



**GOVERNOR'S
OFFICE OF
HIGHWAY
SAFETY**



2023 ANNUAL REPORT

BRIAN KEMP
Governor

ALLEN POOLE
Director

Prepared by:

Georgia Governor's Office of Highway Safety

7 Martin Luther King Jr. Dr. SW, Suite 643
Atlanta, GA 30334
Phone: (404) 656-6996
www.gahighwaysafety.org

Brian Kemp, Governor

Allen Poole, Director of GOHS

Jimmy Sumner, Deputy Director of GOHS

Scarlett Woods, Compliance Manager

Eshon Poythress, Division Director, Planning and Programs

Roger Hayes, Division Director, Law Enforcement Services

Laura Bohlander, Division Director, Financial Services

Robert Hydrick, Division Director, Communications

Jared Eaves, Program Director, Strategic Highway Safety Plan

Highway Safety Grant Programs

Kelly Sizemore, Occupant Protection

Katie Fallon, Young Adult/SADD/- Pedestrian/Bicycle/Motorcycle

Powell Harrelson, High Visibility Enforcement/ H.E.A.T.

Tanya Renaud, Georgia Traffic Records Coordinator

Josh Turner, Georgia Driver's Education Commission, Director

Statistical Analysis & Research Section

Lila Ralston, Traffic Safety Research and Evaluation Group - University of Georgia

Shenee Bryan, GOHS Epidemiologist



GOVERNOR'S
OFFICE OF
HIGHWAY
SAFETY

Governor's Office of Highway Safety

7 Martin Luther King Jr Drive • Suite 643 • Atlanta, Georgia 30334
Telephone: 404.656.6996 or 888.420.0767 • Facsimile: 404.651.9107
www.gahighwaysafety.org

Allen Poole
DIRECTOR

January 26, 2024

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

RE: Federal Fiscal Year (FFY) 2023 Annual Report

Dear Ms. Hayes,

Please find enclosed the 2023 Georgia Highway Safety Program Annual Report. This document provides an overview of the state's highway safety efforts during the 2023 Federal Fiscal Year (FFY 2023). The 2023 Annual Report summarizes activities funded by the Georgia Governor's Office of Highway Safety (GOHS) in FFY 2023.

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

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

Sincerely,

Allen Poole, Director

cc: Mrs. Scarlett Woods, GOHS Compliance Manager
Mr. Jimmy Sumner, GOHS Deputy Director



An Equal Opportunity Employer

Table of Contents

1.0 EXECUTIVE SUMMARY	1
Summary of Accomplishments.....	1
Challenges	2
Changes to the FFY2024-FFY2026 Triennial Highway Safety Plan	5
2.0 ABOUT GOHS.....	6
Mission & Vision Statements.....	6
Program Overview	6
Legislative Update.....	7
3.0 STATE PERFORMANCE MEASURES.....	9
Problem Identification.....	9
2021-2022 Target Assessment Overview	11
FFY2024-FFY2026 Highway Safety Plan	13
4.0 PARTNERS AND SAFETY PLANS	14
Traffic Safety Partners	14
Future Plans & Targets	16
5.0 FISCAL OVERVIEW.....	17
6.0 PROGRAM AREAS.....	19
6.1 Planning & Administration (402 PA).....	20
6.2 Communications (Paid Media).....	21
6.3 Community Traffic Safety Programs	50
6.4 Distracted Driving.....	52

6.5 Impaired Driving	55
6.6 Motorcycle Safety.....	59
6.7 Non-Motorized (Pedestrians & Bicyclists).....	61
6.8 Occupant Protection.....	67
6.9 Police Traffic Services.....	73
6.10 Railroad Safety.....	88
6.11 Speed Management.....	90
6.12 Traffic Records.....	94
6.13 Teen Traffic Safety Programs	103
6.14 Evidence-Based Enforcement.....	108

APPENDICES..... 17

Appendix A: Performance Measure Trends & Projections.....	117
Appendix B: Grants by Funding Source.....	130
Appendix C: Traffic Records - Section 405c Quantitative Progress Reports	134

1.0 Executive Summary

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

This annual report provides insight into Georgia's progress in achieving traffic safety performance measure targets established in the 2023 Highway Safety Plan (HSP), an overview of the projects and activities supported under the Plan, and the amount of funds expended on each prioritized highway safety area and program.

SUMMARY OF ACCOMPLISHMENTS

Community Engagement

The Georgia Highway Safety Office identified local communities that were adversely impacted by a growing number of traffic-related pedestrian fatalities and serious injuries. In FFY2023, GOHS partnered with the city of Fairburn to engage the local community and key stakeholder groups to address the traffic safety issues in their area. GOHS met with 37 elected officials, public safety professionals, nonprofit organizations, and other community leaders on July 6, 2023. During the meeting, participants discussed the many ways to collaborate and co-implement corrective measures that will effectively address these traffic safety challenges. GOHS will continue community engagement efforts in Fairburn, in addition to other communities identified to have high occurrences of traffic-related pedestrian injuries.

Child Safety Seat Caravan

The 2023 Georgia Child Passenger Safety Week Caravan was held during Child Passenger Safety Week, which was September 17th through the 23rd. The Governor's Office of Highway Safety (GOHS) worked with CODES to pinpoint counties throughout the state that had a higher incident of child fatalities and/or serious injuries for children eight and under. The counties chosen were Wayne, Harris, Clarke, and Greene. In addition to being overrepresented in

fatalities and injuries, three out of the four, Harris, Wayne and Greene counties were underserved in the amount of child passenger safety technicians certified in those areas. In addition to hosting check events in these counties, the Governor's Office of Highway Safety worked with the Department of Public Health's Child Occupant Safety Project (COSP) to assist agencies in participating with local check events throughout the state. Through all these activities there were 41 check events held, 557 car seats checked, 430 car seats distributed, and 521 unserviceable car seats collected. The Governor's Office of Highway Safety participated with COSP in one live television interview prior to Child Passenger Safety Week and one interview during Child Passenger Safety Week. Along with the check events, the COSP provided information and education to daycares, and elementary schools during the week.

Governor's Challenge

Federal fiscal year 2023 marked the 23rd anniversary of the Georgia Governor's Challenge, an annual banquet hosted by the Governor's Office of Highway Safety. The awards program recognizes statewide law enforcement agencies in nine different categories based on department size, as well as in several other specialty categories. Winners were announced during the awards banquet in Macon, Georgia on December 9, 2022.

GOHS Conference

In 2023, GOHS held the Georgia Highway Safety Conference in Savannah, Georgia and was attended by 361 safety partners. The conference engaged community, corporate, law enforcement, education, public health partners to learn best practices, share industry trends, and engage communities to achieve collective goals of reducing crashes, fatalities and injuries on Georgia roadways. Workshop sessions included presentations on topics including child passenger safety, legal updates, data and trends, drug and alcohol impaired driving, distracted driving, and many more. General session topics included updates on how partner state agencies are getting involved to support GOHS causes, a panel discussion from Georgia automobile manufactures on safety enhancements being implemented in electric and autonomous vehicles, an update on how Georgia is preparing for and dealing with challenges with the influx of electric and autonomous vehicles on the road, and an electric and autonomous vehicle car show where attendees could speak one-on-one with engineers regarding safety features on new vehicles.

NASCAR - Ross Chastain

GOHS began a new venture with NASCAR driver Ross Chastain to promote seat belt use through community engagement events at Atlanta Motor Speedway and local schools.

Military Partnership

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

BIL/Safe System/ Equity in Road Safety

GOHS held an employee retreat in March to educate the staff on the Bipartisan Infrastructure Law (BIL), Safe System Approach, and Equity in Road Safety. This was an 8-hour training stretched over 2 days. GOHS also participated in the Region IV workshop on the Bipartisan Infrastructure Law (BIL) in April.

CHALLENGES

Grant Management System

In FFY2023, the Governor's Office of Highway Safety migrated the grant management software (eGOHS – Electronic Grants of Highway Safety) to a new platform designed by Scope IT. The migration process resulted in a temporary system shutdown from September 8, 2023, to October 2, 2023. During this time, GOHS worked closely with Scope IT to restore access to the new grant management system by corresponding with grantees and other stakeholders so that the FFY2024 grants would be awarded before October 1, 2023. Regaining full access to the grant management system is still a gradual process. On October 2, 2023, GOHS gained access to the new grant management system to review and approve progress reports and claims only. Final reports for the FFY2023 grant year were delayed due to the processes put into place for closeout. In December 2023, GOHS was able to accept electronic applications for the FFY2025. Currently, GOHS is still waiting for GMS to restore the ability to access FFY2024 Amendments, Grant Status Reports, and Onsite Reports.

COVID-19

In March 2020, the World Health Organization declared coronavirus (COVID-19) a world-wide pandemic, and the first detected case of COVID-19 in the state of Georgia was on March 2, 2020. The measures taken to control the spread of the virus greatly impacted GOHS-funded

programs and activities. The full impact of COVID-19 on traffic fatalities and implementation of programs cannot be determined at the time of this report. Driver behavior changed tremendously during that time and continues to be problematic on the roadways and some measures and targets are still being affected by the 5-year moving averages.

Grants Closed Out Early or Not Implemented

There were two grants that closed out early without completing their program. **Georgia Operation Lifesaver, Inc (GA-2023-402 RH-096)** grant closed due to a terminal illness to the agency administrator. **Clayton State University (YA-2023-402 TSP-013)** had budget and personnel reductions within the school, and they were not able to fulfill the project activities.

Clay County Sheriff's Office (TEN-2023-Clay Count-00010-C) was originally listed in the 2023 Highway Safety Plan; however, before it was awarded, the host network agency changed, and this project was never awarded.

CHANGES TO THE FY2024-FY2026 TRIENNIAL HIGHWAY SAFETY PLAN

According to TREG's 2022 preliminary fatality data¹, eight (8) out of 12 traffic safety performance measures regressed in comparison to the previous year:

1. Overall fatalities (+2%, 32 more)
2. Fatalities per 100M VMT (+3%)
3. Alcohol-related fatalities (+5%, 18 more)*
4. Motorcyclist fatalities (+17%, 32 more)
5. Un-helmeted motorcyclist fatalities (+21%, 3 more)
6. Young drivers involved in fatal crashes (+7%, 14 more)*
7. Pedestrian fatalities (+7%, 21 more)
8. Bicyclist fatalities (*doubled*, 15 more)

Out of the twelve (12) HSP traffic safety performance measure targets set for FY2022, Georgia met three (3) and was on track for meeting one (1). Preliminary data and projections show that Georgia is not on track to meet or did not meet eight (8) traffic safety performance measures in FY2023:

- C-3: Fatalities per 100M VMT
- C-4: Number of unrestrained passenger vehicle occupant fatalities
- C-6: Number of speeding-related fatalities
- C-7: Number of motorcyclist fatalities
- C-9: Number of drivers aged 20 or younger 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

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

¹ At the time of this report, the 2022 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2022 preliminary fatality data obtained from the University of Georgia's Traffic Safety Research and Evaluation Group (TSREG). The data included in TSREG's data were derived from the Georgia Department of Transportation's (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System's (GEARS) online database, and validated with GDOT's Fatal Crash Recording System (FCRS) database.

2.0 About GOHS

MISSION & VISION STATEMENTS

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

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

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

PROGRAM OVERVIEW

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

To assist in its work of coordinating the state's Strategic Highway Safety Plan, GOHS has assembled 15 Task Teams corresponding to the emphasis areas in the SHSP. GOHS also hosts the Georgia Highway Safety Conference every other year, to bring state leaders in traffic safety together to network, build partnerships, and share the latest traffic safety information with stakeholders from around the state.

LEGISLATIVE UPDATE

The Georgia General Assembly began the 2023-2024 legislative term January 9, 2023. The session began with the inauguration of Governor Brian P. Kemp for a second term of office and the swearing in of Lieutenant Governor Burt Jones and six Constitutional Officers to each serve four-year terms.

One of the first bills to make it out of both chambers and to the Governor's desk for his signature was HB 242, which reinstates the Joshua's Law fee to fund driver education scholarships. After a bill to extend the scholarship program past its sunset date of June 30, 2022, failed to make it out of the previous year's session, the General Assembly reinstated the scholarship program and raised the fee tacked on to all traffic fines from 1.5 to 3 percent. The fee will resume being collected on traffic citations issued after July 1, 2023, and will fund scholarships for teen drivers to take required classroom and on-the-road training at an approved public or private provider of the recipient's choosing. Scholarships are awarded first to all applicants who are a child or dependent of a Georgia first responder killed in the line of duty or member of the United States military killed in action and to applicants who are in state custody under the care of the Georgia Department of Family and Children Services. Second priority is given to scholarship applicants who can demonstrate a need based on family income and all other applicants are considered after the first two priority levels have been met.

The General Assembly also passed, and Governor Kemp signed HB 120, which adds persons convicted of driving under the influence of marijuana to the list of individuals with a suspended, revoked or canceled driver's license who are eligible to apply for a limited driving permit.

The Georgia General Assembly also passed HB 189, which provides a 10 percent variance for trucks hauling agricultural products from a farm to the first point of marketing or processing with 150-mile radius of the farm or point of origin, and outside the 13-county metro Atlanta region. The bill raises the weight limit for these vehicles from 80,000 to 93,000 pounds and became effective with the Governor's signature.

Governor Kemp did veto HB 541, which originally added postal service vehicles delivering mail to the list of qualified vehicles under Georgia's "Move Over Law". Governor Kemp said in his veto statement that changes to the bill that would require motorists to move over for any vehicle displaying flashing lights or parked on the side of the road would create safety and enforcement issues.

Several bills aimed at making changes to the Georgia's Automated Enforcement in School Zones failed to pass out of the General Assembly and the Georgia State Senate defeated SB 196, which would have exempted front seat pickup truck riders performing agricultural-related businesses and certain off-road vehicles from wearing seat belts.

The 40-day Legislative Session concluded on March 29, 2023, with all bills still pending eligible for consideration in the next session that will begin January 8, 2024.

Governor Brian Kemp called the Georgia General Assembly into a special session on November 29, 2023, for the purpose of determining legislative districts for representatives to the United States House of Representative, Georgia State Senate, and Georgia House of Representatives. After passing bills establishing the legislative district boundaries for the three legislative bodies, the General Assembly ended their special session on December 7, 2023. The Georgia General Assembly did not take any action on any legislation impacting highway safety during the 2023 special session.

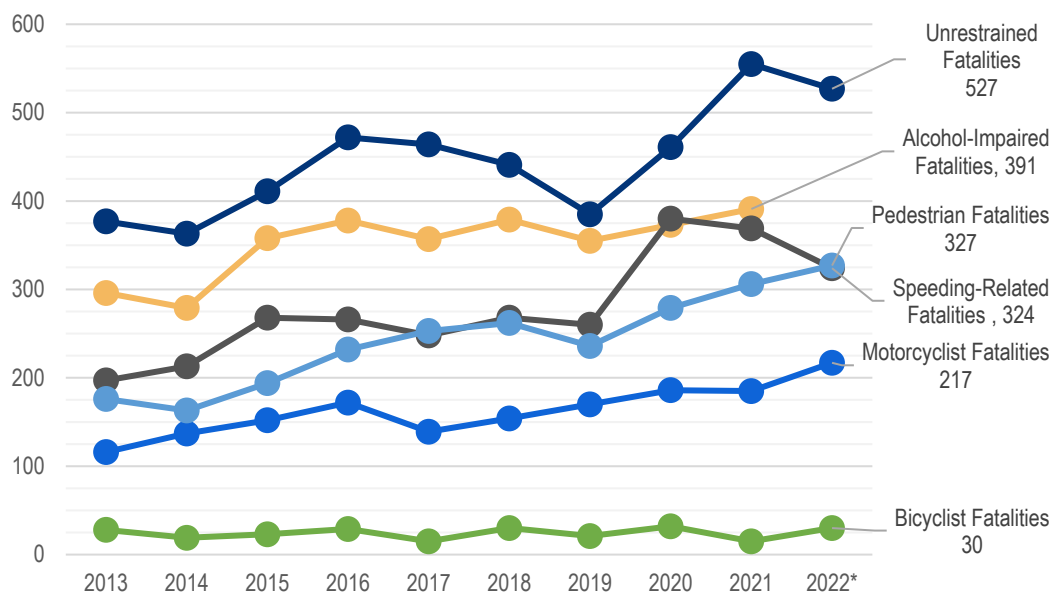
3.0 State Performance Measures

PROBLEM IDENTIFICATION

According to preliminary data, Georgia experienced 1,829 traffic fatalities on public roadways in 2022. The number of roadway fatalities increased by 2% (net 32 count increase) compared to the previous year. During the early months of 2020, Georgia initiated a statewide response to the COVID-19 public health emergency. As traveling patterns are returning to pre-pandemic norms, as shown by the statewide vehicle miles traveled, drivers and other roadway users are engaging in riskier behaviors, including speeding, driving under the influence of alcohol, and not using seat belts.

GOHS recognizes the need to address specific causes of motor vehicle fatalities across the following traffic safety performance measures: unrestrained fatalities, alcohol-related fatalities, pedestrian fatalities, speed-related fatalities, motorcyclist fatalities, and bicyclist fatalities. The figure below shows the trend of each measure across the past decade (2013-2022).

TRAFFIC SAFETY CORE PERFORMANCE MEASURE TRENDS (2013-2022*)



*2022 Preliminary numbers from Traffic Safety Research and Evaluation Group (TSREG) Preliminary Fatality Data

- **Unrestrained Fatalities:** The number of unrestrained passenger fatalities decreased by 5% from 555 in 2021 to 527 in 2022. Despite Georgia’s observed seat belt use (89.3%), 46% of passenger vehicle occupants who were fatally injured in traffic crashes were unrestrained (527 out of 1,135) in 2022. In 2021, 47% of passenger vehicle occupants who were fatally injured in traffic crashes were unrestrained (555 out of 1,182).
- **Alcohol-Related Fatalities:** *Alcohol test results are imputed values; therefore, 2022 FARS and state preliminary data or estimates were unavailable at the time of reporting.* In 2021, there were 391 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol-impaired driving fatalities accounted for 22% of all motor vehicle traffic fatalities in Georgia in 2021. Fatalities in alcohol-impaired-driving crashes increased by 5% (373 to 391 fatalities) from 2020 to 2021. The Georgia counties with the highest alcohol-related fatalities in 2021 were Dekalb (36), Fulton (33), Clayton (17), and Cobb (13).
- **Speed-Related Fatalities:** Speed-related fatalities decreased by 12%, from 369 in 2022 to 324 in 2021. The proportion of speed-related fatalities also decreased from 21% in 2021 to 18% in 2022. Georgia counties with the highest number of speed-related fatalities in 2022 are Fulton (53), Dekalb (20), Gwinnett (16), Henry (16), and Richmond (16).
- **Pedestrian Fatalities:** In 2022, there were 327 pedestrians fatally injured in the state of Georgia – 18% of all traffic fatalities were pedestrians. The 327 pedestrian fatalities in 2022 is a 7% increase from the 306 pedestrian fatalities in 2021. The Georgia counties with the highest number of pedestrian fatalities in 2022 are Fulton (51), Dekalb (43), Cobb (22), and Clayton (20).
- **Motorcyclist Fatalities:** In 2022, there were 217 motorcyclists fatally injured in Georgia motor vehicle traffic crashes – an increase of 17% from the 185 motorcyclists fatally injured in 2021. The number of un-helmeted motorcyclist fatalities increased by three in 2022 compared to 2021. The Georgia counties with the highest number of motorcyclist fatalities in 2022 are Fulton (17), DeKalb (13), Richmond (11), and Chatham (10).
- **Bicyclist Fatalities:** In 2022, there were 30 bicyclists fatally injured in the state of Georgia – doubled compared to 2021. The count of bicyclist fatalities increased from 15 in 2021 to 30 in 2022. In 2022, Chatham County had the highest number of bicyclist fatalities in Georgia (3 bicyclist fatalities).

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

2021-2022 TARGET ASSESSMENT OVERVIEW

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

According to TREG's 2022 preliminary fatality data², eight (8) out of 12 traffic safety performance measures regressed in comparison to the previous year:

9. Overall fatalities (+2%, 32 more)
10. Fatalities per 100M VMT (+3%)
11. Alcohol-related fatalities (+5%, 18 more)*
12. Motorcyclist fatalities (+17%, 32 more)
13. Un-helmeted motorcyclist fatalities (+21%, 3 more)
14. Young drivers involved in fatal crashes (+7%, 14 more)*
15. Pedestrian fatalities (+7%, 21 more)
16. Bicyclist fatalities (*doubled*, 15 more)

Out of the twelve (12) HSP traffic safety performance measure targets set for FY2022, Georgia met three (3) and was on track for meeting one (1). Preliminary data and projections show that Georgia is not on track to meet or did not meet eight (8) traffic safety performance measures in FY2023:

- C-3: Fatalities per 100M VMT
- C-4: Number of unrestrained passenger vehicle occupant fatalities
- C-6: Number of speeding-related fatalities
- C-7: Number of motorcyclist fatalities
- C-9: Number of drivers aged 20 or younger 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

The table on the next page provides the FY2023 and FY2022 statuses of the core performance measures as the state of Georgia continues to work toward the ultimate goal of zero roadway fatalities.

² At the time of this report, the 2022 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2022 preliminary fatality data obtained from the University of Georgia's Traffic Safety Research and Evaluation Group (TSREG). The data included in TSREG's data were derived from the Georgia Department of Transportation's (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System's (GEARS) online database, and validated with GDOT's Fatal Crash Recording System (FCRS) database.

Assessment of Results in Achieving Performance Targets for FY23 & FY22

Traffic Safety Performance Measure		FY2023				FY2022			
		Target Year(s)	Target Value	Projected Value ³	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
C-1	Number of traffic fatalities (FARS)	5-year: 2019-2023	1,680	1,702	● Not on Track	5-year: 2018-2022	1,671	1,656	● Met
C-2	Number of serious injuries ⁴ in traffic crashes (GDOT)	5-year: 2019-2023	8,966	7,936	● On Track	5-year: 2018-2022	8,443	7,428	● Met
C-3	Fatalities per 100M VMT (FARS)	5-year: 2019-2023	1.36	1.39	● Not on Track	5-year: 2018-2022	1.21	1.34	● Not Met
C-4	Number of unrestrained passenger vehicle occupant fatalities (FARS)	5-year: 2019-2023	481	495	● Not on Track	5-year: 2018-2022	446	493	● Not Met
C-5	Number of fatalities in crashes involving a driver or motorcyclist with a BAC of .08+ (FARS)	5-year: 2019-2023	404	382**	● On Track**	5-year: 2018-2022	399	378**	● On Track**
C-6	Number of speeding-related fatalities (FARS)	5-year: 2019-2023	345	343	● On Track	5-year: 2018-2022	301	320	● Not Met
C-7	Number of motorcyclist fatalities (FARS)	5-year: 2019-2023	203	193	● On Track	5-year: 2018-2022	180	182	● Not Met
C-8	Number of un-helmeted motorcyclist fatalities	5-year: 2019-2023	18	17	● On Track	5-year: 2018-2022	26	16	● Met
C-9	Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-year: 2019-2023	210	214	● Not on Track	5-year: 2018-2022	202	206	● Not on Track**
C-10	Number of pedestrian fatalities (FARS)	5-year: 2019-2023	305	297	● On Track	5-year: 2018-2022	281	282	● Not Met
C-11	Number of bicyclist fatalities (FARS)	5-year: 2019-2023	33	26	● On Track	5-year: 2018-2022	25	26	● Not Met
B-1	Observed seat belt use for passenger vehicles (State observational survey)	1-year: 2022	90.0%	87.6%	● Not Met	1-year: 2021	90.0%	89.3%	● Not Met

**FARS alcohol test results are imputed; therefore, 2022 preliminary data or estimates were not available during the time of reporting. The 2021 FARS was used to determine the progress states and project the 5-year moving average of alcohol-related fatalities for 2018-2022 and 2019-2023.

³ 2023 Target performance status was determined using statistical projections. See [Appendix A](#) for projection calculations and a description of trends for each performance measure.

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

FFY24-FFY26 TRIENNIAL HIGHWAY SAFETY PLAN

The 2020-2023 target projections show that Georgia is not on track to meet eight (8) performance measures:

- C-3: Fatalities per 100M VMT
- C-4: Number of unrestrained passenger vehicle occupant fatalities
- C-6: Number of speeding-related fatalities
- C-7: Number of motorcyclist fatalities
- C-9: Number of drivers aged 20 or younger 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

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

Efforts to Address Prioritized Traffic Safety Performance Measures

C-3 Fatalities per 100M VMT

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

C-10: Pedestrian fatalities

C-11: Number of bicyclist fatalities

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

C-6: Speeding-related fatalities

C-7: Number of motorcyclist fatalities

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

C-4: Unrestrained passenger vehicle occupant fatalities

B-1: Observed seat belt use for passenger vehicles

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

4.0 Partners and Safety Plans

TRAFFIC SAFETY PARTNERS

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

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

The Georgia Strategic Highway Safety Plan (SHSP) is a data-driven, comprehensive, multidisciplinary plan that integrates the "4 safety E's"- engineering, education, enforcement, and emergency medical services. The 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.

The SHSP identifies multiple key emphasis areas considered to be the top contributing factors of crashes, serious injuries, and fatalities in Georgia. Emphasis area task teams comprise of champions, practitioners, safety advocates, executive leaders, non-profit agencies, community members and local/state government agencies. These partners work together to implement comprehensive traffic safety countermeasures statewide to reduce traffic safety concerns, implement countermeasure approaches statewide efficiently, and identify potential funding to support the continuation of efforts.

The FY2024 Task Teams, Emphasis Areas and their Leaders are:

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

FUTURE PLANS & TARGETS

Strategic Highway Safety Plan (SHSP)

The Strategic Highway Safety Plan (SHSP) is Georgia's comprehensive transportation plan. The performance measures and targets listed in the FY2022 Highway Safety Plan were coordinated with the data, targets, and activities identified in Georgia's SHSP.

Georgia's SHSP provided strategic direction for other state plans, such as the Highway Safety Improvement Program (HSIP), the Highway Safety Plan (HSP), and the Commercial Vehicle Safety Plan (CVSP). The current plan was updated and in place during FY2022 and will be in place through FY 2024. Georgia is currently in the evaluation phase of the 2022-2024 Georgia SHSP. Link to the 2022-2024 Georgia SHSP: <https://www.gahighwaysafety.org/2022-2024-shsp/>.

The 2024 SHSP Traffic Safety Summit will be held at the Georgia Center in Athens, GA on January 29, 2024. The summit will cover a variety of tracks with focuses on use of data in relation to the SHSP and Engineering Road Safety Audits.

Other Future Plans

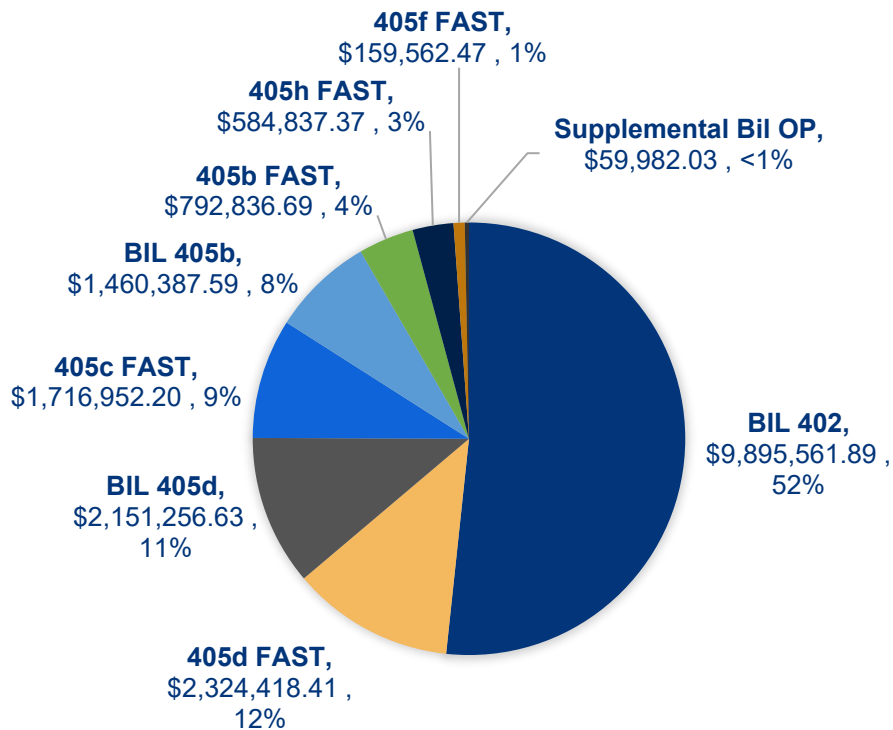
- **Strategic Highway Safety Plan Traffic Safety Summit**
GOHS in conjunction with GDOT will hold its 2024 SHSP Traffic Safety Summit in late January.
- **FY2025 Annual Grant Application**
In FY2024, GOHS will update and submit the Annual Grant Application for FY2025.

