vehicle database to help auto-populate fields on the crash report.

Change Notes: Rating Unchanged.

55. Does the crash system interface with the roadway system?

**Meets Advisory Ideal**

The crash system uses linkage with the DOT LRS to derive certain data elements.

Change Notes: Rating Unchanged.

56. Does the crash system interface with the citation and adjudication systems?

**Does Not Meet Advisory Ideal**

The crash system does not interface with any citation or adjudication systems.

Change Notes: Rating Unchanged.

57. Does the crash system have an interface with EMS?

**Does Not Meet Advisory Ideal**

The crash system does not interface with EMS, however, a post-processing linkage is obtained through their CODES program.

Change Notes: Rating Unchanged.

## Crash Quality Control

58. Are there automated edit checks and validation rules to ensure that entered data falls within a range of acceptable values and is logically consistent among data elements?

**Partially Meets Advisory Ideal**

The State crash entry system has edit checks and validation rules but only 28% of crashes are entered this way. Third party vendors are informed of the edit checks and validations but the State does not impose them on data submitted by third party vendors.





**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

59. Is limited State-level correction authority granted to quality control staff working with the statewide crash database to amend obvious errors and omissions without returning the report to the originating officer?

**Partially Meets Advisory Ideal**

State staff do not amend crash reports in-house. The State is working on a parallel database that will include correcting obvious errors without changing the officer report. Analysts will have access to the altered data.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

60. Are there formally documented processes for returning rejected crash reports to the originating officer and tracking resubmission of the report in place?

**Does Not Meet Advisory Ideal**

There is currently no process to return reports to the submitting agencies. The State will implement a report card type feedback to agencies later this year to highlight data errors but there are no plans to return individual reports to officers.

**Change Notes: Rating Unchanged.**

61. Does the State track crash report changes after the original report is submitted by the law enforcement agency?

**Does Not Meet Advisory Ideal**

Tracking crash report changes after the original report is submitted by the law enforcement agency is reported to be part database but no documentation was provided.

**Change Notes: New Question.**

62. Are there timeliness performance measures tailored to the needs of data managers and data users?

**Meets Advisory Ideal**

State statute requires all law enforcement agencies to provide crash reports to the department within 15 days following the last day of the month in which the crash occurred. The State calculates whether agencies are meeting this criteria by measuring the percentage of reports received within the time frame.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.





63. Are there accuracy performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Although the CODES program does conduct some accuracy measures there appear to be none for the crash records data as a whole that include baseline and subsequent years.

Change Notes: Rating Unchanged.

64. Are there completeness performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

There are currently no completeness performance measures though this may be a part of the upcoming agency report card.

Change Notes: Rating Unchanged.

65. Are there uniformity performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

There are currently no uniformity performance measures though this may be a part of the upcoming agency report card.

Change Notes: Rating Unchanged.

66. Are there integration performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

There are currently no integration performance measures. Although the State provided an example of CODES looking at age discrepancies, this area asks for a measure of integration such as how many records (or percentage of records) are linked over time.

Change Notes: Rating Unchanged.

67. Are there accessibility performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Accessibility can be difficult to measure. There are currently no accessibility performance measures. The State may want to conduct usage surveys in addition to access logs to track the experience and frequency of the portal's use.

Change Notes: Rating Unchanged.





68. Has the State established numeric goals-performance metrics-for each performance measure?

**Does Not Meet Advisory Ideal**

The State provided targets for fatalities and injuries. However, this question is referring to performance measures related to the six quality attributes, not the SHSP targets.

Change Notes: Rating Unchanged.

69. Is there performance reporting that provides specific timeliness, accuracy, and completeness feedback to each law enforcement agency?

**Does Not Meet Advisory Ideal**

The performance report provided by the State does show a measure of timeliness. This measure and its dissemination to law enforcement agencies was unclear.

Change Notes: Rating Unchanged.

70. Are detected high-frequency errors used to prompt revisions, update the validation rules, and generate updated training content and data collection manuals?

**Does Not Meet Advisory Ideal**

No process for detecting high-frequency errors or putting changes into place was provided. The State plans to address this need with the system referred to as Report Cards.

Change Notes: Rating Unchanged.

71. Are quality control reviews comparing the narrative, diagram, and coded contents of the report considered part of the statewide crash database's data acceptance process?

**Does Not Meet Advisory Ideal**

The State's current quality control review does not include the comparing the narrative and diagram with the coded values. Future plans include addressing QC of coded values in the forthcoming Report Cards.

Change Notes: Rating Unchanged.

72. Are sample-based audits periodically conducted for crash reports and related database content?

**Does Not Meet Advisory Ideal**

No sample audits of crash reports are conducted.

Change Notes: Rating Unchanged.







73. Are periodic comparative and trend analyses used to identify unexplained differences in the data across years and jurisdictions?

**Does Not Meet Advisory Ideal**

No trend analysis is currently conducted to identify data differences across years and jurisdictions.

Change Notes: Rating Unchanged.

74. Is data quality feedback from key users regularly communicated to data collectors and data managers?

**Does Not Meet Advisory Ideal**

There is no specific process to regularly communicate data quality feedback. It would be helpful to create a formal process for providing feedback. The TRCC could serve as a good starting point for this effort.

Change Notes: Rating Unchanged.

75. Are data quality management reports provided to the TRCC for regular review?

**Does Not Meet Advisory Ideal**

No quality management reports are currently being generated nor is the information provided to the TRCC. The State indicates that they will be addressing this issue with the implementation of report cards in the fall.

Change Notes: Rating Unchanged.

## Driver

### System Description

76. Does custodial responsibility for the driver data system-including commercially-licensed drivers-reside in a single location?

**Meets Advisory Ideal**

The Georgia Department of Driver Services (DDS) has custodial responsibility for the driver data system, which includes commercially licensed drivers. The driver system resides on the State's mainframe.

Change Notes: Rating Unchanged.

77. Does the driver data system capture details of novice driver, motorcycle, and driver improvement (remedial) training histories?

**Meets Advisory Ideal**

The State driver data system captures details of driver improvement and new driver course





completions through the use of the Online Certification Reporting Application (OCRA) system which maintains electronic records of Driver Improvement and new driver course completions. The electronic records include students' demographic information, provider name, address, DDS certification #, instructor name and certification #, type of course, and date of completion. OCRA matches students to driving records by validating at least 3 criteria fields: name (first, middle, last, suffix), date of birth, driver's license, social security number, and/or gender. If no matching driving record can be identified, the student may either mail their certificate to DDS or bring the certificate into a DDS Customer Service Center.

**Change Notes: Rating Unchanged.**

78. Does the driver data system capture and retain the dates of original issuance for all permits, licensing, and endorsements (e.g., learner's permit, provisional license, commercial driver's license, motorcycle license)?

**Meets Advisory Ideal**

The State driver data system captures and retain the dates of original issuance for all permits, licensing, and endorsements as evident from the license table that was attached.

**Change Notes: Rating Unchanged.**

## Driver Guidelines

79. Is driver information maintained in a manner that accommodates interaction with the National Driver Register's PDPS and CDLIS?

**Meets Advisory Ideal**

The Georgia driver data system interacts with PDPS and CDLIS as evident from the PDPS screenshot and the AAMVA CDLIS timeliness and accuracy summary report that was provided.

**Change Notes: Rating Unchanged.**

## Driver Data Dictionary

80. Are the contents of the driver data system documented with data definitions for each field?

**Meets Advisory Ideal**

The DDS driver data system has field names, content, and data field sizes defined and maintained in a data dictionary.







**Change Notes: Rating Unchanged.**

81. Are all valid field values-including null codes-documented in the data dictionary?

**Meets Advisory Ideal**

Georgia's driver system has field values, including null codes, documented in driver tables that are used by program script to validate field content.

**Change Notes: Rating Unchanged.**

82. Are there edit checks and data collection guidelines for each data element?

**Meets Advisory Ideal**

The driver data system uses check constraints as part of the DB2 database. A COBOL programming tool is also used on the GA DDS mainframe. There are also many edit routines used for further data validation and also business rules that help insure the quality of data that is collected. The State provided a guideline document as an example of the citation edits used for incoming data from courts.

**Change Notes: Rating Unchanged.**

83. Is there guidance on how and when to update the data dictionary?

**Meets Advisory Ideal**

Georgia's DBA staff are involved in all projects and program changes and are responsible for the update to ERWIN (database dictionary) with each project or change.

**Change Notes: Rating Unchanged.**

## Driver

### Procedures & Processes

84. Does the custodial agency maintain accurate and up-to-date documentation detailing: the licensing, permitting, and endorsement issuance procedures; reporting and recording of relevant convictions, driver education, driver improvement course; and recording of information that may result in a change of license status (e.g., sanctions, withdrawals, reinstatement, revocations, cancellations and restrictions) including manual or electronic reporting and timelines, where applicable?

**Meets Advisory Ideal**

GA DDS University has a training manual for the issuance of license, permits, and endorsements documented by the attached training manual table of contents and diagrams. The narrative provided indicates that there is also defined processes for reporting and recording of convictions, withdrawal actions, and driver training.





**Change Notes:** New Question.

85. Is there a process flow diagram that outlines the driver data system's key data process flows, including inputs from other data systems?

**Meets Advisory Ideal**

Georgia DDS has process flow documents for the driver data system that includes inputs from other data systems. They also have a process flow diagram for the reporting of citations from the Georgia Electronic Citation Processing System (GECPS) to the driver system.

**Change Notes:** Rating Unchanged.

86. Are the processes for error correction and error handling documented for: license, permit, and endorsement issuance; reporting and recording of relevant convictions; reporting and recording of driver education and improvement courses; and reporting and recording of other information that may result in a change of license status?

**Meets Advisory Ideal**

Georgia's DDS's OCRA and GECEPS applications, as well as user manuals, identify errors and what steps are used to fix the errors. The licensing system has preventative code that does not allow a permit, license, or endorsement to be issued when an error is detected.

**Change Notes:** Rating Unchanged.

87. Are there processes and procedures for purging data from the driver data system documented?

**Meets Advisory Ideal**

DDS has developed guidelines to purge old data from the driver license database and is in the middle of a project to complete what appears to be a first cleansing cycle. The project has also implemented a schedule for ongoing purges of the driver database.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

88. In States that have the administrative authority to suspend licenses based on a DUI arrest independent of adjudication, are these processes documented?

**Meets Advisory Ideal**

The administrative suspension for a DUI arrest is permitted in the State of Georgia by statute and agency rule. The Georgia DDS carry's out the duties of the suspension of the license/permit and records the process in their Standard Operating Procedures.

**Change Notes:** Rating Unchanged.





89. Are there established processes to detect false identity licensure fraud?

**Meets Advisory Ideal**

DDS has established thorough processes to detect licensure fraud. Facial recognition software is utilized with a one to many match before the credential is approved for distribution to the customer. DDS has established an Office of Investigative Services (OIS) unit that investigates all possible fraud. All examiners must complete the AAMVA Fraudulent Document Recognition training class.

Change Notes: Rating Unchanged.

90. Are there established processes to detect internal fraud by individual users or examiners?

**Meets Advisory Ideal**

Internal fraud detection is accomplished through the use of system security with fingerprint sign-on and role based system access to individuals. The one-to-one facial match during the issuance process requires an override if the system advises the photos do not match. Further verification is performed on those transactions through an overnight system verification process.

Change Notes: Rating Unchanged.

91. Are there established processes to detect CDL fraud?

**Meets Advisory Ideal**

The State has established exemplary measures to detect and deter CDL fraud. The use of Commercial Skills Test Information Management System (CSTIMS) has assisted in this area as well as the amount of auditing, monitoring and training that is done on State CDL examiners and CDL third party examiners. DDS utilizes grant funding from FMCSA to assist in CDL fraud prevention and a 2019 grant performance progress report was provided.

Change Notes: Rating Unchanged.

92. Does the State transfer the Driver History Record (DHR) electronically to another State when requested due to a change in State of Record?

**Partially Meets Advisory Ideal**

The State provides driver history through CDLIS for CDL driver's as part of the CSOR process and for the non-CDL driver's a manual process is completed when the data is requested. GA has plans to join the State to State (S2S) process in 2021 which will transmit the records electronically.

Change Notes: New Question.

93. Does the State obtain the previous State of Record electronically upon request?

**Does Not Meet Advisory Ideal**





Georgia does not obtain the previous State of Record electronically or manually. They do utilize PDPS prior to license issuance to ensure the driver is eligible for licensure in Georgia. The State is scheduled to join the State-to-State (S2S) program in 2021.

**Change Notes:** New Question.

94. Does the State run facial recognition prior to issuing a credential?

**Meets Advisory Ideal**

Georgia utilizes facial recognition software in a one-to-one match for issuance of a temporary credential. Use of central issuance allows for a one-to-many match prior to the permanent credential being issued.

**Change Notes:** New Question.

95. Does the State exchange driver photos with other State Licensing agencies upon request?

**Meets Advisory Ideal**

Georgia's DDS will provide photos upon request to authorized requester's after verification. Local law enforcement obtains the photo through a viewer, other law enforcement can obtain them through NCIC, and the out-of-state agencies are completed manually once the authorization has been approved according to State statute.

**Change Notes:** New Question.

96. Are there policies and procedures for maintaining appropriate system and information security?

**Meets Advisory Ideal**

The State has well documented system and information security measures as evident in the DDS Enterprise System RACF Table of Contents that was provided. The DDS Change Control Policy that was provided reflects they will become PCI compliant by December 2019. DDS has also implemented mandatory employee policies regarding network security, confidential data, data retention, cryptographic architecture, client key sharing, application security, and access standard.

**Change Notes:** Rating Unchanged.

97. Are there procedures in place to ensure that driver system custodians track access and release of driver information?

**Meets Advisory Ideal**

Georgia DDS uses a recording application called Footprints that maintains all access and release of driver information including the party receiving the information, the purpose requested, information released, date and time the information was released, as well as the person that assembled the data, and the approval for release of information.





Change Notes: Rating Unchanged.

## Driver Interfaces

98. Does the State post at-fault crashes to the driver record?

**Does Not Meet Advisory Ideal**

Georgia law does not require the driver record to contain at fault crashes; therefore, DDS does not obtain crash record data from the custodian agency that collects the crash records.

Change Notes: Rating Unchanged.

99. Does the State's DUI tracking system interface with the driver data system?

**Does Not Meet Advisory Ideal**

DDS driver system receives DUI convictions from the courts through Georgia Electronic Conviction Processing System (GECEPS). The State does not have a separate DUI tracking system that includes information as it relates to rehabilitation, detention and probation requirements.

Change Notes: Rating Unchanged.

100. Is there an interface between the driver data system and the Problem Driver Pointer System, the Commercial Driver Licensing System, the Social Security Online Verification system, and the Systematic Alien Verification for Entitlement system?

**Meets Advisory Ideal**

The DDS driver data system interfaces with the Problem Driver Pointer System, the Commercial Driver Licensing System, the Social Security Online Verification system, and the Systematic Alien Verification for Entitlement system for original and renewal license transactions as applicable.

Change Notes: Rating Unchanged.

101. Does the custodial agency have the capability to grant authorized law enforcement personnel access to information in the driver system?

**Meets Advisory Ideal**

The State has the capability to grant authorized law enforcement personnel access to information in the driver system by providing an interface to support driver inquiry functions through NLETS via GBI's GCIC system.

Change Notes: Rating Unchanged.