5.0 Fiscal Overview

The Georgia’s Governor’s Office of Highway Safety funds programs and based on the annual assessment of highway safety problems in Georgia. GOHS funds and support effective countermeasures and innovative programs designed to address the prioritized traffic safety issues identified each fiscal year. In FFY2023, a total of **\$19.1 million** was allocated to state and local governmental agencies to implement traffic safety programs and grants.

Appendix B shows the FY2023 GOHS grant award amounts and total expenditures by funding source and program area.

FFY 2023 TOTAL EXPENDITURES BY FUNDING SOURCE, \$19.1 M



In FFY2023, **\$19,145,795.28** was expended across all GOHS program areas. The figure below shows the total expenditures across all program areas in FFY2023.

FFY 2023 TOTAL EXPENDITURES (\$19.1 M) BY PROGRAM AREA



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

- **Aggressive Driving** with Highway Enforcement of Aggressive Traffic (HEAT) = \$ 2,877,908.76
- **Evidence Based Enforcement** with the Traffic Enforcement Networks (TENs) = \$ 316,561.38
- **Police Traffic Services** = \$ 1,366,362.40

6.0 Program Areas

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



6.1 PLANNING & ADMINISTRATION (402 PA)

The Planning and Administration include internal grants that are responsible for the overall management and implementation of the Highway Safety Plan. In FY2023, GOHS funded one (1) project and expended a total of \$638,845.00 within this program area. The funded project under this program area is the 402 PA.

Funded Projects

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

Grantee:	GAGOHS - Grantee		Grant Number:	GA-2023-402PA-137
Project Title:	402 P&A		Funding Source:	402PA
Funded Amount:	\$638,845.00	Total Expended (Percent of Funded Amount Expended):	\$638,845.00 (100%)	
Project Description:	402 PA – 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, Finance Director, Executive Assistant, Network Administrator, Grant Supervisor, Grant Specialist II, and Financial Analyst III. 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.			
Summary of Activities:	By assessing and meeting the training needs of GOHS staff, monitoring, and evaluating programs and activities, collecting, analyzing and disseminating data, managing budget and claims and monitoring compliance, and by supporting the implementation of the Highway Safety Plan, this grant contributed to all the state’s traffic safety goals.			



6.2 COMMUNICATIONS (PAID MEDIA)

Highlights

Communications (Paid Media) program area works collaboratively with other programs to promote safe driving practices in order to reduce the number of crashes and eliminate serious injuries and fatalities on Georgia roadways. In FY2023, GOHS funded [six \(6\) projects](#) and expended a total of [\\$4,492,822.80](#) within this program area. The funded projects under Communications include:

- 402PM (Paid Media)
- 405d M6X Paid Media (with Impaired Driving program area)
- 405 F M9X (with Motorcycle Safety program area)
- 405 B M1*CP Paid Media (with Community Traffic Safety Programs and Occupant Protection)
- 405 B M1 DD Paid Media (See Distracted Driving program area)
- 405 H FHX (with Non-Motorized program area)

In FY2023, the Governor’s Office of Highway Safety placed media buys in the six major media markets of Georgia, which includes Atlanta, Albany/Valdosta, Augusta, Savannah, Columbus, and Macon. As per Nielsen ratings for both television and radio, the number of people reached by each GOHS paid media campaign in these markets tabled below.

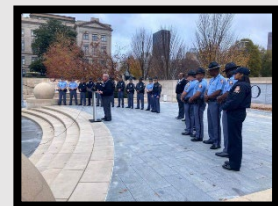
MARKET (Region)	PEOPLE REACHED	
	TV	RADIO
Atlanta	6,330,700	5,153,500
Albany/Valdosta	342,700	131,500
Augusta	630,800	503,000
Savannah	863,400	355,400
Columbus	525,200	229,600
Macon	580,700	392,800

Communications Overview

While preliminary crash data indicating the number of traffic deaths in Georgia in 2023 was trending lower than in 2021 and 2022, the Governor's Office of Highway Safety (GOHS) still faced major challenges with the front seat day-time observed seat belt rate falling to 87.6% in 2023 and the number of pedestrian fatalities having increased by 30% over a five-year period.

The Governor's Office of Highway Safety looked to increase the seat belt rate by using paid media, earned media, and owned media to bolster enforcement and education efforts. The Governor's Office of Highway Safety held three simultaneous news conferences in Atlanta, Macon, and Savannah prior to the start of the Thanksgiving holiday weekend travel period to remind drivers to buckle up and to make sure children were properly restrained when riding in vehicles. GOHS also partnered with the Georgia State Patrol and Georgia Department of Natural Resources to promote seat belt and life jacket use prior to the Memorial Day Holiday weekend, which is a time when many make their first trip to a lake or river for the summer season. GOHS also expanded their Buckle Up Georgia program with Georgia Public Broadcasting's high school football game of the week. Segments included reactions for adults and teens to the VR seat belt video that shows what happens to unbelted crash test dummies in a high-speed rollover crash. GOHS also partnered with Tennessee to hold Seats Across the States child safety seat checks in Northwest Georgia/Southeast Tennessee in November and held a separate check at Fort Moore near Columbus in May.

GOHS also worked to increase seat belt use through an expanded Rural Road Safety campaign. GOHS, Georgia Department of Agriculture, and Georgia Peanut Commission combined for their Rural Road Buckle Up Georgia event in



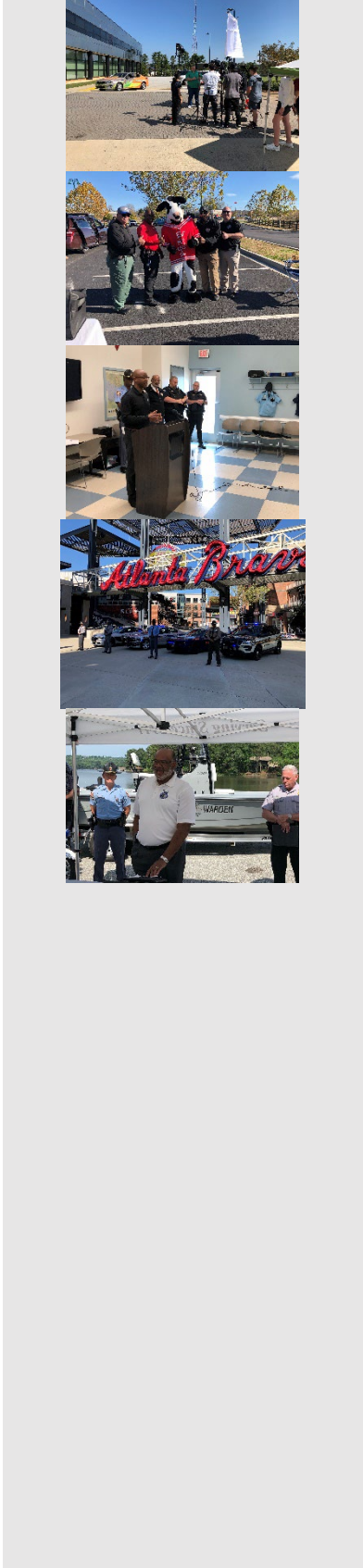
October 2022 at the Sunbelt Agricultural Exposition in Moultrie. The Sunbelt Ag Expo is the largest farm show in the southeast and attracts hundreds of thousands of persons over a three-day period. GOHS also began a new venture with NASCAR driver Ross Chastain to promote seat belt use through community engagement events at Atlanta Motor Speedway and local schools.

GOHS is also working to reduce pedestrian fatalities through education messaging on Georgia law requiring drivers to stop for pedestrians in crosswalks. The campaign included outdoor advertising located in minority disadvantaged communities where walking and public transportation are primary means of transportation for many residents. GOHS also held an earned media event during National Pedestrian Safety Month in October at a time when daylight hours grow shorter each day. GOHS also provided earned media coverage during the 2023 Child Passenger Safety Week Caravan.

Sports continues to be a dependable path to reach the target audience of males 18-34 through paid and earned media events. GOHS partnered with the Atlanta Braves and Braves minor league affiliate Gwinnett Stripers for a seat belt and child passenger safety campaign. While in college athletics, GOHS worked to promote impaired driving prevention for fans attending and watching University of Georgia and Georgia Institute of Technology athletic events where alcohol is now being sold.

Georgia continues to partner with highway safety offices in three states to run Occupant Protection and Impaired Driving Prevention messages in six southeastern states during Atlanta Braves baseball telecasts and Georgia also ran impaired driving prevention messages during Atlanta Hawks NBA telecasts.

The teamwork for NHTSA Region IV states continued with the annual “Operation Southern Slow Down” speed education and enforcement campaign held in the third week in July. Georgia joined the four region states to hold four simultaneous earned media events to kick off the week-long enforcement campaign. The earned media news events generated dozens of articles in the region and nationally.



GOHS was able to get statewide coverage for the Holidays Drive Sober or Get Pulled Over campaign by partnering with the Georgia Association of Broadcasters for an earned media event prior to the Christmas holidays. GAB member radio and television stations provided statewide coverage of this important message aimed at eliminating drunk and drugged driving deaths. GOHS continues its year-long partnership with GAB running Occupant Protection, Impaired Driving Prevention, Distracted Driving Prevention, Motorcycle Safety, and Pedestrian Safety Law education messages.

GOHS also worked with Law Enforcement Services Division to coordinate media coverage during the annual “Hands Across the Border” drunk driving prevention campaign with neighboring states prior to the start of the Labor Day Holiday Weekend. The schedule though was interrupted by a hurricane that traveled through the southern part of the state during the week.

A new program to educate out-of-state visitors on Georgia traffic laws saw GOHS partner with Clear Channel Outdoor to place Hands-free law education messages at four locations in the Rental Car Center at Hartsfield-Jackson International Airport. These messages remind those who are visiting Georgia that drivers are not allowed to hold a phone or support one with their body while operating a motor vehicle in the state.

GOHS is also working to eliminate motorcycle deaths by running education safety messages in the winter and spring reminding drivers that motorcyclists are back on the road and drivers need to save lives by looking twice.

GOHS continues to use social media and digital platforms to expand highway safety education messaging. GOHS added a monthly podcast “The Right of Way” which provides interviews and information designed for younger audiences who regularly use this platform for news and entertainment.

Earned Media Events & Campaigns

FY2023 were supplemented throughout the year with the following earned media campaigns, which were executed with news conferences, social media messaging (please see Social Media Addendum at the end of this section) on Facebook/Twitter/Instagram and news releases sent to statewide print and broadcast media.

FY2023 EARNED MEDIA EVENTS

CAMPAIGN	LOCATION	DATE
National Pedestrian Safety Month	Atlanta	Oct 11, 2022
Rural Road Safety	Moultrie	Oct 19 2022
Seats Across the States	Ringgold	Nov. 21, 2022
November CIOT	Atlanta, Macon, Savannah	Nov. 22, 2022
Holiday Impaired Driving Prevention	Atlanta	Dec 19, 2022
Thunder Task Force	Albany	March 22-24, 2023
Protect Your Melon Rural Road Safety	Cordele	March 16, 2023
Protect Your Melon OP	Atlanta	March 17, 2023
Henry Co. Thunder Task Force	McDonough	April 12-14, 2023
Memorial Day CIOT	Atlanta, Columbus, Cordele	May 25, 2023
Thunder Task Force	Savannah	June 8-10, 2023
Protect Your Melon Rural Road Safety	Cordele	July 7, 2023
Operation Southern Slow Down	Dalton, Augusta, Savannah, Columbus	July 17, 2023
Back to School Safety	Atlanta, Augusta, Columbus, Macon, Savannah	July 27-Aug 3, 2023
Hands Across the Border	Augusta, Bremen, Columbus, Dillard, Kingsland, Savannah, Valdosta	Aug 2-5, 2023
Child Safety Seat Awareness	Americus, Cairo, Hinesville, Ringgold	Sept 19-24, 2023

FY2023 EARNED MEDIA CAMPAIGNS

CAMPAIGN	PROGRAM AREA	DATE
Expo Rural Road Safety	Occupant Protection	October 2022
Teen Driver Safety Awareness	Teen Driving	October 2022
Thanksgiving Click It or Ticket	Occupant Protection	November 2022
Holiday Drive Sober or Get Pulled Over	Impaired Driving	December 2022
St. Patrick's Day Drive Sober	Impaired Driving	March 2023
Spring Distracted Driving Awareness	Distracted Driving	April 2023
Memorial Day CIOT	Occupant Protection	May 2023
July 4 th OZT	Impaired Driving	June-July 2023
Operation Southern Slow Down	Speed Prevention/Occupant Protection	July 2023
Back To School Safety	Occupant Protection/Pedestrian Safety	July-August 2023
Hands Across the Border/Labor Day OZT	Impaired Driving	August-Sept. 2023
Child Passenger Safety Week	Occupant Protection	September 2023

Paid Media Campaigns – List

The GOHS paid media campaigns for FY2023 include the following:

- 2022 Georgia/Florida Impaired Driving Prevention Campaign
- 2022 Thanksgiving Click It Or Ticket (CIOT) Campaign
- 2022/2023 Holiday Drive Sober Campaign
- 2022/2023 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, and Impaired Driving Campaign
- 2022/2023 Hawks TV Impaired Driving Prevention
- April 2023 Distracted Driving Awareness Campaign
- 2023 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign
- 2023 Atlanta Braves Buckle Up Georgia
- 2023 Pedestrian Safety Education
- 2023 Look Twice, Safe a Life Motorcycle Safety
- 2023 Protect Your Melon OP Rural Road Safety
- 2023 Atlanta Motor Speedway Distracted Driving Awareness
- 2023 Memorial Day Click It or Ticket Campaign
- 2023 Share The Road Bicycle Safety Campaign
- 2023 July 4th Operation Zero Tolerance/Drive Sober Campaign
- 2023-24 High School Football Occupant Protection Campaign
- 2022-23 Georgia Public Broadcasting BuckleUPGeorgia Occupant Protection Campaign
- 2023 Labor Day Operation Zero Tolerance/Drive Sober Campaign
- 2022/2023 College Football Impaired Driving Prevention
- 2023 Hands-free law Hartsfield-Jackson Airport

Paid Media Campaigns – Detailed Descriptions

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

- 2022 Georgia/Florida Impaired Driving Prevention Campaign**

Dates: October 17-29, 2022

Budget Spent: \$27,000.00

Formats: Television, Radio, Digital

Agency: Chandley Communications

GOHS continued our partnership with the FDOT Safety Office for the annual Georgia/Florida Impaired Driving Prevention program during the week of the annual football game that draws hundreds of thousands of people to the Southeast Georgia/Northeast Florida area. The game has long tradition of being associated with alcohol consumption by fans in the area, which is why GOHS sponsored a weeklong television campaign on WTLV and WJXX stations, and FDOT Safety Office ran spots on the Florida Gators Athletic radio network and in the stadium. According to data from WTLV/WJXX, GOHS received 95 total spots on over-the air television to promote impaired driving prevention during the week that recorded 1.26 million screen impressions and spots that ran on the Premium OTT/CTV service earned more than 134,000 screen impressions. The GOHS banner ad on the First Coast News website earned more than 261,000 impressions and the :30 Border Wars game special ran 84 times and earned a total of 620,000 screen impressions during the week. WTLV/WJXX also produced at no extra cost, a :30 message featuring troopers from the Georgia State Patrol and Florida Highway Patrol.



Population Reach:

ELEMENTS	SPOTS	COST
Border War Special	2 X :30 messages 2 open/close billboards Sponsor tag on station promos	\$200
WTLV	41 X :30	\$6,914
WJXX	54 X :30	\$5,967
First Coast News Digital, Display PreRoll, OTT		\$7,499
Chandley Placement Fee		\$1,791
WTLV/WJXX Border Wars Promo	53 X 15	\$0
WTLV/WJXX Border Wars Promo	31 x 15	\$0

- **2022 Thanksgiving Click It Or Ticket (CIOT) Campaign**

Dates: November 15 -November 27

Budget Spent: \$240,000

Formats: Television, Radio, Digital

Agency: Chandley Communications

GOHS ran its annual Thanksgiving CIOT paid media campaign in conjunction with statewide, high-visibility enforcement from November 15– November 27 in 2022. The “Crystal Ball” seat belt message was used on radio, television, and digital streaming platforms. The theme of the message is no one knows when they will be in a crash and a seat belt offers the best protection. This campaign was supplemented by earned media, as well as a public information and education campaign on Facebook, Twitter, Instagram and the GOHS website. The timing of this campaign coincides with NHTSA’s nationwide CIOT campaign with both social norming and enforcement messaging.

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



Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	TOTAL SPOTS	IMPRESSIONS	REACH
Broadcast	\$88,442	364	95	495	2,630,901	60%
Cable	\$57,838	3,453	926	4,379	790,699	47%
Radio	54,949	3,070	736	3,806	3,441,675	62%
Digital (OTT)	\$8,500				297,071	
Digital (Bally Sports Streaming)	\$7,999				148,782	

The following are examples of earned media received:

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

- **2022/2023 Holiday Drive Sober Campaign**

Dates: December 15 – January 2
Formats: Television, Radio, Digital

Budget Spent: \$240,000
Agency: InterConnect

GOHS ran its annual, Christmas/New Year’s holiday paid media campaign in conjunction with statewide, high-visibility enforcement from Dec. 15, 2022, to Jan. 2, 2023. GOHS ran the “Toughest Job in Law Enforcement” spot which has the message that law enforcement targets removing impaired drivers off the road in order to prevent families from losing loved in crashes and shows how the public can help eliminate impaired driving deaths by never choosing to drive under the influence of alcohol, drugs, or both. GOHS selected State of Georgia approved media buying vendor Jacob’s Eye to handle purchasing television, radio, and streaming time to air impaired driving prevention messages on television stations, streaming video platforms, and radio stations that reach an audience in Georgia. This campaign was supplemented by earned media, as well as a public information and education campaign on Facebook, Twitter, Instagram and the GOHS website. The paid media campaign is designed to support the statewide enforcement of Georgia DUI laws during the holiday season and an earned media event held on the day prior to the start of the campaign.

The purpose of this campaign was to fund an in-house, statewide comprehensive impaired driving paid media campaign designed to reduce alcohol-related crashes, injuries, and fatalities. The campaign is also designed to boost impaired driving enforcement efforts by state and local law enforcement during the holiday In conjunction with the media buyer agency of record, The campaign aired to both preview and coincide with the Christmas/New Year’s holiday travel periods, which was 6 p.m. on Friday, Dec. 23 to 11:59 p.m. on Monday, Dec. 26 for Christmas and 6 p.m. on Friday, Dec. 30 to 11:59 p.m. on Monday, Jan. 2 in Georgia. The Drive Sober impaired driving message targeted males aged 18-34 years.



Population Reach:

	COST	SPOTS ORDERED	BONUS SPOTS	TOTAL SPOTS	IMPRESSIONS
Broadcast	\$33,985	458	326	784	6,052,094
Cable	\$46,755	1,372	3,826	5,198	5,274,544
Radio	\$86,299	16,700.	99	16,799	6,948,100+
OTT/CTV	\$35,100	657,154 impressions ordered	n/a	n/a	659,490 impressions delivered
YouTube		714,286 impressions ordered	n/a	n/a	714,286 impressions delivered
Audio Streaming		1,060,054 Impressions ordered	877,091 audio completes	86% audio completion rate	1,063 impressions delivered

Digital Video/Audio Streaming Agency Fee	\$49,360		
Agency Fee	\$23,600		
Total		22,781	21,163,967+ impressions delivered

The following are examples of earned media received:

1. [Sober driving enforced during holidays | Times Georgian | times-georgian.com](#)
2. [11 Alive 'Sober or get pulled over' Holiday warning for drunk drivers from local officials - YouTube](#)
3. [Rockdale Sheriff's Office launches DUI campaign | News | rockdalenewtoncitizen.com](#)
4. [Local law enforcement increasing its presence on the roads \(41nbc.com\)](#)
5. [13 killed on crashes on Georgia roads over holiday weekend – WSB-TV Channel 2 - Atlanta \(wsbtv.com\)](#)
6. [Rockdale County Sheriff's Office to end 'drive sober or get pulled over' campaign, increase safety for sober driving | News | news-daily.com](#)
7. [APD increasing patrols for New Year's travel \(walb.com\)](#)
8. [Gwinnett Police will conduct DUI Task Force detail on New Year's Eve | News | gwinnettdaily.com](#)

- **2022-23 Georgia Association of Broadcasters Occupant Protection, Distracted Driving, Motorcycle Safety and Impaired Driving Campaign**

Dates: October-September

Budget Spent: \$192,000

Formats: Television, Radio

Agency: Georgia Association of Broadcasters (GAB)

The Governor's Office of Highway Safety has continued its non-profit public safety message-paid media campaign with the Georgia Association of Broadcasters. GOHS spends \$8,000 a month for spots to air on GAB member television stations throughout the state and \$8,000 a month for spots to air on radio stations around the state. The value of radio and television advertising GOHS receives each month is ten times more than the monthly expenditure of \$16,000. From October 1, 2022 through September 30, 2023, GOHS received more than 37,000 television and radio spots worth more than 3 million dollars for the annual cost of just \$192,000. The monthly campaign allows GOHS to adjust its program area message to coincide with the NHTSA Communications plan. GOHS ran Occupant Protection messages in November, January, July and September, Impaired Driving messages in December, February, March, June, and August, Pedestrian Safety Education in October, Distracted Driving in April, and Motorcycle Safety in May. GAB member stations air these spots were available and we are able to reach 3.75 million Georgians annually.

GAB FFY 2023 Report:

MONTH	RADIO SPOTS	RADIO VALUE	TV SPOTS	TV VALUE	TOTAL SPOTS	TOTAL VALUE
10/2022	2,381	\$101,802	793	\$155,999	3,174	\$257,801
11/2022	2,261	\$90,096	888	\$154,054	3,149	\$244,150
12/2022	2,208	\$93,832	686	\$144,590	2,894	\$238,422
01/2023	2,317	\$96,341	698	\$150,511	3,015	\$246,852
02/2023	2,271	\$90,941	719	\$153,515	2,990	\$244,456
03/2023	2,406	\$93,952	714	\$141,677	3,120	\$235,629
04/2023	2,206	\$92,237	744	\$141,473	2,950	\$233,710
05/2023	2,461	\$97,290	815	\$167,610	3,276	\$264,900
06/2023	2,108	\$96,544	771	\$198,983	2,879	\$295,527
07/2023	2,503	\$107,418	806	\$191,910	3,309	\$299,328
08/2023	2,303	\$80,015	731	\$154,147	3,034	\$234,162
09/2023	2,595	\$91,070	793	\$167,383	3,388	\$258,453
TOTAL	28,020	\$1,131,538	9,158	\$1,921,852	37,178	\$3,053,390

- 2022-23 Georgia Public Broadcasting BuckleUp Georgia Occupant Protection Campaign**

Dates: October-June; August-September

Budget Spent: \$450,000

Formats: Television

Agency: Georgia Public Broadcasting

The Governor’s Office of Highway Safety and Georgia Public Broadcasting (GPB_ continue to work together to promote occupant protection, especially among teen and young adult drivers through the “Buckle Up Georgia” campaign. GOHS serves not only as the primary marketing partner for GPB’s regular and postseason coverage of high school football and girls flag football but also works with GPB to produce safety education segments, safety program interviews, student occupant protection video contest, and personal testimonials on how the use of a seat belt made the difference in saving their life in a traffic crash. These segments aired during halftime and between games at the GHSA State Football Championships. GOHS aired the “Memories Lost” spot which highlights a teenager who ignores her parents request to wear a seat belt and is almost in a crash without wearing a seat belt. The spot shows some of the important events in many lives that are missed when lives are lost in traffic crashes. The “Memories Lost” spot aired three times a game in 2022 and once a game in August and September of 2023 to pair with the 2022 Student Video Contest winner spot “We Will Buckle Up”. The student spot parodies a popular song and uses teens, which will resonate more with the targeted younger audience. The campaign also included segments with teens, football players, and adults viewing the VNR Crash Video that shows what happens to passengers inside a motor vehicle that is overturning during a

high-speed crash. Another segment featured driving instructors talking to teen drivers on the importance of always buckling up. Interviews included the Georgia Driver’s Education Commission Teen Driving Training Scholarship Program, Georgia DPH Child Occupant Safety Project, and Students Against Destructive Decisions (SADD).



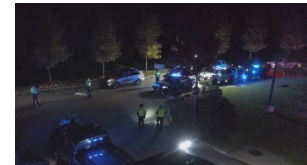
Population Reach:

TELEVISION		DIGITAL	
Total TV Impressions	12,553,144	GPB Website Banner Impressions	550,000
TV BuckleUP Georgia Impressions	29,820,467	GPB Sports App Impressions	1,100,000
TV Billboard Impressions	6,327,864	GPB Podcast	82,500
Total TV/Digital Impressions	48,701,475	Total Impressions	1,733,050

• **2022-23 Bally’s Atlanta Hawks Impaired Driving Prevention**

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

GOHS contracted with Bally’s to broadcast impaired driving messages on 45 regular season games during the 2022-23 NBA season. With bonus spots for regular season and first round playoff games. The Atlanta Hawks have a talented roster that attracts a large television audience for every game and a majority of that audience fits the GOHS target audience of males 18-34. Many of those watching these games are consuming alcoholic beverages and it is important to remind everyone to never make the choice to drive over the legal BAC limit. GOHS ran the “Toughest Job in Law Enforcement” message that reminds everyone the best way to prevent a DUI crash and a DUI arrest is to plan ahead for a ride with a sober driver.



Population Reach:

Hawks 2022-23 SEASON CAMPAIGN RECAP

ELEMENT	# ELEMENTS ORDERED	# ELEMENTS AIRED	ADDITIONAL VALUE
Hawks In-Game Spots	99	104	\$30,800
Hawks In GameFlow	45	47	\$1,000
Hawks :05 Billboards	45	47	\$1,000
Hawks Pregame :30's	0	20	\$10,000
Hawks Post-Game :30's	0	12	\$12,000
Hawks Re-Airs	90	254	\$8,200
ROS Sports	350	1,265	\$45,750
Total Broadcast Elements	630	1,749	\$108,750
Fox Sports Go Streaming	869,500	871,500	\$43,891

- 2023 All South Highway Safety Team Impaired Driving and Occupant Protection Campaign**

Dates: April-September *Budget Spent:* \$388,000

Formats: Television, Radio *Agency:* Bally's/Diamond Sports in a joint project with SHSO's from TN, SC and NC.

Teamwork has led the Atlanta Braves to six straight division titles and a World Series title in 2021 and teamwork is what Georgia, and three other states are doing to provide Occupant Protection and Impaired Driving prevention messaging during Atlanta Braves baseball games during the 2023 Major League Baseball Season. GOHS joined highway safety offices in North Carolina, South Carolina, and Tennessee to bring 60 OP and Impaired Driving messages during Atlanta Braves broadcasts on Bally's Sports South and Southeast Regional Sports Networks. The combined resources allow these four states to air these important safety messages over the Bally's Regional Sports Cable Network that airs approximately 155 regular season games in six southeastern states. The percentage of cost is broken down based on percentage of viewership in each state and Georgia pays slightly more than 70 percent of the total cost. Atlanta Braves baseball is the number one broadcast in all television markets in Georgia during the season and delivers a large audience across the southeast. The campaign runs OP messages in April and May prior to the Click It or Ticket Campaign and in July and September during Operation Southern Slow Down takes place in the third week of July and



September is National Child Passenger Safety Month. Impaired Driving prevention messages air prior to the July 4th holiday travel period and in August prior to the Labor Day Holiday weekend. The campaign also debuted news spots that were produced prior to the start of the 2023 MLB season.