102. Does the custodial agency have the capability to grant authorized court personnel access to information in the driver system?

**Meets Advisory Ideal**

The courts have access to driver data through NLETS through GBI's GCIC system. Administration and protocols for access is managed by GBI.

Change Notes: Rating Unchanged.

**Driver  
Quality Control**

103. Is there a formal, comprehensive data quality management program for the driver system?

**Partially Meets Advisory Ideal**

Georgia DDS has a good foundation for a formal comprehensive data quality management program. They have automated edit checks and validation rules, as well as some excellent error reporting and data quality feedback with users and managers. They also have some excellent citation error reports that are available to the public and the TRCC. The piece they are missing is the performance measures and numeric goals.

Change Notes: Rating Unchanged.

104. Are there automated edit checks and validation rules to ensure entered data falls within a range of acceptable values and is logically consistent among data elements?

**Meets Advisory Ideal**

The State driver system has automated edit checks and validation rules to ensure entered data falls within a range of acceptable values and is logically consistent among data elements within the DB2 database and COBOL programs used.

Change Notes: Rating Unchanged.

105. Are there timeliness performance measures tailored to the needs of data managers and data users?

**Partially Meets Advisory Ideal**

Georgia DDS provided several reports that provide the end user with timeliness and accuracy data for a specified period of time. The reports however lack a baseline a key tool in identifying improvements or areas of concerns and need for future development.

Change Notes: Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.







106. Are there accuracy performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

DDS has some excellent reports for assessing the types and method of license issuances they do not have an actual performance measure for accuracy of the driver data in the system. The error report the DB2 error log, citation progress report, and CDLIS timeliness and accuracy summary could be used toward establishing an actual accuracy performance measure by establishing a baseline measure and then capturing actual measures each month from each of these reports for an actual measurement of improvement or not. DDS could start with one accuracy performance measure and then gradually add on additional performance measures, based on all of the reports they currently have.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

107. Are there completeness performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

The State has supplied a few reports that show various completion and accuracy rates. The CDLIS timeliness reports is the most complete report that identifies baselines and actual values for one component of the issuance of a license. And although the other report gives numeric values and percentages of quality data versus rejects, they still do not indicate there are completeness performance measures with baselines and actual values for the driver system tailored to the needs of the data users.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

108. Are there uniformity performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

The State has some well documented rules or requirements for submitting uniform data in the driver system; however, this is not a uniformity performance measure. The check constraints used in the DB2 database and business rules used in COBOL programs is also not an actual performance measure for uniformity of data in the driver system. An example of uniformity measure could be the number of standards compliant data elements entered into the driver database or obtained via linkage to other databases.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.





109. Are there integration performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

GA DDS reports that there are validation of data and error logs that exist in the DB2 table. The DDS Example Integration SAVE document verifies that numeric data is gathered from the system, however, it does not appear there are performance measures with baselines tailored to the needs of the data management users.

Change Notes: Rating Unchanged.

110. Are there accessibility performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

While the State has identified the many users of the driver data system and has surveyed their satisfaction with the customer service center they do not have any established accessibility performance measures that include a baseline measure with an actual value. This could be accomplished by querying the principal users to assess (a) their ability to obtain the data or other services requested and (b) their satisfaction with the timeliness of the response to their request. Document the method of data collection and the principal users' responses.

Change Notes: Rating Unchanged.

111. Has the State established numeric goals-performance metrics-for each performance measure?

**Does Not Meet Advisory Ideal**

While the State provided a measurable objective for a strategic goal to increase awareness and use of technology options, they do not have actual performance measures for attributes of the driver system; therefore, they have not established numeric goals-performance metrics-for each performance measure.

Change Notes: Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

112. Is the detection of high frequency errors used to generate updates to training content and data collection manuals, update the validation rules, and prompt form revisions?

**Meets Advisory Ideal**

DDS utilizes error report to assist with the detection of high frequency errors. Legislative updates are also used with high frequency errors to generate updates to training content and data collection manuals, update the validation rules, and prompt form revisions.

Change Notes: Rating Unchanged.







113. Are sample-based audits conducted periodically for the driver reports and related database contents for that record?

**Meets Advisory Ideal**

DDS conducts independent audits outside of required federal agency audits as evident from the redacted audit report that was provided.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

114. Are periodic comparative and trend analyses used to identify unexplained differences in the data across years and jurisdictions?

**Does Not Meet Advisory Ideal**

Periodic trend analyses are used to monitor trend lines for online services related to driving privileges, user awareness, and application processing. However, there are not any periodic comparative and trend analyses for the actual driver data that could identify unexplained differences and possible system deficiencies or safety trends such as a rise in impaired driving whether by jurisdiction or time, can be addressed.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

115. Is data quality feedback from key users regularly communicated to data collectors and data managers?

**Meets Advisory Ideal**

DDS conducts quarterly meetings with members of management to discuss performance measures and identified changes to be completed. These are logged within Footprints as evident from the excerpt of log that was provided. Additionally, documents were supplied that verify communication to the end users in the forms of email, telephone, and "ask DDS" days.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

116. Are data quality management reports provided to the TRCC for regular review?

**Meets Advisory Ideal**

GA DDS provides the following reports to the TRCC: Driver Summary Report, DUI Data Report, Distracted Driver Report, Move Over Report, and the Reckless Driving Report. These reports are available on the DDS website and discussed as an agenda item at the TRCC/CODES meetings. The narrative provides that "abnormal" data elements are discussed which indicates the data quality is reviewed.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.





## Vehicle System Description

117. Does custodial responsibility of the identification and ownership of vehicles registered in the State-including vehicle make, model, year of manufacture, body type, and adverse vehicle history (title brands)-reside in a single location?

**Meets Advisory Ideal**

Georgia has named the Department of Revenue as having the centralized custodial responsibility of the identification and ownership of the vehicles records data.

Change Notes: Rating Unchanged.

118. Does the State or its agents validate every VIN with a verification software application?

**Partially Meets Advisory Ideal**

The State uses VINtelligence software to validate Vehicle Identification Numbers. It is not clear if every transaction has the VIN verified or only specific transactions.

Change Notes: Rating Unchanged.

119. Are vehicle registration documents barcoded-using at a minimum the 2D standard-to allow for rapid, accurate collection of vehicle information by law enforcement officers in the field using barcode readers or scanners?

**Does Not Meet Advisory Ideal**

According to the State response, no 2D standard barcoding is used on vehicle registration documents at this time. Utilization of a barcode on the vehicle registration could improve accuracy for the collection of vehicle information by law enforcement officers in the field using barcode readers or scanners.

Change Notes: Rating Unchanged.

## Vehicle Guidelines

120. Does the vehicle system provide title information data to the National Motor Vehicle Title Information System (NMVTIS) at least daily?

**Partially Meets Advisory Ideal**

The State response indicates that the vehicle system does provide title information data to the National Motor Vehicle Title Information System (NMVTIS) at least daily. They did not describe the manner of the transmittal to NMVTIS.





**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

121. Does the vehicle system query NMVTIS before issuing new titles?

**Partially Meets Advisory Ideal**

The State response indicates that the vehicle system does query NMVTIS before issuing new titles, but provided no details regarding how the queries are accomplished.

**Change Notes: Rating Unchanged.**

122. Does the State incorporate brand information recommended by AAMVA and/or received via NMVTIS on the vehicle record, whether the brand description matches the State's brand descriptions?

**Does Not Meet Advisory Ideal**

The State response indicates that the State does incorporate title brands recommended by AAMVA and/or received via NMVTIS on the vehicle record, but provided no narrative information or documentation regarding what Georgia title brands are used.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

123. Does the State participate in the Performance and Registration Information Systems Management (PRISM) program?

**Does Not Meet Advisory Ideal**

Georgia stated they participate in the PRISM program. However, they did not provide any PRISM processing instructions, a screen print, or submit any relevant information to support this response.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

## Vehicle

### Data Dictionary

124. Does the vehicle system have a documented definition for each data field?

**Does Not Meet Advisory Ideal**

The State responded that the vehicle system does not have a documented definition for each data field.

**Change Notes: Rating Unchanged.**





125. Does the vehicle system include edit check and data collection guidelines that correspond to the data definitions?

**Partially Meets Advisory Ideal**

While there are data checks and validation rules within the vehicle system, the conventions for these edit checks or validation rules were not provided.

**Change Notes: Rating Unchanged.**

126. Are the collection, reporting, and posting procedures for registration, title, and title brand information formally documented?

**Does Not Meet Advisory Ideal**

It was indicated by the State that the collection, reporting, and posting procedures for registration, title, and title brand information are formally documented on the Department of Revenue website and in the MVD Manual. There was not any information or documentation provided to support this response.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

## Vehicle

### Procedures & Processes

127. Is there a process flow that outlines the vehicle system's key data process flows, including inputs from other data systems?

**Partially Meets Advisory Ideal**

The State did indicate that there is a process flow that outlines the vehicle system's key data process flows, including inputs from other data systems and provided a Title Flow (Non - ETR) flow diagram. The process flow did not include a vehicle registration transaction.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

128. Does the vehicle system flag or identify vehicles reported as stolen to law enforcement authorities?

**Does Not Meet Advisory Ideal**

The State utilizes NMVTIS to identify stolen vehicles; however, it does not appear that the vehicle system has the ability to flag stolen vehicles as reported by law enforcement authorities.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.





129. If the vehicle system does flag or identify vehicles reported as stolen to law enforcement authorities, are these flags removed when a stolen vehicle has been recovered or junked?

**Does Not Meet Advisory Ideal**

The State reported that their existing vehicle system does not flag or identify vehicles reported as stolen to law enforcement authorities. However, the State has taken the opportunity to submit a request to change and add this feature in the near future.

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

130. Does the State record and maintain the title brand history (previously applied to vehicles by other States)?

**Partially Meets Advisory Ideal**

The State provided a standard title process flow document. However, this document does not specifically address how Georgia records and maintains the title brand history previously applies to vehicles by other States.

**Change Notes: Rating Unchanged.**

131. Are the steps from initial event (titling, registration) to final entry into the statewide vehicle system documented?

**Partially Meets Advisory Ideal**

The steps from initial event for titling, to final entry into the statewide vehicle system are documented in the process flow diagram. However, the process flow document does not include the registration process and a narrative was not provided explaining these steps.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

132. Is the process flow annotated to show the time required to complete each step?

**Does Not Meet Advisory Ideal**

While the standard title process flow document reflects the steps for processing from initial event to final entry into the statewide vehicle system it does not include the timelines for each step. Inserting timelines for each step could identify potential bottleneck or inefficiencies in the process.

**Change Notes: Rating Unchanged.**

133. Does the process flow show alternative data flows and timelines?

**Does Not Meet Advisory Ideal**

It was reported by the State that the flow chart does not show alternative data flows and timelines. This could be beneficial in the event that a system is down and there would be





alternate processes available.

**Change Notes:** Rating Unchanged.

134. Does the process flow include processes for error correction and error handling?

**Partially Meets Advisory Ideal**

The standard title process flow document provides a step for NMVTIS error response. However, it does not notate how other errors are handled.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

## Vehicle Interfaces

135. Are the driver and vehicle files unified in one system?

**Does Not Meet Advisory Ideal**

The driver and vehicle files are not unified in one system. The driver and vehicle data are housed in the same system, but are separated based upon the input source.

**Change Notes:** Rating Unchanged.

136. Is personal information entered into the vehicle system using the same conventions used in the driver system?

**Does Not Meet Advisory Ideal**

The State reported that personal information entered into the vehicle system is not using the same conventions used in the driver system. Since both the driver and vehicle data is housed within the same data system as earlier described, it appears that an opportunity exists to consider harmonizing the conventions being used for both in the future that would meet the advisory ideal.

**Change Notes:** Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

137. When discrepancies are identified during data entry in the crash data system, are vehicle records flagged for possible updating?

**Does Not Meet Advisory Ideal**

The State indicated that vehicle records are not flagged for possible updating when discrepancies are identified during data entry in the crash data system.

**Change Notes:** Rating Unchanged.







## Vehicle Quality Control

138. Is the vehicle system data processed in real-time?

**Partially Meets Advisory Ideal**

The State responded that the vehicle system data is processed in real-time. However, the standard title process flow document that was provided for Q127,128,130,131 and 134 does not clearly reflect this and it also does not reflect registration processes.

**Change Notes:** Rating Unchanged.

139. Are there automated edit checks and validation rules to ensure that entered data falls within a range of acceptable values and is logically consistent among data elements?

**Does Not Meet Advisory Ideal**

It was reported by the State that there are automated edit checks and validation rules to ensure that entered data falls within a range of acceptable values and is logically consistent among data elements. The response did not include the process by which automated edit checks and validation rules are used.

**Change Notes:** Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

140. Are statewide vehicle system staff able to amend obvious errors and omissions for quality control purposes?

**Does Not Meet Advisory Ideal**

The State reported that vehicle system staff are able to amend obvious errors and omissions for quality control purposes but with no supporting documentation or narrative description supporting this response, it is not possible to ascertain the quality or level of compliance of the advisory standard.

**Change Notes:** Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

141. Are there timeliness performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal timeliness measures in place that are tailored to the needs of data managers and users. Timeliness performance measures are important to ensure that not only data is processed in accordance with statutory and administrative requirements, but also that expected individual measures are met as well.





**Change Notes: Rating Unchanged.**

142. Are there accuracy performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal accuracy performance measures in place that are tailored to the needs of data managers and users. Accuracy performance measures are important to ensure that both individual expectations for data entry are met but also to ensure that the accuracy of the data entered serves the citizens of Georgia.

**Change Notes: Rating Unchanged.**

143. Are there completeness performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal completeness measures in place that are tailored to the needs of data managers and users. Completeness performance measures are important to ensure that both and individual and system level data being entered is complete in accordance with statutory and administrative guidelines.

**Change Notes: Rating Unchanged.**

144. Are there uniformity performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal uniformity performance measures in place tailored to needs of data managers and users. These measures are important to ensure that at both an individual and system level that data being entered is uniform in accordance with statutory and administrative guidelines. Uniformity of data is essential for law enforcement, system integration, and record utilization across multiple usage scenarios.

**Change Notes: Rating Unchanged.**

145. Are there integration performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal integration performance measures in place tailored to data managers and users needs. Integration performance measures are important when evaluating the linkage mechanisms and connections of systems. Integration performance measures can be both internal and external focused and serve as a basis for measuring system connectivity, utilization, and overall integration.







**Change Notes: Rating Unchanged.**

146. Are there accessibility performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Georgia does not have formal accessibility performance measures tailored to the needs of data managers and users. Accessibility performance measures are important to ensure that users have access, timely responses, the performance needed to utilize that data needed to do their jobs.

**Change Notes: Rating Unchanged.**

147. Has the State established numeric goals-performance metrics-for each performance measure?

**Does Not Meet Advisory Ideal**

Georgia does not have formal numeric goals-performance metrics for each performance measure. It is important to establish both the missing goals and their affiliated performance metrics for the future.

**Change Notes: Rating Unchanged.**

148. Is the detection of high frequency errors used to generate updates to training content and data collection manuals, update the validation rules, and prompt form revisions?

**Does Not Meet Advisory Ideal**

The State reported that they do not use the detection of high frequency errors to generate updates to training and data collection manuals, update the validation rules, and prompt form revisions. This practice provides an excellent opportunity to improve system efficiency and performance.