Population Reach:

BRAVES 2023 SEASON CAMPAIGN RECAP

ELEMENT	# ELEMENTS ORDERED	# ELEMENTS AIRED	ADDITIONAL VALUE
Braves In-Game Spots	122	141	\$85,000
Braves In GameFlow	61	68	\$10,500
Braves :05 Billboards	61	65	\$7,000
Braves Post-Game :30's	0	5	\$7,500
Braves Pre-Game :30's	0	44	\$44,000
Braves Re-Airs	122	635	\$25,650
ROS Sports	540	1927	\$69,350
Total Broadcast Elements	906	2,888	\$171,700
Fox Sports Go Streaming	1.35 million impressions ordered	1.7 million impressions delivered	\$1,700
Total Additional Value			\$251,200

• **2023 Atlanta Braves Buckle Up Georgia**

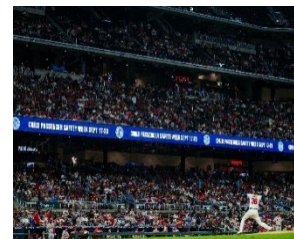
Dates: April-October

Budget Spent: \$100,000

Formats: Billboards, Signs

Agency: Atlanta Braves Baseball

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



- **2023 Pedestrian Safety Campaign**

Dates: February-April *Budget Spent:* \$250,000
Formats: Outdoor Billboards *Agency:* Clear Channel Outdoor Advertising, Lamar Outdoor Advertising,

After preliminary crash data showed a 16% drop in pedestrian deaths in Georgia from April-June in 2022 compared to the same three months in 2021, GOHS moved the start date for the Pedestrian Safety Education Outdoor Advertising Campaign to begin in the middle of February 2023. The purpose of these messages is to educate drivers that Georgia law requires all drivers to stop for pedestrians in a crosswalk. GOHS contracted with Clear Channel Outdoor Advertising and Lamar Outdoor Advertising to place pedestrian safety law education messaging in areas where crash data shows a high number of pedestrian crashes. FARS mapping showed that a number of these pedestrian fatalities occurred in low-income, socio-economic disadvantaged areas in metro Atlanta, Augusta, Macon, Savannah, and Valdosta. GOHS worked with vendor agencies to identify these roadways where they had signs and placed these education safety messages in these areas.



Population Reach:

	DAILY SPOTS PER DISPLAY GUARANTEED	WEEKLY SPOTS PER DISPLAY	TOTAL SPOTS FOR THIS POP PERIOD
Spots Delivered	1,165	8,155	3,425,456
Spots Guaranteed	1,000	7,000	2,940,00
Variance	165	1,155	485,456
Variance%	16.50%	16.50%	16.51%

- **2023 Pedestrian Safety Campaign**

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

With the crash data showing that many of the pedestrian fatality crashes were taking place in the metro Atlanta area, GOHS contracted with Outfront Media to run a 16-week campaign in area serviced by MARTA buses.



Outfront Media handles all advertising and signage for billboards, posters and bus shelters owned by MARTA, which provides bus and light rail transportation in Fulton and DeKalb counties. The Outfront Media Pedestrian Safety Message project is an equity campaign aimed at bringing pedestrian law education to drivers traveling in an area where many of the residents rely on walking and public transportation services as their primary means of travel.

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

- **2023 Spring Distracted Driving Awareness Campaign**

Dates: April 1– 30, 2023 *Budget Spent:* \$175,000
Formats: Television, Radio, Digital *Agency:* Chandley Communications, Inc.

GOHS continued their participation with NHTSA for the National Distracted Driving Awareness Month education and enforcement campaign during April. GOHS used State of Georgia approved media buying and advertising services vendor Chandley Communications to buy \$175,000 in radio, television, and digital streaming advertising to broadcast and stream distracted driving awareness messages promoting compliance with Georgia’s hands-free wireless device law.



Chandley Communications spent \$99,120 dollars for 608 :30 distracted driving awareness messages on local broadcast stations in Georgia, \$60,000 to air 2,710 :30 distracted driving awareness messages on cable television outlets in the state, \$40,750 to air 1,483 :30 distracted driving awareness messages on radio stations, and \$30,250 to run :15 and :30 distracted driving awareness messages on digital television and radio platforms OTT and Spotify. GOHS also received 700 bonus spots on television, cable and radio outlets during the month. The media buy resulted in GOHS messages receiving 1.8 million impressions on mass media outlets and 1.4

impressions on statewide digital platforms for a total reach more than 3.2 million impressions for the entire campaign.

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

Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	PSA/Promos	Total Spots	Impressions	Reach
Broadcast	\$55,875	290	176	21	487	3,565,839	90%
Cable	\$52,489	2,594	1,213	0	3,807	1,478,731	72%
Radio	\$28,090	1,077	879	0	1,956	8,103,651	55%
Digital (OTT)	\$16,499	771,391 impressions			717,402 impressions		
Digital (Hulu)	\$7,499	136,361 impressions			136,361 impressions		
Agency Fee	\$14,000						

The following are examples of earned media received:

1. Henry Herald: [Governor’s Office of Highway Safety Thunder Task Force rolls into Henry County this weekend](#)
2. WRDW: [Reckless driving deaths increase in Georgia](#)
3. ANF: [Thunder Task Force cracks down on distracted, drunk driving in Henry County](#)
4. WALB: [Distracted driving is the leading cause of car crashes in Georgia](#)

- **2023 Memorial Day Click It or Ticket Campaign**

Dates: May 15-29, 2023 *Budget Spent:* \$240,000
Formats: Television, Radio, Digital *Agency:* Chandley Communications

GOHS ran its annual Memorial Day Click It or Ticket media campaign in conjunction with statewide, high-visibility enforcement from May 15-29, 2023. The campaign once again featured the ‘Crystal Ball’ media spot reminding drivers that mistakes are a part of human nature and that includes driving. That is why the Safe People concept under the Safe Systems approach wants all motorists to be properly restrained in the event of a crash. The CIOT paid media campaign runs during the statewide enforcement period, including the Memorial Day holiday travel weekend which began at 6:00 p.m. on Friday, May 26 and ended at 11:59 p.m. on Monday, May 29 and also included a joint earned media effort with the Georgia Department of Natural Resources. GOHS and Georgia State Patrol promoted seat belt use and DNR Game Wardens

urged those on the water to click their life jackets prior to the Memorial Day holiday weekend at news conferences in Atlanta, Columbus, and Cordele.

GOHS Media Buyer Chandley Communications media plan for broadcast television, cable television, radio, and digital streaming platforms earned more than 10.34 million screen impressions during the two-week period the spots ran. More than 9.5 million of the impressions were over the traditional media outlets while the streaming platforms delivered close to one million impressions.



Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	TOTAL SPOTS	IMPRESSIONS	REACH
Broadcast	\$82,543	406	217	623	3,985,411	85%
Cable	\$56,064	3,933	3,960	7,893	1,887,437	61%
Radio	#48,930	2,173	658	2,831	3,628,682	
Digital (OTT)	\$10,000				344,898	
Digital (Spotify)	\$5,000				131,999	
Digital (Online Video)	\$4,250				147,001	
Digital (YouTube)	\$5,750				219,6665	

The following are examples of earned media received:

1. Calhoun Times: [‘Click It or Ticket’ campaign kicks off May 15](#)
2. Effingham Herald: [Law enforcement agencies urge drivers, passengers to buckle up](#)
3. WJBF: [“Click-it or Ticket” begins, officers checking for seat belt safety](#)
4. Now Habersham: [Law enforcement turns up the heat on traffic and boating law violators](#)
5. WSBTV: [Drivers beware! Starting today, more officers will look for seat belt violators](#)
6. WJBF: [“Click-it or Ticket” begins, officers checking for seat belt safety](#)
7. WALB: [GOHS’ upcoming ‘Click It Or Ticket’ annual campaign](#)
8. WSB Radio: [Drivers beware! Starting this week, more officers will look for seat belt violators](#)
9. Access WDUN: [Forsyth County joins state-wide effort to promote road safety](#)
10. The Citizens: [Seat belt awareness campaign underway in Newton County](#)
11. Monroe Local: [Click It or Ticket campaign in force in neighboring Newton County](#)
12. WTVM-TV Columbus: [Click It or Ticket campaign begins in Georgia](#)
13. CBS 44: [Belts & Jackets 2023 Safety Tour Stops at Lake Blackshear](#)

- **2023 July 4th Operation Zero Tolerance/Drive Sober Campaign**

Dates: June 23-July 4 *Budget Spent:* \$240,000
Formats: Television, Radio, Internet *Agency:* Jacob’s Eye Marketing

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

The media plan implemented by Chandley Communications earned more than 7.96 million impressions across the state. More than 6.56 million of those impressions came from spots airing on broadcast, cable, and radio outlets in Georgia. The July 4th Drive Sober or Get Pulled Over campaign also earned another 1.4 million impressions running video and audio messaging streaming platforms for video and radio for a total cost of slightly more than \$25,000. GOHS and Chandley will look to continue to expand the reach of Impaired Driving Safety messages through other streaming platforms where geofencing data shows the message will reach the target audience of males 18-34 years of age.



Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	TOTAL SPOTS	IMPRESSIONS	REACH
Broadcast	\$82,943	550	33	583	1,703,000	70%
Cable	\$50,499	6,141	1	6,142	1,560,785	59%
Radio	\$59,956	3,698	94	3,792	3,975,944	70%
Digital (OTT)	\$10,000	344,828		344,828	344,822	
Digital (Spotify)	\$4,000				106,266	
Digital (Online video)	\$4,250				146,553	
Digital (YouTube)	\$6,290				216,897	

The following are examples of earned media received:

1. WTVM-TV Columbus: [Travel and safety tips for the upcoming Independence holiday](#)
2. Monroe Local News: [State troopers and officers urge motorists to celebrate safely this Independence Day holiday weekend](#)
3. 41 WMGT: [Teen drivers reminded to not drive distracted or impaired during summer months](#)

- **2022-23 High School Football Occupant Protection Campaign**

Dates: October-December 2021,
August -September 2022

Budget Spent: \$126,000.00

Formats: Television, Radio

Agency: WSST-TV, GACA Radio, SCORE
Atlanta

The Governor’s Office of Highway Safety spent \$128,000 to air Occupant Protection messages during live television broadcasts in metro Atlanta, radio broadcasts of high school football in northeast Georgia, and television broadcasts in middle and South Georgia. These two markets are rural areas, and the crash data shows a higher proportion of fatal crashes and fatal crashes of unrestrained motorists in rural areas of the state. GOHS spent \$110,000 to air 155:30-second teen OP safety messages during the SCORE Atlanta Game of the Week for 12 regular season games, 4 playoff games, and 11 games in the Corky Kell Kickoff Classic. GOHS also received 20:30-second teen OP messages with our sponsorship of the Great Atlanta Bash, which featured games involving teams in the city of Atlanta and surrounding counties. GOHS received 0:30-second seat belt safety messages to air during the pre-game, game, and postgame shows on stations in Lavonia, Toccoa, and Clayton. GOHS also received messages to air during the week over a four-month period. GOHS paid \$2000 per station for the season for the campaign. GOHS also spent \$12,000 to air seat belt awareness messages during WSST-TV coverage of high school football games in middle and South Georgia. Over the 12-week regular season, GOHS received two 0:30-second spots in each game aired on WSST-TV in Cordele. WSST-TV selects pivotal matchups in an area where fans love to watch high school football. On both radio and television, GOHS aired the “Missed Lifetime Memories” spot that highlights a teen driver realizing what she can miss on life if she is killed in crash because she is not wearing a seat belt.



• **2023 Labor Day Operation Zero Tolerance/Drive Sober Campaign**

Dates: August 24 - September 4 *Budget Spent:* \$240,000.00
Formats: Television, Radio, Internet *Agency:* Chandley Communications

GOHS supports the “Hands Across the Border” Impaired Driving Statewide Enforcement campaign with a 15-day television, radio, and streaming service paid media campaign. “Hands Across the Border” is a week-long enforcement campaign that sees Georgia law enforcement partner with neighboring states conduct sobriety road checks over a five-day period heading into the Labor Day Holiday travel weekend. Chandley Communications planned and executed the buy on behalf of GOHS. GOHS aired the “Toughest Job in Law Enforcement” campaign that showed that law enforcement officers make DUI arrests to avoid having to notify families of loved ones killed in crashes and what we all can do eliminate impaired driving deaths.



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

Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	TOTAL SPOTS	IMPRESSIONS	REACH
Broadcast TV	\$81,387	434	92	526	1,578,593	70%
Cable	\$44,985	3,671	197	3,868	1,430,530	63%
Radio	66,130	3,288	235	3,523	3,514,247	65%
Digital (CTV/OTT)	\$10,000				344,828	
Digital (Audio)	\$4,000				105,264	
Digital (Online Video)	\$4,710				229,335	
Digital (YouTube)	\$6,290				75,631	

The following are examples of earned media received:

1. WTVM 9: [Law enforcement kicks off 'Hands Across the Border' highway campaign in Columbus](#)
2. Daily Dalton Citizen: [Drunk and drugged driving enforcement campaign starts Monday](#)
3. WJBF: [Law enforcement DUI checkpoint campaign begins](#)
4. Now Habersham: [GSP to increase patrols over Labor Day](#)
5. World Time Today's: [Law enforcement agencies are increasing their presence on Georgia's borders](#)

- 2022-2023 College Football Impaired Driving Prevention**

Dates: *October-December 2022; January, September 2023* *Budget Spent:* *\$285,000*

Formats: *Television* *Agency:* *Learfield IMG College/Legends*



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

- 2023 Spring Motorcycle Safety Campaign**

Dates: *February-March 2023* *Budget Spent:* *\$84,000*
Formats: *Television* *Agency:* *Chandley Communications*

With crash data showing a big spike in fatality crashes involving motorcycles in Georgia from March to February, GOHS partnered with Chandley Communications to purchase television time to run “Look Twice, Save A Life” messages in Atlanta, Macon, and Savannah markets. With the weather in Georgia beginning to warm in March, many motorcyclists return to the road and the intent of the project is to remind drivers to be looking out for motorcyclists when drivers are turning, pulling out into an intersection, or changing lanes. Though the budget was small, GOHS focused on a select number of television stations with large audiences to run a :30 message to educate drivers to look again before pulling onto the road, turning, or changing lanes. The campaign used a spot produced at no cost by the Georgia Association of Broadcasters and ran for approximately five weeks and Chandley Communications reports the six-week campaign delivered more than 2.6 million impressions across the state.



Population Reach:

	COST	PAID SPOTS	BONUS SPOTS	PSA/PROMOS	TOTAL SPOTS
Broadcast	\$55,586	202	144	34	380
Cable	\$5,000	656	261		917

• **2023 Fall Pedestrian Safety Education Campaign**

Dates: September 2023

Budget Spent: \$84,000

Formats: Television

Agency: Chandley Communications

With crash data showing that almost 20 percent of pedestrian fatalities in Georgia occurring on the interstate, GOHS and GDOT worked together to try to develop a message to help prevent these crashes. The preliminary data suggest that an overwhelming majority of these pedestrian fatalities on interstates were people who had a mechanical or equipment issue in their vehicle or had been involved in a crash and had gotten out of their vehicle. GOHS and GDOT partnered with the Georgia Association of Broadcasters to produce a :30 pedestrian safety education message reminding everyone that Georgia law prohibits pedestrians on interstate highways and to call GDOT's 5-1-1 system for a HERO or CHAMP unit to come and assist. The message also encouraged persons to remain in their vehicle until a first responder arrived on scene unless they believed it was not safe to do so. GOHS Media Buyer Chandley Communications purchased airtime on select television stations in Atlanta, Macon, Augusta, and Savannah where crash data shows most of the interstate pedestrian deaths have occurred in Georgia in the last five years. The campaign began prior to October's National Pedestrian Safety running for three weeks in the month of September when daylight hours began to decrease. Crash data shows more than 80% of pedestrian deaths in Georgia over the last five years happen during nighttime or low-light hours.



Population Reach:

	COST	PAID SPOTS	IMPRESSIONS	REACH
Broadcast	\$38,956	81	2,150,000	48%
Cable	\$35,788	1,930	4,273,000	86%

- **2023 Protect Your Melon OP Rural Road Safety**

Dates: April-September 2023

Budget Spent: \$100,000

Formats: Television

Agency: Clear Channel Airport

With crash data showing a higher proportion of unrestrained passenger vehicle fatalities occurring in rural areas in the state, GOHS partnered with NASCAR driver Ross Chastain and his “Protect Your Melon” Occupant Protection program to promote seat belt use. Stock car racing is very popular with persons living in rural areas in the United States and Chastain is one of the most popular drivers on the NASCAR circuit. Even before becoming a nationally known race car driver, Chastain has been working to promote highway safety and seat belt use around the nation. The Protect Your Melon campaign started with Chad Chastain and GOHS doing a teen driving safety event at Crisp County High School in March. GOHS had their Rollover Simulator and VNR crash video goggles and Chad talked to the students on a one-on-one basis about the importance of wearing seat belts. This event took place prior to their school prom. GOHS also had a fan booth for both NASCAR race weekends where Ross and Chad Chastain signed autographs for more than one thousand fans in both weekends. GOHS also distributed HERO cards that contained information on seat belt use and data on how they save lives.



- **2023 Airport Hands Free Law Education Program**

Dates: April-September 2023

Budget Spent: \$100,000

Formats: Television

Agency: Clear Channel Airport

Atlanta’s Hartsfield-Jackson International Airport is one of the world’s busiest with more than 93 million people flying into the facility in 2022. While about a third of those passengers are connecting to other flights, a good number of these arrivals are out-of-state and international visitors who need to Georgia traffic safety laws if they are planning to drive during their stay. GOHS contracted with Clear Channel Outdoor Advertising to place four (4) signs at the entrance and exits of the Airport Rental Car Center to educate visitors that Georgia prohibits drivers from holding a phone or supporting one with their body while on the road. According to Hartsfield-Jackson International Airport, more than 6.9 million people rented or returned rental cars at the rental car center in 2023.



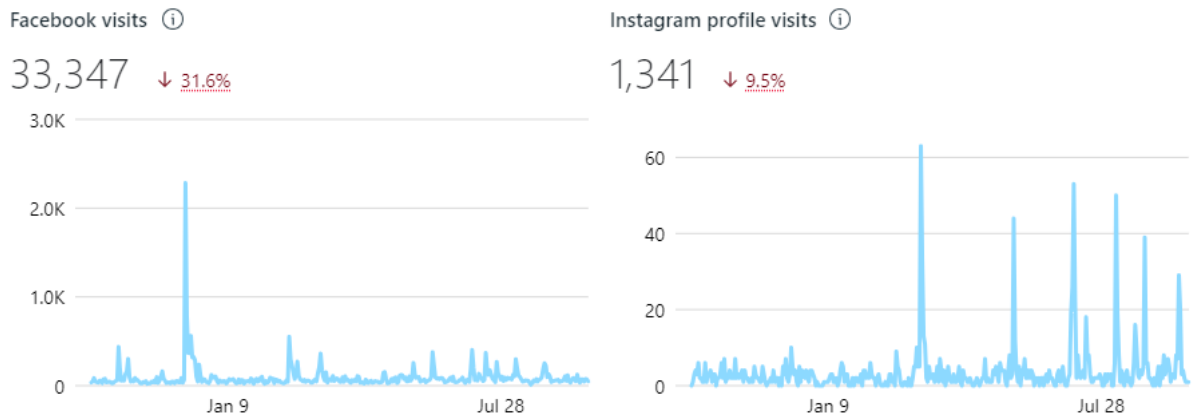
Social Media Addendum

GOHS supplements all paid and earned media campaigns with posts on social media and daily posts average 2-3 per day, per platform. Facebook, Twitter, and Instagram are the main networks utilized, with YouTube providing a platform to post PSA's and commercials. For FFY2023, GOHS' social media presence was as follows:

Facebook



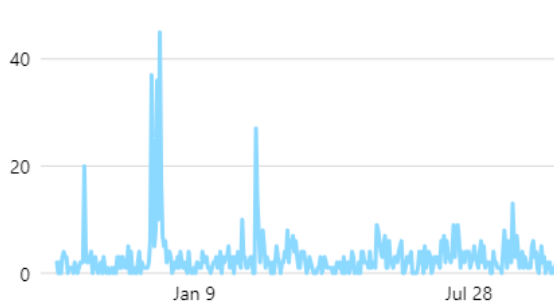
Visits



New likes and follows

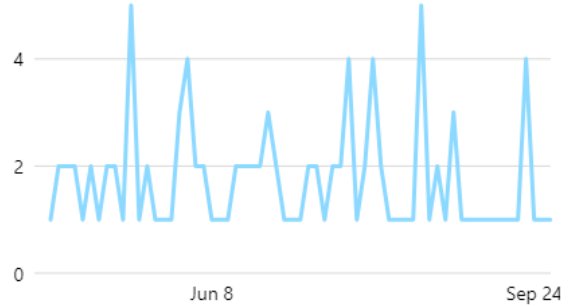
Facebook Page new likes ⓘ

1,054 ↓ 55.9%



New Instagram followers ⓘ

110 —



Twitter

MONTH	TWITTER IMPRESSIONS	NEW FOLLOWERS
October 2022	19.1k	26
November 2022	16.8k	0
December 2022	22k	47
January 2023	25.7k	59
February 2023	20.4k	11
March 2023	23k	15
April 2023	21k	10
May 2023	18.k	1
June 2023	18.6k	0
July 2023	34.4	0
August 2023	15.2k	10
September 2023	13.5k	0

Instagram

MONTH	ACCOUNT ENGAGEMENT	ACCOUNTS REACHED	FOLLOWERS
October 2022	82	989	1379
November 2022	69	825	1370
December 2022	86	969	1376
January 2023	47	1448	1385
February 2023	57	1301	1375
March 2023	901	1225	1392
April 2023	57	1154	1393
May 2023	140	936	1405
June 2023	66	917	1424
July 2023	204	829	1424
August 2023	209	988	1444
September 2023	134	11,600	1454

Funded Projects

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

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-402 PM-005
Project Title:	402 PM: Paid Media	Funding Source:	402PM
Funded Amount:	\$552,200.00	Total Expended (Percent of Funded Amount Expended):	\$530,387.76 (96%)
Project Description:	To fund GOHS in-house statewide comprehensive occupant protection paid media campaign activities designed to reduce related motor vehicle crash injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-405H FHX-011
Project Title:	405h Pedestrian and Bicycle Safety	Funding Source:	405h FHX
Funded Amount:	\$600,000.00	Total Expended (Percent of Funded Amount Expended):	\$584,837.37 (97%)
Project Description:	To fund activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities involving non-motorized road users.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-405F M9X-010
Project Title:	405 (f) Motorcycle Safety	Funding Source:	405f M9X / 405f M11X
Funded Amount:	\$100,000.00	Total Expended (Percent of Funded Amount Expended):	\$99,586.13 (100%)
Project Description:	To fund activities for statewide comprehensive safety programs designed to enhance driver awareness of motorcyclists.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-BIL 405B 405B M1*DD-009
Project Title:	405b M1*DD	Funding Source:	405b M1*DD
Funded Amount:	\$431,000.00	Total Expended (Percent of Funded Amount Expended):	\$346,070.74 (80%)
Project Description:	To fund in-house, statewide comprehensive GOHS distracted driving paid media campaign activities designed to reduce related crashes, injuries and fatalities on Georgia roads.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-405B M1*CP-007
Project Title:	405b M1*CP: Community Traffic Safety Project	Funding Source:	405b M1*CP
Funded Amount:	\$1,548,500.00	Total Expended (Percent of Funded Amount Expended):	\$1,489,797.42 (96%)
Project Description:	To fund in-house GOHS statewide comprehensive occupant protection and distracted driving paid media campaign activities designed to reduce related motor vehicle crash injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-BIL 405D 405D M6X-006
Project Title:	405d M6X Impaired Driving Low	Funding Source:	405d M6X
Funded Amount:	\$1,488,500.00	Total Expended (Percent of Funded Amount Expended):	\$1,442,143.71 (97%)
Project Description:	To fund a statewide comprehensive impaired driving paid media campaign activities designed to reduce alcohol-related crashes, injuries and fatalities.		
Summary of Activities:	Paid media activities contributed to all the state's traffic safety targets. See Paid Media Overview below for details.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		



6.3 COMMUNITY TRAFFIC SAFETY PROGRAMS

Highlights

The Community Traffic Safety Programs include grants that provide public education and resources for the community to promote roadway safety. In FY2023, GOHS funded [two \(2\) projects](#) and expended a total of [\\$1,890,082.34](#) within this program area, in addition to paid media efforts. * The funded projects under this program area are:

- Road Safety for Drivers 55+ (GA's Older Driver Safety Project)
- 402 Community Traffic Safety Programs
- GA GOHS 405B M1*CP **(paid media)*

55+ Driver's Education Program

The Department of Public Health's 55+ program hosted an Aging and Driving Symposium in 2023, which was well received. Attendance was tremendous with 130 registrations from across the country. The information from the Symposium was also included in the GOHS Conference. The 55+ program also worked to expand the Yellow Dot Program while maintaining the active Yellow Dot recipients in Chatham, Chattahoochee, Clark, Clay, Crisp, DeKalb, Dooley, Douglas, Gilmer, Harris, Liberty, Macon, Marion, Muscogee, Whitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Webster, Dade, Walker, Catoosa, Murray, and Floyd counties.

GOHS brochure distribution

GOHS distributed 214,898 brochures through the online store process. Brochures are free to the public and cover a wide range of highway safety topics.

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

Funded Projects

The table below shows the grantee details for funded projects within Community Traffic Safety Programs.

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-402 CP-080
Project Title:	402CP: Community Traffic Safety Projects	Funding Source:	402CP
Funded Amount:	\$1,747,014.74	Total Expended (Percent of Funded Amount Expended):	\$1,747,014.74 (100%)
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.		
Summary of Activities:	Fund GOHS personnel and outreach, including the GOHS resource center, focused on public information, education, and outreach, statewide to reduce the number of crashes, injuries, and fatalities attributed to unsafe driving.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, B-1		
Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2023-402 CP-017
Project Title:	Road Safety for Drivers 55+ (GA's Older Driver Safety Project)	Funding Source:	402 CP
Funded Amount:	\$192,420.99	Total Expended (Percent of Funded Amount Expended):	\$143,067.60 (74%)
Activities Planned:	15	Activities Completed (Percent of Planned Activities Completed):	12 (80%)
		People Reached:	2,501,449
Project Description:	The 55+ Driver Safety Project works with partners throughout Georgia to identify and foster implementation of comprehensive, evidence-based strategies that balance the mobility and safety needs of drivers 55+ with other road users.		
Summary of Activities:	This grant provided information on older driver safety to a broad range of stakeholders. Activities included distributing a monthly Safety Literature Report, which includes changes to procedural, systematic, and policy changes, hosting an Aging and Driving Symposium/Road Safety Workshop, attending ODTF and GOHS Task Team meetings as well as other presentations throughout the year. The Yellow Dot program is active in 28 Georgia counties. Decreased volunteer numbers for CarFit and other programs impacted the grant's activities.		
State Targets:	C-1, C-2, C-3, C-4, C-7, C-10, C-11, B-1		
GOHS Objectives:	3.1, 7.1, 7.2, 9.1, Other		

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



6.4 DISTRACTED DRIVING

Highlights

The Distracted Driving program area includes internal communication (paid media) grants that are responsible for increasing public awareness of the Georgia Hands-Free Law and the dangers of distracted driving. In FY2023, GOHS funded [one \(1\) project](#) within this program area. The funded project under this program area is the 405b High Distracted Driving grant and is listed under the Communications section (p. 45)



GOHS funded two radio/television/streaming-internet paid media campaigns that ran during NHTSA's April 2023 Distracted Driving Awareness education and enforcement campaigns. GOHS selected the proposal from State of Georgia approved Media Buying & Advertising Services vendor Chandley Communications to buy \$175,000.00 of television, radio, video digital, and audio digital streaming during the month of April. The paid media campaign and earned media event in northwest Georgia were used to support the statewide enforcement campaign of the state's Hands-Free Law April 3-7, including the national "Connect2Disconnect" day.

GOHS also started a hands-free law education project at the Atlanta Airport in April of 2023. GOHS contracted with Clear Channel Outdoor Advertising to place four signs at Hartsfield-Jackson International Airport's Rental Car Center to educate out-of-state visitors know that Georgia law prohibits drivers from holding a phone in their hand or being supported by their body when operating a motor vehicle on the road. Hartsfield-Jackson International Airport is ranked as the world's busiest airport with 110 million travelers flying in and out of Atlanta each year and Atlanta is the destination of approximately 65% of passengers flying into Hartsfield-Jackson. The total spent on this project in FFY 2023 was \$100,116.12.

As part of a Rural Road Safety initiative, GOHS partnered with Atlanta Motor Speedway to spend \$55,000 to place Hands-Free law signs around the track including the Infield Tunnel entrance for fans and on designated exits from racetrack parking lots. Atlanta Motor Speedway hosted NASCAR events in February and September of 2023 and the races drew more than 150,000 fans on both weekends. In addition, AMS hosts weekly summer racing series, graduations and other events that bring thousands to the facility each year.

In addition to the spring statewide paid media campaign, GOHS also spent \$16,000 to air hand-free law compliance radio and television messages on stations who are members of the Georgia Association of Broadcasters. GOHS received 3,000 hands-free messages on GAB member radio and television stations throughout the state during the month of April. The value of the spots received is estimated at more than \$233,000.00.

Funded Projects

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



6.5 IMPAIRED DRIVING

Highlights

The Impaired Driving program area includes grants that provide education, training, resources, and high-visibility enforcement to reduce the number of alcohol-related and drug-related crashes, injuries, and fatalities on Georgia roadways. In FY2023, GOHS funded [seven \(7\) projects](#) and expended a total of [\\$2,684,814.63](#) within this program area in addition to paid media efforts. * The funded projects under this program area are:

- Mothers Against Drunk Driving Georgia
- Alcohol and Drug Awareness Program (Department of Driver Services)
- Impaired Driving Training Programs: Standardized Field Sobriety Testing (SFST) and Drug Recognition Evaluation Training (DRE) programs
- HEAT/Nighthawk DUI Task Force-North/South
- Traffic Safety Adjudication Program (Prosecuting Attorneys Council)
- GAGOHS – Grantee 405d* (paid media)
- Cobb County PD HEAT

Some notable accomplishments within the Impaired Driving program area during FY2023 include: 1,040 law enforcement officers received training in impaired driver detection.

- 74 trained as Drug Recognition Experts
- 78 recertified as Drug Recognition Experts
- 469 trained in Standardized Field Sobriety Testing
- 288 trained in Advanced Roadside Impaired Driving Enforcement
- 255 trained in advanced traffic law
- 96 trained in Phlebotomy

The Mothers Against Drunk Drivers held its law enforcement recognition banquet in May, at which 933 law enforcement officers were recognized for their efforts to combat impaired driving. Officers from across the state received a total of 22 crystal award trophies, 474 certificates, 383 DUI award pins, and 31 DRE award pins.

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

Funded Projects

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

Grantee:	Cobb County PD HEAT	Grant Number:	GA-2023-405D M6X-068
Project Title:	H.E.A.T. Cobb County Police Department	Funding Source:	405D M6X
Funded Amount:	\$76,090.56	Total Expended (Percent of Funded Amount Expended):	\$72,578.86 (95%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6* (100%)
		Activity Hours:	5897.5
Project Description:	This project is to continue to combat impaired driving in Cobb County in order to improve highway safety, through the H.E.A.T. Unit.		
Summary of Activities:	Cobb County H.E.A.T. had 1203 DUI contacts, conducted 20 educational events, and participated in network meetings and mobilizations throughout the grant year, as well as the Governor's Challenge. The Unit also shared information about traffic safety with high school students and traveled to participate in Metro Atlanta GOHS News events.		
State Targets:	C-1, C-2, C-3, C-5, C-7		
GOHS Objectives:	1.1, 6.1, 7.2		

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2023-405D M6X-059
Project Title:	Alcohol and Drug Awareness Program	Funding Source:	405D M6X
Funded Amount:	\$43,018.41	Total Expended (Percent of Funded Amount Expended):	\$11,536.70 (27%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	3 (43%)
		People Reached:	43,669
Project Description:	The Georgia Department of Driver Services Alcohol and Drug Awareness Program (ADAP) promotes alcohol and drug awareness among Georgia teens, including the effects on being able to safely operate a motor vehicle.		
Summary of Activities:	This grant focused on reducing youth alcohol- and drug-related crashes, injuries, and fatalities. This was accomplished mostly through Alcohol and Drug Awareness Program (ADAP) courses for young drivers. This grant issued three newsletters for stakeholders and monitored the numbers of ADAP courses being attended by students monthly. ADAP instructors were surveyed, additional instructors were trained, and there were opportunities provided to recruit and train additional ADAP administrators. In all, 43,356 students and 313 parents completed e-ADAP courses. Milestone achievement was hindered by the ADAP Coordinator position remaining vacant for much of the grant year.		
State Targets:	C-1, C-2, C-3, C-5, C-9, C-10, C-11		
GOHS Objectives:	1.2		

Grantee:	Mothers Against Drunk Driving - Georgia	Grant Number:	GA-2023-405D M6X-070
Project Title:	Mothers Against Drunk Driving Georgia	Funding Source:	405D M6X
Funded Amount:	\$212,245.94	Total Expended (Percent of Funded Amount Expended):	\$169,099.72 (80%)
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	9 (64%)
		People Reached:	7,826,200
Project Description:	MADD Georgia works to end drunk driving, fight drugged driving, serve victims of these violent crimes and prevent underage drinking. We do this through 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.		
Summary of Activities:	MADD's focus is prevention of impaired driving and underage drinking through campaigns such as Tie One On for Safety, Power of You(th), and Power of Parents. Although some milestones were not met due to Hurricane Idalia and other challenges, MADD's message reached over 7 million Georgians during the grant year, with materials and presentations in both English and Spanish. Highlights included new partnerships and the Mercedes-Benz Stadium 5K / Walk Like MADD event in Atlanta in October 2022 with almost 2,000 participants. MADD attended a variety of GOHS Task Team, TEN, and H.E.A.T. meetings throughout the year, as well as hosting press conferences and participating in community events.		
State Targets:	C-1, C-2, C-3, C-5, C-7, C-9, C-10, C-11		
GOHS Objectives:	1.1, 1.2, 1.3, 6.1		

Grantee:	Prosecuting Attorney's Council	Grant Number:	GA-2023-405D M6X-087
Project Title:	Traffic Safety Adjudication Program	Funding Source:	405D M6X
Funded Amount:	\$522,866.00	Total Expended (Percent of Funded Amount Expended):	\$506,782.87 (97%)
Activities Planned:	20	Activities Completed (Percent of Planned Activities Completed):	17* (85%)
		People Reached:	96,898
Project Description:	This program will provide GA traffic prosecutors and LEOs with legal assistance, consultation, resource material, and training opportunities to aid in the prosecution of DUI and vehicular homicide cases.		
Summary of Activities:	This grant provides training for law enforcement officials and prosecutors on impaired driving investigation and prosecution. Topics included ARIDE, use of expert witnesses, administrative license suspension, case law, prescription-drug-related impairment, use of the Intoxilyzer 9000, arrest procedures, and commercial motor vehicle violations. PAC members provided expertise to prosecutors, the Strategic Highway Safety Plan team, TEN meetings, state traffic safety Task Teams, and other stakeholders. Though scheduling problems hindered the accomplishment of some milestones, over 96,000 people were reached during the grant year by the Council's activities.		
State Targets:	C-1, C-2, C-3, C-5, C-7, C-10, C-11		
GOHS Objectives:	1.1, 1.3, 6.1, 7.2, 10.1		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2023-405d FDLDATR-042
Project Title:	Impaired Driving Training Programs/SFST & DRE	Funding Source:	405D FDLDATR
Funded Amount:	\$673,913.54	Total Expended (Percent of Funded Amount Expended):	\$635,586.75 (94%)
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	9 (82%)
		People Reached:	500,000
Project Description:	Consists of advanced level law enforcement training programs focusing on the detection, apprehension, and successful prosecution of alcohol/drug impaired drivers.		
Summary of Activities:	This grant focused on the education of law enforcement officials. This year, the Public Safety Training Center (GPSTC) trained more Drug Recognition Experts than in any previous year. In addition, GPSTC trained officers and instructors in ARIDE, DUI/SFST, DUI case preparation and courtroom presentation, and phlebotomy. The GPSTC monitored and reviewed reporting of DRE evaluations to ensure compliance.		
State Targets:	C-1, C-2, C-3, C-5, C-7, C-10, C-11		
GOHS Objectives:	1.1, 6.1, 7.1, 7.2		

Grantee:	Public Safety, Georgia Department of	Grant Number:	GA-2023-BIL 405D 405D M6X-023
Project Title:	HEAT/Nighthawk DUI Task Force-North/South	Funding Source:	405D M6X
Funded Amount:	\$2,203,714.90	Total Expended (Percent of Funded Amount Expended):	\$1,289,229.73 (59%)
Activities Planned:	11	Activities Completed (Percent of Planned Activities Completed):	8 (73%)
		Activity Hours:	18,674
Project Description:	To more effectively address the problem related to impaired drivers. The task force will provide intense enforcement coverage of the Atlanta and Savannah area.		
Summary of Activities:	Both the Atlanta and Savannah Nighthawks combined issued over 16,000 written warnings and citations throughout the year in the Atlanta and Savannah regions of Georgia. Both attended regional TEN meetings and events, participated in GOHS/NHTSA activities and campaigns, and submitted a Governor's Challenge application. The task force conducted road checks and saturation patrols and assisted other agencies with DUI encounters. Some milestones were not met, in part due to personnel being assigned to other high-priority duties (e.g. street racing detail). Activity hours include those worked by the GA State Patrol ALS attorney (1,943.50).		
State Targets:	C-1, C-2, C-3, C-5, C-7, C-10, C-11		
GOHS Objectives:	1.1, 1.3, 6.1, 7.1, 7.2		

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



6.6 MOTORCYCLE SAFETY

Highlights

The Motorcycle Safety Program includes grants that provide public education and information to reduce the number of motorcyclists and un-helmeted motorcyclist fatalities on Georgia roadways. In FY2023, GOHS funded [two \(2\) projects](#) and expended a total of [\\$59,976.34](#) within this program area, in addition to paid media efforts. * The funded projects under this program area are:

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

Some notable accomplishments within the Motorcycle Safety program area during FY2023 include the Share the Road with Motorcycles campaign, attendance at multiple monthly community motorcycle safety events, and the distribution of educational materials to promote motorcycle safety. The GMSP worked with GDOT to update messaging on the digital highway signs that hang over Georgia’s interstates. Messaging includes “Share the Road – Look Twice Save A Life”, and “Drive Sober or Get Pulled Over.” For the last several years, GDOT digital highway sign messaging has only highlighted motorcyclist fatalities within this program area. Positive media coverage was also received via coverage of GMSP news releases.

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

Funded Projects

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

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2023-405F M9X-060
Project Title:	Motorcycle Safety	Funding Source:	405F M11X, 405F M9X
Funded Amount:	\$135,487.58	Total Expended (Percent of Funded Amount Expended):	\$59,976.34 (44%)
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	4 (50%)
		People Reached:	4000
Project Description:	The Georgia Motorcycle Safety Program works toward reducing motorcycle fatalities by educating riders and by promoting the NHTSA "Share the Road" message to increase motorists' awareness of motorcycles.		
Summary of Activities:	This grant accomplished its goals by communicating motorcycle safety messaging by posting on social media, hosting 27 statewide outreach events, delivering update training for over 100 rider coaches, and delivering motorcycle safety messages via social media, Motor Vehicle Network screens, and press releases to media outlets. Grantee representatives assisted with Customer Service Centers and attended Motorcycle Safety Task Team meetings. Staffing challenges hindered the achievement of some milestones.		
State Targets:	C-1, C-2, C-3, C-5, C-7, C-8		
GOHS Objectives:	4.1		

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



6.7 NON-MOTORIZED (PEDESTRIANS & BICYCLISTS)

Highlights

The Non-Motorized (Pedestrians & Bicyclists) program area includes grant aims to reduce the number of pedestrian and bicyclist traffic crashes, serious injuries, and fatalities on Georgia roadways. In FY2023, GOHS funded [eight \(8\) projects](#) that expended a total of [\\$404,069.21](#) within this program area, including paid media efforts.* The funded projects under this program area are:

- GAGOHS – Grantee 402 PS
- GAGOHS – Grantee 405h* (paid media)
- Bike Walk Macon
- Savannah Bicycle Campaign
- Georgia Bikes
- Bike Athens
- Bike Walk Golden Isles
- PropelATL

Some notable accomplishments within the Pedestrians & Bicyclists program area during FFY2023 include:

- In addition to retaining most FFY22 bicycle and pedestrian grantees, we added a new grantee with Bike Walk Golden Isles (BWGI) for FFY23. This new grantee was already a busy organization in the coastal region and had productive FFY23, often working with existing statewide grantee Georgia Bikes.
- From 2020 to 2022, various grantee activities had to be converted to a virtual format or temporarily postponed due to public health concerns during the COVID-19 pandemic. In FY23, most grantee activities have returned to an in-person format. A few that remain are ones held in conjunction with local governments and are awaiting reinstatement by local officials.

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

Funded Projects

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

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-402 PS-081
Project Title:	402PS	Funding Source:	402 PS
Funded Amount:	\$57,460.25	Total Expended (Percent of Funded Amount Expended):	\$55,352.51 (96%)
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce traffic crashes, injuries, and fatalities, specifically related to pedestrians and bicyclists.		
Summary of Activities:	Funded staff salary and activities for events focused on non-motorized safety (pedestrian and bicycle safety).		
State Targets:	C-1, C-2, C-3, C-10, C-11		

Grantee:	Bike Walk Golden Isles	Grant Number:	GA-2023-405d FDL*PS-149
Project Title:	Promoting safe walking, bicycling, and driving in Glynn County and Coastal Georgia.	Funding Source:	405D FDL*PS
Funded Amount:	\$54,225.00	Total Expended (Percent of Funded Amount Expended):	\$47,548.62 (88%)
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	7 (88%)
		People Reached:	10,000
Project Description:	Through outreach and educational programs, Bike Walk Golden Isles will partner with local governments, nonprofits, law enforcement agencies, educational institutions, public health officials, recreational running and cycling clubs, and other organizations to reduce bicyclist and pedestrian injuries and fatalities.		
Summary of Activities:	Bike Walk Golden Isles participated in Bicycle and Pedestrian Task Team meetings, hosted bike safety events for children and adults, a class for law enforcement, conducted a bicycle and pedestrian census which received newspaper coverage, virtually attended the National Bike Summit, produced a bicycle/pedestrian safety guide and map, and distributed safety information via Facebook, Instagram, and their website.		
State Targets:	C-1, C-2, C-3, C-11		
GOHS Objectives:	5.2, 7.1, 7.2		

Grantee:	Bike Walk Macon	Grant Number:	GA-2023-405d FDL*PS-078
Project Title:	Reducing bicycle and pedestrian injuries and fatalities in Macon-Bibb County, Georgia	Funding Source:	405D FDL*PS
Funded Amount:	\$50,154.81	Total Expended (Percent of Funded Amount Expended):	\$49,353.44 (98%)
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	9 (100%)
		People Reached:	8,500
Project Description:	This grant will fund the development and execution of educational programs that expand and promote bicycle and pedestrian safety to reduce the number of pedestrian and bicycle fatality, injury, and crash rates in Macon-Bibb County, Ga.		
Summary of Activities:	Bike Walk Macon hosted group walks and group rides, bicycle safety classes for children and adults, and bicycle safety and traffic law workshops for Macon-Bibb County law enforcement. They provided resources via social media, newsletters, events, and presentations to explain the importance of walking and the responsibilities of both motorists and pedestrians on the road. They partnered with local governments and organizations to assist in the identification and prioritization of bicycle and pedestrian transportation projects; collaborated with local nonprofits, neighborhood organizations and government agencies to offer programs that deliver safe cycling education and information to lower-income citizens and underserved populations; provided monthly opportunities or people to develop safe cycling skills and knowledge of bicycling traffic laws by participating in inclusive events open to people of all ages and abilities; and participated in GOHS task team meetings. .		
State Targets:	C-1, C-2, C-3, C-10, C-11		
GOHS Objectives:	5.1, 5.2		

Grantee:	Bike Athens	Grant Number:	GA-2023-405d FDL*PS-052
Project Title:	Athens Area Bicycle Education Program	Funding Source:	405D FDL*PS
Funded Amount:	\$45,164.67	Total Expended (Percent of Funded Amount Expended):	\$40,143.21 (89%)
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	7 (50%)
		People Reached:	3,000
Project Description:	Our project will promote and advance bicycle safety by providing bicycle safety education to the following groups of people: youth, university students/staff, adults dependent on bicycles, anyone interested in riding a bicycle, car and bus drivers, and those enrolled in our Ticket Diversion program. We will offer weekly sessions on bike maintenance to help ensure bikes are safe to ride. We will also schedule classes on demand for any groups that request our education training sessions.		
Summary of Activities:	Classes and group rides taught cycling skills, bike law and safe riding tips to hundreds of adult and child bicyclists. Educational events and material distribution in both English and Spanish improved public awareness of safe cycling, and Bike Friendly Driver classes improved motorists' awareness of cyclists on the road. Over 200 riders participated in Bike Athens group rides, improving novice riders' safety knowledge and confidence, and drawing motorists' attention to the three-foot passing distance law. They participated in local tabling events at the University of Georgia and distributed free helmets to 138 adults and 94 children throughout the year. Additionally, they participated in monthly traffic safety improvement discussions and attended GOHS Task Team meetings throughout the year. Milestone achievement was hampered by low enrollment in some bike safety classes, by the shuttering of the Ticket Diversion program due to COVID, and by the relocation of the Bike Athens office.		
State Targets:	C-1, C-2, C-3, C-11		
GOHS Objectives:	5.2, 7.1, 7.2		

Grantee:	Georgia Bikes	Grant Number:	GA-2023-405d FDL*PS-053
Project Title:	Promoting Safe Bicycling in GA	Funding Source:	405D FDL*PS
Funded Amount:	\$129,548.66	Total Expended (Percent of Funded Amount Expended):	\$108,470.07 (84%)
Activities Planned:	13	Activities Completed (Percent of Planned Activities Completed):	13 (100%)
		People Reached:	250,000
Project Description:	Through outreach and educational programs, Georgia Bikes will partner with local agencies, nonprofits and law enforcement to reduce bicyclist injuries and fatalities.		
Summary of Activities:	Georgia Bikes produced and distributed bike safety materials to over 10,000 Georgians, provided POST training to 120 officers, supported 10 activities statewide for National Bike Month, distributed Bicyclists' Pocket Guides and Kids' Guides to Smart Cycling, and maintained a website and social media accounts with information about bicycle safety best practices. They presented youth and adult bike safety classes, participated in and provided support for advocacy efforts statewide, and communicated with stakeholders about best practices.		
State Targets:	C-1, C-2, C-3, C-11		
GOHS Objectives:	5.2		

Grantee:	Propel ATL	Grant Number:	GA-2023-405d FDL*PS-164
Project Title:	Atlanta Bicycle Safety	Funding Source:	405D FDL*PS
Funded Amount:	\$70,947.84	Total Expended (Percent of Funded Amount Expended):	\$70,947.84 (100%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5* (71%)
		People Reached:	54,000
Project Description:	To improve bicycle safety and reduce bike and other vulnerable road users crashes through education on how to bike safely and how to legally share the road.		
Summary of Activities:	Propel ATL provided Essential Trips and City Cycling classes for 317 participants. True Beginners classes for 449 first-time riders; participated in Bicycle and Pedestrian Task Team meetings and Vision Zero task force meetings; and distributed safety information via 1002 printed packets, social media and their e-newsletter.		
State Targets:	C-1, C-2, C-3, C-11		
GOHS Objectives:	5.2		

Grantee:	Savannah Bicycle Campaign	Grant Number:	GA-2023-405d FDL*PS-051
Project Title:	Reducing Bicycle and Pedestrian Injuries and Fatalities In Chatham County	Funding Source:	405D FDL*PS
Funded Amount:	\$39,554.90	Total Expended (Percent of Funded Amount Expended):	\$32,253.52 (82%)
Activities Planned:	14	Activities Completed (Percent of Planned Activities Completed):	11 (79%)
		People Reached:	50,000
Project Description:	A bicycle and pedestrian safety project to build public awareness of road safety issues and educate bicyclists, pedestrians and drivers on best practices for safe vehicle operation.		
Summary of Activities:	This grant partnered with the school system to offer summer camp education, held monthly group rides, distributed refurbished bikes with helmets to area children, provided people with educational information through community events, publicized bike safety issues via news releases and participation in stakeholder events and community meetings, and conducted three censuses of bicyclists and pedestrians throughout the city of Savannah to aid in future planning and safety interventions. This grant planned and produced group walks and rides to promote roadway safety, as well as taught bicycle safety courses to children and adults. Safety information was disseminated at local events by partnering with community organizations. Bike light distribution was just under the target due to late receipt of lights; attendance at some adult classes was low, but viewership of pre-recorded classes was strong.		
State Targets:	C-1, C-2, C-3, C-11		
GOHS Objectives:	5.1, 5.2		

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



6.8 OCCUPANT PROTECTION

Highlights

The Occupant Protection program area includes grants that are responsible for increasing restraint use and decreasing unrestrained fatalities among adults and children in the state of Georgia. In FY2023, GOHS funded [five \(5\) projects](#) and expended a total of [\\$2,040,744.02](#) within this program area. The funded projects under this program area are:

- GAGOHS – Grantee 402 Occupant Protection
- Department of Public Health
- Atlanta Fire Rescue
- Emory University (survey)
- University of Georgia, TSREG (evaluation)

Some notable accomplishments within the Occupant Protection program area during FY2023 include:

- The Department of Public Health’s (DPH) Office of Injury Prevention serves the state of Georgia through eight (8) regional coordinators and two program specialists.
- DPH served 86.8%, or 138 counties, which allowed them to distribute 3,100 car seats throughout the state.
- Atlanta Fire was able to distribute 2,903 car seats to minority and low-income citizens across Metro and Atlanta and the state through 53 seat check events.

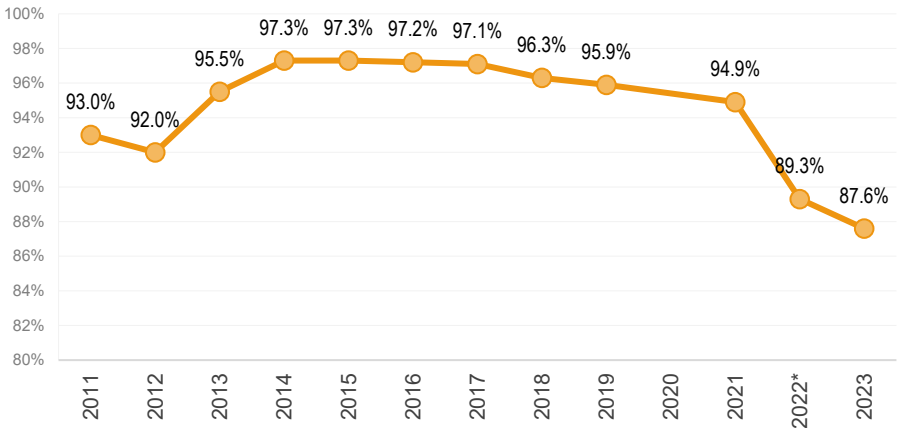


Car Seat Installation Demonstration

Seatbelt Usage

In 2023, the seat belt usage rate in Georgia decreased to 87.6%. This is a 1.7% decrease from 2022, which was 89.3%, and a 7.3% decrease from 2021. Georgia continued its educational and enforcement efforts during the FFY23 grant year, including participation in the Click It or Ticket campaign, Child Passenger Safety Technician trainings, seat check, and high visibility nighttime seatbelt enforcement.

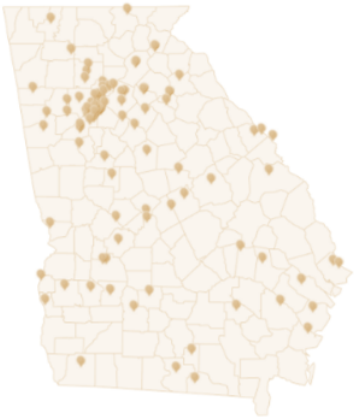
STATEWIDE USE OF OCCUPANT RESTRAINTS, 2011-2023



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

Car Seat Fitting Stations

Properly installed car seats and booster seats provide protection for infants and children. GOHS funds grantees and certified technicians to help parents choose and use the right seat for their children. Fitting stations are locations that parents and caregivers can go to for help in installing the seat correctly and for additional education. In FFY23, GOHS updated the fitting station list, and it indicated there are 164 fitting stations in Georgia. When broken down, there are 43.3% in urban areas and 56.7% in rural areas. The fitting station list also indicates that 93.3% of the fitting stations are in areas that handle high risk populations, such as Black/African American, Hispanic or those with lower socioeconomic factors, which is indicated by a higher percentage rate of poverty in those counties.



Child Occupant Protection

The Child Occupant Protection Project (COSP), which is under the Department of Public Health's Office of Injury Prevention, serves the state of Georgia through eight (8) regional coordinators, and two program specialists. Through their combined efforts, they were able to conduct 29 Child Passenger Safety Technician certification courses as well as 46 CEU or renewal courses. In FFY23, the COSP had an 86.7% participation rate in their mini-grant program, or 138 out of 159 counties. This was a 5.1% decrease, but COSP still distributed 3100 car seats throughout the state.

In FFY23, Atlanta Fire distributed 2,903 car seats to minority and low-income citizens, primarily in the Metro Atlanta area. Atlanta Fire also partnered with other organizations and assisted in community events, some reaching outside of the Metro Atlanta area.

Child Safety Week - Caravan

The 2023 Georgia Child Passenger Safety Week Caravan was held during Child Passenger Safety Week, which was September 17th through the 23rd. The Governor's Office of Highway Safety (GOHS) worked with CODES to pinpoint counties throughout the state that had a higher incident of child fatalities and/or serious injuries for children eight and under. The counties chosen were Wayne, Harris, Clarke, and Greene. In addition to being overrepresented in fatalities and injuries, three out of the four, Harris, Wayne and Greene counties were underserved in the amount of child passenger safety technicians certified in those areas. In addition to hosting check events in these counties, the Governor's Office of Highway Safety worked with the Department of Public Health's Child Occupant Safety Project (COSP) to assist agencies in participating with local check events throughout the state. Through all these activities there were 41 check events held, 557 car seats checked, 430 car seats distributed, and 521 unserviceable car seats collected. The Governor's Office of Highway Safety participated with COSP in one live television interview prior to Child Passenger Safety Week and one interview during Child Passenger Safety Week. Along with the check events, the COSP provided information and education to daycares, and elementary schools during the week.