**Change Notes: Rating Unchanged.**

149. Are sample-based audits conducted for vehicle reports and related database contents for that record?

**Does Not Meet Advisory Ideal**

The State reported that sample-based audits are not conducted on a regular basis. Random sample-based audits of raw data assists to ensure that all affiliated data integration, data entry, and business processes are functioning as designed and with specified administrative and legislative requirements. It is a critical step to ensure the overall health and operation of a system and should be strongly considered in the future.

**Change Notes: Rating Unchanged.**





150. Are periodic comparative and trend analyses used to identify unexplained differences in the data across years and jurisdictions within the State?

**Does Not Meet Advisory Ideal**

Georgia reported that the vehicle system does not conduct data periodic comparative and trend analyses on a scheduled basis. Performing regular annually or quarterly trend analyses can aide in focusing on possible traffic safety-related problem areas throughout the state so that proactive measures can be implemented promptly.

Change Notes: Rating Unchanged.

151. Is data quality feedback from key users regularly communicated to data collectors and data managers?

**Does Not Meet Advisory Ideal**

The State reported that data quality feedback from key users is regularly communicated to data collectors and data managers but no documentation or description of how this communication is done and how frequently was provided. No detailed description of this process was provided to evaluate.

Change Notes: Rating Unchanged.

152. Are data quality management reports provided to the TRCC for regular review?

**Partially Meets Advisory Ideal**

It was reported that Vehicle System data quality reports are not disseminated back to the TRCC in Georgia. A strong TRCC can be beneficial to multiple facets of traffic safety within the state and open feedback of data quality is an important factor in the TRCC operation. For example, it is important for law enforcement to know that the data they are consuming is either highly reliable or potentially has issues in certain situations. In addition, engaging agencies within the TRCC can assist with mutual support for needed vehicle system enhancements.

Change Notes: Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

## Roadway System Description

153. Are all public roadways within the State located using a compatible location referencing system?

**Meets Advisory Ideal**

The State has a compatible linear referencing system for all public roads. All roads are defined with an ID.





**Change Notes: Rating Unchanged.**

154. Are the collected roadway and traffic data elements located using a compatible location referencing system (e.g., LRS, GIS)?

**Meets Advisory Ideal**

The State roadway and traffic data elements share a common, and thus compatible, location reference system with a spatial component.

**Change Notes: Rating Unchanged.**

155. Is there an enterprise roadway information system containing roadway and traffic data elements for all public roads?

**Meets Advisory Ideal**

The State has an enterprise roadway information system for all public roads which ties the State's data together. The State provided a brief description of the system.

**Change Notes: Rating Unchanged.**

156. Does the State have the ability to identify crash locations using a referencing system compatible with the one(s) used for roadways?

**Meets Advisory Ideal**

The State location reference system enables crashes to be located on the roadway system using their LRS.

**Change Notes: Rating Unchanged.**

157. Is crash data incorporated into the enterprise roadway information system for safety analysis and management use?

**Partially Meets Advisory Ideal**

The State crash data is part of the total enterprise and used for safety and management. The State does mention analysis but uses future tense, e.g., "will be easier".

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

## Roadway Guidelines

158. Are all the MIRE Fundamental Data Elements collected for all public roads?

**Partially Meets Advisory Ideal**

The State does not collect all the MIRE FDEs but does collect many of them. They provide a





copy of their HSIP report which lists the elements and the percentage collected. The State is progressing towards meeting MIRE reporting guidelines.

**Change Notes:** Rating Unchanged.

159. Do all additional collected data elements for any public roads conform to the data elements included in MIRE?

**Partially Meets Advisory Ideal**

The State provided documentation illustrating efforts to achieve MIRE conformance by 2026. From the State HSIP final report and response to Question 158, the State is progressing toward MIRE conformance but the document does not indicate if it is collected for all public roads.

**Change Notes:** Rating Unchanged.

## Roadway Data Dictionary

160. Are all the MIRE Fundamental Data Elements for all public roads documented in the enterprise system's data dictionary?

**Partially Meets Advisory Ideal**

The State provided documentation illustrating efforts towards MIRE conformance by 2026 and a data dictionary for their road data inventory. The State has provided their HSIP report which includes the MIRE FDEs and the percentage collected for state or local. From the State HSIP final report and responses to Questions 158 and 159, the State is progressing toward MIRE conformance.

**Change Notes:** Rating Unchanged.

161. Are all additional (non-Fundamental Data Element) MIRE data elements for all public roads documented in the data dictionary?

**Partially Meets Advisory Ideal**

The State has provided the data dictionary but there are no indications if each element is collected for all public roads, state system or local roads.

**Change Notes:** Rating Unchanged.

162. Does local, municipal, or tribal (where applicable) roadway data comply with the data dictionary?

**Does Not Meet Advisory Ideal**

The State accepts local data and migrates and edits the data to meet with State requirements. However, the local data are not required to meet State data dictionary standards when





submitted.

Change Notes: Rating Unchanged.

163. Is there guidance on how and when to update the data dictionary?

**Partially Meets Advisory Ideal**

The State updates the data dictionary as needed but has a process involving documentation, review, and approval before application to the database. They do not have an established timeline.

Change Notes: Rating Unchanged.

## Roadway

### Procedures & Processes

164. Are the steps for incorporating new elements into the roadway information system (e.g., a new MIRE element) documented to show the flow of information?

**Meets Advisory Ideal**

The State notes through narrative that changes to the road data system will be documented, reviewed and approved before application. The State has a response from the previous 2014 assessment that clarifies personnel involved.

Change Notes: Rating Unchanged.

165. Are the steps for updating roadway information documented to show the flow of information?

**Partially Meets Advisory Ideal**

The State responsive indicated that the steps for updating the database are documented but no documentation was provided and the State narrative response was extremely brief. However, the State response from the prior 2014 assessment provided documentation with a flow.

Change Notes: Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

166. Are the steps for archiving and accessing historical roadway inventory documented?

**Partially Meets Advisory Ideal**

The State has indicated that accessing the historical data is by just selecting the data range. They have also indicated that there are no processes in place to archive the information.

Change Notes: Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.





167. Are the procedures used to collect, manage, and submit local agency roadway data (e.g., county, MPO, municipality, tribal) to the statewide inventory documented?

**Does Not Meet Advisory Ideal**

The State does not have documentation related to the procedures used to collect, manage, and submit local data to the State road data inventory.

Change Notes: Rating Unchanged.

168. Are procedures for collecting and managing the local agency (to include tribal, where applicable) roadway data compatible with the State's enterprise roadway inventory?

**Does Not Meet Advisory Ideal**

The State response was uncertain but, based on the response to the prior question (167), the State has no procedures related to local data.

Change Notes: Rating Unchanged.

169. Are there guidelines for collection of data elements as they are described in the State roadway inventory data dictionary?

**Meets Advisory Ideal**

The State provided their manual that documents the procedures for collecting roadway data elements.

Change Notes: Rating Unchanged.

## Roadway Interfaces

170. Are the location coding methodologies for all State roadway information systems compatible?

**Meets Advisory Ideal**

The State uses compatible LRMs to collect all roadway information systems.

Change Notes: Rating Unchanged.

171. Are there interface linkages connecting the State's discrete roadway information systems?

**Meets Advisory Ideal**

The State uses a single interface and querying system to access road, traffic, and crash data. Filters allow selection of data by location.







**Change Notes: Rating Unchanged.**

172. Are the location coding methodologies for all regional, local, and tribal roadway systems compatible?

**Meets Advisory Ideal**

**The State uses compatible LRMs for all applicable systems.**

**Change Notes: Rating Unchanged.**

173. Do roadway data systems maintained by regional and local custodians (e.g., MPOs, municipalities, and federally recognized Indian Tribes) interface with the State enterprise roadway information system?

**Does Not Meet Advisory Ideal**

**The State indicated that the local road data system does not interface with the State enterprise system.**

**Change Notes: Rating Unchanged.**

174. Does the State enterprise roadway information system allow MPOs and local transportation agencies (to include federally recognized Tribes, where applicable) on-demand access to data?

**Meets Advisory Ideal**

**The State provides access to the road information data through a public download space. Access by local governments, MPOS or private citizen is provided by request.**

**Change Notes: Rating Unchanged.**

## Roadway Quality Control

175. Do Roadway system data managers regularly produce and analyze data quality reports?

**Partially Meets Advisory Ideal**

**The State clarified that several checks and validations exist for ranges and data quality. The State also indicated that managers must accept the data before finalization. However, it is not clear if these checks and validations are regularly produced and analyzed for overall, consistent quality.**

**Change Notes: Rating Unchanged.**





176. Is there a formal program of error/edit checking for data entered into the statewide roadway data system?

**Meets Advisory Ideal**

Per the prior 2014 assessment, the State has a well-established program for checking and editing errors. The State has updated this process to newer software.

Change Notes: Rating Unchanged.

177. Are there procedures for prioritizing and addressing detected errors?

**Meets Advisory Ideal**

The State has procedures for handling errors that, though not documented, are well-established and identify personnel responsible through each step of the process.

Change Notes: Rating Unchanged.

178. Are there procedures for sharing quality control information with data collectors through individual and agency-level feedback and training?

**Meets Advisory Ideal**

The State provides quality assurance and control information to data providers. The State also conducts training periodically to encourage uniform practices.

Change Notes: Rating Unchanged.

179. Are there timeliness performance measures tailored to the needs of data managers and data users?

**Partially Meets Advisory Ideal**

The State measures the time taken to update data from point of collection to the time when the production database is populated. However, measuring the time is not the same as setting a performance goal and assessing whether the goal has been met.

Change Notes: Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

180. Are there accuracy performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Although the State has indicated that they have accuracy performance measures, nothing is provided that show the performance measures.

Change Notes: Rating Changed.

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.







181. Are there completeness performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

The State has not provided any actual performance measures nor any really description of actual performance measures.

Change Notes: Rating Unchanged.

182. Are there uniformity performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

Though the State did indicate that quality checks exist and provided a document that should encourage uniformity, the State did not indicate the presence of uniformity performance measures.

Change Notes: Rating Unchanged.

183. Are there accessibility performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

The State has indicated that there are no established performance measures for accessibility.

Change Notes: Rating Unchanged.

184. Are there integration performance measures tailored to the needs of data managers and data users?

**Does Not Meet Advisory Ideal**

The State indicated that no integration performance measures exist.

Change Notes: Rating Unchanged.

185. Has the State established numeric goals-performance metrics-for each performance measure?

**Does Not Meet Advisory Ideal**

Though the State has a couple performance goal metrics, neither of those mentioned correlate to the Traffic Records Advisory performance measures.

Change Notes: New Question.

186. Are data quality management reports provided to the TRCC for regular review?

**Does Not Meet Advisory Ideal**

The State indicated that no data quality management reports are provided to the TRCC.





**Change Notes:** New Question.

## Citation and Adjudication System Description

187. Is citation and adjudication data used for the prosecution of offenders; adjudication of cases; traffic safety analysis to identify problem locations, problem drivers, and issues related to the issuance of citations; and for traffic safety program planning purposes?

**Partially Meets Advisory Ideal**

The response indicates that citation and adjudication data is used by adjudicators to determine appropriate sanctions. There is an indication that local jurisdictions may also use the data for traffic safety initiatives, but there is no sample or example of that provided. It does not appear that any statewide analyses have been performed using citation and adjudication data. For traffic safety program planning purposes, no plan nor strategy is shared as to how the information might be migrated from local jurisdictions where it is currently kept to the State or between jurisdictions. A task force could be helpful in identifying pathways to share the information.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

188. Is there a statewide authority that assigns unique citation numbers?

**Does Not Meet Advisory Ideal**

The State does not have a statewide numbering system that provides a unique number for each citation. The state has "This has been reviewed to incorporate uniformity" but no explanation is given as to whether uniformity is required and what parts must be uniform such as numbering style, headings, warnings and instruction or other content.

**Change Notes:** Rating Unchanged.

189. Are all citation dispositions-both within and outside the judicial branch-tracked by a statewide citation tracking system?

**Does Not Meet Advisory Ideal**

Because of the lack of a unified court system, there is no statewide citation tracking in Georgia. The State would benefit by determining if there is some current infrastructure that could act as the backbone for a citation tracking system and determine if development would be feasible. Centralized citation tracking provides for an overall picture of the State's enforcement efforts, which allows for effective countermeasure development. It also provides for a clear picture of the adjudication of various types of violations throughout the State to ensure that violations are not being indiscriminately dismissed and can provide an overall picture of law enforcement





training and effectiveness based on disproportionate dismissal rates or high rates of determination by prosecutors not to file charges.

**Change Notes:** Rating Unchanged.

190. Are final dispositions (up to and including the resolution of any appeals) posted to the driver data system?

**Does Not Meet Advisory Ideal**

No response was provided to this question, other than that it should be posed to an alternative respondent.

**Change Notes:** Rating Unchanged.

191. Are the courts' case management systems interoperable among all jurisdictions within the State (including tribal, local, municipal, and State)?

**Does Not Meet Advisory Ideal**

Local courts do not have interoperable Case Management Systems; all are managed independently. In this situation, it is imperative that the driver history file be up-to-date and available to adjudicators. One way to address this issue would be to have a copy of all issued citations sent to the custodian of the driver history file, so that pending citations can be posted to the history (not the public record) during the period of pendency making them available to adjudicators and preventing repeat violations being treated as first offenses more than once. Alternatively, the State should develop an interoperable platform for record sharing.

**Change Notes:** Rating Unchanged.

192. Is there a statewide system that provides real-time information on individuals' driving and criminal histories?

**Does Not Meet Advisory Ideal**

Although the response indicates that this information is managed and provided as needed, no information was provided about who manages the system or how it is accessed.

**Change Notes:** Rating Unchanged.

193. Do all law enforcement agencies, parole agencies, probation agencies, and courts within the State participate in and have access to a system providing real-time information on individuals driving and criminal histories?

**Does Not Meet Advisory Ideal**

The State has a Criminal Information Center according to the response, but no information was provided regarding who has access and who manages the system, nor how the information is gathered or distributed.

**Change Notes:** Rating Unchanged.





## Citation and Adjudication Guidelines and Data Exchange

194. Are DUI convictions and traffic-related felonies reported according to Uniform Crime Reporting (UCR) guidelines?

**Does Not Meet Advisory Ideal**

The Administrative Office of the Courts advises that serious traffic violations are reported pursuant to UCR guidelines; however, documentation of how DUI convictions and traffic-related felonies are reported according to UCR guidelines by detailing the system's adherence is not provided.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

195. Do the appropriate portions of the citation and adjudication systems adhere to the NIEM Justice domain guidelines?

**Does Not Meet Advisory Ideal**

The respondent indicates that the NIEM standards are familiar but the level of adherence to them is not known. Adherence should be documented to whatever standards are used.

**Change Notes: Rating Unchanged.**

196. Does the State use any National Center for State Courts (NCSC) guidelines for court records?

**Does Not Meet Advisory Ideal**

It is unknown if courts adhere to the guidelines for court records available from the National Center for State Courts. The State could benefit from a survey of the local jurisdictions record keeping practices.

**Change Notes: Rating Unchanged.**

## Citation and Adjudication Data Dictionary

197. Does the statewide citation tracking system have a data dictionary?

**Does Not Meet Advisory Ideal**

There is no statewide citation tracking system; therefore, there is no data dictionary.

**Change Notes: Rating Unchanged.**





198. Do the courts' case management system data dictionaries provide a definition for each data field?

**Does Not Meet Advisory Ideal**

The systems that are developed by the State IT personnel do not have data dictionaries and no data dictionaries were provided for third-party systems. Data dictionaries have value not just to information technology professionals, but can help to ensure that the collectors and users of data have a full understanding of each data element, its source and its format. A sample from some of the vendors could assist the reviewer in determining the extent of consistency for the court information management systems.

Change Notes: Rating Unchanged.

199. Do the citation data dictionaries clearly define all data fields?

**Does Not Meet Advisory Ideal**

The response indicates that citation data dictionaries do not have clear definitions of each data element.

Change Notes: Rating Unchanged.

200. Do the courts' case management system data dictionaries clearly define all data fields?

**Does Not Meet Advisory Ideal**

The courts' case management systems data dictionaries do not define all data fields.

Change Notes: Rating Unchanged.

201. Are the citation system data dictionaries up-to-date and consistent with the field data collection manual, training materials, coding manuals, and corresponding reports?

**Does Not Meet Advisory Ideal**

The response indicates that the data dictionaries for the citation system, are not up to date.

Change Notes: Rating Unchanged.

202. Do the citation data dictionaries indicate the data fields that are populated through interfaces with other traffic records system components?

**Does Not Meet Advisory Ideal**

The citation data dictionary does not indicate which fields are populated through interface.

Change Notes: Rating Unchanged.





203. Do the courts' case management system data dictionaries indicate the data fields populated through interface linkages with other traffic records system components?

**Does Not Meet Advisory Ideal**

No data dictionaries were provided; thus, no information is available about what they contain.

Change Notes: Rating Unchanged.

## Citation and Adjudication Procedures & Processes

204. Does the State track citations from point of issuance to posting on the driver file?

**Does Not Meet Advisory Ideal**

The response indicates that citations are managed by several entities, thus not tracked through the entire process. This is true in most states, with the citation/adjudication data being initiated by the State's department of public safety and local law enforcement agencies, sent to the Courts, at both the State and local levels, and passed to the Driver Services entity.

The Traffic Records Coordinating Committee is a valuable resource in coordinating efforts to collaborate and share data and integrate the various databases that contain traffic records / safety data.

Change Notes: Rating Unchanged.

205. Does the State distinguish between the administrative handling of court payments in lieu of court appearances (mail-ins) and court appearances?

**Does Not Meet Advisory Ideal**

The response is that the State does not distinguish between administrative handling of citations and court appearance, as that is a local matter. It is not clear whether State statute mandates court appearance for any specific charge(s).

Change Notes: Rating Unchanged.

206. Does the State have a system for tracking administrative driver penalties and sanctions?

**Does Not Meet Advisory Ideal**

The response indicates that another agency would have the correct answer to this question.

Change Notes: Rating Unchanged.

207. Does the State track the number and types of traffic citations for juvenile offenders?

**Does Not Meet Advisory Ideal**







The Administrative Office of Courts indicates that juvenile cases are noted in their caseload reports, and ad hoc reports can be generated with more specific data. No sample annual list of the numbers and types of citations issued to juvenile offenders has been provided.

**Change Notes:** Rating Unchanged.

208. Are deferrals and dismissals tracked by the court case management systems or on the driver history record (DHR) to insure subsequent repeat offenses are not viewed as first offenses?

**Does Not Meet Advisory Ideal**

The response indicates that deferrals and dismissals are tracked, but no further information or evidence is provided, as this is deemed to be a local matter. An example of how the largest court or several courts track deferrals and dismissals by the court case management systems or on the driver history record (DHR) to insure subsequent repeat offenses are not viewed as first offenses would allow a more useful assessment.

**Change Notes:** Rating Unchanged.

209. Are there State and/or local criteria for deferring or dismissing traffic citations and charges?

**Does Not Meet Advisory Ideal**

No information is provided as to guidelines for deferring or dismissing charges as this is a local matter. It would benefit the State to have contact with and include in the Traffic Records Coordinating Committee a representative of the municipal courts, since it appears that the majority of traffic cases are adjudicated there. The local defense bar would be another source to advise as to what the criteria are.

**Change Notes:** Rating Unchanged.

210. Are the processes for retaining, archiving or purging citation records defined and documented?

**Does Not Meet Advisory Ideal**

The response indicates that the assigned respondent is not aware of the answer to this question.

**Change Notes:** Rating Changed.

From 'Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

211. Are there security protocols governing data access, modification, and release in the adjudication system?

**Does Not Meet Advisory Ideal**

While the response indicates that there are local and uniform court rules for data access, no description or documentation was provided.





**Change Notes: Rating Unchanged.**

212. Does the State have an impaired driving data tracking system that uses some or all the data elements or guidelines of NHTSA's Model Impaired Driving Records Information System (MIDRIS), which provides a central point of access for DUI Driver information from the time of the stop/arrest through adjudication, sanctions, rehabilitation, prosecution and posting to the driver history file?

**Does Not Meet Advisory Ideal**

The response indicates that the question is better posed to another agency.

**Change Notes: Rating Unchanged.**

213. Does the DUI tracking system include BAC and any drug testing results?

**Does Not Meet Advisory Ideal**

The respondent was unsure of the contents of the DUI tracking system. It is impossible to speculate although there are indications that Georgia courts information systems might have more detail and accuracy than has been shared.

**Change Notes: Rating Unchanged.**

## Citation and Adjudication Interfaces

214. Does the citation system interface with the driver system to collect driver information to help determine the applicable charges?

**Partially Meets Advisory Ideal**

Department of Driver Services maintains a secure system that provides the courts the ability to submit convictions in a standard, uniform format electronically (HB 501 & 1253). This application is GECPS (Georgia Electronic Conviction Processing System). Each court must obtain the front-end software solution to properly record, accurately format, and electronically transmit citation data to DDS. However, no information is provided to describe how or if the interfaced information is used to help determine the applicable charges.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

215. Does the citation system interface with the vehicle system to collect vehicle information and carry out administrative actions (e.g., vehicle seizure, forfeiture, interlock)?

**Does Not Meet Advisory Ideal**







While the State manages the requirement for a driver to have an ignition interlock installed on his / her vehicle without an interface between the citation system and the vehicle system. This lack of electronic interface results in there being no trigger to inform anyone that the system has not generated an interlock report.

Change Notes: Rating Unchanged.

216. Does the citation system interface with the crash system to document violations and charges related to the crash?

**Does Not Meet Advisory Ideal**

There are no links between the court citation databases and the crash file. A more efficient link might be the driver history file and the crash file which could, at a minimum, link the charge of which the at-fault driver was convicted.

Change Notes: Rating Unchanged.

217. Does the adjudication system interface with the driver system to post dispositions to the driver file?

**Meets Advisory Ideal**

The Courts provide conviction data to the driver file through the Georgia Electronic Citation Processing System.

Change Notes: New Question.

218. Does the adjudication system interface with the vehicle system to collect vehicle information and carry out administrative actions (e.g., vehicle seizure, forfeiture, interlock mandates, and supervision)?

**Does Not Meet Advisory Ideal**

The respondent was unsure if this interface exists. While, in another answer, the state demonstrated data collection on interlock use, no information is available to show how the adjudication system interfaces with the vehicle system. The state did not provide the results of a sample query nor did it and describe how the interfaced information is used to collect vehicle information and carry out administrative actions (e.g., vehicle seizure, forfeiture, interlock mandates, and supervision).

Change Notes: Rating Unchanged.

219. Does the adjudication system interface with the crash system to document violations and charges related to the crash?

**Does Not Meet Advisory Ideal**

There is no interface between the crash and adjudication systems. The response indicates that this is due to the fact that the two systems are managed by different State agencies, a situation which exists in most States that interface the two systems. Interface can be accomplished with





one or two common data elements; for adjudication and crash, it might be personal information of the driver and precise location of the crash.

**Change Notes:** Rating Unchanged.

## Citation and Adjudication Quality Control

220. Are there timeliness performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

The respondent was unaware of any timeliness performance measures for the citation system.

**Change Notes:** Rating Unchanged.

221. Are there accuracy performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

The respondent was unaware of any accuracy performance measures for the citation systems.

**Change Notes:** Rating Unchanged.

222. Are there completeness performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

The respondent was unaware of any completeness performance measures for the citation system.

**Change Notes:** Rating Unchanged.

223. Are there uniformity performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

No uniformity measures for the citation systems were cited.

**Change Notes:** Rating Unchanged.

224. Are there integration performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

The State does not have integration performance measures for the citation system.





**Change Notes: Rating Unchanged.**

225. Are there accessibility performance measures tailored to the needs of citation systems managers and data users?

**Does Not Meet Advisory Ideal**

Georgia has no statewide citation tracking system. There are no accessibility measures used. A representative system was not identified as a substitute or model.

**Change Notes: Rating Unchanged.**

226. Has the State established numeric goals-performance metrics-for each citation system performance measure?

**Does Not Meet Advisory Ideal**

Since no measures currently exist, no metrics or goals have been established.

**Change Notes: New Question.**

227. Are there timeliness performance measures tailored to the needs of adjudication systems managers and data users?

**Does Not Meet Advisory Ideal**

No performance measure for timeliness for the adjudication system is in place. One of the barriers to this effort is the fact that the court system is not unified. The response indicates that there is a statutorily mandated timeframe for submission of dispositions to the driver file. Unfortunately, having a mandate does not guarantee performance. The reason for measurement is to determine if the mandated time limit is being met, exceeded or not met. Even without a unified system, a measure of time from disposition to posting on the driver file could be developed for statewide use.

The Georgia Electronic Conviction Processing System team focuses on which courts needs to be contacted regarding non-compliance. In these cases, notification of non-compliance is sent to the court clerk and other court officials. There are also training materials that educate courts on the existence of the requirement, as well as the benefits of compliance.

**Change Notes: Rating Unchanged.**

228. Are there accuracy performance measures tailored to the needs of adjudication systems managers and data users?

**Does Not Meet Advisory Ideal**

While the State of Georgia is working to manage accurate submissions to courts, it has not developed a measure to be used by the courts for the various adjudication data systems. There are examples of accuracy measures listed in the Traffic records Program Assessment Advisory for the adjudication system. Without measures of performance, it is difficult to provide feedback to the various constituent courts.





**Change Notes: Rating Unchanged.**

229. Are there completeness performance measures tailored to the needs of adjudication systems managers and data users?

**Partially Meets Advisory Ideal**

A spreadsheet with the number of errors found in citation records was provided. This did not, however, accompany an actual measure of accuracy. That is all that needs to be accomplished - describing the nature of the measure of accuracy. It would be as simple as: Percentage of citation records received without critical errors. The number of errors noted should be transitioned into an error rate so that it can be measured over time to determine improvement or degradation of data quality.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

230. Are there uniformity performance measures tailored to the needs of adjudication systems managers and data users?

**Partially Meets Advisory Ideal**

The Georgia Electronic Conviction Processing System has provided a level of uniformity to the State for reporting traffic convictions, but the actual level of uniformity has not been converted into a measure. There are sample measures listed in the Traffic Records Program Assessment Advisory. The example of a uniformity measure for adjudication is: Percentage of records received which use common statewide violation codes. It appears that that measure would be very high for the State of Georgia, yet the actual was not delineated in the responses. Such measures that can detect slight improvements or degradation in data quality should be developed to ensure that data quality remains constant once it is achieved.

**Change Notes: New Question.**

231. Are there integration performance measures tailored to the needs of adjudication systems managers and data users?

**Does Not Meet Advisory Ideal**

No integration performance measures have been developed for the adjudication files.

**Change Notes: Rating Unchanged.**

232. Are there accessibility performance measures tailored to the needs of adjudication systems managers and data users?

**Does Not Meet Advisory Ideal**

No accessibility measures have been developed for the adjudication files. The fact that Georgia has a "decentralized" court system and numerous vendors, systems and processes managing local matters does not preclude identifying a representative system within the State and





specifying the accessibility measures used, including the most current baseline and actual values for each.

**Change Notes: New Question.**

233. Has the State established numeric goals-performance metrics-for each adjudication system performance measure?

**Does Not Meet Advisory Ideal**

No measures nor any goals or metrics have been developed for adjudication data quality.

**Change Notes: New Question.**

234. Does the State have performance measures for its DUI Tracking system?

**Does Not Meet Advisory Ideal**

No performance measures were cited for the DUI tracking system.

**Change Notes: Rating Unchanged.**

235. Are sample-based audits conducted periodically for citations and related database content for that record?

**Partially Meets Advisory Ideal**

The State provided proof that the FMCSA audits periodically, but only provided the audit criteria, not any responses or results. There was no indication that the State conducts periodic audits of the entire database, including all drivers.

**Change Notes: New Question.**

236. Are data quality management reports provided to the TRCC for regular review?

**Does Not Meet Advisory Ideal**

No effort is made to provide data quality management reports to the TRCC for regular review by providing a sample quality management report.

**Change Notes: New Question.**

## Injury Surveillance System (ISS)

237. Is there an entity in the State that quantifies the burden of motor vehicle injury using EMS, emergency department, hospital discharge, trauma registry and vital records data?

**Meets Advisory Ideal**





The Georgia Department of Public Health (DPH) has access to all data components and submitted supporting evidence for the State's EMS (Biospatial Report), Emergency Department (Oasis dashboard), Hospital Discharge (Oasis dashboard), Trauma Registry (Trauma Injury Report), and Vital Records data (Oasis dashboard). The State's online OASIS system (Online Analytical Statistical Information System) enables public and professional access to summarized data from the hospital discharge, emergency department, and vital records data systems, as demonstrated by screenshots provided. The State also provided graphical summaries of motor vehicle crashes as reported in the EMS data and a copy of the Georgia Trauma Registry Injury Characteristics Report.

Change Notes: New Question.

238. Are there any other statewide databases that are used to quantify the burden of motor vehicle injury?

**Meets Advisory Ideal**

The State indicated the use of several important data sources (Child Fatality Review, Youth Risk Behavior Survey, Observational Studies, Traumatic Brain/Spinal Cord Injury. The State identified several key staff involved with ancillary injury programs and provided evidence in the form of CFR, BSITFC, TBI, and Brain and Spinal Injury published data and on-line access to other data sets via the OASIS application.

Change Notes: Rating Unchanged.

239. Do the State's privacy laws allow for the use of protected health information to support data analysis activities?

**Meets Advisory Ideal**

The State's privacy laws do allow for the use of protected health information to support data analysis activities. The Georgia Department of Public Health houses the data systems or has complete copies of the injury surveillance data and that department also houses the CODES program. As a result, that program is able to access protected health information (PHI) as needed, per HIPPA regulations. The Departments of Community Health and Public Health both have MOUs with the Georgia Hospital Association which permit the use of PHI as needed for public health analyses. The State cited its statutory authority and provided copies of the MOUs. These conditions protect patient confidentiality while permitting certain levels of confidential access and use.

Change Notes: New Question.

#### ISS: Emergency Medical Services (EMS) Description

240. Is there a statewide EMS database?

**Meets Advisory Ideal**

Georgia's Office of EMS and Trauma maintains the state's EMS databases (data presently in







both NEMSIS v2.2 and v3.4 formats). As of 4/1/2018 all records are reported under the NEMSIS v3.4 format). Supporting evidence in the form of the 2019 Draft State Highway Safety Plan, which identified the extent of GEMSIS data implementation, was submitted.