Funded Projects

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

Grantee:	GAGOHS - Grantee		Grant Number:	GA-2023-402 OP-085
Project Title:	402 Occupant Protection		Funding Source:	402 OP
Funded Amount:	\$84,084.89	Total Expended (Percent of Funded Amount Expended):	\$59,982.03 (71%)	
Project Description:	To fund staff and activities for statewide Child Passenger Safety and Occupant Protection initiatives to encourage individuals to buckle the correct way every time they enter their vehicle.			
Summary of Activities:	GOHS supported occupant protection grants with meetings, site visits, grant management and other assistance. These activities contributed to the state's goal of decreasing injuries and fatalities involving failure to use safety belts.			
State Targets:	C-1, C-2, C-3, C-4			

Grantee:	City of Atlanta Fire Rescue Department		Grant Number:	GA-2023-402 OP-016
Project Title:	Atlanta Fire Rescue Fitting Stations		Funding Source:	402 OP
Funded Amount:	\$187,161.91	Total Expended (Percent of Funded Amount Expended):	\$176,510.22 (94%)	
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	5 (71%)	People Reached: 5,000
Project Description:	Provide low-income families with the proper child safety seats. Train caregivers on correct child seat selection and installation. Educate caregivers on the laws governing Child passenger safety seat and seat belt usage in Georgia.			
Summary of Activities:	The City of Atlanta Fire Rescue Department certified fire EMS, law enforcement officials, and other health personnel as Child Passenger Safety Technicians, as well as work towards re-certifying already existing technicians. This grantee hosted community seat check events, distributed child safety seats to fire departments and hospitals, and assisted Georgia State Patrol with safety seat checks. Grant personnel also attended GOHS Task Team meetings. Staff shortages hindered CPST certification, but seat distribution and seat checks were well above goals.			
State Targets:	C-1, C-2, C-4, B-1			
GOHS Objectives:	2.2			

Grantee:	Emory University	Grant Number:	GA-2023-405B M1*OP-090
Project Title:	Statewide Seatbelt Survey	Funding Source:	405b M1*OP
Funded Amount:	\$301,222.73	Total Expended (Percent of Funded Amount Expended):	\$253,463.32 (84%)
Activities Planned:	9	Activities Completed (Percent of Planned Activities Completed):	9* (100%)
		People Reached:	238
Project Description:	Emory University will conduct a statewide observational seatbelt use survey meeting NHTSA requirements. Data on child restraint use and the prevalence of distraction will also be collected at the same time as seatbelt use. For 2023, Emory will also update the design of the survey to resample observation sites in a manner that complies with 23 CFR 1340.		
Summary of Activities:	The purpose of this grant is to conduct the annual seat belt and child restraint surveys in the state of Georgia. The Emory University staff worked closely with NHTSA and GOHS to update the survey design in compliance with 23 CFR part 1340, train 6 graduate students as surveyors, and carry out the survey. Data was collected at 400 sites statewide, and over 25,000 vehicles were observed. Three reports were produced for GOHS: one on front-seat seat belt use, one on driver distraction, and one on child restraint use.		
State Targets:	B-1		
GOHS Objectives:	Other		

Grantee:	Georgia, University of	Grant Number:	GA-2023-405B M1*OP-093
Project Title:	Georgia Highway Safety Programs Evaluation	Funding Source:	405B M1*OP
Funded Amount:	\$189,870.01	Total Expended (Percent of Funded Amount Expended):	\$163,892.80 (86%)
Activities Planned:	19	Activities Completed (Percent of Planned Activities Completed):	18 (95%)
		People Reached:	16,637
Project Description:	The Traffic Safety Research and Evaluation Group at the University of Georgia will evaluate the effectiveness of highway safety programs in Georgia		
Summary of Activities:	The purpose of this grant is to assist GOHS in evaluating its grantees throughout the year. The University of Georgia reported on the progress of all GOHS's external grantees at various points throughout the year, wrote the annual Georgia Preliminary Fatality Report, and conducted the second year of its Rural Roads Evaluation. Additionally, this grantee distributed traffic safety materials in print and via social media, provided data support to stakeholders, and attended GOHS Task Team meetings throughout the year.		
State Targets:	C-1, C-2, C-4, B-1		
GOHS Objectives:	3,2, 7.2, Other		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2023-402 OP-001
Project Title:	Child Occupant Safety Project	Funding Source:	402 OP
Funded Amount:	\$1,567,881.91	Total Expended (Percent of Funded Amount Expended):	\$1,386,895.65 (88%)
Activities Planned:	21	Activities Completed (Percent of Planned Activities Completed):	16* (76%)
		People Reached:	2,085,338
Project Description:	The Child Occupant Safety Project works to increase county capacity to provide child passenger safety resources by providing equipment, education, safety materials, and other resources.		
Summary of Activities:	This grant increased overall child restraint usage by providing monthly outreach activities, conducting CPST certification/renewal courses and instructor training, and enabling 138 counties across the state to participate in CPS programming. Thousands of child restraints were distributed, education was provided to first responders, parents and other stakeholders. This grantee participated in TEN, task teams, the statewide child seat survey, LE mobilizations, and other relevant activities throughout the year. Lack of funding for the Implementation Specialist position prevented fulfillment of Tween activities.		
State Targets:	C-1, C-2, C-4, B-1		
GOHS Objectives:	2.1, 2.2		



6.9 POLICE TRAFFIC SERVICES

Highlights

The Police Services program area includes law enforcement grants that use high-visibility law enforcement to reduce the number of crashes, injuries, and fatalities on Georgia roadways. In FY2023, GOHS funded [fifty \(50\) projects](#) and expended a total of [\\$4,560,832.54](#) within this program area. The funded projects under this program area are:

- 402 Police Traffic Services
- High Visibility Traffic Enforcement Projects, *12 grantees*
- Traffic Enforcement Network, *16 grantees*
- Speed Enforcement & Current Trends in Traffic Enforcement
- H.E.A.T. (Highway Enforcement of Aggressive Traffic), *19 grantees*
- HEAT/Nighthawks

Some notable accomplishments within Police Traffic Services program area during FY2023 include:

- Expanded the Law Enforcement Liaison (LEL) Program which allowed for more education and enforcement activity across the state.
 - Rollover Simulator and Seatbelt Convincer Programs
 - Speed Trailers deployed across state to assist local agencies with data to enable hot spot enforcement.
 - Continual engagement in TEN programs despite the challenges of manpower shortages within the law enforcement community
- Ten High visibility enforcement campaigns throughout the year
- Several campaigns & activities included partnering with surrounding states (Alabama, Florida, South Carolina, and Tennessee).
- Continual engagement and enthusiastic participation in HEAT programs across multi-jurisdictional task forces

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

- 1,866 law enforcement officers trained
 - 762 trained as speed detection operators
 - 196 trained as basic lidar operators
 - 23 trained as basic radar operators
 - 26 trained as speed detection instructors
 - 859 trained in radar refresher

Military Engagement

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

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

At Fort Stewart – Hunter Army Airfield, we routinely provide education to the members and families. This also includes utilizing the rollover convincer and DUI simulator. We also work with them in providing traffic safety training to their military police officers who are charged with traffic enforcement on the post.

GOHS has also scheduled and provided CPS events to military families. One of these was scheduled for Fort Moore in Columbus. We believe this is just the first of many opportunities to reach a wide group of people.

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

H.E.A.T. grantees used **110,299.70 activity hours** (including Cobb County – DUI and DPS Nighthawks – DUI) during the FFy2023 grant year. Hours were used for enforcement along with educational events such as teen driving classes, dissemination of educational materials, seat belt surveys, officer training (e.g., LIDAR, CPST), and participation in network meetings &

mobilizations. These activities deterred aggressive driving, educated the public on proper use of child safety seats and safety belts, kept drivers up to date on distracted driving and school bus passing laws, fostered interagency cooperation, and furthered GOHS’s mission of decreasing crashes, injuries, and fatalities statewide. Challenges included: pressures on staff time due to training, sick leave, diversion to other duties (non-traffic related due to personnel shortages). Five Thunder Task Force mobilizations were held around the state as well.

H.E.A.T CONTACTS FOR FFY 2023

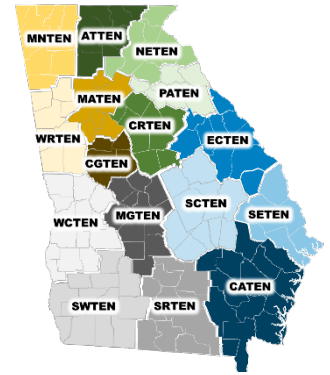
Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2023-402 PT-077	Atlanta Police Department	2228	196	416	283
GA-2023-402 PT-071	Bibb County Government	1737	300	547	411
GA-2023-402 PT-015	Burke County Sheriff's Office	3170	215	510	220
GA-2023-402 PT-062	Carroll County Sheriff's Office	1450	209	540	330
GA-2023-402 PT-034	Clayton County PD	2989	252	715	774
GA-2023-405d M6X-068*	Cobb Co Board of Commissioners - Police Dept.	516	711	31	19
GA-2023-402 PT-103	Coweta County Sheriff's Office	2588	202	657	577
GA-2023-402 PT-030	Dawson County SO	1284	354	469	436
GA-2023-402 PT-046	Douglas County SO	1822	237	363	151
GA-2023-402 PT-021	Dublin Police Department	1662	138	1327	348
GA-2023-402 PT-029	Floyd County PD	1890	34	898	302
GA-2023-402 PT-066	Glynn County PD	2384	98	595	1047
GA-2023-402 PT-091	Habersham County SO	1415	232	376	197
GA-2023-402 PT-061	Hall County Sheriff's Office	3325	476	677	543
GA-2023-402 PT-031	Henry County PD/Henry Co BOC	1885	219	572	377
GA-2023-402 PT-035	Liberty County Sheriff's Office	2596	126	986	540
GA-2023-402 PT-123	Newton County Sheriff's Office	1822	204	1138	895
GA-2023-402 PT-022	Public Safety, Georgia Department	3141	761	372	348
GA-2023-BIL 405d 405d M6X-023*	Public Safety, Georgia Department	4262	1557	613	530
GA-2023-402 PT-118	Rockdale County SO	3172	85	1170	972
GA-2023-402 PT-038	Snellville Police Department	1520	47	419	787
GA-2023-402 PT-134	Spalding County Sheriff's Office	2546	249	549	567
TOTAL		49404	6902	13940	10654

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

* Grantees support efforts under Impaired Driving program area

Traffic Enforcement Network (TEN)

The Governor's Office of Highway Safety, in cooperation with state and local law enforcement agencies, has created regional Traffic Enforcement Networks around the State of Georgia. There are currently sixteen regional traffic enforcement networks servicing all 159 counties in Georgia. Network Coordinators used **5,760.30 activity hours** during FFY 2023. The Georgia Traffic Enforcement Network (TEN) by region are:



- | | | | |
|-------------------------|----------------------------------|-------------------------|----------------------------------|
| Northwest Region | Central Georgia – CGTEN | Southwest Region | Middle Georgia – MGTEN |
| | Metro Atlanta – MATEN | | Southern Regional – SRTEN |
| | Mountain Area – MNTEN | | Southwest – SWTEN |
| | Western Regional – WRTEN | | West Central – WCTEN |
| Northeast Region | Appalachian Trail – ATTEN | Southeast Region | Coastal Area – CATEN |
| | Central Region – CRTEN | | East Central – ECTEN |
| | Northeast – NETEN | | Southeastern – SETEN |
| | Piedmont Area – PATEN | | South Central – SCTEN |

TRAFFIC ENFORCEMENT NETWORK CONTACTS FOR FFY2023

Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
TEN-2023-402 PT-022	Americus Police Department	164	33	392	127
TEN-2023-402 PT-002	Calhoun Police Department	1357	31	215	1205
TEN-2023-402 PT-006	Charlton County Sheriff's Office	195	26	15	2
TEN-2023-402 PT-009	Demorest Police Department	116	50	42	26
TEN-2023-402 PT-015	Douglasville, City of	1215	170	182	94
TEN-2023-402 PT-001	Effingham County Sheriff's Office	3562	179	445	252
TEN-2023-402 PT-013	Fayetteville Police Department	2032	99	191	455
TEN-2023-402 PT-011	Grady County Sheriff's Office	123	109	308	111
TEN-2023-402 PT-020	Grovetown Police Department	758	112	157	665
TEN-2023-402 PT-004	Holly Springs Police Department	1035	83	90	1041
TEN-2023-402 PT-012	Newton County Sheriff's Office	1542	118	753	500
TEN-2023-402 PT-016	Oglethorpe County Sheriff's Office	1543	121	147	147
TEN-2023-402 PT-021	Twiggs County Sheriff's Office	5417	85	378	150
TEN-2023-402 PT-007	Valdosta Police Department, City of	753	115	254	101
TEN-2023-402 PT-014	Washington County Sheriff's Office	1309	31	179	57
TEN-2023-402 PT-008	Zebulon Police Department	156	9	173	144
TOTAL		21277	1371	3921	5077

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

High Visibility Enforcement Grants

The Governor's Office of Highway Safety awarded 15 High Visibility Enforcement (HVE) grants in FFY2023. These projects are awarded based upon data in their respective jurisdictions and 12 of them focused on the enforcement of speed, DUI, and seatbelt laws. Those 12 projects used **18,665 activity hours** and are listed below.

HIGH VISIBILITY ENFORCEMENT CONTACTS FOR FFY2023

Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2023-402 PT-117	Appling County Sheriff's Office	2847	136	104	1
GA-2023-402 PT-116	Berrien County Sheriff's Office	1395	72	92	0
GA-2023-402 PT-139	Bryan County Sheriff's Office	2968	161	203	49
GA-2023-402 PT-110	Camden County Sheriff's Office	2328	114	93	54
GA-2023-402 PT-111	Clinch County Sheriff's Office	1248	19	56	4
GA-2023-402 PT-032	Effingham County Sheriff's Office	2905	129	191	165
GA-2023-402 PT-159	Johnson County Board of Commissioners	1016	30	102	28
GA-2023-402 PT-152	Morgan County Sheriff's Office	1892	19	18	3
GA-2023-402 PT-074	Pooler Police Department	2137	75	329	256
GA-2023-402 PT-043	Rabun County Sheriff's Office	1054	29	50	8
GA-2023-402 PT-112	Telfair County Sheriff's Office	1984	69	102	29
GA-2023-402 PT-119	Treutlen County Sheriff's Office	2768	17	219	58
TOTAL		24542	870	1559	655

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

Funded Projects

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

Grantee:	GAGOHS - Grantee		Grant Number:	GA-2023-402 PT-014
Project Title:	402PT: Police Traffic Services		Funding Source:	402 PT
Funded Amount:	\$936,410.00	Total Expended (Percent of Funded Amount Expended):	\$876,795.94 (94%)	
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities.			
Summary of Activities:	Enforcement campaigns, mobilizations, and Thunder Task Force deployments enhanced enforcement of aggressive driving and improved public awareness of seat belt, DUI, speed, and distracted driving laws. Educational events with the Rollover Simulator and Seat Belt Convincer encouraged the public to use seat belts and child safety seats on all trips.			
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-10, C-11, B-1			

Grantee:	Multiple (n=19 grants)	Grant Number:	Multiple (n=19 grants)
Project Title:	H.E.A.T. (Highway Enforcement of Aggressive Traffic) Grants	Funding Source:	402PT
Funded Amount:	\$2,843,283.36	Total Expended (Percent of Funded Amount Expended):	\$2,321,232.42 (82%)
Activities Planned:	191	Activities Completed (Percent of Planned Activities Completed):	154 (81%)
			Activity Hours: 77,946.70
Project Description:	H.E.A.T. is designed to educate the public and enforce laws related to impaired and aggressive driving. Each officer is armed with materials to educate Georgia residents about state laws that regulate aggressive and impaired driving. Education and enforcement must go hand-in-hand for the Governor's Office of Highway Safety and its statewide partners to be successful in reducing the number of crashes, fatalities and injuries on our highways. For FFY 2023, there were 19 H.E.A.T. projects funded. Each grant funded enforcement hours and distinctively marked H.E.A.T. vehicle(s).		
Summary of Activities:	H.E.A.T. grants conducted enhanced enforcement statewide, particularly in areas with high rates of crashes and fatalities, focusing on speeding, DUI, distracted driving, and seat belt contacts; participated in multiagency mobilizations; held educational events; and performed seat belt surveys. These activities increased public awareness of laws such as the Hands-Free and Move Over laws, increased awareness of enforcement, decreased speeding and DUI, increased seat belt use, and contributed to the state's goals of decreasing crashes and eliminating serious injuries and fatalities, especially those related to speeding, impaired driving, distracted driving, and failure to use safety belts.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 2.1, 3.1, 6.1, 7.2, 10.2		

****HEAT Grants:** City of Atlanta Police Department, Bibb County Government, Burke County Sheriff's Office, Carroll County Sheriff's Office, Clayton County Police Department, Coweta County Sheriff's Office, Dawson County Sheriff's Office, Douglas County Sheriff's Office, Dublin Police Department, Floyd County Police Department, Glynn County Police Department, Habersham County Sheriff's Office, Hall County Sheriff's Office, Henry County PD/Henry Co BOC, Liberty County Sheriff's Office, Newton County Sheriff's Office, Rockdale County Sheriff's Office, Snellville Police Department, Spalding County Sheriff's Office

Grantee:	Multiple (n=16)	Grant Number:	Multiple (n=16)
Project Title:	Traffic Enforcement Network (TEN)	Funding Source:	402PT
Funded Amount:	\$389,163.60	Total Expended (Percent of Funded Amount Expended):	\$316,561.38 (81%)
Activities Planned:	97	Activities Completed (Percent of Planned Activities Completed):	93 (96%)
		Activity Hours:	5,760.63
Project Description:	Each law enforcement agency in the State of Georgia is encouraged to participate in a regional Traffic Enforcement Network. The sixteen regional traffic enforcement networks cover all 159 counties in Georgia. The networks are open to all sworn law enforcement officers and prosecutors and are designed to enhance traffic enforcement activities through networking, training, and legislation. They empower traffic enforcement officers to voice their concerns and share ideas with their counterparts from other agencies in their region. Guest speakers and panelists have included state and municipal court judges, prosecutors, legislators, MADD representatives, Public Service Commission, and ALS judges. TEN grants include funds to support activity hours, travel to meetings and conferences (e.g. regional Law Enforcement Liaison conference, multiple-state mobilizations, network meetings), and to provide plaques and awards to recognize officers for noteworthy accomplishments in enforcement.		
Summary of Activities:	By conducting enhanced enforcement of DUI, seat belt and speeding laws, deploying speed trailers to enhance public awareness of excessive speed, and holding educational events, the state's TEN grants decreased speeding and DUI, improved seat belt use, increased public awareness of the law and visibility of enforcement, promoted interagency cooperation, and enhanced the training effectiveness of law enforcement officers statewide. These activities contributed to the state's goals of reducing crashes, injuries and fatalities, particularly those related to speeding, impaired driving and failure to wear safety belts.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	6.1		

****TEN Grants:** Americus Police Department, Calhoun Police Department, Charlton County Sheriff's Office, Demorest Police Department, Douglasville Police Department, Effingham County Sheriff's Office, Fayetteville Police Department, Grady County Sheriff's Office, Grovetown Police Department, Holly Springs Police Department, Newton County Sheriff's Office, Oglethorpe County Sheriff's Office, Twiggs County Sheriff's Office, Valdosta Police Department, Washington County Sheriff's Office, Zebulon Police Department.

Grantee:	Appling County Sheriff's Office	Grant Number:	GA-2023-402 PT-117
Project Title:	Appling County High Visibility Enforcement Project	Funding Source:	402 PT
Funded Amount:	\$50,297.60	Total Expended (Percent of Funded Amount Expended):	\$44,184.69 (88%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5* (83%)
		Activity Hours:	2,249
Project Description:	The Appling County Sheriff's Office (ACSO) will increase its citizens' awareness of the dangers and consequences of driving impaired and speeding in Appling County during the grant period through high visibility enforcement efforts.		
Summary of Activities:	The grantee initiated 2847 speeding contacts and 136 impaired driving contacts during the grant year. They also conducted 4 educational events, attended 11 TEN meetings and participated in 3 mobilizations during the grant year. Mobilization participation was limited by severe staffing shortages. All deputies on each shift had to help answer calls.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1,1, 3.1, 6.1, 7.2		

Grantee:	Berrien County Sheriff's Office	Grant Number:	GA-2023-402 PT-116
Project Title:	Berrien County Sheriff's Office High Visibility Enforcement Project	Funding Source:	402 PT
Funded Amount:	\$23,120.00	Total Expended (Percent of Funded Amount Expended):	\$10,042.30 (43%)
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	6 (75%)
		Activity Hours:	526
Project Description:	Berrien County Sheriff's Office will establish a traffic enforcement effort focusing on the dangers and consequences of speeding, safety belt usage, and impaired drivers.		
Summary of Activities:	The grantee initiated 1395 speed contacts, 72 impaired driving contacts, 101 seat belt contacts, and 44 road checks during the grant year. They participated in 8 GOHS campaigns, entering data into the online reporting system for each. They also conducted 3 educational events during the year.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1, 7.2		

Grantee:	Bryan County Sheriff's Office	Grant Number:	GA-2023-402 PT-139
Project Title:	The Bryan County Sheriff's Office High Visibility to Reduce Speed Related Fatalities Project	Funding Source:	402 PT
Funded Amount:	\$41,028.20	Total Expended (Percent of Funded Amount Expended):	\$38,961.55 (95%)
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	4 (80%)
		Activity Hours:	1,328
Project Description:	The Bryan County Sheriff's Office wants to reduce the number of fatalities on our roadways that are contributed to speeding. The direct correlation between speeding fatalities and law enforcement visibility is speeding fatalities can be prevented.		
Summary of Activities:	The grantee made 2679 speeding contacts and 141 DUI contacts, participated in GOHS/NHTSA campaigns and TEN meetings, and hosted 14 educational events.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1, 7.2		

Grantee:	Camden County Sheriff's Office	Grant Number:	GA-2023-402 PT-110
Project Title:	High Visibility Enforcement Grant	Funding Source:	402 PT
Funded Amount:	\$42,320.00	Total Expended (Percent of Funded Amount Expended):	\$30,347.14 (72%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	0 (0%)
		Activity Hours:	1,361
Project Description:	Camden County Sheriff's Office (CCSO) will increase its citizens' and visitors' awareness of the dangers and consequences of speeding, driving under the influence (DUI), and distracted driving by using high visibility enforcement efforts.		
Summary of Activities:	Camden County SO had severe staffing issues this FFY, with officers having to work extra shifts just to cover calls and was not able to sustain the grant. However, through dedicated effort they were able to make 2,328 speeding contacts, 113 impaired driving contacts, and 54 distracted driving contacts; participate in 2 GOHS/NHTSA campaigns; attend 2 network meetings; and held 1 educational event.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1, 7.2, 10.1		

Grantee:	Clinch County Sheriff's Office	Grant Number:	GA-2023-402 PT-111
Project Title:	High Visibility Enforcement Project	Funding Source:	402 PT
Funded Amount:	\$27,200.00	Total Expended (Percent of Funded Amount Expended):	\$23,532.44 (87%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	1 (%)
		Activity Hours:	1,556
Project Description:	Clinch County Sheriff's Office will establish a traffic enforcement effort focusing on the dangers and consequences of speeding and impaired drivers.		
Summary of Activities:	The grantee initiated 1248 speeding contacts and 21 impaired driving contacts during the grant year. They participated in 4 GOHS campaigns, attended 6 TEN meetings, and conducted 3 educational events. CCSO's milestone achievement was hindered by severe staffing challenges as the entire Homerville PD resigned, requiring CCSO to answer city calls as well as calls from the entire county.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1, 6.2, 7.2		

Grantee:	Effingham County Sheriff's Office	Grant Number:	GA-2023-402 PT-032
Project Title:	Speed / DUI Detection	Funding Source:	402 PT
Funded Amount:	\$61,990.00	Total Expended (Percent of Funded Amount Expended):	\$59,957.20 (97%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7* (100%)
		Activity Hours:	2,120
Project Description:	The Effingham County Sheriff's Office will deploy grant issued Radar's, Lidar and a mobile speed trailer in order to decrease the number of speed related crashes in the county. The Effingham County Sheriff's Office will also conduct saturated patrols and checkpoints to reduce the number of DUI related crashes, injuries, and fatalities.		
Summary of Activities:	The Effingham County Sheriff's Office issued over 5000 citations and written warnings, participated in regional traffic enforcement network meetings, and conducted six educational events for the public. They also participated in GOHS/NHTSA highway safety campaigns, where they entered enforcement data into the GOHS online reporting system. Additionally, they deployed the mobile speed sign 24 times during the grant period.		
State Targets:	C-1, C-2, C-6		
GOHS Objectives:	1.1, 3.1, 6.1, 6.2		

Grantee:	Johnson County Board of Commissioners	Grant Number:	GA-2023-402 PT-159	
Project Title:	High Visibility Enforcement Project	Funding Source:	402 PT	
Funded Amount:	\$26,010.00	Total Expended (Percent of Funded Amount Expended):	\$18,450.96 (71%)	
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	3 (43%)	Activity Hours: 619
Project Description:	Johnson County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of speeding and impaired drivers			
Summary of Activities:	The grantee made 1016 speed-related contacts and 30 impaired driving contacts, participated in GOHS/NHTSA mobilizations and TEN meetings, and held 18 road checks and 6 educational events. Milestone achievement was hindered by staffing shortages and sickness.			
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1			
GOHS Objectives:	1.1, 3.1, 6.1, 7.2			

Grantee:	Morgan County Sheriff's Office	Grant Number:	GA-2023-402 PT-152	
Project Title:	Morgan County Traffic Safety	Funding Source:	402 PT	
Funded Amount:	\$51,320.00	Total Expended (Percent of Funded Amount Expended):	\$51,270.72 (100%)	
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6 (100%)	Activity Hours: 1,927
Project Description:	The Morgan County Sheriff's Office seeks funding to increase traffic enforcement efforts that are spent towards prevention of crashes, due to violations of speed limits, impaired driving, occupant protection and distracted driving on roadways where these crashes are occurring.			
Summary of Activities:	The grantee made 1995 speeding contacts, participated in GOHS/NHTSA mobilizations, TEN meetings, and the Governor's Challenge, and hosted 5 educational events.			
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1			
GOHS Objectives:	1.1, 3.1, 6.1, 7.2			

Grantee:	Pooler Police Department	Grant Number:	GA-2023-402 PT-074
Project Title:	Speed Related Crashes from Following too Closely	Funding Source:	402 PT
Funded Amount:	\$57,508.80	Total Expended (Percent of Funded Amount Expended):	\$57,490.52 (100%)
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8* (100%)
		Activity Hours:	1,930
Project Description:	To reduce the number of crashes, injuries and fatalities from vehicles traveling too fast for conditions, speeding and following too closely.		
Summary of Activities:	The grantee initiated 2137 speed contacts, paying special attention to I-95 and I-16 which were active construction zones with many fatal and injury crashes. Using the GOHS issued LIDARS they made 244 contacts for aggressive driving and following too closely. Grantee reported that almost all drivers were receptive to the enforcement action taken and were astonished at the technology used to calculate following distance. The municipal court judge was shown how the technology worked and was very receptive to grantee's enforcement action. Grantee deployed the mobile speed sign 33 times during the grant year and provided six educational events.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	3.1, 6.1, 7.2		

Grantee:	Public Safety Training Center, Georgia	Grant Number:	GA-2023-402 PT-041
Project Title:	Speed Enforcement & Current Trends in Traffic Enforcement	Funding Source:	402 PT
Funded Amount:	\$69,196.07	Total Expended (Percent of Funded Amount Expended):	\$59,299.30 (86%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	3 (43%)
		People Reached:	500,000
Project Description:	Advanced level law enforcement training programs focused on reducing serious injury and fatality related crashes through proactive, aggressive speed enforcement, as well as current trends in traffic enforcement training initiatives.		
Summary of Activities:	The Georgia Public Safety Training Center conducted Speed Detection Instructor, Speed Detection Operator, Basic RADAR, Basic LIDAR, and monthly RADAR Refresher trainings either online, at offsite locations, or at the Georgia Public Safety Training Center over the grant year. Although enrollment numbers fell short of milestones for on-site courses, offsite course enrollment exceeded milestones by wide margins.		
State Targets:	C-1, C-2, C-6		
GOHS Objectives:	3.1		

Grantee:	Public Safety, Georgia Department of	Grant Number:	GA-2023-402 PT-022
Project Title:	HEAT/Nighthawks - Middle- GA	Funding Source:	402PT
Funded Amount:	\$632,635.68	Total Expended (Percent of Funded Amount Expended):	\$556,676.25 (88%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	6 (86%)
		Activity Hours:	9,725
Project Description:	"To more effectively address the problem related to impaired drivers and speeding. The Nighthawks will provide intense enforcement coverage of the Bibb, Muscogee, and other hot spot counties within GSP troup D."		
Summary of Activities:	The North/South HEAT/Nighthawk Task Force conducted enhanced enforcement related to impaired driving; assisted other agencies with DUI suspects; and participated in road checks, mobilizations and trainings. The Task Force made 3,260 speeding contacts and 763 DUI arrests during the grant year. These activities removed impaired drivers from Georgia's roads, enhanced the effectiveness of prosecutions, enhanced public understanding of laws including the impaired driving laws, increased law enforcement visibility and built stronger connections between agencies. These activities contributed to the state's goal of decreasing crashes, injuries and fatalities, particularly those related to impaired driving.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 1.3, 6.1, 7.2		

Grantee:	Rabun County Sheriff's Office	Grant Number:	GA-2023-402 PT-043
Project Title:	Rabun County Sheriff's Office High Visibility Enforcement Program	Funding Source:	402 PT
Funded Amount:	\$24,724.00	Total Expended (Percent of Funded Amount Expended):	\$22,794.16 (92%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)
		Activity Hours:	1,019
Project Description:	The Rabun County Sheriff's Office is proposing a request for assistance in combating the concerning speed issue within its' jurisdiction. Our agency has the internal traffic-related goal to have a High Visibility Program and all patrol on every shift equipped with radar units to assist with deterring speed within Rabun County.		
Summary of Activities:	Rabun County Sheriff's Office participated in TEN meetings and activities and GOHS/NHTSA mobilizations, entered data in the GOHS online reporting system, conducted 21 educational events and 74 highway checkpoints, made 1,086 speeding contacts, and deployed the speed trailer 24 times.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	3.1, 6.1, 6.2, 7.2		

Grantee:	Telfair County Sheriff's Office	Grant Number:	GA-2023-402 PT-112
Project Title:	Telfair County Sheriff's Office High Visibility Enforcement Project	Funding Source:	402 PT
Funded Amount:	\$40,920.00	Total Expended (Percent of Funded Amount Expended):	\$34,329.13 (84%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	4 (57%)
		Activity Hours:	1,770
Project Description:	Telfair County Sheriff's Office will establish a traffic enforcement effort focusing on the dangers and consequences of speeding and impaired drivers		
Summary of Activities:	The grantee conducted monthly road checks, attended 8 TEN meetings, participated in 5 GOHS/NHTSA campaigns, and entered data into the GOHS reporting system for each. They made 1984 speed-related contacts, 69 impaired driving contacts, and conducted 3 educational events. Milestone achievement was limited by staffing shortages.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1		

Grantee:	Treutlen County Sheriff's Office	Grant Number:	GA-2023-402 PT-119
Project Title:	High Visibility Enforcement Project	Funding Source:	402 PT
Funded Amount:	\$43,400.00	Total Expended (Percent of Funded Amount Expended):	\$38,906.35 (90%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	3 (50%)
		Activity Hours:	2,260
Project Description:	The Treutlen County Sheriff's Office has established an enforcement effort focusing on the dangers and consequences of impaired driving and speeding utilizing road checks, speed deterrent measures, and impaired driving technology.		
Summary of Activities:	Grantee participated in 6 GOHS campaigns and entered data in the online reporting system; attended 9 TEN meetings, conducted 5 public education events, and initiated 2,768 speeding contacts during the grant period. Although understaffing hindered achievement of some milestones, other milestones were exceeded.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 3.1, 6.1, 6.2, 7.2		



6.10 RAILROAD SAFETY

Highlights

The Railroad Safety program area includes a grant that provides training and education to both the "First Responders" and "general public" about safety around trains, railroad tracks and right of ways, and special railroad collisions/ police reporting. In FY2023, GOHS funded [one \(1\) project](#) and expended a total of [\\$1,640.00](#) within this program area. The funded project under this program area is:

- First Responders Training and Mobile Truck Exhibit

The project director of GA Operation Lifesavers, Inc. was unable to complete this project due to a terminal illness.