**Change Notes:** Rating Unchanged.

241. Does the EMS data track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the State?

**Meets Advisory Ideal**

The GEMSIS Elite data is used to track the frequency, severity, and nature of injuries sustained in MVCs. The State forwards all NEMSIS 3.4 data to the National Collaborative for Biopreparedness (Biospatial). The Biospatial platform allows for the visualization of EMS data, and one of the dashboards is a Motor Vehicle Crash Dashboard. A screen-shot of their 2019 Biospatial MVC Dashboard (04-01-2018 - 03-31-2019) output was submitted as evidence. A consideration for the linkage of hospital based patient severity (Abbreviated Injury Score, Injury Severity Scale) be given to the incorporation of dashboard reports.

**Change Notes:** Rating Unchanged.

242. Is the EMS data available for analysis and used to identify problems, evaluate programs, and allocate resources?

**Partially Meets Advisory Ideal**

EMS data is utilized for analysis and provided the examples of CODES and Trauma Commission use as evidence. Comparative analyses support the use of performance measures for program improvements, as shown in the State Highway Safety Plan and in analyses of EMS stroke response times and cardiac arrest outcomes. The latter analyses identified problems with EMS services and supported evaluations of EMS programs that may lead to improvements in care.

**Change Notes:** Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

**ISS: EMS  
Guidelines**

243. Does the State have a NEMSIS-compliant statewide database?

**Meets Advisory Ideal**

The State utilizes a national vendor, ImageTrend Inc., to manage statewide data under NEMSIS V3.4 data format. While the State does not have specific requirements for NEMSIS record submission, they presently have rules for statewide submission and do participate in routine and full record submission to NEMSIS.

**Change Notes:** Rating Unchanged.





ISS: EMS

Data Dictionary

244. Does the EMS system have a formal data dictionary?

**Meets Advisory Ideal**

The State utilizes the NEMSIS data dictionary as it's root documentation source and has published the submitted document, "The Georgia Specific Data Dictionary" for State additional specific data elements and definitions.

Change Notes: Rating Unchanged.

ISS: EMS

Procedures & Processes

245. Is there a single entity that collects and compiles data from the local EMS agencies?

**Meets Advisory Ideal**

The Georgia Office of EMS and Trauma serves as the single entity that collects and compiles statewide EMS data.

Change Notes: Rating Unchanged.

246. Is aggregate EMS data available to outside parties (e.g., universities, traffic safety professionals) for analytical purposes?

**Meets Advisory Ideal**

The State provides de-identified and aggregate data (non-confidential) through the Georgia Open Records Request process. Individual-level data (confidential) may be obtained by submitting a request through the Georgia Public Health Information Portal. The State provided a training manual and an FAQ document which help researchers and the public access their EMS data.

Change Notes: Rating Unchanged.

247. Are there procedures in place for the submission of all EMS patient care reports to the Statewide EMS database?

**Meets Advisory Ideal**

The process for statewide record submission consists of 25% of their EMS agencies creating a record directly in their statewide system (GEMSIS Elite) and the remainder through local, NEMSIS 3.4 compliant, vendor uploads to GEMSIS Elite through the standard NEMSIS Web-







Services standard.

**Change Notes:** Rating Unchanged.

248. Are there procedures for returning data to the reporting EMS agencies for quality assurance and improvement (e.g., correction and resubmission)?

**Meets Advisory Ideal**

The State utilizes the NEMSIS Schematron for the identification of rejected records from 3rd party vendors. Notification to respective vendor is done through the NEMSIS web-service. Each reporting agency is also expected to check the status of their imports; a sample was provided. Agencies can examine their submissions to see what errors were present. Each call, whether imported or entered directly into GEMSIS Elite is also given a validation score, which can be compared to a standard. If validation scores are poor or 3rd party vendor errors exist, agencies must re-submit data via the NEMSIS web-service.

**Change Notes:** Rating Improved.

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

## ISS: EMS Quality Control

249. Are there automated edit checks and validation rules to ensure that entered EMS data falls within a range of acceptable values and is logically consistent among data elements?

**Meets Advisory Ideal**

The GEMSIS system, which is NEMSIS v3.4 compliant software, incorporates 426 incident/patient specific validations. An extensive list of these validation rules was submitted as evidence. If the average validation scores are below standard, then the agency is expected to update the record.

**Change Notes:** Rating Unchanged.

250. Are there processes for returning rejected EMS patient care reports to the collecting entity and tracking resubmission to the statewide EMS database?

**Meets Advisory Ideal**

A record validation process is incorporated for all records submitted to GEMSIS Elite. If either a record fails in the schematron upon upload or resulting validation scores are poor (below 95 within their software scoring means) once loaded to the GEMSIS Elite system, agencies must re-submit data via the NEMSIS web-service.

**Change Notes:** Rating Improved.

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.





251. Are there timeliness performance measures tailored to the needs of EMS system managers and data users?

**Meets Advisory Ideal**

The State has established an informal timeliness measure (time from incident date/hour and date/hour entered into GEMSIS Elite) for all records. The goal is to have records available within 24 hours of call completion. This is a goal that they are currently monitoring (as demonstrated in the submitted report, "2019 - 251 - Hours to call creation") and does permit baseline and performance measurement without mandatory compliance. Continued efforts to establish this as a mandatory goal under EMS compliance rules should to be sought with the help of the TRCC.

Change Notes: Rating Unchanged.

252. Are there accuracy performance measures tailored to the needs of EMS system managers and data users?

**Meets Advisory Ideal**

The State has an extensive list of validation rules which in themselves promotes data accuracy on the front end. The State has set an accuracy measure at 99%+ goal for geolocation and event time variables. Through the use of validation rules the State has maintained their 99% accuracy goal for the most recent 12 month period. A consideration for future EMS accuracy measurement development would be the application of this process to a greater number of significant variables (to include MVC related elements) and monitor with the help of the TRCC.

Change Notes: Rating Unchanged.

253. Are there completeness performance measures tailored to the needs of EMS system managers and data users?

**Meets Advisory Ideal**

The State has an extensive list of validation rules which promote record data completeness on the front end. 157 of those are required and address the goal of a completed record. Additionally, aggregate record validation scores by year/month were presented as evidence. This report does provide baseline and actual values for performance measurements. An additional point the State might consider is the establishment of periodic review of data completeness after entry. Like having a goal for improving the average validation scores from 96% to 97% over the next year. These records could be measured by service over time and improvement strategies implemented.

Change Notes: Rating Unchanged.

254. Are there uniformity performance measures tailored to the needs of EMS system managers and data users?

**Meets Advisory Ideal**

The State has an extensive list of validation rules which require records to meet NEMSIS data





standards. Additionally, validations are used for special surveillance populations (Stroke, Overdose) through specific definitions/instructions documentation. The State has identified a goal of 90% success rate at the posting records to NEMIS. Evidence provided for January and February 2019 data indicates their ability to monitor this performance measure at the service level.

Change Notes: Rating Unchanged.

255. Are there integration performance measures tailored to the needs of EMS system managers and data users?

**Does Not Meet Advisory Ideal**

The State makes a good point when it notes that the ability of its EMS reporting system to receive reports through third-party vendors and to integrate them into the standard format created by its ImageTrend vendor is a sort of data integration. However, this standard reflects the desirability of matching or linking records between the EMS system and another injury surveillance system or even another traffic safety-related data system. The State does not have this capacity at this time, although its CODES project did accomplish that at one time, before losing access to individual-level EMS records. Going forward, the State has the vision and the opportunity of using the Biospatial system to integrate EMS, trauma registry, and crash records.

Change Notes: Rating Unchanged.

256. Are there accessibility performance measures tailored to the needs of EMS system managers and data users?

**Meets Advisory Ideal**

The state identified their user population as any one of their 418 submitting EMS services using their Biospatial platform for self comparison to the State. Their present benchmark is 37 agencies (8.8%) , with a goal of 20% by next year. One additional consideration would be for the inclusion of other requester types (i.e. those who have responsibilities for emergency preparedness; those who work to improve outcomes for advisory groups - cardiac and stroke patients; and those who study/research and advise integrated health system planning efforts) as additional measurement outside the submitting agencies.

Change Notes: Rating Unchanged.

257. Has the State established numeric goals-performance metrics-for each EMS system performance measure?

**Partially Meets Advisory Ideal**

The State has implemented several important metrics to guide EMS data quality. These include a completed record posted within 24 hours of completed service (timeliness); and the use of the validation scoring feature within their database that requires a 95+ score for acceptance (considered for both accuracy/completeness). Additional consideration should be given to





performance measures and numeric goals for the data quality attributes of uniformity, integration, and accessibility.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

258. Are quality control reviews conducted to ensure the completeness, accuracy, and uniformity of injury data in the EMS system?

**Meets Advisory Ideal**

Regional and system managers periodically run validation reports for review of analytical results. Additionally, the Biospatial application permits quality of data reviews via performance measures output. Specific services are contacted when something is noted as an anomaly. The example of a specific agency's missing narratives identification and re-submission was presented as evidence.

**Change Notes: Rating Unchanged.**

259. Are periodic comparative and trend analyses used to identify unexplained differences in the EMS data across years and agencies?

**Partially Meets Advisory Ideal**

The State uses their Biospatial platform for EMS data review. Reports can be run based upon selected service feature(s), over time, and allows for the comparison against their jurisdiction, their state, or national respective feature(s). The State is presently working on implementing this reporting process under Version 3.4 and using in a quality control way (addressing unexplained differences).

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

260. Is data quality feedback from key users regularly communicated to EMS data collectors and data managers?

**Partially Meets Advisory Ideal**

The State uses a combination of routine Oasis reports for state, regional, and service level comparison. If an anomaly is identified, discussion between managers ensues. Daily reports can also be created and emailed for more timely feedback if needed. Specific example of stroke and cardiac data forwarded to DPH Commissioner and the Office of EMS Director and Deputy Director to use in making policy decisions regarding the data submission requirements in our rules and regulations. Additional consideration in using feedback means is specific to overall data quality. The Assessment considers feedback to include the identification of errors in existing records as well as comments relating to frequently occurring errors.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.





261. Are EMS data quality management reports produced regularly and made available to the State TRCC?

**Partially Meets Advisory Ideal**

The State presented the document titled "EMS Data Quality Report" to the State's TRCC in May. Most of the report consisted of summary measures of statewide EMS service quality. Only one section actually reported a data quality measure: the average validation score for each EMS agency in the state. The statewide average was 96 of a possible high of 100 and the average for individual agencies was typically higher than that. Presumably this report will be generated on some schedule for the TRCC, but that frequency was not described.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

**ISS: Emergency Department (ED)  
System Description**

262. Is there a statewide emergency department (ED) database?

**Meets Advisory Ideal**

Emergency Department data is incorporated in their departmental data warehouse known as Oasis. Available years include 2002-2017 and consists of the Uniform Billing - 04 format. Supporting evidence of data access means (Oasis dashboard screen shot) and data schema (GDDS schema) were provided.

**Change Notes: Rating Unchanged.**

263. Does the emergency department data track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the State?

**Meets Advisory Ideal**

Emergency Department data is used in various ways for multiple Injury Prevention projects (The Child Occupant Safety Project, Older Driver Task Force, The Injury Prevention Program, Young Adult Driver and Pedestrian fact sheets). The table entitled, "Distribution of AIS scores for sample of ED Visits that occurred in Georgia due to Motor Vehicle Crashes, 2018" was presented as supporting evidence.

**Change Notes: Rating Unchanged.**

264. Is the emergency department data available for analysis and used to identify problems, evaluate programs, and allocate resources?

**Meets Advisory Ideal**

Emergency Department data has been used in the evaluation of child occupant mini grant recipient prioritization and the allocation of resources for the older driver program.





Additionally, SQL code related to motorized scooter injuries review was submitted as evidence.

Change Notes: Rating Unchanged.

ISS: ED

### Data Dictionary

265. Does the emergency department dataset have a formal data dictionary?

**Meets Advisory Ideal**

The State submitted the document entitled, "2019 ER Data Dictionary" which documents the GDDS (Hospital Discharge and ER Visit) variables and responses.

Change Notes: Rating Unchanged.

ISS: ED

### Procedures & Processes

266. Is there a single entity that collects and compiles data on emergency department visits from individual hospitals?

**Meets Advisory Ideal**

The Georgia Hospital Association (GHA) has a HIPAA-compliant business associate agreement with hospitals to collect ED data. GHA uses a third party to aggregate the data and releases the data to GA Departments of Community Health and Public Health.

Change Notes: Rating Unchanged.

267. Is aggregate emergency department data available to outside parties (e.g., universities, traffic safety professionals) for analytical purposes?

**Meets Advisory Ideal**

Aggregate emergency department data is made available online to anyone through its interactive web portal Online Analytical Statistical Information System (OASIS). The aggregate data is available as tabular data, as maps, or as trend charts and pyramid charts with underlying data tables. Custom data requests can be made through the DPH Public Health Information Portal (PHIP).

Change Notes: Rating Unchanged.

ISS: Hospital Discharge (HD)

### System Description







268. Is there a statewide hospital discharge database?

**Meets Advisory Ideal**

The Hospital Discharge data is incorporated within their departmental data warehouse known as OASIS. Available years include 2002-2017 and consists of the Uniform Billing - 04 format. An OASIS screen shot was provided which supported the availability of Hospital Discharge data. Additionally, the "Georgia Discharge Data System Schema was submitted for further substantiation.

Change Notes: Rating Unchanged.

269. Does the hospital discharge data track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the State?

**Meets Advisory Ideal**

The Hospital Discharge data is used in various ways like Emergency Department data for multiple Injury Prevention projects (The Child Occupant Safety Project, Older Driver Task Force, The Injury Prevention Program, Young Adult Driver and Pedestrian fact sheets). The table entitled, "Distribution of AIS scores for sample of Hospital Discharges that occurred in Georgia due to Motor Vehicle Crashes, 2018" was presented as supporting evidence.

Change Notes: Rating Unchanged.

270. Is the hospital discharge data available for analysis and used to identify problems, evaluate programs, and allocate resources?

**Meets Advisory Ideal**

The State identified the use of Hospital Discharge for the injury review of specific body regions in older driver and child occupant populations. SQL code related to motorized scooter injuries review was submitted as evidence. The State also provided evidence of hospital discharge data use in the form of older driver program and child occupant safety project grant proposals resulting in resource allocation. Leading Injury Causes of Hospitalization and Death, 2013-2017 by Public Health District table and the map of the 2013-2017 Motor Vehicle Hospitalization Rates by Public Health District were also provided and these initiatives have been used for the DPH Statewide Injury Prevention Strategic Plan.

Change Notes: Rating Unchanged.

ISS: HD  
Data Dictionary

271. Does the hospital discharge dataset have a formal data dictionary?

**Meets Advisory Ideal**

The State submitted the document entitled, "2019 Hospital Discharge Data Dictionary" which





documents the GDDS (Hospital Discharge and ER Visit) variables and responses.

Change Notes: Rating Unchanged.

ISS: HD

### Procedures & Processes

272. Is there a single entity that collects and compiles data on hospital discharges from individual hospitals?

**Meets Advisory Ideal**

The Georgia Hospital Association (GHA) has a HIPAA-compliant business associate agreement with hospitals to collect hospital discharge records.

Change Notes: Rating Unchanged.

273. Is aggregate hospital discharge data available to outside parties (e.g., universities, traffic safety professionals) for analytical purposes?

**Meets Advisory Ideal**

Hospital Discharge aggregate data is made available online to anyone through its interactive web portal Online Analytical Statistical Information System (OASIS). The aggregate data is available as tabular data, as maps, or as trend charts and pyramid charts with underlying data tables. Custom data requests can be made at the DPH Public Health Information Portal (PHIP).

Change Notes: Rating Unchanged.

ISS: ED & HD

### Guidelines

274. Are Abbreviated Injury Scale (AIS) and Injury Severity Score (ISS) derived from the State emergency department and hospital discharge data for motor vehicle crash patients?

**Meets Advisory Ideal**

Both Emergency Department and Hospital Discharge data employ the means for Abbreviated Injury Scale (AIS) and Injury Severity Score (ISS) computation. The tables entitled, "Distribution of AIS scores for sample of ED Visits that occurred in Georgia due to Motor Vehicle Crashes, 2018" and "2019 274 HD 2017 AIS RISS Distribution" were presented as supporting evidence.

Change Notes: Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.







ISS: ED & HD  
Procedures & Processes

275. Are there procedures for collecting, editing, error-checking, and submitting emergency department and/or hospital discharge data to the statewide repository?

**Meets Advisory Ideal**

There are procedures for collecting, editing, error-checking, and submitting emergency department and hospital discharge records to the statewide repository. As supporting evidence, the State provided a VISIO chart (2019 Business Rules for GDDS Processing) detailing that process.

Change Notes: Rating Unchanged.

ISS: ED & HD  
Quality Control

276. Are there automated edit checks and validation rules to ensure that entered data falls within a range of acceptable values and is logically consistent among data elements?

**Meets Advisory Ideal**

The process flow diagrams provided only address those respective process procedures (as found in the document entitled, "2019 Business Rules for GDDS Processing"). As evidence the State detailed how MetaRule 1.0 is how it validates fields for consistency with data provider's own metadata for the field (i.e. what % is recognizable and what % is translatable). The business rules detailed in the report have been implemented in their entirety. These rules were provided as examples and help validate diagnostic codes, identify motor vehicle crashes as the external cause, determine the nature of injury, check consistency between reported injuries and external causes.

Change Notes: Rating Unchanged.

277. Are there processes for returning rejected emergency department and/or hospital discharge records to the collecting entity and tracking resubmission to the statewide emergency department and hospital discharge databases?

**Meets Advisory Ideal**

The Georgia Hospital Association (GHA) supplies preliminary data to the State on a quarterly basis. The State processes this preliminary data and reports errors back to GHA. GHA has a standard process that notifies hospitals of errors. Hospitals then have until June 30th of the following year to correct their submitted records. A final data submission is made around September of the following year, which cannot be corrected. This final data submission is





processed and released to the State's data repository to be published.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

278. Are there timeliness performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Meets Advisory Ideal**

The State monitors the timeliness of Emergency Department and Hospital Discharge data submission through the production of trend reports (2019 Assessment Trends report) quarterly and annually. These reports ensure the 6 month post CY close reporting regulation is met. While this is not the exact definition of quality measure, the process serves to meet the timeliness goal that the State has set.

**Change Notes: Rating Unchanged.**

279. Are there accuracy performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Meets Advisory Ideal**

The State monitors the accuracy of data submission through the production of trend reports (2019 Assessment Trends report). The accuracy performance measure is defined by the percent of unrecognizable values equal to "0". The submitted report does permit baseline observation and a control chart means of review.

**Change Notes: Rating Unchanged.**

280. Are there completeness performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Meets Advisory Ideal**

The State monitors the data submission completeness through the production of trend reports (2019 Assessment Trends report). The completeness performance measure is defined by of percentage of missing incoming values. The submitted report does permit baseline observation and a control chart means of review for completeness.

**Change Notes: Rating Improved.**

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

281. Are there uniformity performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Meets Advisory Ideal**

The State monitors data uniformity through the production of trend reports (2019 Assessment Trends report). Uniformity is defined by a record meeting all conditions set forth by national standards (UB-04, hospital coding standards). The submitted report can be viewed as





establishing uniformity with baseline observations and the control chart providing means of adherence review.

**Change Notes:** Rating Unchanged.

282. Are there integration performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Meets Advisory Ideal**

The State's CODES project attempts to integrate crash reports with ED and hospital discharge records for injuries resulting from motor vehicle crashes. Project staff estimate that about 89% of injured persons are matched or linked from the crash record to an ED or hospital record. The State's baseline goal is to reach 90% linked. Individual record linking is also done based on a unique person identifier known as the 'longitudinal id,' which is constructed from identifying data. A linkage check using the longitudinal id, between hospital discharge records for those discharged dead due to motor vehicle crashes and death records due to motor vehicle crashes shows that 256 of 321 records successfully linked in 2017 data (a rate of successful data integration of about 80%). Data integration also is done at the 'ecological' level. Ecological linking involves standardizing the dimensions of all incoming data (primarily age, race, time, place of residence, sex). This allows quick data integration and the production of aggregate reports for analysis.

**Change Notes:** Rating Improved.

From 'Partially Meets Advisory Ideal' to 'Meets Advisory Ideal'.

283. Are there accessibility performance measures tailored to the needs of emergency department and/or hospital discharge database managers and data users?

**Partially Meets Advisory Ideal**

Accessibility to Emergency Department and Hospital Discharge data is not measure because it believes that anyone can access aggregate data through either the State's Online Analytical Statistical Information System portal or through a data request system. However, while aggregate data may be freely provided, the State did not address whether and how individual-level data sets may be requested by users for analyses. If the State tracked the number of requests for ER/Discharge data, the number facilitated, and measure that result over time against an established goal, a 'Meets' rating could have been attained.

**Change Notes:** Rating Unchanged.

284. Has the State established numeric goals-performance metrics-for each emergency department and/or hospital discharge database performance measure?

**Partially Meets Advisory Ideal**

Within the report entitled, "2019 Assessment Trends report" graphs for each key data element are presented. This analysis compares reported trends against three standard deviations from the total population. This quality control approach attempts to reduce variation and keep





reported data within "reasonable expectations". However, no specific goals for performance measures were presented.

**Change Notes: Rating Unchanged.**

285. Are quality control reviews conducted to ensure the completeness, accuracy, and uniformity of injury data in the emergency department and/or hospital discharge databases?

**Meets Advisory Ideal**

The State monitors a variety data quality aspects as demonstrated with the report entitled, "2019 Assessment Trends". These reports all play a role in monitoring and responding to data quality control features.

**Change Notes: Rating Unchanged.**

286. Is data quality feedback from key users regularly communicated to emergency department and/or hospital discharge data collectors and data managers?

**Meets Advisory Ideal**

The State relies upon open communication channels between the Department of Health personnel (data users) and the Office of Health Indicators for Planning (data processors) and the Georgia Hospital Association (data owners) in addressing data related issues. Additionally, the State also offers all OASIS users the opportunity to provide feedback on each data query processed. OHIP has a contact at the Georgia Hospital Association, the Senior Director of Data Services, to whom OHIP reports data collection errors.

**Change Notes: Rating Unchanged.**

287. Are emergency department and/or hospital discharge data quality management reports produced regularly and made available to the State TRCC?

**Partially Meets Advisory Ideal**

The State occasionally submits data quality reports to the TRCC coordinator. A consideration regarding the production of specific data quality control reports for the motor vehicle crash population should be made. These reports could then be routinely presented to the TRCC body in non-confidential data format for review/feedback.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

**ISS: Trauma Registry (TR)  
System Description**





288. Is there a statewide trauma registry database?

**Meets Advisory Ideal**

There exist a statewide trauma registry for all designated and some non-designated hospitals. Record submission is a voluntary process and not mandated for all hospitals. For the purposes of this question's rating a "Meets" is warranted. An important future consideration would be establishing plans to bring all hospitals under mandatory trauma registry reporting independent of their designation.

Change Notes: Rating Unchanged.

289. Does the trauma registry data track the frequency, severity, and nature of injuries sustained in motor vehicle crashes in the State?

**Meets Advisory Ideal**

The Trauma Registry does support the ISS in Motor Vehicle Crash population accountability. The report entitled, "Georgia Trauma Registry Injury Characteristics Report 2014-2016" supported this capability.

Change Notes: Rating Unchanged.

290. Is the trauma registry data available for analysis and used to identify problems, evaluate programs, and allocate resources?

**Meets Advisory Ideal**

The Trauma Registry data is used by the Departments of Injury Prevention and Public Health. Reports were submitted as evidence that have been used by the Regional Trauma Advisory Councils (RTACS) for resource and funding allocation (via State Trauma Commission and other local injury prevention programs). The Trauma Registry data is loaded into the CDC data query programs WISQARS and OASIS. This allows regional programs easy access and they can pinpoint specific intersections where crash-related injuries occur. Designated trauma centers within each region are also required to participate in outreach and data driven injury prevention programs.

Change Notes: Rating Unchanged.

ISS: TR  
Guidelines

291. Does the State's trauma registry database adhere to the National Trauma Data Standards?

**Meets Advisory Ideal**

A report detailing Trauma Registry variables by four specific source comparisons (v5 Highlighted Elements, NTDS Data Standard, State Requested and State Data Collection Priority Level) was provided supporting evidence. The use of NTDS standards permits a "meets" rating.





**Change Notes: Rating Unchanged.**

292. Are AIS and ISS derived from the State trauma registry for motor vehicle crash patients?

**Meets Advisory Ideal**

The State demonstrated their ability to report on motor vehicle crash AIS and ISS patient distributions with the report entitled "2019 Trauma MVC ISS".

**Change Notes: Rating Unchanged.**

ISS: TR

Data Dictionary

293. Does the trauma registry have a formal data dictionary?

**Meets Advisory Ideal**

The State uses the NTDB standards as their data dictionary and submitted the enclosed document entitled, "NATIONAL TRAUMA DATA STANDARD DATA DICTIONARY 2019 ADMISSIONS" as supporting evidence.

**Change Notes: Rating Unchanged.**

ISS: TR

Procedures & Processes

294. Is aggregate trauma registry data available to outside parties (e.g., universities, traffic safety professionals) for analytical purposes?

**Meets Advisory Ideal**

Aggregate data is made available to other entities and the report entitled, "2019 Trauma Service Survey " was provided. This report provided various aggregate summaries. More detailed requests (confidential and non-confidential) can be facilitated via a request through the Department of Public Health.

**Change Notes: Rating Unchanged.**

295. Are there procedures for returning trauma data to the reporting trauma center for quality assurance and improvement (e.g., correction and resubmission)?

**Meets Advisory Ideal**

The State validates Trauma Registry data submissions onsite through validation written into the software for data submissions. This provides immediate feedback for quality assurance,







improvement, and re-submission.

Change Notes: Rating Unchanged.

ISS: TR

## Quality Control

296. Are there automated edit checks and validation rules to ensure that entered trauma registry data falls within a range of acceptable values and is logically consistent among data elements?

### Meets Advisory Ideal

The Trauma Registry has extensive edit checks upon data entry (as documented in the submitted NTDS Data Dictionary) and documented validations (as found in the 2019 Trauma ITDX Data Validation document) which have been incorporated over time.

Change Notes: Rating Unchanged.

297. Are there timeliness performance measures tailored to the needs of trauma registry managers and data users?

### Partially Meets Advisory Ideal

The State's data submission timeliness standard is that records should be submitted to the registry within 60 days of being closed. The State requires trauma centers to report the number and percent of records that are closed within 60 days of discharge. Credit is given here for the State's demonstrated tracking and charting of that performance, by facility. However, the State did not offer evidence that it tracks the time between record closing and submission or, overall, the percent of records that are closed and reported within 120 days of discharge.

Change Notes: Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

298. Are there accuracy performance measures tailored to the needs of trauma registry managers and data users?

### Meets Advisory Ideal

Accuracy is addressed through a series of validation rules built into the front end of the Trauma Registry software. Additionally, a set of reports are generated at both the facility and state level for comparison of entered data. These reports have shown baseline and actual measures. Finally, a 5% chart review is conducted quarterly. The State also contends that all records meet the NTDB standard upon final state submission.

Change Notes: Rating Unchanged.





299. Are there completeness performance measures tailored to the needs of trauma registry managers and data users?

**Meets Advisory Ideal**

The registry data maintains a record completeness performance measure as indicated in the submitted graphs entitled, "Record Completion Rates". These graphs set baselines and document performance over time. This serves as a good demonstration of a record completeness as a performance measure.

**Change Notes:** Rating Unchanged.

300. Are there uniformity performance measures tailored to the needs of trauma registry managers and data users?

**Does Not Meet Advisory Ideal**

The State may have misinterpreted 'uniformity' in this context, since the State's response focused on promoting uniform practices in abstracting the registry's fields from hospital charts using the inter-rater reliability (IRR) score process. In fact, we believe that the State's Trauma Registry does have uniform fields because their definitions are based on the National Trauma Data Standards. The State registry's data element list notes the elements that draw on the NTDS and ranks those as high priority. A uniformity goal might be 100% of records submitted to the NTDB are accepted. The subsequent performance measure would be the total number of records accepted over the total number of records submitted, by facility over time.

**Change Notes:** Rating Changed.

From 'Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

301. Are there integration performance measures tailored to the needs of trauma registry managers and data users?

**Partially Meets Advisory Ideal**

The State identified 26,864 total trauma registry records in 2017, 2,895 of which contain "the complete EMS record." It was not fully specified how the EMS information was added to those registry records, but it appears that the vendor does have a partial linkage process between the registry and the statewide EMS database, possibly only for those EMS agencies which use the same vendor. Work is underway to fully develop that linkage process by the end of 2019. The numbers of records integrated in 2017 is the only performance measure of data integration for the trauma registry at this time. A more precise measure would compare the number of linked records to the number of trauma records involving EMS transport.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

302. Are there accessibility performance measures tailored to the needs of trauma registry managers and data users?

**Partially Meets Advisory Ideal**







The Trauma Registry data is accessible to the extent that data users as defined as the trauma network are able to use the registry's data for analyses that inform policy development and program management, including performance improvements in trauma care. The State indicated that participating facilities have control over their own data and that aggregate data requests made by facilities for comparative purposes are met by the State. The assumption is that the only registry data users are trauma centers themselves. Within this context, the State indicates that 90% of requests are filled; the rest ask for information that is not collected or is for information on individual facilities. Requesters (researchers, advocacy groups, legislators) outside the network are not addressed in the response. They make up an important component of an accessibility performance measure.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

303. Has the State established numeric goals-performance metrics-for each trauma registry performance measure?

**Does Not Meet Advisory Ideal**

Within the document entitled, "2019 Trauma Program Review" thresholds, to include upper and lower control limits, were incorporated in each performance measure. This performance monitoring is exemplary in reporting format. However, there are no specific statements regarding the performance numeric goal associated with this measurement (i.e. our State will maintain an overall 90% triage rate directly from the scene of injury to designated trauma centers by CY 2020).

**Change Notes: Rating Changed.**

From 'Partially Meets Advisory Ideal' to 'Does Not Meet Advisory Ideal'.

304. Are quality control reviews conducted to ensure the completeness, accuracy, and uniformity of injury data in the trauma registry?

**Meets Advisory Ideal**

The State's trauma registry has several data quality mechanisms that work to ensure the system's data completeness, accuracy, and uniformity. The data entry system and software perform validation checks and edits that require accuracy and completeness before records are transmitted to central registries. Periodic chart reviews are required for designation as trauma centers and as audit indicators; centers must show the percentage of charts review annually. Hospitals also must follow a training process of Inter-Rater Reliability (IRR) testing, in which several coders abstract the same records and compare results. The manual for IRR testing was provided as evidence.