Funded Projects

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

Grantee:	Georgia Operation Lifesaver, Inc.	Grant Number:	GA-2023-402 RH-096
Project Title:	First Responders Training and Mobile Truck Exhibit	Funding Source:	402 RH
Funded Amount:	\$29,884.00	Total Expended (Percent of Funded Amount Expended):	\$1,640.00 (5%)
Activities Planned:	4	Activities Completed (Percent of Planned Activities Completed):	0 (0%)
		People Reached:	150
Project Description:	Georgia Operation Lifesaver will provide training and education to both the "First Responders" and "general public" about safety around trains, railroad tracks and right a ways, and special railroad collisions/ police reporting.		
Summary of Activities:	This grant was closed after one month of operation. The project director of GA Operation Lifesavers, Inc. was unable to complete this project due to a terminal illness.		
State Targets:	C-1, C-2, C-3, C-7, C-10, C-11		
GOHS Objectives:	6.2, 7.1		



6.11 SPEED MANAGEMENT

Highlights

The Speed Management program area includes grants that enforce speed limits using high visibility enforcement methods and speed technologies to reduce speed-related fatalities. In FY2023, GOHS funded [three \(3\) projects](#) and expended a total of [\\$109,142.08](#) within this program area. The funded projects under this program area are:

- Twiggs County Sheriff's Office (HVE)
- Lowndes County Sheriff's Office (Speed Detection)
- Oglethorpe County Sheriff's Office (Speed Detection)

Some notable accomplishments within the Speed Management program area during FY2023 include:

- Enthusiastic grantees used activity/enforcement hours to continue high visibility enforcement of speed detection enforcement.
- 100 Days of Summer H.E.A.T. high visibility enforcement campaign from Memorial Day through Labor Day
- Held a weeklong speed education and enforcement campaign (Operation Southern Slow Down) and partnered with surrounding states to maintain a united voice.
- Continuous statewide focus on speed on interstate highways

HIGH VISIBILITY ENFORCEMENT GRANTS:

The Governor's Office of Highway Safety awarded 15 High Visibility Enforcement (HVE) grants in FFy2023. These projects were awarded based upon data in their respective jurisdictions and three of them were dedicated to speed enforcement. These three projects used **4,453.50 activity hours** and are listed below.

Grant ID	Law Enforcement Agency	Number of Contacts			
		Speeding	DUI	Occupant Protection	Distracted Driving
GA-2023-402 SC-033	Lowndes County Sheriff's Office	3849	160	365	97
GA-2023-402 SC-147	Oglethorpe County Sheriff's Office	829	18	67	42
GA-2023-402 SC-138	Twiggs County Sheriff's Office	5334	84	368	152
TOTAL		10012	262	800	291

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

Funded Projects

The tables below show the grantee details for funded projects within the Speed Management program area.

Grantee:	Lowndes County Sheriff's Office	Grant Number:	GA-2023-402 SC-033
Project Title:	SPEED - Sheriff's Patrol to Enforce Effective Driving	Funding Source:	402 SC
Funded Amount:	\$42,147.20	Total Expended (Percent of Funded Amount Expended):	\$37,153.75 (88%)
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	5* (100%)
		Activity Hours:	1,694
Project Description:	A 5-person team of Sheriff's Deputies assigned to the Lowndes County Sheriff's Office Traffic Unit. The goal of this team is to reduce the number of crashes resulting in serious injury and fatality through proactive patrol and enforcement of Georgia Traffic Laws.		
Summary of Activities:	The Lowndes County Sheriff's Office issued over 5000 citations and written warnings, including 3849 for speeding. Officers attended regional traffic enforcement network meetings and conducted 10 educational events and a child safety seat event, issuing 18 seats. They also participated in GOHS/NHTSA highway safety campaigns, where they entered enforcement data into the GOHS online reporting system.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	3.1, 6.1, 6.2, 7.2		

Grantee:	Oglethorpe County Sheriff's Office	Grant Number:	GA-2023-402 SC-147
Project Title:	Fatality/Serious Injury, Speed Related Crashes	Funding Source:	402 SC
Funded Amount:	\$25,435.00	Total Expended (Percent of Funded Amount Expended):	\$22,479.13 (88%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	5* (83%)
		Activity Hours:	856
Project Description:	To change driver behavior through increased speed enforcement, reducing the number of speed related crashes resulting in serious injury or death, with a focus on roadways where a majority of crashes are occurring.		
Summary of Activities:	The Oglethorpe County Sheriff's Office issued 1,424 written warnings and citations, including 829 for speeding; conducted 12 child safety seat checks and distributed 20 seats; hosted four educational events; participated in 12 Traffic Enforcement Network meetings, eight enforcement mobilizations		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	3.1, 6.1, 6.2, 7.2		

Grantee:	Twiggs County Sheriff's Office	Grant Number:	GA-2023-402 SC-138
Project Title:	Twiggs County High Visibility Enforcement	Funding Source:	402 SC
Funded Amount:	\$51,320.80	Total Expended (Percent of Funded Amount Expended):	\$49,509.20 (96%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	6* (100%)
		Activity Hours:	1903.5
Project Description:	Twiggs County Sheriff's Office has identified a growing problem with increased speeds within its jurisdiction. We are requesting support in combating these issues through this proposal.		
Summary of Activities:	The Twiggs County Sheriff's Office issued over 9000 citations and written warnings, including 5334 for speeding. Officers attended regional traffic enforcement network meetings and conducted nine educational events and child safety seat checks, issuing one seat. They also participated in the Governor's Challenge event and in GOHS/NHTSA highway safety campaigns, where they entered enforcement data into the GOHS online reporting system.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	3.1, 6.1, 6.2, 7.2		



6.12 TRAFFIC RECORDS

Highlights

The Traffic Records Program includes grants that contribute to the advancement of a comprehensive traffic records system based on crash reports and citations that are electronically captured and submitted. In FFY2023, GOHS funded **six (6) projects** for a total of **\$1,716,952.20** within this program area. The funded projects under this program area are:

- Georgia Traffic Records Program
- Crash Outcome Data Evaluation Survey (CODES)
- Online Analytical Statistical Information System (OASIS)
- Georgia Association of Chiefs of Police (GACP) LEA Technology Grant
- Georgia Electronic Conviction Processing System (GECPS)
- Georgia Emergency Medical Services Information System (GEMSIS)



Some notable accomplishments within the Traffic Records Program during FFY2023 include:

- The Traffic Records Strategic Plan (TRSP) was amended and approved by the Georgia Traffic Records Coordinating Committee (TRCC) on July 19, 2023. The amended plan was submitted to NHTSA with the FFY2024-2026 Triennial Highway Safety Plan (3HSP) and 405c Annual Application.

- The Georgia Traffic Records Program produced a set of quantifiable Data System Performance Measures for the FFY2024-2026 3HSP ([Appendix A](#)). The development of these performance measures was a collaboration between Georgia's data system owners and the TRCC. The performance measures' baselines are FFY2022 and 2023 with targets set for FFY2024, 2025, and 2026. These performance measures satisfy quantitative improvement requirements for core safety databases in the Federal Statute 23 CFR 1300.22(b)(2).

The Data System Performance Measures are intended to monitor the development and implementation of the Traffic Records Data Systems' projects and quantify system improvements. They have been grouped by performance attribute- timeliness, accuracy, completeness, uniformity, integration, and accessibility- across the six core State Traffic Records Data Systems- Crash, Vehicle, Driver, Roadway, Citation/ Adjudication, and Emergency Medical Services (EMS)/ Injury Surveillance. The Data System Performance Measures are dynamic; future year targets are based on current and previous year activities and are expected to change annually as Georgia's Traffic Records projects progress.

- FFY2023 saw the approval of two new 405c funded grant applications for FFY2024 which will be the first new 405c funded grants in many years:
 - The Georgia Department of Driver Services (DDS) Traffic Data Analysis Epidemiologist grant will be dedicated to analyzing and interpreting DDS' databases to identify problems, recommend solutions, and prepare responses for highway safety program development and implementation.
 - The Georgia Public Safety Training Center's Motor Vehicle Accident Report Form Quality Oversight Training Program will be designed to improve efficiency, quantity, and quality of crash report data collection, as well as mitigating post-secondary crashes due to delays in gathering data during active crash investigations.

Traffic Records Coordinating Committee (TRCC) Subcommittees

Georgia Traffic Safety Facts

In FFY2023, the Georgia Traffic Safety Facts (GTSF) subcommittee produced 11 Detailed Fact Sheets, 1 Issue Brief, and 6 Quick Facts documents based 2021 data for the SHSP Emphasis Areas. This series of publications collaboratively developed by CODES and TRCC combines information from all traffic records information systems (Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and Injury Surveillance) to paint a comprehensive picture of traffic safety issues on Georgia roadways.

The FFY2023 GTSF series include detailed Fact Sheets based on 2021 data in the following topics: Preliminary Motor Vehicle Traffic Fatalities, Large Trucks, Pedestrians and Bicyclists (Non-motorists), Distracted Driving, Motorcycles, Occupant Protection, Risky Driving, Young

Drivers, Older Drivers, Rural Vs. Urban Comparison, and an Overview of Motor Vehicle Crashes. The 2021 Quick Facts topics are: Risky Driving, Young Drivers, Drivers Aged 55+, Pedestrian and Bicyclist, Motorcycle Drivers, and Occupant Protection.

For FFY2023, the TRCC designated an ad-hoc committee to address rural road safety in Georgia. The Rural Roads Subgroup developed two documents: The *2021 Rural vs. Urban Comparison Fact Sheet* and The *2019-2021 Issue Brief Examining Crashes and Drivers in Rural Areas*.

Notable presentations at state and national conferences using data from the GTSF Series included the 2023 Georgia Highway Safety Conference, the 4th National Summit on Rural Road Safety, and the Safe States Annual Injury & Violence Prevention Conference.

Data Systems Highlights

Data Linking

In FFY2023, the CODES team performed validity and quality checks on Georgia's 2021 crash data using daily fatality reports, child fatality review data, vital records, and FARS. They produced a cleaned final version of the 2021 crash data that was used for the GTSFs.

The CODES team has integrated the 2021 crash data for serious and visible injuries with preliminary hospital data. CODES collaborated with OHIP to produce the additions to the injury page on OASIS and received quarterly data from GDOT and OHIP to produce a report on the links and injury variables.

OASIS published the latest hospital discharge/ER Visits and Mortality data and implemented new geographical features such as Social Vulnerability Index (SVI) which could play a role in predicting pedestrian crashes. For FY2023, the OASIS team created the case definition for the latest CDC guidelines (based on National Health Statistics Reports) for all injuries, including MVC.

Crash

Georgia continues to advance its partnership with Numetric to improve the analysis of the state's crash database. GDOT has updated the boundary data, updated SVI data, added 2021 data, improved query definitions (such as distracted driving), and conducted multiple training sessions during FFY2023.

An estimated 95% to 99% of Georgia's crash reports are now filed via the Georgia Electronic Accident Reporting System (GEARS).

Driver

For FFY2023, the Georgia citation submission error rates remained below the 5% required by GOHS, ranging from a high of 3% (January 2023) to a low of 2.43% (June 2023). Low error rates are attributed to effective court clerk training and regular contacts with GECPS personnel. GECPS personnel offered 24 virtual and in-person training events, including an "Ask DDS Day" at DDS headquarters in Conyers, GA. The court auditor conducts at least seven audits of courts per month and results are included in the monthly reports to GOHS.

For FFY2023, DDS GECPS saw an improvement of 2.85% in CDL citation submission timeliness from the previous year for an overall improvement of 8.40% from 2020-2023. An overall improvement of 2.14% in citation submission timeliness from the previous year for Commercial and Non-Commercial submissions combined was recorded for an overall improvement of 8.18% from 2020-2023. These improvements can be attributed to the weekly training and audits conducted by the DDS staff.

Citation and Adjudication

In FFY2023, the TRCC Technical Committee acquired two new members from the Judicial Council of Georgia/ Administrative Office of the Courts (AOC). The recently enacted and signed S.B. 272 (2023) granted the AOC the responsibility for implementation and continued maintenance of uniform standards for case management, data collection and transmission.

The AOC, with the Criminal Case Data Exchange Board, will regularly review and update uniform standards for the software used to collect and transmit criminal history data between local and state criminal justice agencies. Requirements for court applications will include mandatory data elements and acceptable entries for each element drawn from standardized tables. These requirements will be integrated into the software to ensure that data transmissions are complete, accurate, and accessible to the appropriate parties to further unify Georgia's currently non-interoperable court system.

Injury Surveillance: EMS and Trauma

In FFY2023, The Office of EMS and Trauma team has focused even more on the timeliness, accuracy, completeness, uniformity, integration, and accessibility of data submissions. They have implemented two data policies for EMS Agencies and ePCR vendors to abide by them. These policies will be strictly enforced once the agencies are all on the NEMSIS v3.5 data collection version.

In addition, the Department went live with the armband project which started in April 2023. The participating EMS Agencies have documented a total of 181 armband numbers on EMS records. The EMS and Trauma team will be working with the CODES team to find linkages using the armband number documented between the EMS record and the crash record for patients. They are also waiting to receive the trauma records from the participating hospitals to determine linkages between the hospital and EMS records.

Traffic Records Quantitative Progress Reports

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY2023, the Georgia EMS system has improved in the areas of Accuracy, Completeness, Uniformity, and Timeliness, as demonstrated in the Section 405c Quantitative Progress Report ([Appendix C](#)).

Funded Projects

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

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-405C M3DA-012
Project Title:	405(c) Traffic Records Program	Funding Source:	405c
Funded Amount:	\$233,553.59	Total Expended (Percent of Funded Amount Expended):	\$231,843.84 (99%)
Project Description:	This program uses NHTSA Section 405(c) funds to fund the GOHS Georgia Traffic Records program staff and traffic records information systems' projects to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Georgia's traffic records data.		
Summary of Activities:	This project supported the creation and improvement of the state's traffic records system, including training and improvements in the recording and tracking of serious injuries.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11 B-1		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2023-405C M3DA-018
Project Title:	Public and DPH Customer Access to crash data in death, hospital discharge, emergency room visit and crash data sources via OASIS web query and custom data requests	Funding Source:	405C M3DA
Funded Amount:	\$208,160.52	Total Expended (Percent of Funded Amount Expended):	\$ 204,620.65 (98%)
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	2 (67%)
		People Reached:	37,787*
Project Description:	OASIS, DPH's query system, provides online access to data visualizations. Data services to partners are supported using the departmental datawarehouse 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.		
Summary of Activities:	The Georgia Department of Public Health created new tools and enhanced existing tools to help visualize data, improved accessibility of websites interfaces, and rebuilt data repository and geography layers to implement the effect of the 2020 census. They also offered various partners technical assistance in data usage and collaborated with members of the Injury Prevention Community. One milestone could not be met due to delayed publication of requisite 2020 census data.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11 B-1		
GOHS Objectives:	8.1		

Grantee:	Driver Services, Georgia Department	Grant Number:	GA-2023-405C M3DA-058
Project Title:	GECPS Outreach	Funding Source:	405C M3DA
Funded Amount:	\$240,487.22	Total Expended (Percent of Funded Amount Expended):	\$ 214,403.75 (89%)
Activities Planned:	7	Activities Completed (Percent of Planned Activities Completed):	7 (100%)
		People Reached:	31,473
Project Description:	To provide a secure and accurate method of electronic transmission of conviction data from Georgia courts to the State within 10 days of adjudication; to train and educate courts on the GECPS system for this purpose.		
Summary of Activities:	The Georgia Department of Driver Services worked to improve GECPS usage and experience by providing technical assistance, training for reducing errors, and general support to GECPS users. Staff evaluated reports and both identified and contacted courts that showed high error rates. Several courts were audited by the program manager monthly. The group updated existing educational tools, created new ones, published a reporting guide for error correction, and posted monthly conviction reports to the DDS website. Error rates remained between 2.43% and 3% for the year. Additionally, they conducted 24 training events, maintained and improved the GECPS system, and monitored the transition to integrated systems.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11 B-1		
GOHS Objectives:	6.1		

Grantee:	Public Health, Georgia Department of	Grant Number:	GA-2023-405C M3DA-013
Project Title:	Support for CODES Crash Data Linkage	Funding Source:	405C M3DA
Funded Amount:	\$308,690.09	Total Expended (Percent of Funded Amount Expended):	\$269,333.72 (87%)
Activities Planned:	10	Activities Completed (Percent of Planned Activities Completed):	10 (100%)
		People Reached:	8,000
Project Description:	The CODES project brings together multiple agencies to identify opportunities for crash prevention by linking and analyzing crash, vehicle and behavioral characteristics to medical and financial data.		
Summary of Activities:	The Georgia Department of Public Health’s CODES team collaborated with data owners to produce a full set of Georgia Traffic Safety Facts (ten detailed and six Quick Facts), including a Rural Roads Issue Brief. They performed validity and quality checks on the 2021 crash data; integrated the 2021 crash data for serious and visible injury with the preliminary hospital data; and integrated crash, EMS and hospital data for 2021 and incorporated it into the 2018-2020 linked dataset. CODES also integrated Child Fatality Review data with crash data for 2021. CODES exhibited at the Georgia SHSP Summit, GPHA conference, Georgia Highway Safety Conference, and Safe States. The MOU with DDS was completed, and data was exchanged. CODES collaborated with the Office of Health Indicators for Planning; provided injury codes and finalized ICD-10_CM codes for use on the OASIS injury page; and outlined a data dictionary for a de-identified analytical linked data set.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11 B-1		
GOHS Objectives:	8.1		

Grantee:	Public Health, Georgia Department of (EMS & Trauma)	Grant Number:	GA-2023-405C M3DA-027
Project Title:	DPH - OEMS GEMSIS Elite	Funding Source:	405c M3DA
Funded Amount:	\$230,141.04	Total Expended (Percent of Funded Amount Expended):	\$ 167,823.36 (73%)
Activities Planned:	6	Activities Completed (Percent of Planned Activities Completed):	4 (67%)
		People Reached:	25,985
Project Description:	To maintain the Georgia Emergency Medical Services Information System (GEMSIS) in NEMSIS v3.4.0, to archive the NEMSIS 2.2.1 data, begin work to prepare GEMSIS for NEMSIS v3.5.0 (preparation 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.		
Summary of Activities:	The Georgia Department of Public Health (EMS & Trauma) created an EMS Data Compliance and Reporting Policy and an EMS ePCR Vendor Compliance Policy and hosted webinars for agencies and vendors focusing on transition to NEMSIS v3.5. The armband project went live, with 181 armband numbers documented. Staff attended TIME and Occupant Protection Task Team Meetings, CODES Board meetings, CODES data workgroup meetings, TIME Task Team meetings, Traffic Records Coordinating Committee meetings during the FFY 2023 grant period. Some planned meetings could not be attended because they were not scheduled by the host agency.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	8.1		

Grantee:	Georgia Association of Chiefs of Police	Grant Number:	GA-2023-405C M3DA-044
Project Title:	LEA Technology Grant GACP	Funding Source:	405C M3DA
Funded Amount:	\$665,700.00	Total Expended (Percent of Funded Amount Expended):	\$628,926.88 (94%)
Activities Planned:	25	Activities Completed (Percent of Planned Activities Completed):	25 (100%)
		People Reached:	10,000
Project Description:	The Georgia Association of Chiefs of Police (GACP) will provide select law enforcement agencies with computer hardware (mobile data units) needed to submit crash reports electronically to the state through the GEARS system. This project will also provide funds for the mounting of these units into patrol vehicles as well as printers to be placed in the vehicles for the purpose of printing electronic crash reports.		
Summary of Activities:	The Georgia Association of Chiefs of Police met their overall goal of partnering with 25 law enforcement agencies by providing funds to 25 agencies across the state. One agency signed an MOU but, due to personnel turnover, was not able to use the funds and requested the MOU be canceled.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	8.1		



6.13 TEEN TRAFFIC SAFETY PROGRAMS

Highlights

The Teen Traffic Safety Programs include grants that promote education and awareness to teens and young adults about highway safety issues, such as but not limited to, underage drinking, impaired driving, distracted driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. In FY2023, GOHS funded [five \(5\) projects](#) and expended a total of [\\$545,873.79](#) within this program area. The funded projects under this program area are:

- Children and Parent Resource Group
- Savannah Technical College
- 402 Teen Traffic Safety Program
- Students Against Destructive Decisions
- Young Adult Grants (11 college/university grants)

For our Teen Traffic Safety Programs, one particular notable accomplishment was partnering with SADD National to execute one overall grant that works directly with the local SADD chapters in Georgia. Previously, SADD grants were with specific high schools. Throughout FY23, our SADD and Young Adult program grantees also tracked the number of teen and young adult drivers reached through their programmatic efforts. In FY23 GOHS grantees reached a total of 408,689 teen and young adult drivers.

SADD PROGRAM: PEOPLE REACHED

Grant ID	Organization	Number of People Reached
GA-2023-402 TSP-130	SADD National	48,640
Total Reached		48,640

YOUNG ADULT PROGRAM: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
YA-2023-402 TSP-002	ABAC Advancement Foundation, Inc.	1,076
YA-2023-402 TSP-005	Augusta University	743
YA-2023-402 TSP-008	Fort Valley State University	876
YA-2023-402 TSP-003	Georgia College & State University	14,736
YA-2023-402 TSP-012	Georgia Southwestern State University	4,098
YA-2023-402 TSP-004	Georgia State University	51,910
YA-2023-402 TSP-006	Kennesaw State University	262,682
YA-2023-402 TSP-007	North Georgia, University of	1,342
YA-2023-402 TSP-011	Valdosta State University	1,789
YA-2023-402 TSP-009	West Georgia, University of	4,181
Total Reached		343,433

OTHER YOUTH & YOUNG ADULT PROGRAMS: PEOPLE REACHED

Grant ID	Agency	Number of People Reached
GA-2023-402 TSP-037	Children and Parent Resource Group	13,672
GA-2023-402 TSP-002	Savannah Technical College	2,944
Total Reached		16,616

Funded Projects

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

Grantee:	GAGOHS - Grantee	Grant Number:	GA-2023-402 TSP-082
Project Title:	402TTSP: Teen Traffic Safety Program	Funding Source:	402 TSP
Funded Amount:	\$108,468.40	Total Expended (Percent of Funded Amount Expended):	\$ 103,676.72 (96%)
Project Description:	To fund staff and activities for statewide comprehensive safety programs designed to reduce motor vehicle related traffic crashes, injuries, and fatalities related to teen driving.		
Summary of Activities:	Training events and education materials educated law enforcement officers, other stakeholders, students, and the general public on a wide variety of traffic safety issues, contributing to all state measures of progress.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-7, C-9, C-10, C-11, B-1		

Grantee:	Students Against Destructive Decisions (SADD) Inc.	Grant Number:	GA-2023-402 TSP-130
Project Title:	Modernizing Teen Mobility Safety: A New Approach to GA SADD	Funding Source:	402TSP
Funded Amount:	\$169,939.50	Total Expended (Percent of Funded Amount Expended):	\$94,273.84 (55%)
Activities Planned:	8	Activities Completed (Percent of Planned Activities Completed):	8* (100%)
		People Reached:	9,582,037
Project Description:	The Georgia Office of Highway Safety (GOHS) has been a true partner to SADD for over twenty years. This project will modernize the approach to peer-to-peer programming in the state. SADD chapters will receive a high degree of technical support with a broader focus on countermeasures that work while having less administrative burden.		
Summary of Activities:	The new state SADD coordinator recruited 37 high schools to start new SADD chapters and hosted 86 impaired driving events, 106 occupant protection events, and 103 distracted driving events to educate high school students and their teachers and families on the dangers of impaired and distracted driving and the importance of seat belts, contributing to the state's goals of decreasing crashes, injuries, and fatalities, particularly those involving young and/or impaired drivers. SADD also held 45 train-the-trainer events for community partners, collaborated with schools to complete 30 seat belt surveys, and used social media to support GOHS and NHTSA communications.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	Other		

Grantee:	Children and Parent Resource Group, Inc.	Grant Number:	GA-2023-402 TSP-037
Project Title:	Life Changing Experience Community Education Project	Funding Source:	402 TSP
Funded Amount:	\$175,000.00	Total Expended (Percent of Funded Amount Expended):	\$175,000.00 (100%)
Activities Planned:	3	Activities Completed (Percent of Planned Activities Completed):	3 (100%)
		People Reached:	13,000
Project Description:	Cinema Drive and Smart Driver, an exciting, interactive 3D safe-driving experience for teens educating them on how to drive safely, eliminate distractions, impaired driving and drugged driving.		
Summary of Activities:	The Children and Parent Resource Group, Inc. presented Cinema Drive and Smart Driver to 25 high schools and attended six Young Adult Task Team meetings.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	7.1		

Grantee:	Multiple (n=11)	Grant Number:	Multiple (n=11)
Project Title:	YA Grants	Funding Source:	402TSP
Funded Amount:	\$133,693.80	Total Expended (Percent of Funded Amount Expended):	\$88,896.96 (66%)
Activities Planned:	110	Activities Completed (Percent of Planned Activities Completed):	74 (67%)
		People Reached:	221,253
Project Description:	The mission of the Georgia Young Adult Program is to promote education and awareness to young adults about highway safety issues, such as but not limited to; underage drinking, impaired driving, destructive decisions, and other high-risk behaviors, in order to decrease crashes, injuries, and fatalities. This program is achieved by training peer-educators, providing educational programs to the schools, and funding students to participate in area, state, and national highway safety related conferences.		
Summary of Activities:	YA grants' activities educated students on the dangers of underage drinking and impaired and distracted driving, and the importance of safety belt use, contributing to the state's goals of decreasing crashes, injuries and fatalities, particularly those involving young, impaired and/or distracted drivers, and improving safety belt use. One school was unable to complete the grant and requested cancellation.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, Other		

****YA Grants in TSREG's Database:** ABAC Advancement Foundation, Inc., Augusta University, Clayton State University (grant canceled), Fort Valley State University, Georgia College & State University, Georgia Southwestern State University, Georgia State University, Kennesaw State University Research and Service Foundation, University of North Georgia, University of West Georgia, Valdosta State University.

Grantee:	Savannah Technical College	Grant Number:	GA-2023-402 TSP-002
Project Title:	Building a Legacy of Safety: The Coastal Georgia Center for Driver Safety	Funding Source:	402 TSP
Funded Amount:	\$144,474.12	Total Expended (Percent of Funded Amount Expended):	\$84,026.27 (58%)
Activities Planned:	5	Activities Completed (Percent of Planned Activities Completed):	4 (80%)
		People Reached:	3,923
Project Description:	Savannah Technical College in conjunction with The Coastal Georgia Center for Driver Safety will continue to improve its Driver's Education through integrating and using the grant funds for the Drivers safety program to continue to build on the distracted driver and alcohol-impaired training program. We will continue to build relationships within the community and grow our presence on social media.		
Summary of Activities:	The Savannah Technical College used VR simulators and Fatal Vision kits to educate high schoolers on distracted and impaired driving, promoted monthly media campaigns, and participated in festivals, school programs and community events, though COVID continued to limit participation.		
State Targets:	C-1, C-2, C-3, C-4, C-5, C-7, C-9, C-10, C-11, B-1		
GOHS Objectives:	1.1, 1.2, 10.1		



6.14 EVIDENCE-BASED ENFORCEMENT

Highlights

Evidence-Based Enforcement program area includes law enforcement grants that use high-visibility law enforcement to reduce the number of crashes, injuries, and fatalities on Georgia roadways. In FY2023, GOHS-funded projects under the “Police Traffic Services” program area implemented evidenced-based enforcement activities that were documented as NHTSA countermeasures that work. The activities include:

- Mobilizations
- Thunder Task Force
- Governor’s Challenge

Some notable accomplishments within Evidence-Based Enforcement during FY2023 include:

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

Grant-Supported Enforcement Activities by Program

The Georgia's Governor's Office of Highway Safety tracks the number of impaired-driving, seatbelt, and speeding citations issued by grant-support law enforcement agencies. In FFY 2023, law enforcement grantees issued **220,426 speeding citations, 62,342 seatbelt citations, and 17,570 impaired driving citations.**

The table below shows the number of citations issued by each grant-supported program for FFY2019-2023.

FFY2019-FFY2023 CITATIONS BY PROGRAM

	Year (Federal Fiscal)	100 days of Summer HEAT	National Mobilizations	HEAT Programs (Statewide)	Thunder Task Force	Annual Total Across Grant Programs
Impaired Driving	2019	9,259	7,069	6,204	84	22,616
	2020	4,995	10,017	6,459	96	21,567
	2021	6,153	11,111	8,738	124	26,126
	2022	3,886	7,192	7,093	201	18,372
	2023	4,855	5,627	6,902	186	17,570
	5-yr. Total	29,148	41,016	35,396	691	106,251
Seat Belts	2019	27,194	22,638	8,506	284	58,622
	2020	12,344	24,228	8,802	338	45,712
	2021	15,750	26,322	11,970	201	54,243
	2022	12,567	19,370	10,379	314	42,630
	2023	23,535	23,926	13,940	941	62,342
	5-yr. Total	91,390	116,484	53,597	2,078	263,549
Speed	2019	158,119	95,600	39,116	308	293,143
	2020	73,414	137,304	37,378	61	248,157
	2021	87,088	154,397	51,014	33	292,532
	2022	54,753	100,290	31,722	264	187,029
	2023	78,805	91,655	49,404	562	220,426
	5-yr. Total	452,179	579,246	208,634	1,228	1,241,287

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



Mobilizations

During the FFY2023 grant period, the Governor’s Office of Highway Safety collaborated with law enforcement agencies statewide to roll out a variety of high visibility campaigns across all 159 Georgia counties. The aim of these campaigns is using high-visibility law enforcement presence (with alternating schedules) to help stabilize and crackdown on the extreme and illegal driving behaviors. State and local law enforcement work simultaneously to take drunk and drugged drivers off the roads, as well as issue citations for distracted driving, speeding, being unbuckled (including car seats) and other traffic violations to make roads safer. The mobilization campaigns in FFY2023 include:

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

FFY2023 MOBILIZATIONS

Mobilization Event	Duration	Description / Highlights
Click It or Ticket	November 21-27, 2022	Focus: Seat belts 47% of agencies participated
Drive Sober or Get Pulled Over*	December 13, 2022 – January 1, 2023	Focus: Impaired Driving 45% of agencies participated
Click It or Ticket*	May 15 -June 4, 2023	Focus: Seat belts 41% of agencies participated
Drive Sober or Get Pulled Over	August 16 – September 4, 2023	Focus: Impaired Driving 36% of agencies participated
One Hundred Days of Summer H.E.A.T.	May 15 – September 4, 2023	The 100 Days of Summer H.E.A.T. (Highway Enforcement of Aggressive Traffic) campaign is a multi-jurisdictional highway safety program designed to reduce fatal crashes during Georgia’s deadly holiday driving period from Memorial Day through Labor Day. Law enforcement partners operate 100 Days of Summer H.E.A.T. in all corners of the state looking for unsafe motorists...from drunk drivers and aggressive speeders to distracted drivers who continue to text while behind the wheel.
CIOT Border to Border	May 15, 2023	The summer Click It or Ticket campaign was kicked off at the annual CIOT Border to Border event, designed to raise awareness of the importance of safety belts ahead of the Memorial Day holiday weekend. 37% of agencies participated resulting in 1,438 occupant protection contacts.

Mobilization Event	Duration	Description / Highlights
Operation Zero Tolerance	June 26 - July 5, 2023	Operation Zero Tolerance is Georgia's high-visibility enforcement program that targets impaired drivers through concentrated patrols and sobriety checkpoints; 38% of Georgia law enforcement agencies participated in this operation.
Operation Southern Slow Down 	July 17 – 2, 2023	Law enforcement from Georgia, South Carolina, Alabama, Florida, and Tennessee teamed up to combat speeding. This was the fifth year of this campaign. Four media events were held around the state during this week, including Augusta with South Carolina, Phoenix City with Alabama, Yulee with Florida, and Ringgold with Tennessee. Enforcement activities were conducted by 39% of Georgia law enforcement resulting in 9,983 speeding contacts.
Hands Across the Border 	August 28 – 31, 2023	Law enforcement from Georgia joined forces with counterparts in Florida, Alabama, South Carolina, and Tennessee to conduct road checks in their respective states over a 4-day period leading up to Labor Day weekend. FFY 2023 marked the campaign's 32 nd year. State and local law enforcement in all five states worked simultaneously to take drunk and drugged drivers off the roads, as well as issue citations for distracted driving, speeding, being unbuckled (including car seats) and other traffic violations in an effort to make roads even safer for the holiday weekend. This year, there were 7 events held with our partner states.

Thunder Task Force

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

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

Operation Thunder has a history of reducing highways deaths since the highway safety project's inception in 2007. Each time it's launched, the GOHS Thunder Taskforce deploys a combined safety belt, speed, and DUI mobilization with local traffic enforcement units. H.E.A.T. officers are certified as field sobriety or drug recognition experts, with required training in advanced traffic law, DUI Breathalyzer and radar equipment, emergency vehicle operation and pursuit intervention.

THUNDER TASK FORCE DEPLOYMENTS FOR FFY 2023

Mobilization Event	Duration
Douglas County, Georgia	October 20 – 22, 2022
Albany, Georgia	February 23 – 25, 2023
Pooler, Georgia	March 15 – 18, 2023
Henry County, Georgia	April 13 – 15, 2023
Savannah, Georgia	June 7-10, 2023

Governor's Challenge

The FFY2023 grant year marked the 23rd anniversary of the Georgia Governor's Challenge, an annual banquet hosted by the Governor's Office of Highway Safety. The awards program recognizes statewide law enforcement agencies in nine different categories based on department size, as well as in several other specialty categories. Winners were announced during the awards banquet in Macon, Georgia on December 9, 2022.

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



2022-2023 Award Winners

AWARD CATEGORY	PLACE
<i>Category 1: 1-10 Officers</i>	
Alto Police Department	1 st Place
Demorest Police Department	2 nd Place
Boston Police Department	3 rd Place
<i>Category 2: 11-25 Officers</i>	
Cleveland Police Department	1 st Place
Sandersville Police Department	2 nd Place
Grady County Sheriff's Office	3 rd Place
<i>Category 3: 26-45 Officers</i>	
Calhoun Police Department	1 st Place
Milledgeville Police Department	2 nd Place
Tybee Island Police Department	3 rd Place
<i>Category 4: 46-75 Officers</i>	
Crisp County Sheriff's Office	1 st Place
Habersham County Sheriff's Office	2 nd Place
Pooler Police Department	3 rd Place
<i>Category 5: 76-100</i>	
Dalton Police Department	1 st Place
Banks County Sheriff's Office	2 nd Place
Rome Police Department	3 rd Place
<i>Category 6: 101-200</i>	
Gainesville Police Department	1 st Place
Warner Robins Police Department	2 nd Place
Valdosta Police Department	3 rd Place

<i>Category 7: 201-500</i>	
Hall County Sheriff's Office	1 st Place
Forsyth County Sheriff's Office	2 nd Place
Henry County Police Department	3 rd Place
<i>Category 8: 501+</i>	
Dekalb County Police Department	1 st Place
Atlanta Police Department	2 nd Place
<i>College & University</i>	
University of North Georgia Police Department	1 st Place
<i>Traffic Enforcement Network of the Year</i>	
Mountain Area Traffic Enforcement Network	1 st Place
Coastal Area Traffic Enforcement Network	2 nd Place
Northeast Traffic Enforcement Network	3 rd Place
Coordinator of the Year	Lt. Chuck Harrison
Asst Coordinator of Year	Sgt. Selina Ayala-Garcia
<i>HEAT Team of the Year</i>	
Hall County Sheriff's Office	1 st Place
Newton County Sheriff's Office	2 nd Place
Coweta County Sheriff's Office	3 rd Place
<i>SPECIAL CATEGORY AWARDS</i>	
Habersham County Sheriff's Office	Impaired Driving
Snellville Police Department	Speed Awareness
Gainesville Police Department	Occupant Protection
Metro Atlanta Traffic Enforcement Network	Distracted Driving
Cleveland Police Department	Rookie of the Year
Calhoun Police Department	Child Passenger Safety
Crisp County Sheriff's Office	Bike/Pedestrian Safety
Calhoun Police Department	Teen/Young Driver Safety
Warner Robins Police Department	Motorcycle Safety
Calhoun Police Department (229 Points)	Governor's Cup



Funded Projects

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

Appendices

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

APPENDIX A: PERFORMANCE MEASURE TRENDS & PROJECTIONS

The sections below describe Georgia’s performance for each Traffic Safety Performance Measure goal and target established in the 2022 and 2023 Highway Safety Plans. At the time of this report, the 2022 FARS dataset or preliminary aggregated traffic safety performance measure tables were unavailable. The target assessments were determined using 2022 preliminary fatality data from the University of Georgia’s Traffic Safety Research and Evaluation Group (TSREG).

Description of Preliminary Data Source

The 2022 TSREG Preliminary Fatality Data includes all Georgia roadway fatalities for motorists, pedestrians, bicyclists, and other road users. The data records were derived from the Georgia Department of Transportation’s (GDOT) daily fatality reports, cross-referenced with the Georgia Electronic Accident Reporting System’s (GEARS) online database, and validated with GDOT’s Fatal Crash Recording System (FCRS) database. Delays in data availability at the time of analysis are possible due to the inherent nature of reporting roadway fatalities.

Methodology & Considerations

GOHS, our state agency partners, and local organizations use the five-year statewide rolling average (2018-2021 FARS data and 2022 TSREG preliminary fatality data) to determine each traffic safety performance measure's annual targets and progress status. Specifically, GOHS plots the five most recent data points to determine the “best fit” model (linear or quadratic polynomial) that shows the relationship between the five-year rolling average and time. The model with the highest R^2 value (the square of the correlation that measures the variation between the five-year rolling average and time) is used to determine whether the FY2022 and FY2023 target values are being met. It’s important to note that five-year rolling averages are designed to smooth the data and reduce the variations that may appear in the raw annual time series; therefore, the correlation values (R^2) are usually higher for models with the five-year moving average than those with annual raw values.

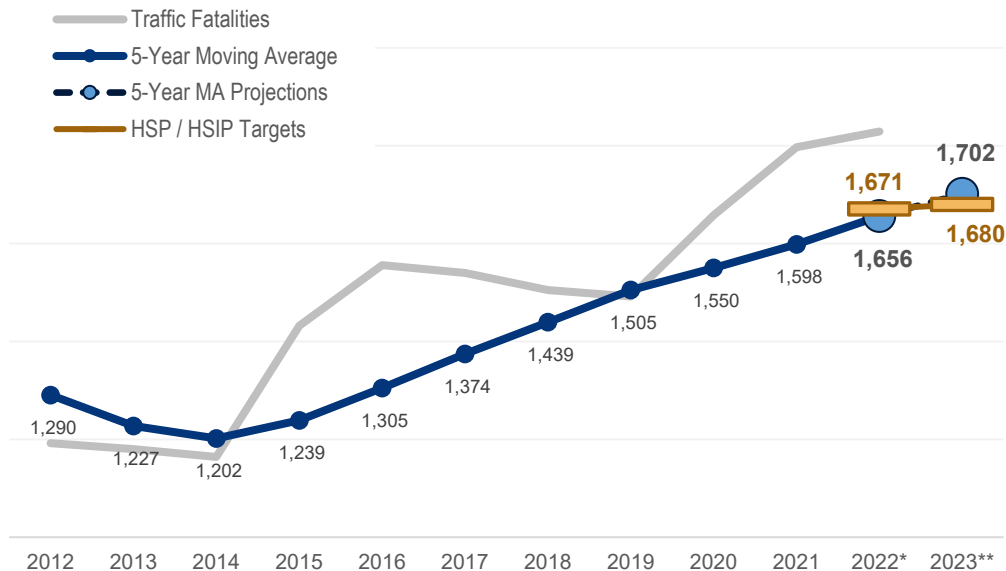
C-1: Number of traffic fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	1,680	1,702	● Not on Track	5-year: 2018-2022	1,671	1,656	● Met

GOHS **met** its 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 1,671 traffic fatalities. The preliminary 2018-2022, 5-year moving average is 1,656 traffic fatalities.

After falling steadily from 2016 to 2019, Georgia's total traffic fatalities increased sharply in 2020. In 2020, Georgia's preliminary numbers show 1,829 traffic fatalities occurred on public roadways. Roadway fatalities increased by 2% (net 32 count increase) compared to the previous year.

GOHS is **not on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 1,680 traffic fatalities. The 2019-2023, 5-year moving average is projected to be 1,702 traffic fatalities.



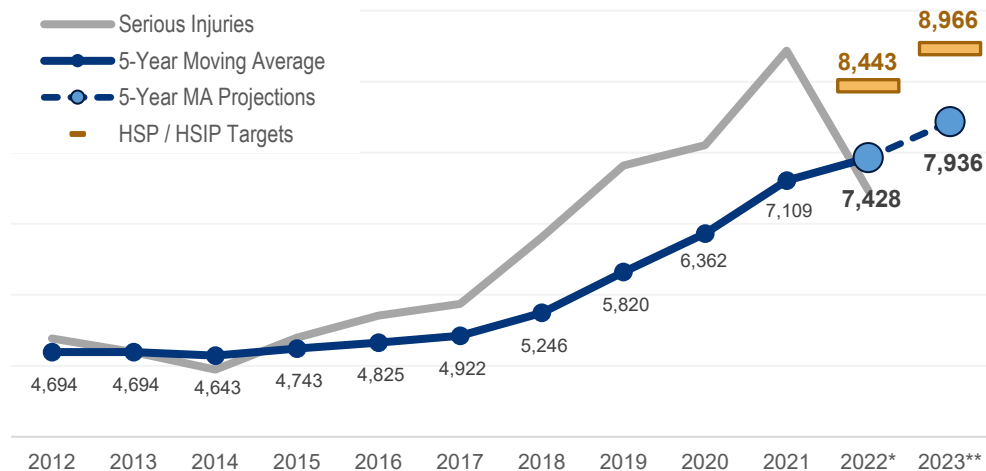
C-2: Number of serious injuries⁵ in traffic crashes

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	8,966	7,936	● On Track	5-year: 2018-2022	8,443	7,428	● Met

GOHS **met** the 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 8,443 serious traffic injuries. Preliminary 2022 crash data shows that the 2018-2022, 5-year moving average is 7,428 serious injuries in traffic crashes.

In FY2023, GOHS and its partnering agencies (Georgia Department of Transportation, Emory University, Georgia Department of Public Health, and others) stepped up their efforts to improve the accuracy of serious injury data by linking emergency department and hospital discharge records with crash reports. The aim is to target educational interventions to agencies whose classification of injuries on crash reports does not match well with the eventual medical determination. Based on current estimates and definitions, serious injuries have been trending upward since 2014, but considerable uncertainty in measurement makes accurate assessment difficult.

Using the most recent data available and current definitions for serious injuries, GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 8,966 serious traffic injuries. Projections show that the 2019-2023, 5-year moving average is 7,936 serious injuries in traffic crashes.



⁵ Note that the GDOT, GOHS, and the State Highway Safety Plan (SHSP) data teams are currently standardizing the definition of 'serious injury', and it is subject to change. Any changes in the 'serious injury' definition as a result of using the updated crash form will impact the final datasets. **This will lead to changes in the final counts presented in future data reporting and calculations of annual targets.**

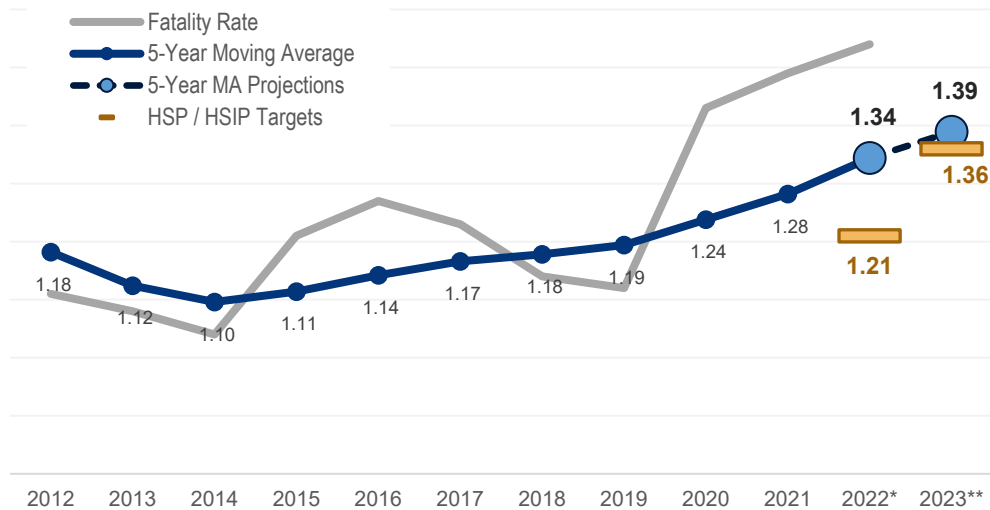
C-3: Fatalities/VMT

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	1.36	1.39	● Not on Track	5-year: 2018-2022	1.21	1.34	● Not Met

GOHS **did not meet** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average traffic fatalities per 100M VMT under the projected 1.21. The preliminary 2018-2022, 5-year moving average fatality rate is 1.34 fatalities per 100M VMT.

The preliminary data shows traffic fatalities per 100 million VMT increased in 2022 compared to previous years (from 1.49 in 2021 to 1.54 fatalities per 100M VMT in 2022). The data suggests that a greater proportion of the drivers who remained on the roads during the COVID-19 public health emergency response engaged in riskier behavior, including speeding, driving under the influence of alcohol, and not using seat belts.

GOHS is **not on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average traffic fatalities per 100M VMT under the projected 1.36. Projections show the 2019-2023, 5-year moving average is 1.39 traffic fatalities per 100M VMT.



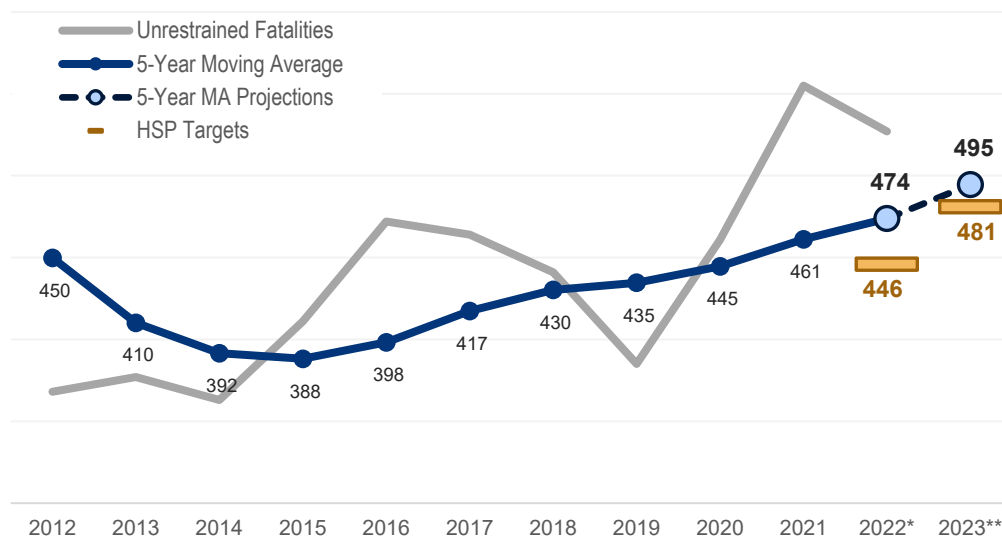
C-4: Number of unrestrained passenger vehicle occupant fatalities, all seat positions

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	481	495	● Not on Track	5-year: 2018-2022	446	493	● Not Met

GOHS **did not meet** its 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 446 unrestrained passenger vehicle occupant fatalities. The preliminary 2018-2022, 5-year moving average is 493 unrestrained passenger fatalities.

Unrestrained fatalities have been a persistent problem in Georgia. In 2022, the preliminary number of unrestrained passenger fatalities decreased by 5%, from 555 unrestrained fatalities in 2021 to 527 in 2022. Despite Georgia’s observed seat belt use (89.3%), 46% of passenger vehicle occupants who were fatally injured in traffic crashes were unrestrained (527 out of 1,135) in 2022.

GOHS is **not on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 481 unrestrained traffic fatalities. The 2019-2023, 5-year moving average is projected to be 495 unrestrained passenger fatalities.



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

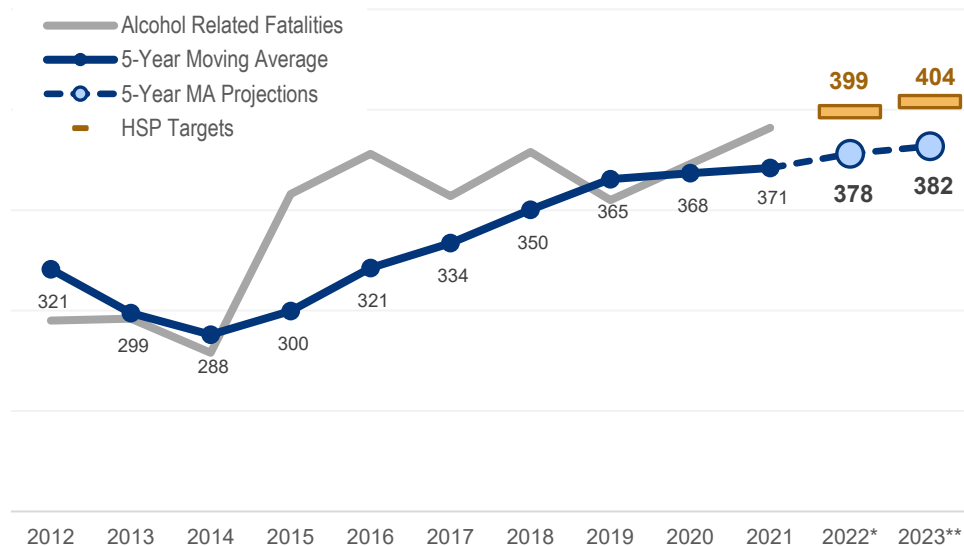
FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	404	382**	● On Track**	5-year: 2018-2022	399	378**	● On Track**

**FARS alcohol test results are imputed; therefore, 2021 preliminary data or estimates were not available during the time of reporting. The 2020 FARS was used to determine the progress states and project the 5-year moving average of alcohol-related fatalities for 2018-2022 and 2019-2023.

Based on the most recent alcohol-related fatality data available (2021 FARS), GOHS **on track** to meet its 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 399 alcohol-related traffic fatalities. The estimated** 2018-2022, 5-year moving average is 378 alcohol-related traffic fatalities.

Impaired driving fatalities have fluctuated over the past five years, but the 5-year moving average shows an upward trend. In 2021 there were 391 fatalities in motor vehicle traffic crashes involving drivers with BACs of .08 g/dL or higher. These alcohol-impaired driving fatalities accounted for 22% of all motor vehicle traffic fatalities in Georgia in 2021. Fatalities in alcohol-impaired-driving crashes increased by 5% (373 to 391 fatalities) from 2020 to 2021.

Based on the most recent alcohol-related fatality data available (2021 FARS), GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 404 alcohol-related traffic fatalities. The estimated** 2019-2023, 5-year moving average is projected to be 382 alcohol-related traffic fatalities.



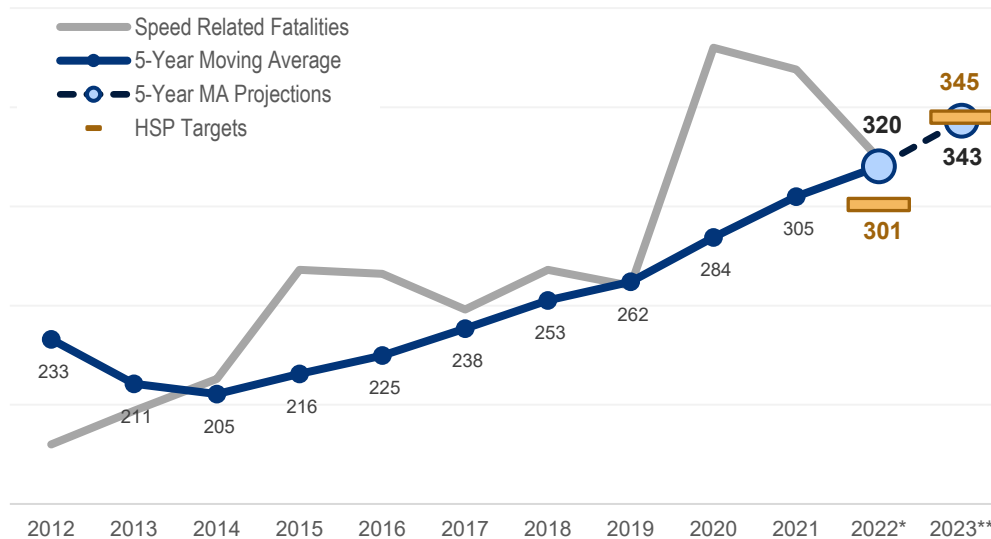
C-6: Number of speeding-related fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	345	343	● On Track	5-year: 2018-2022	301	320	● Not Met

GOHS **did not meet** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average speed-related fatalities under the projected 301. The actual 2018-2022, 5-year moving average is 320 speed-related fatalities.

Despite the decrease in the number of drivers on Georgia roads, some of those who remained on the roads engaged in riskier behavior, especially speeding. The number of speed-related fatalities increased by 3%, from 380 in 2020 to 369 in 2021.

GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 345 speed-related fatalities. The 2019-2023, 5-year moving average is projected to be 343 speed-related fatalities.



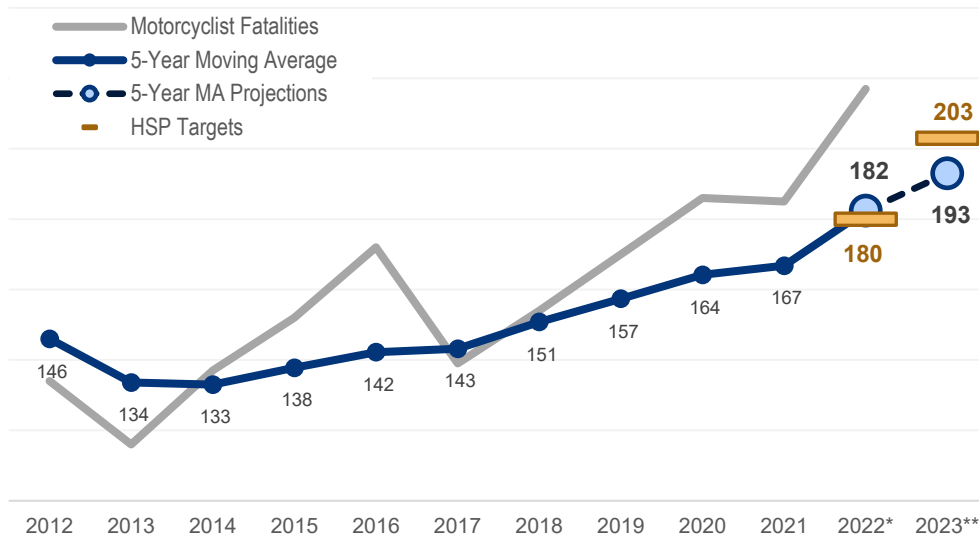
C-7: Number of motorcyclist fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	203	193	● On Track	5-year: 2018-2022	180	182	● Not Met

GOHS **did not meet** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 180 motorcyclist fatalities. The preliminary 2018-2022, 5-year moving average is 182 motorcyclist fatalities.

Motorcyclist fatalities have declined from the peak of 172 in 2016 but appear to be increasing again. In 2022, there were 217 motorcyclists fatally injured in Georgia motor vehicle traffic crashes – an increase of 17% from the 185 motorcyclists fatally injured in 2021.

GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 203 motorcyclist fatalities. The 2019-2023, 5-year moving average is projected to be 193 motorcyclist fatalities.