**Change Notes: Rating Unchanged.**





305. Is data quality feedback from key users regularly communicated to trauma registry data collectors and data managers?

**Meets Advisory Ideal**

Quarterly feedback is conducted with each designated facility through the means of a standardized feedback form. Results are discussed at quarterly meetings with trauma registrars and trauma coordinators. Oversight groups also have a data sub-committee to evaluate registry data and improve error rate and software issues. Their feedback form was submitted as evidence. A point to consider would be a means to receive input on data quality from major data users, such as hospital quality improvement staff, trauma physicians, medical policy researchers or TRCC members.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

306. Are trauma registry data quality management reports produced regularly and made available to the State TRCC?

**Meets Advisory Ideal**

Trauma Registry data reports are produced for and shared with the TRCC. The report entitled, "2019 Trauma Registry Characteristics report" was submitted as evidence and meets the standard.

**Change Notes: Rating Improved.**

From 'Does Not Meet Advisory Ideal' to 'Meets Advisory Ideal'.

**ISS: Vital Records (VR)  
System Description**

307. Is there a statewide vital records database?

**Meets Advisory Ideal**

The OASIS system includes Vital Records data and analyses of subsets can be performed (such as MVC deaths).

**Change Notes: Rating Unchanged.**

308. Does the vital records data track the occurrence of motor vehicle fatalities in the State?

**Meets Advisory Ideal**

The State provided evidence that vital records data on motor vehicle-related deaths are used in reports, analyses, CDC indicators, and in the Online Analytical Statistical Information System (OASIS).

**Change Notes: Rating Unchanged.**





309. Is the vital records data available for analysis and used to identify problems, evaluate programs, and allocate resources?

**Meets Advisory Ideal**

The Vital Records data is available and used in the support of program evaluation, resource allocation, and problem solving. Child mortality and injury profiling were referenced. Various reports were submitted (Leading Injury Causes of Hospitalization and Death, 2013-2017 by Public Health District table and the map of the 2013-2017 Motor Vehicle Death Rates by Public Health District) which are used for the DPH Statewide Injury Prevention Strategic Plan and support this response.

Change Notes: Rating Unchanged.

ISS: VR

Data Dictionary

310. Does the vital records system have a formal data dictionary?

**Meets Advisory Ideal**

The document entitled, "GAVERS Data dictionary for Death" was provided and contained the variable names and definitions pertaining to their Vital Records data set.

Change Notes: Rating Unchanged.

ISS: VR

Procedures & Processes

311. Is aggregate vital records data available to outside parties (e.g., universities, traffic safety professionals) for analytical purposes?

**Meets Advisory Ideal**

The OASIS contains Vital Records data from which non-confidential data analysis can be performed. Confidential data analysis requests can be made through the Department of Public Health.

Change Notes: Rating Unchanged.

ISS: VR

Quality Control





312. Are there automated edit checks and validation rules to ensure that entered vital records data falls within a range of acceptable values and is logically consistent among data elements?

**Meets Advisory Ideal**

The process flow diagram entitled, "2019 General high-level view process VR draft" was submitted as evidence. Within this document, steps 18, 19, and 20 reference data quality steps before the final file is uploaded. All data elements must conform to the data dictionary standards, which are based upon national standards. Data tables from 1994 to 2017 were presented as evidence of complete and consistent attributes.

Change Notes: Rating Unchanged.

313. Are quality control reviews conducted to ensure the completeness, accuracy, and uniformity of injury data in the vital records?

**Meets Advisory Ideal**

Data uniformity quality control efforts are achieved through front end data validations, chart reviews for accuracy, and completeness comparisons against the standards set forth in their data dictionary. The report, entitled "2019 Death Trends 2017DV v1" was presented as supporting evidence.

Change Notes: Rating Unchanged.

314. Are vital records data quality management reports produced regularly and made available to the State TRCC?

**Does Not Meet Advisory Ideal**

Presently, Vital Records analytical reports are produced and occasionally presented to the TRCC for review. A consideration for the inclusion of MVC specific deaths review routinely by the TRCC might help with identifying anomalies or better understand trends in that specific population.

Change Notes: Rating Unchanged.

## Injury Surveillance Interfaces

315. Is there an interface among the EMS data and emergency department and hospital discharge data?

**Meets Advisory Ideal**

In the past, probabilistic linkage was successfully done through their CODES project and specific research efforts. It should be pointed out that this capability better serves the means of data integration. However, a "Meets" rating can be assigned based upon the added capability a





hospital has to enter patient outcomes to the corresponding EMS record.

**Change Notes:** Rating Unchanged.

316. Is there an interface between the EMS data and the trauma registry data?

**Partially Meets Advisory Ideal**

The State has achieved probabilistic linkages of EMS and Trauma Registry records after submission of completed records has occurred. At this present time there is no consistent and direct linkage variable between the two data sets to serve as an interface means. The ePCR number can serve as this linkage means, but is inconsistently available. It should be noted that the State has purchased a product that will in future provide the interface means between EMS and Trauma Registry records.

**Change Notes:** Rating Improved.

From 'Does Not Meet Advisory Ideal' to 'Partially Meets Advisory Ideal'.

## Data Use and Integration

317. Do behavioral program managers have access to traffic records data and analytic resources for problem identification, priority setting, and program evaluation?

**Meets Advisory Ideal**

The Georgia Department of Health provides access to traffic data and analytic resources for behavioral managers through multiple tools such as the Public Health Information Portal (PHIP), the Online Analytical Statistical Information System (OASIS), CODES and the research pages on the GOHS public website. All offer tools and assistance in mining the data to help identifying problems, setting priorities and providing program evaluation.

**Change Notes:** Rating Unchanged.

318. Does the State have a data governance process?

**Partially Meets Advisory Ideal**

The State has established and documented the membership of the CODES Board as comprised of critical traffic data stakeholders. This board includes the owners of the State data and is responsible for all decisions related to confidentiality, management and release of the linked data. Data staff at GOHS follow the guidelines set forth by the the CODES Board in how information is released, the prioritization of research topic areas, and analytical methods used in research. Although the CODES Board provides leadership and expertise, to meet the ideal, data governance should also include a formal set of documented processes, policies and procedures used to integrate the traffic data systems. These policies and procedures should address and document data definitions, content, and management of key traffic records data sources within the State. The standards would apply across platforms and systems and provide the foundation for data integration and comprehensive data quality management. Formal documentation of existing processes, policies and procedures promulgated by the CODES board





as part of their data governance role was not provided.

**Change Notes: Rating Changed.**

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

319. Does the TRCC promote data integration by aiding in the development of data governance, access, and security policies for integrated data?

**Partially Meets Advisory Ideal**

There is a strong working partnership between the TRCC and the CODES board in Georgia. The TRCC Coordinator is the chair of the CODES Board and this Board takes a leading role in overseeing and providing guidelines about the integration of traffic records and promotes the data governance of these records. Data governance, access and security policies regarding the data, however, are handled by the individual data owners and do not appear to leverage the TRCC in taking lead on these efforts.

**Change Notes: Rating Unchanged.**

320. Is driver data integrated with crash data for specific analytical purposes?

**Does Not Meet Advisory Ideal**

The State currently doesn't link driver and crash datasets. The State is actively working to have this type of linkage in the future. It appears this status has not changed since the last assessment in 2014.

**Change Notes: Rating Unchanged.**

321. Is vehicle data integrated with crash data for specific analytical purposes?

**Does Not Meet Advisory Ideal**

Vehicle data is not integrated with crash data for analytical purposes. Key linking fields pertaining to the Vehicle file are available in the Crash file, but no integration efforts have been made.

**Change Notes: Rating Unchanged.**

322. Is roadway data integrated with crash data for specific analytical purposes?

**Meets Advisory Ideal**

Crash data is housed at the Georgia Department of Transportation. In addition to what is on the crash report, the data is integrated with roadway system for roadway names, segment IDs, roadway types and other DOT roadway information.

**Change Notes: Rating Unchanged.**







323. Is citation and adjudication data integrated with crash data for specific analytical purposes?

**Does Not Meet Advisory Ideal**

There is no integration of the Citation and Crash files to support any analytical purpose.

Change Notes: Rating Unchanged.

324. Is injury surveillance data integrated with crash data for specific analytical purposes?

**Meets Advisory Ideal**

The State integrates the crash and the injury surveillance data to compare the reported injury severity on the crash report and the MAIS score on the Emergency Department and Hospital discharge data.

Change Notes: Rating Unchanged.

325. Are there examples of data integration among crash and two or more of the other component systems?

**Partially Meets Advisory Ideal**

The State provides fact sheets which demonstrate the data integration between Crash Data and multiple components of the Injury Surveillance Data (Emergency and Discharge data from 2015 was used in the example). There is no evidence of an integration among the Crash file and two other traffic record component systems, but the effort with Crash and Injury Surveillance along with the effort related to the Roadway file warrant a "Partially Meets" rating.

Change Notes: Rating Changed.

From 'Meets Advisory Ideal' to 'Partially Meets Advisory Ideal'.

326. Is data from traffic records component systems-other than crash-integrated for specific analytical purposes?

**Does Not Meet Advisory Ideal**

The State appears to be in the very early stage of establishing linkage between driver data and citation data and is encouraged to continue to pursue this activity. Creating these integrations will strengthen the effective analysis that could result from these combined datasets.

Change Notes: Rating Unchanged.

327. For integrated datasets, do decision-makers have access to resources-skilled personnel and user-friendly access tools-for use and analysis?

**Partially Meets Advisory Ideal**

The CODES board serves as a resource of skilled personnel that provide summary data to legislators and other decision makers. The OASIS web query tool is a user-friendly access tool





used by decision makers and the public to view and analyze crash data. Legislators and other decision makers can request data that includes integrated datasets, but the online OASIS does not yet support integrated datasets.

**Change Notes:** Rating Unchanged.

328. For integrated datasets, does the public have access to resources-skilled personnel and user-friendly access tools-for use and analysis?

**Partially Meets Advisory Ideal**

The State is still working to incorporate linked data on the web site OASIS, a public accessible web site scheduled to include crash, emergency room, and hospital aggregate data. Public access to resource-skilled personnel is possible via a request that is then evaluated to see if the integrated data can be released, and if so, DPH makes the data available to the requestor.

**Change Notes:** Rating Unchanged.







## Appendix B – Assessment Participants

### State Highway Safety Office Representative(s)

**Allen Poole**

Governor's Office of Highway Safety

### NHTSA Headquarters Coordinator

**Tom Bragan**

USDOT

### State Assessment Coordinator(s)

**Eshon Poythress**

GA GOHS

### NHTSA Regional Office Coordinator(s)

**Alex Cabral**

NHTSA

**Scarlett Woods**

GA GOHS

**Belinda Jackson**

NHTSA

### Assessment Facilitator

Jack Benac

### Assessment Team Members

Thomas Austin

Debi Besser

Kelly Campbell

Linda L Chezem

Eric Green

Kathleen Haney

Maureen Johnson

Roxanne Langford

Juliet Little

Michael McDonald

Richard E Miller

Douglas W Mowbray

John New

Michael Pawlovich Ph.D., P.E





Joan Vecchi

Fred E Zwonechek





## State and Local Respondents

The following State and Local staff assisted in the Assessment by providing responses to the Advisory criteria and questions.

**David Adams**

Georgia Department of Transportation

**David Austin**

GA Department of Public Health

**Jorge Basto**

Georgia Administrative Office of the Courts

**Jean Borsh**

GA Department of Driver Services

**Shenee Bryan**

GOHS

**Angelique McClendon**

GA Department of Driver Services

**Renee Morgan**

GA Department of Public Health

**David Newton**

GA Department of Public Health

**Eshon Poythress**

GA GOHS

**Jonathan Rupp**

Injury Prevention Research Center at Emory

**Scarlett Woods**

GA GOHS

**Denise Yeager**

GA Department of Public Health





## Appendix C

### National Acronyms and Abbreviations

AADT	Average Annual Daily Traffic
AAMVA	American Association of Motor Vehicle Administrators
AASHTO	American Association of State Highway and Transportation Officials
ACS	American College of Surgeons
AIS	Abbreviated Injury Score
ANSI	American National Standards Institute
ATSIP	Association of Transportation Safety Information Professionals
BAC	Blood Alcohol Concentration
CDC	Center for Disease Control
CDIP	NHTSA's Crash Data Improvement Program
CDLIS	Commercial Driver License Information System
CODES	Crash Outcome Data Evaluation System
DDACTS	Data Driven Approaches to Crime and Traffic Safety
DHS	Department of Homeland Security
DMV	Department of Motor Vehicles
DPPA	Drivers Privacy Protection Act
DOH	Department of Health
DOJ	Department of Justice
DOT	Department of Transportation
DOT-TRCC	The US DOT Traffic Records Coordinating Committee
DRA	Deputy Regional Administrator (NHTSA)
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
DWI	Driving While Intoxicated
ED	Emergency Department
EMS	Emergency Medical Service
FARS	Fatality Analysis Reporting System
FDEs	Fundamental Data Elements
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GCS	Glasgow Coma Scale
GDL	Graduated Driver Licensing
GES	General Estimates System
GHSA	Governors Highway Safety Association
GIS	Geographic Information System
GJXDM	Global Justice XML Data Model
GPS	Global Positioning System
GRA	Government Reference Architecture
HIPAA	Health Information Privacy and Accountability Act





HPMS	Highway Performance Monitoring System
HSIP	Highway Safety Improvement Plan
HSP	Highway Safety Plan
ICD-10	International Classification of Diseases and Related Health Problems
IRB	Institutional Review Board
ISS	Injury Severity Score
IT	Information Technology
JIEM	Justice Information Exchange Model
LEIN	Law Enforcement Information Network
MADD	Mothers Against Drunk Driving
MCMIS	Motor Carrier Management Information System
MIDRIS	Model Impaired Driving Records Information System
MIRE	Model Inventory of Roadway Elements
MMUCC	Model Minimum Uniform Crash Criteria
MOU	Memorandum of Understanding
MPO	Metropolitan Planning Organization
NAPHSIS	National Association for Public Health Statistics and Information Systems
NCHIP	National Criminal History Improvement Program
NCHS	National Center for Health Statistics
NCIC	National Crime Information Center
NCSC	National Center for State Courts
NDR	National Driver Register
NEMSIS	National Emergency Medical Service Information System
NGA	National Governor's Association
NHTSA	National Highway Traffic Safety Administration
NIBRS	National Incident-Based Reporting System
NIEM	National Information Exchange Model
NLETS	National Law Enforcement Telecommunication System
NMVTIS	National Motor Vehicle Title Information System
NTDS	National Trauma Data Standard
PAR	Police Accident Report
PDPS	Problem Driver Pointer System
PDO	Property Damage Only
PII	Personally Identifiable Information
RA	Regional Administrator (NHTSA)
RDIP	FHWA's Roadway Data Improvement Program
RPM	Regional Program Manager (NHTSA)
RTS	Revised Trauma Score
RMS	Records Management System
RPC	Regional Planning Commission
SaDIP	FMCSA's Safety Data Improvement Program
SAVE	Systematic Alien Verification for Entitlements
SHSP	Strategic Highway Safety Plan
SME	Subject Matter Expert
SSOLV	Social Security Online Verification





STRAP	State Traffic Records Assessment Program
SWISS	Statewide Injury Surveillance System
TCD	Traffic Control Devices
TRA	Traffic Records Assessment
TRIPRS	Traffic Records Improvement Program Reporting System
TRCC	Traffic Records Coordinating Committee
TRS	Traffic Records System
UCR	Uniform Crime Reports
VIN	Vehicle Identification Number
VMT	Vehicle Miles Traveled
XML	Extensible Markup Language

### State-Specific Acronyms and Abbreviations

CMS	Case Management System
CMV	Commercial Motor Vehicle
DDS	Georgia Division of Driver Services
DIA	Digital Image Access Exchange
DL	Driver License
DOR	Georgia Department of Revenue
DPH	Georgia Department of Public Health
DUI	Driving Under the Influence
EDMS	Electronic Document Management System
ERMS	Electronic Records Management System
ERWIN	Data Modeling Software
FEIN	Federal Employer Identification Number
FTP	File Transfer Protocol
GBI	Georgia Bureau Investigation
GCIC	Georgia Crime Information Center
GDOT	Georgia Department of Transportation
GECPS	Georgia Electronic Conviction Processing System
GHA	Georgia Hospital Association
GOHS	Georgia Office of Highway Safety
GRA	Global Justice Reference Architecture
HDD	Hospital Discharge Data
HSM	AASHTO - Highway Safety Manual
IRP	Internal Registration Plan
LEA	law enforcement agency
LEL	Law Enforcement Liaison
LRM	Location Reference Methodology
LRS	Location Reference System
MAP-21	Moving Ahead for Progress in the 21st Century Act
MOU	memorandum of understanding
MVC	Motor Vehicle Crashes
MVR	Motor Vehicle Report
NCIPC	National Center for Injury Prevention and Control





NTDB	National Trauma Data Bank
OASIS	Online Analytical Statistical Information System
OCRA	Online Certification Reporting Application
OHSJP	Office of Highway Safety and Justice Programs
OIS	Office of Investigative Services
OWI	Operating While Impaired
PCI	Payment Card Industry Data Security Standard
PCR	Patient Care Report
PHIP	Public Health Information Portal
PRISM	Performance and Registration Information Systems Management
QA	Quality Assurance
QC	Quality Control
SAFETYNET	Federal Motor Carrier Safety Administration database management system that allows entry, access, and reporting of data from driver/vehicle inspection, crashes, compliance reviews, assignments, and complaints
SDLC	Software Development Lifecycle
SFTP	Secure File Transfer Protocol
SPF	Safety Performance Function
TRB	Transportation Research Board
TRSP	Traffic Records Strategic Plan
TSA	Transportation Security Administration
TSIP	Traffic Safety Improvement Plan
TSIS	Traffic Safety Information Systems
UCR	United Carrier Registration
UI	User Interface
USCIS	United States Citizenship and Immigration Services
UTT	Uniform Traffic Ticket
WISQARS	Web-based Injury Statistics Query and Reporting System



**Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants**

*[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor’s Representative for Highway Safety must sign the Certifications and Assurances.]*

State: Georgia

Fiscal Year: 2023

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***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.***

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**■ PART 1: OCCUPANT PROTECTION GRANTS (23 CFR 1300.21)**

*[Check the box above only if applying for this grant.]*

**All States:**

*[Fill in all blanks below.]*

- The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))
- The State’s occupant protection program area plan for the upcoming fiscal year is provided in the HSP at pages 127-151, 199-223 (location).
- 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 in the HSP at pages 131-134, 203-206 (location).
- Countermeasure strategies and planned activities demonstrating the State’s active network of child restraint inspection stations are provided in the HSP at Pages 135-142, 207-214 (location).  
Such description includes estimates for: (1) the total number of planned inspection stations and events during the upcoming fiscal year; and (2) within that total, the number of planned inspection stations and events serving each of the following population categories: urban, rural, and at-risk. The planned inspection stations/events provided in the HSP are staffed with at least one current nationally Certified Child Passenger Safety Technician.



- Countermeasure strategies and planned activities, as provided in the HSP at Pages 142-147, 214-219 (location), that include estimates of the total number of classes and total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

**Lower Seat Belt Use States Only:**

[Check at least 3 boxes below and fill in all blanks under those checked boxes.]

- The State's **primary seat belt use law**, requiring all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint, was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), 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 \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), 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 countermeasure strategies and planned activities demonstrating the State's **seat belt enforcement plan** are provided in the HSP at \_\_\_\_\_ (location).
- The countermeasure strategies and planned activities demonstrating the State's **high risk population countermeasure program** are provided in the HSP at \_\_\_\_\_ (location).

- The State's **comprehensive occupant protection program** is provided as follows:
- Date of NHTSA-facilitated program assessment conducted within 5 years prior to the application date \_\_\_\_\_ (date);
  - Multi-year strategic plan: HSP at \_\_\_\_\_ (location);
  - The name and title of the State's designated occupant protection coordinator is \_\_\_\_\_.
  - List that contains the names, titles and organizations of the Statewide occupant protection task force membership: HSP at \_\_\_\_\_ (location).
- The State's NHTSA-facilitated **occupant protection program assessment** of all elements of its occupant protection program was conducted on \_\_\_\_\_ (date) (within 3 years of the application due date);
-

**■ PART 2: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANTS (23 CFR 1300.22)**

*[Check the box above only if applying for this grant.]*

**All States:**

- The lead State agency responsible for traffic safety information system improvement programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

*[Fill in all blank for each bullet below.]*

- A list of at least 3 TRCC meeting dates during the 12 months preceding the application due date is provided in the HSP at Page 226 (location).
- The name and title of the State's Traffic Records Coordinator is  
Tanya Renaud, Georgia Traffic Records Coordinator
- A list of the TRCC members by name, title, home organization and the core safety database represented is provided in the HSP at Pages 227-228 (location).
- The State Strategic Plan is provided as follows:
  - Description of specific, quantifiable and measurable improvements at Pages 237-240, 243-249 (location);
  - List of all recommendations from most recent assessment at: Pages 229-230 (location);
  - Recommendations to be addressed, including countermeasure strategies and planned activities and performance measures at Pages 231-233, 237-240 (location);
  - Recommendations not to be addressed, including reasons for not implementing: HSP at Pages 234-236 (location).
- 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 is provided in the HSP at Pages 243-249 (location).
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on June 17, 2019 (date).

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**■ PART 3: IMPAIRED DRIVING COUNTERMEASURES  
(23 CFR 1300.23(D)-(F))**

*[Check the box above only if applying for this grant.]*

**All States:**

- The lead State agency responsible for impaired driving programs will maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.
- 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 1300.23(j).

**Mid-Range State Only:**

*[Check one box below and fill in all blanks under that checked box.]*

The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on \_\_\_\_\_ (date).  
Specifically –

- HSP at \_\_\_\_\_  
(location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at \_\_\_\_\_ (location)  
contains the list of names, titles and organizations of all task force members;
- HSP at \_\_\_\_\_ (location)  
contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving.

The State has previously submitted a Statewide impaired driving plan approved by a Statewide impaired driving task force on \_\_\_\_\_ (date) and continues to use this plan.

**High-Range State Only:**

[Check one box below and fill in all blanks under that checked box.]

The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on \_\_\_\_\_ (date) that includes a review of a NHTSA-facilitated assessment of the State's impaired driving program conducted on \_\_\_\_\_ (date). Specifically, –

- HSP at \_\_\_\_\_ (location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at \_\_\_\_\_ (location) contains the list of names, titles and organizations of all task force members;
- HSP at \_\_\_\_\_ (location) contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving;
- HSP at \_\_\_\_\_ (location) addresses any related recommendations from the assessment of the State's impaired driving program;
- HSP at \_\_\_\_\_ (location) contains the planned activities, in detail, for spending grant funds;
- HSP at \_\_\_\_\_ (location) describes how the spending supports the State's impaired driving program and achievement of its performance targets.

The State submits an updated Statewide impaired driving plan approved by a Statewide impaired driving task force on \_\_\_\_\_ (date) and updates its assessment review and spending plan provided in the HSP at \_\_\_\_\_ (location).

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**PART 4: ALCOHOL-IGNITION INTERLOCK LAWS (23 CFR 1300.23(G))**

*[Check the box above only if applying for this grant.]*

*[Fill in all blanks.]*

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for a period of 6 months that was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), is in effect, and will be enforced during the fiscal year of the grant.

**Legal citation(s):**

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**PART 5: 24-7 SOBRIETY PROGRAMS (23 CFR 1300.23(H))**

*[Check the box above only if applying for this grant.]*

*[Fill in all blanks.]*

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to receive a restriction on driving privileges that was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), is in effect, and will be enforced during the fiscal year of the grant.

**Legal citation(s):**

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*[Check at least one of the boxes below and fill in all blanks under that checked box.]*

*Law citation.* The State provides citations to a law that authorizes a Statewide 24-7 sobriety program that was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), is in effect, and will be enforced during the fiscal year of the grant.

**Legal citation(s):**

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*Program information.* The State provides program information that authorizes a Statewide 24-7 sobriety program. The program information is provided in the HSP at \_\_\_\_\_ (location).

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□ **PART 6: DISTRACTED DRIVING GRANTS (23 CFR 1300.24)**

[Check the box above only if applying for this grant and fill in all blanks.]

**Comprehensive Distracted Driving Grant**

- The State provides sample distracted driving questions from the State's driver's license examination in the HSP at \_\_\_\_\_ (location).

- **Prohibition on Texting While Driving**

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), 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 an offense;
- \_\_\_\_\_ 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 and requiring a minimum fine of at least \$25, was enacted on \_\_\_\_\_ (date) and last amended on \_\_\_\_\_ (date), is in effect, and will be enforced during the fiscal year of the grant.

**Legal citations:**

- \_\_\_\_\_ Prohibition on youth cell phone use while driving;
- \_\_\_\_\_ Definition of covered wireless communication devices;
- \_\_\_\_\_ Minimum fine of at least \$25 for an offense;
- \_\_\_\_\_ Exemptions from youth cell phone use ban.

- The State has conformed its distracted driving data to the most recent Model Minimum Uniform Crash Criteria (MMUCC) and will provide supporting data (i.e., NHTSA-developed MMUCC Mapping spreadsheet) within 30 days after notification of award.

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**■ PART 7: MOTORCYCLIST SAFETY GRANTS (23 CFR 1300.25)**

*[Check the box above only if applying for this grant.]*

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

**□ Motorcycle riding training course:**

- The name and organization of the head of the designated State authority over motorcyclist safety issues is \_\_\_\_\_.
- The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted one of the following introductory rider curricula:  
*[Check at least one of the following boxes below and fill in any blanks.]*
  - Motorcycle Safety Foundation Basic Rider Course;
  - TEAM OREGON Basic Rider Training;
  - Idaho STAR Basic I;
  - California Motorcyclist Safety Program Motorcyclist Training Course;
  - Other curriculum that meets NHTSA's Model National Standards for Entry-Level Motorcycle Rider Training and that has been approved by NHTSA.
- In the HSP at \_\_\_\_\_ (location), a list of counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant AND number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records.

**■ Motorcyclist awareness program:**

- The name and organization of the head of the designated State authority over motorcyclist safety issues is Mr Spencer Moore, Department of Driver Services.
- The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.
- In the HSP at Pages 111-115, 118, 253-258 (location), performance measures and corresponding performance targets developed for motorcycle awareness that identify, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.
- In the HSP at Pages 111-112, 254-255 (location), the countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions



where the incidence of crashes involving a motorcycle and another motor vehicle is highest, and a list that identifies, using State crash data, the counties or political subdivisions within the State ranked in order of the highest to lowest number of crashes involving a motorcycle and another motor vehicle per county or political subdivision.

□ **Reduction of fatalities and crashes involving motorcycles:**

- Data showing the total number of motor vehicle crashes involving motorcycles is provided in the HSP at \_\_\_\_\_ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at \_\_\_\_\_ (location).

■ **Impaired driving program:**

- In the HSP at Pages 113-118, 259-262 (location), performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.
- In the HSP at Pages 117-118, 261 (location), countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists and motorists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

□ **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 in the HSP at \_\_\_\_\_ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at \_\_\_\_\_ (location).

**Use of fees collected from motorcyclists for motorcycle programs:**

*[Check one box only below and fill in all blanks under the checked box only.]*

Applying as a Law State –

- The State law or regulation requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs. **AND**
- The State's law appropriating funds for FY \_\_\_\_ demonstrates that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are 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 in the HSP at

\_\_\_\_\_ (location).

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**□ PART 8: STATE GRADUATED DRIVER LICENSING INCENTIVE GRANTS (23 CFR 1300.26)**

*[Check the box above only if applying for this grant.]*

*[Fill in all applicable blanks below.]*

The State's graduated driver's licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license, was last amended on \_\_\_\_\_ (date), is in effect, and will be enforced during the fiscal year of the grant.

**Learner's Permit Stage –**

**Legal citations:**

- \_\_\_\_\_ Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State;
- \_\_\_\_\_ Applicant must pass vision test and knowledge assessment;
- \_\_\_\_\_ In effect for at least 6 months;
- \_\_\_\_\_ In effect until driver is at least 16 years of age;
- \_\_\_\_\_ Must be accompanied and supervised at all times;
- \_\_\_\_\_ Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night;
- \_\_\_\_\_ Prohibits use of personal wireless communications device;
- \_\_\_\_\_ Extension of learner's permit stage if convicted of a driving-related offense;
- \_\_\_\_\_ Exemptions from learner's permit stage.

**Intermediate Stage –**

**Legal citations:**

- \_\_\_\_\_ Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State;
- \_\_\_\_\_ Applicant must pass behind-the-wheel driving skills assessment;

- \_\_\_\_\_ In effect for at least 6 months;
- \_\_\_\_\_ In effect until driver is at least 17 years of age;
- \_\_\_\_\_ Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies;
- \_\_\_\_\_ No more than 1 nonfamilial passenger younger than 21 years of age allowed;
- \_\_\_\_\_ Prohibits use of personal wireless communications device;
- \_\_\_\_\_ Extension of intermediate stage if convicted of a driving-related offense;
- \_\_\_\_\_ Exemptions from intermediate stage.

**■ PART 9: NONMOTORIZED SAFETY GRANTS (23 CFR 1300.27)**

[Check the box above *only* if applying for this grant AND *only* if NHTSA has identified the State as eligible because the State annual combined pedestrian and bicyclist fatalities exceed 15 percent of the State's total annual crash fatalities based on the most recent calendar year final FARS data.]

The State affirms that it will use the funds awarded under 23 U.S.C. 405(h) only for the implementation of programs as provided in 23 CFR 1300.27(d).

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**PART 10: RACIAL PROFILING DATA COLLECTION GRANTS (23 CFR 1300.28)**

*[Check the box above **only** if applying for this grant.]*

*[Check one box **only** below and fill in **all** blanks under the checked box **only**.]*

- In the HSP at \_\_\_\_\_ (location), the official document(s) (i.e., a law, regulation, binding policy directive, letter from the Governor or court order) demonstrates that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.
  
  - In the HSP at \_\_\_\_\_ (location), the State will undertake countermeasure strategies and planned activities during the fiscal year of the grant to maintain and allow public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.
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**In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances –**

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

**I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.**



\_\_\_\_\_  
Signature Governor's Representative for Highway Safety

6/30/22

\_\_\_\_\_  
Date

**Allen Poole**

\_\_\_\_\_  
Printed name of Governor's Representative for Highway Safety