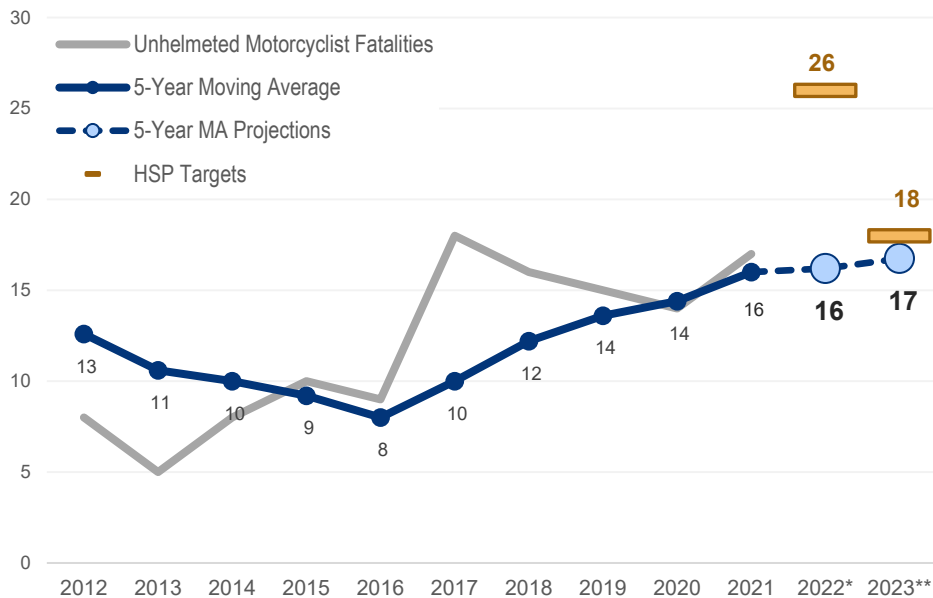
C-8: Number of un-helmeted motorcyclist fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	18	17	● On Track	5-year: 2018-2022	26	16	● Met

GOHS **met** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 26 helmeted motorcyclist fatalities. The preliminary 2018-2022, 5-year moving average is 16 un-helmeted motorcyclist fatalities.

Georgia saw a dramatic and troubling increase in un-helmeted motorcyclist deaths. The number of un-helmeted motorcyclist fatalities doubled to 18 from 2016 to 2017. In 2022, however, the number of un-helmeted fatalities increased, where 17 out of 217 motorcyclist fatalities were un-helmeted.

GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 18 un-helmeted motorcyclist fatalities. The 2019-2023, 5-year moving average is projected to be 17 un-helmeted motorcyclist fatalities.



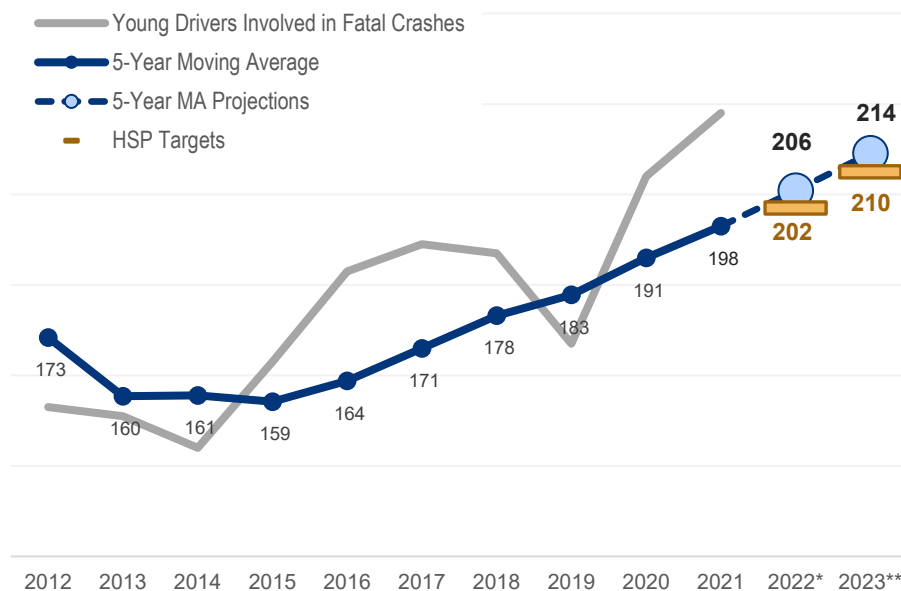
C-9: Number of drivers age 20 or younger involved in fatal crashes

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	210	214	● Not on Track	5-year: 2018-2022	202	206	● Not on Track**

GOHS **is not on track** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average of young drivers involved in fatal crashes under the projected 202. According to (2021 FARS data), the estimated 2018-2022, 5-year moving average is 223 young drivers involved in fatal crashes.

The number of drivers aged 20 years or younger involved in fatal crashes increased in 2020 and 2021. In 2021, 223 young drivers were involved in fatal crashes. This is 14 more young drivers involved in fatal crashes compared to the previous year — a 7% increase. Young drivers often engage in risky driving behaviors (i.e., texting and driving, riding without a seatbelt, speeding, etc.). They do not have years of experience recognizing and avoiding dangerous roadway situations.

GOHS is **not on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 210 young drivers involved in fatal crashes. The 2019-2023, 5-year moving average is projected to be 214 young drivers involved in fatal crashes.



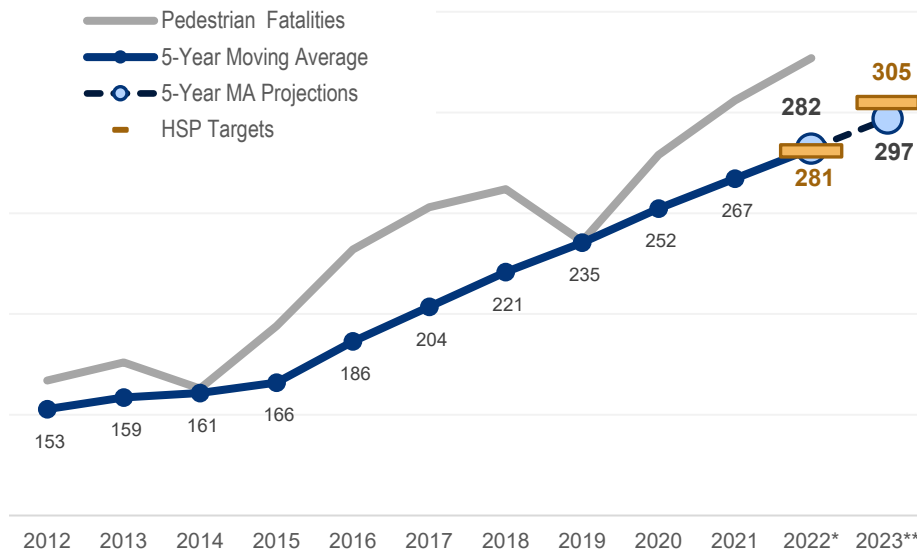
C-10: Number of pedestrian fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	305	297	● On Track	5-year: 2018-2022	281	282	● Not Met

GOHS **did not meet** its 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 281 pedestrian fatalities. The preliminary 2018-2022, 5-year moving average is 281 pedestrian fatalities.

Pedestrian fatalities have steadily climbed in Georgia between 2014 and 2018. Preliminary numbers show that there were 327 pedestrians fatally injured in the state of Georgia in 2022 – 18% of all traffic fatalities were pedestrians. The 327 pedestrian fatalities in 2022 is a 7% increase from the 306 pedestrian fatalities in 2021.

GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 305 pedestrian fatalities. The 2019-2023, 5-year moving average is projected to be 297 pedestrian fatalities.



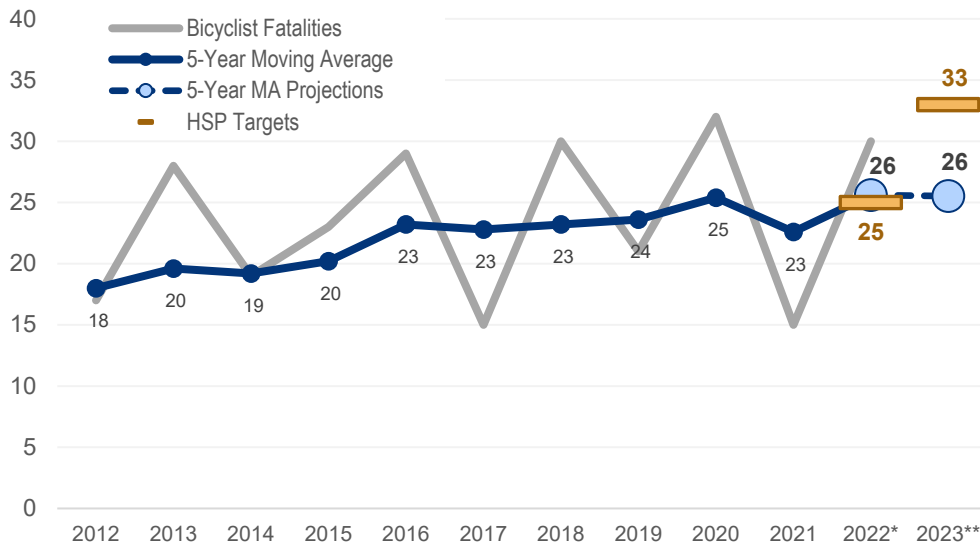
C-11: Number of bicyclist fatalities

FY2023				FY2022			
Target Year(s)	Target Value	Projected Value	Progress Status	Target Year(s)	Target Value	Preliminary Value	Progress Status
5-year: 2019-2023	33	26	● On Track	5-year: 2018-2022	25	26	● Not Met

GOHS **did not meet** their 2022 HSP goal to maintain the 2018-2022, 5-year moving average under the projected 25 bicyclist fatalities. The preliminary 2018-2022, 5-year moving average is 26 bicyclist fatalities.

Preliminary numbers show that there were 30 bicyclists fatally injured in the state of Georgia – less than one percent of all traffic fatalities were bicyclists. The count of bicyclist fatalities doubled, from 15 in 2021 to 30 in 2022.

GOHS is **on track** to meet the 2023 HSP goal to maintain the 2019-2023, 5-year moving average under the projected 33 bicyclist fatalities. The 2019-2023, 5-year moving average is projected to be 26 bicyclist fatalities.



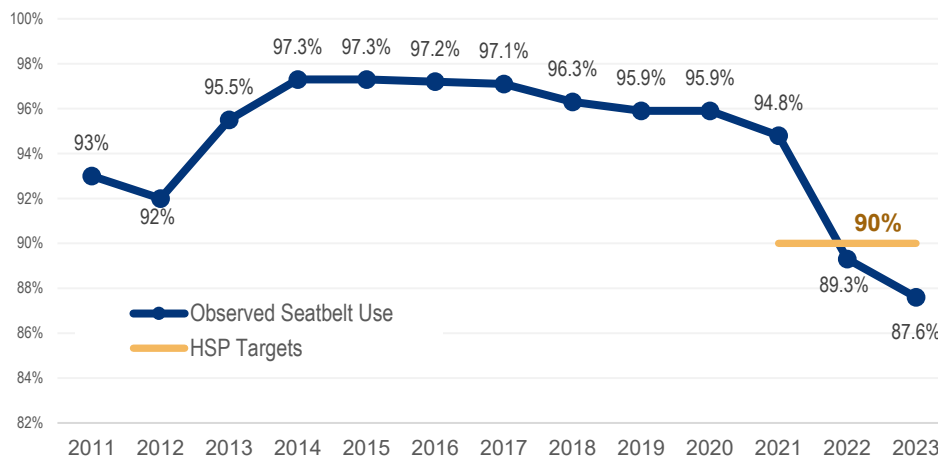
B-1: Observed seat belt use for passenger vehicles, front seat outboard occupants

FY2023				FY2022			
Target Year(s)	Target Value	Actual Value	Progress Status	Target Year(s)	Target Value	Actual Value	Progress Status
2023	90.0%	87.6%	● Not Met	2022	90.0%	89.3%	● Not Met

GOHS **did not meet** its 2022 HSP goal to keep the annual observed seatbelt usage rate at or above 90%. In 2022, the annual observed seatbelt usage rate was 89.3%.

Since 2011, Georgia's observed seat belt usage rate has been over 90% — 9 out of 10 front passenger occupants have been observed wearing a seat belt. However, since 2015, the statewide observed seatbelt usage rate has steadily declined, and the number of unrestrained fatalities has increased. The statewide safety belt usage in 2023 for drivers and passengers of passenger cars, trucks, and vans was 87.6% — a 1.7% net decrease from 2022.

GOHS **did not meet** the 2023 HSP goal to maintain an annual seatbelt usage rate above 90%. In 2023, the annual observed seatbelt usage rate was 87.6%.



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

APPENDIX B: GRANTS BY FUNDING SOURCE

Appendix B shows the FY2023 GOHS grant award amounts and total expenditures by funding source and program area.

Program Area	Organization	Grant Number	FY2023 Awarded Amount	Funding Source	FY2023 Expenditures
PLANNING & ADMINISTRATION					
In-House Grant	GA GOHS PA	GA-2023-402 PA-137	\$ 638,845.00	BIL 402	\$ 638,845.00
COMMUNICATIONS (PAID ADVERTISING)					
In-House Grant	GA GOHS 405B M1*DD	GA-2023-405B 405B M1*DD-009	\$ 431,000.00	BIL 405b	\$ 346,070.74
In-House Grant	GA GOHS PM	GA-2023-402 PM-005	\$ 552,200.00	BIL 402	\$ 530,387.76
COMMUNITY TRAFFIC SAFETY PROGRAM					
In-House Grant	GA GOHS M1*CP	GA-2023-405B M1*CP-007	\$ 792,836.69	405b FAST	\$ 792,836.69
			\$ 755,663.31	BIL 405b	\$ 696,960.73
In-house Grant	GA-GOHS CP	GA-2023-402 CP-080	\$ 1,747,014.74	BIL 402	\$ 1,747,014.74
	Public Health, Georgia Dept of	GA-2023-402 CP-017	\$ 192,420.99	BIL 402	\$ 143,067.60
IMPAIRED DRIVING					
In-House Grant	GA GOHS 405D	GA-2023- BIL 405D 405D M6X -00-06	\$ 1,448,500.00	BIL 405d	\$ 1,442,143.71
	Public Safety, Georgia Dept. of	GA-2023- BIL 405D 405D M6X -00-23	\$ 881,392.76	405d FAST	\$ 881,392.76
			\$ 1,322,322.14	BIL 405d	\$ 407,836.97
	Mothers Against Drunk Driving-GA	GA-2023- 405D M6X-070	\$ 212,245.94	405d FAST	\$ 169,099.72
	Driver Services, Georgia Department of	GA-2023- 405D M6X-059	\$ 43,018.41	405d FAST	\$ 11,536.70
	Cobb County BOC	GA-2023- 405D M6X- 068	\$ 76,090.56	405d FAST	\$ 72,578.86
	Prosecuting Attorney's Council	GA-2023- 405D M6X-087	\$ 522,866.00	405d FAST	\$ 506,782.87
	Georgia Public Safety Training Center	GA-2023- 405D-FDLDATR-042	\$ 673,913.54	405d FAST	\$ 635,586.75
MOTORCYCLE SAFETY & MOTORCYCLE SAFETY PROGRAMS					
In-House Grant	GA GOHS 405F M9X	GA-2023- 405F M9X -010	\$ 47,892.26	405f FAST	\$ 47,892.26
In-House Grant	GA-GOHS 405F M11X	GA-2023- 405F M9X -010	\$ 100,000.00	405f FAST	\$ 51,693.87
	Driver Services, Georgia Department of	GA-2023- 405F M9X-060	\$ 135,487.58	405f FAST	\$ 59,976.34
NON-MOTORIZED (PEDESTRIAN & BICYCLIST)					
In-House	GA GOHS 405H FHX	GA-2023-405H FHX -011	\$ 600,000.00	405h FAST	\$ 584,837.37
In-House Grant	GA GOHS-PS	GA-2023-402 PS-081	\$ 57,460.25	BIL 402	\$ 55,352.51
	Bike Walk Macon	GA-2023-405D FDL*PS-078	\$ 2,825.37	405d FAST	\$ 2,825.37
			\$ 47,329.44	BIL 405d	\$ 46,528.07
	Propel ATL	GA-2023-405D FDL*PS -164	\$ 5,912.32	405d FAST	\$ 5,912.32
			\$ 65,035.52	BIL 405d	\$ 65,035.52
	Bike Walk Golden Isles	GA-2023-405D-FDL*PS-149	\$ 54,225.00	BIL 405d	\$ 47,548.62
	Bike Athens	GA-2023-405D FDL*PS 052	\$ 3,170.18	405d FAST	\$ 3,170.18
			\$ 41,994.19	BIL 405d	\$ 36,973.03
	Georgia Bikes	GA-2023-405D FDL*PS-053	\$ 3,279.36	405d FAST	\$ 3,279.36
			\$ 126,269.30	BIL 405d	\$ 105,190.71
	Savannah Bicycle Campaign	GA-2023-405D FDL*PS-051	\$ 39,554.90	405d FAST	\$ 32,253.52
OCCUPANT PROTECTION					
In-House Grant	GA GOHS Supplemental OP	GA-2023-402 OP-085	\$ 84,084.89	Supplemental BIL 402 OP	\$ 59,982.03

Program Area	Organization	Grant Number	FY2023 Awarded Amount	Funding Source	FY2023 Expenditures
	Public Health, Georgia Dept of	GA-2023-402 OP-001	\$ 1,567,881.91	BIL 402	\$ 1,386,895.65
	Atlanta Fire Rescue Dept, City of	GA-2023-402 OP-016	\$ 187,161.91	BIL 402	\$ 176,510.22
	Emory University-Seatbelt Survey	GA-2023- 405B M1*OP-090	\$ 301,222.73	BIL 405b	\$ 253,463.32
	Georgia, University of Evaluation	GA-2023- 405B M1*OP-093	\$ 189,870.01	BIL 405b	\$ 163,892.80
POLICE TRAFFIC SERVICES					
In-House Grant	GA GOHS PT	GA-2023-402 PT-014	\$ 936,410.00	BIL 402	\$ 876,795.94
HEAT	Douglas County SO	GA-2023-402 PT-046	\$ 138,639.55	BIL 402	\$ 116,784.19
HEAT	Dublin PD	GA-2023-402 PT-021	\$ 48,364.26	BIL 402	\$ 45,116.39
HEAT	Dawson County SO	GA-2023-402 PT-030	\$ 96,583.49	BIL 402	\$ 77,878.70
HEAT	Henry County PD Henry County BOC	GA-2023-402 PT-031	\$ 98,760.48	BIL 402	\$ 79,670.95
HEAT	Burke County SO	GA-2023-402 PT-015	\$ 49,944.35	BIL 402	\$ 39,636.27
HEAT	Glynn County PD	GA-2023-402 PT-066	\$ 99,495.36	BIL 402	\$ 78,721.91
HEAT	Hall County SO	GA-2023-402 PT-061	\$ 324,999.00	BIL 402	\$ 321,834.25
HEAT	Floyd County PD	GA-2023-402 PT-029	\$ 171,311.14	BIL 402	\$ 142,228.91
HEAT	City of Atlanta Police Department	GA-2023-402 PT-077	\$ 134,528.16	BIL 402	\$ 88,950.33
	Georgia Public Safety Training Center	GA-2023-402 PT-041	\$ 69,196.07	BIL 402	\$ 59,299.30
HEAT	Liberty County SO	GA-2023-402 PT-035	\$ 165,145.92	BIL 402	\$ 124,091.77
HEAT	Rockdale County SO	GA-2023-402 PT-118	\$ 108,876.60	BIL 402	\$ 75,179.48
HEAT	Habersham County SO	GA-2023-402 PT-091	\$ 22,357.30	BIL 402	\$ 16,582.67
HEAT	Carroll County S.O.	GA-2023-402 PT-062	\$ 122,371.68	BIL 402	\$ 60,555.77
HEAT	Snellville PD	GA-2023-402 PT-038	\$ 95,096.06	BIL 402	\$ 92,723.42
HEAT	Clayton County PD	GA-2023-402 PT-034	\$ 191,951.60	BIL 402	\$ 125,911.16
HEAT	Public Safety, Georgia Dept	GA-2023-402 PT-022	\$ 632,635.68	BIL 402	\$ 556,676.25
HEAT	Bibb County Gov.	GA-2023-402 PT-071	\$ 90,620.86	BIL 402	\$ 55,425.11
HEAT	Coweta County SO	GA-2023-402 PT-103	\$ 334,701.21	BIL 402	\$ 315,607.90
HEAT	Newton County SO	GA-2023-402 PT-125	\$ 325,889.70	BIL 402	\$ 274,882.95
HEAT	Spalding County SO	GA-2023-402 PT-134	\$ 223,646.64	BIL 402	\$ 189,450.38
HVE	Pooler PD	GA-2023-402 PT-074	\$ 57,508.80	BIL 402	\$ 57,490.52
HVE	Rabun County SO	GA-2023-402 PT-043	\$ 24,724.00	BIL 402	\$ 22,794.16
HVE	Effingham County SO	GA-2023-402 PT-032	\$ 61,990.00	BIL 402	\$ 59,957.20
HVE	Camden County SO	GA-2023-402 PT-110	\$ 42,320.00	BIL 402	\$ 30,347.14
HVE	Clinch County SO	GA-2023-402 PT-111	\$ 27,200.00	BIL 402	\$ 23,532.44
HVE	Telfair County SO	GA-2023-402 PT-112	\$ 40,920.00	BIL 402	\$ 34,329.13
HVE	Berrien County SO	GA-2023-402 PT-116	\$ 23,120.00	BIL 402	\$ 10,042.30
HVE	Appling County SO	GA-2023-402 PT-117	\$ 50,297.60	BIL 402	\$ 44,184.69
HVE	Treutlen County SO	GA-2023-402 PT-119	\$ 43,400.00	BIL 402	\$ 38,906.35
HVE	Bryan County SO	GA-2023-402 PT-139	\$ 41,028.20	BIL 402	\$ 38,961.55
HVE	Morgan County SO	GA-2023-402 PT-152	\$ 51,320.00	BIL 402	\$ 51,270.72
HVE	Johnson County BOC	GA-2023-402 PT-159	\$ 26,010.00	BIL 402	\$ 18,450.96
TEN	Calhoun PD	TEN-2023-402 PT-002	\$ 22,695.68	BIL 402	\$ 22,426.21

Program Area	Organization	Grant Number	FY2023 Awarded Amount	Funding Source	FY2023 Expenditures
TEN	Valdosta Police Dept, City Of	TEN-2023-402 PT-007	\$ 23,279.44	BIL 402	\$ 18,280.21
TEN	Grady County SO	TEN-2023-402 PT-011	\$ 20,929.36	BIL 402	\$ 18,764.84
TEN	Effingham County SO	TEN-2023-402 PT-001	\$ 27,852.16	BIL 402	\$ 23,576.71
TEN	Charlton County Sheriff Office	TEN-2023-402 PT-006	\$ 29,355.20	BIL 402	\$ 25,366.53
TEN	Holly Springs PD	TEN-2023-402 PT-004	\$ 23,711.44	BIL 402	\$ 20,082.99
TEN	Demorest PD	TEN-2023-402 PT-009	\$ 25,181.84	BIL 402	\$ 24,649.78
TEN	Zebulon PD	TEN-2023-402 PT-008	\$ 22,192.96	BIL 402	\$ 13,987.36
TEN	Americus PD	TEN-2023-402 PT-022	\$ 26,908.24	BIL 402	\$ 18,548.90
TEN	Washington County SO	TEN-2023-402 PT-014	\$ 21,527.68	BIL 402	\$ 17,638.41
TEN	Oglethorpe County SO	TEN-2023-402 PT-016	\$ 23,510.56	BIL 402	\$ 19,631.34
TEN	Douglasville PD	TEN-2023-402 PT-015	\$ 22,739.44	BIL 402	\$ 21,864.81
TEN	Fayetteville PD	TEN-2023-402 PT-013	\$ 29,475.84	BIL 402	\$ 19,047.60
TEN	Newton County SO	TEN-2023-402 PT-012	\$ 22,977.04	BIL 402	\$ 18,586.11
TEN	Grovetown PD	TEN-2023-402 PT-020	\$ 25,346.56	BIL 402	\$ 13,745.83
TEN	Twiggs County SO	TEN-2023-402 PT-021	\$ 21,480.16	BIL 402	\$ 20,363.75
RAILROAD SAFETY					
	Georgia Operation Lifesavers, Inc	GA-2023-402 RH-096	\$ 29,884.00	BIL 402	\$ 1,640.00
SPEED MANAGEMENT					
HVE	Twiggs County SO	GA-2023-402 SC-138	\$ 51,320.80	BIL 402	\$ 49,509.20
HVE	Lowndes County SO	GA-2023-402 SC-033	\$ 42,147.20	BIL 402	\$ 37,153.75
HVE	Oglethorpe County SO	GA-2023-402 SC-147	\$ 25,435.00	BIL 402	\$ 22,479.13
TRAFFIC RECORDS					
In-House Grant	GA GOHS-405c	GA-2023-405c M3DA-012	\$ 233,553.59	405c FAST	\$ 231,843.84
In-House Grant	Public Health, Georgia Dept of	GA-2023-405c M3DA-013	\$ 308,690.09	405c FAST	\$ 269,333.72
	Driver Services, Georgia Department of	GA-2023-405c M3DA-058	\$ 240,487.22	405c FAST	\$ 214,403.75
	Public Health, Georgia Dept of	GA-2023-405c M3DA-018	\$ 208,160.55	405c FAST	\$ 204,620.65
	Public Health, Georgia Department (EMS/TR)	GA-2023-405c M3DA-027	\$ 230,141.04	405c FAST	\$ 167,823.36
	Georgia Association of Chief Police	GA-2023-405c M3DA-044	\$ 665,700.00	405c FAST	\$ 628,926.88
TEEN SAFETY PROGRAMS					
In-House Grant	GA GOHS TSP	GA-2023-402 TSP-082	\$ 108,468.40	BIL 402	\$ 103,676.72
Young Adult	ABAC Advancement Foundation, INC.	YA-2023-402 TSP-002	\$ 8,595.00	BIL 402	\$ 7,627.57
Young Adult	Augusta University	YA-2023-402 TSP-005	\$ 16,356.00	BIL 402	\$ 12,750.92
Young Adult	Clayton State University	YA-2023-402 TSP-013	\$ 3,425.00	BIL 402	\$ 0.00
Young Adult	Fort Valley State University	YA-2023-402 TSP-008	\$ 9,535.71	BIL 402	\$ 2,744.20
Young Adult	Georgia College & State University	YA-2023-402 TSP-003	\$ 9,359.00	BIL 402	\$ 9,345.45
Young Adult	Georgia Southwestern State Univ	YA-2023-402 TSP-012	\$ 12,595.60	BIL 402	\$ 5,183.14
Young Adult	Georgia State University	YA-2023-402 TSP-004	\$ 11,722.00	BIL 402	\$ 9,357.40
Young Adult	Kennesaw State University Foundation	YA-2023-402 TSP-006	\$ 22,378.22	BIL 402	\$ 17,296.60
Young Adult	North Georgia, University of	YA-2023-402 TSP-007	\$ 21,124.78	BIL 402	\$ 10,983.91
Young Adult	Valdosta State University	YA-2023-402 TSP-011	\$ 8,102.49	BIL 402	\$ 6,212.71

Program Area	Organization	Grant Number	FY2023 Awarded Amount	Funding Source	FY2023 Expenditures
Young Adult	West Georgia, University	YA-2023-402 TSP-009	\$ 10,500.00	BIL 402	\$ 7,395.06
	Savannah Technical College	GA-2023-402 TSP-002	\$ 144,474.12	BIL 402	\$ 84,026.27
	Children and Parent Resource Grp	GA-2023-402 TSP-037	\$ 175,000.00	BIL 402	\$ 175,000.00
	Students Against Destructive Decisions	GA-2023-402 TSP-130	\$ 169,939.51	BIL 402	\$ 94,273.84

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

Traffic Records Quantitative Progress Report

Federal statute 23 CFR 1300.22(b)(3) requires that States demonstrate quantitative progress in a data program attribute for a core highway safety database. For FFY 2023, the Georgia EMS and Injury Surveillance systems have improved in the areas of Accuracy, Completeness, Uniformity, and Timeliness as demonstrated in the Section 405c Quantitative Progress Report below.

Section 405c Quantitative Progress Report

State: GA

Report Date: 4/1/2023

Submitted by: Dipti Patel

Regional Reviewer:

System to be Impacted	<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 OTHER specify:
Performance Area(s) to be Impacted	<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 OTHER specify:
Performance Measure used to track Improvement(s)	<p>Narrative Description of the Measure</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>Accuracy Validation Rule Example(s): 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"> • Rule ID: 532 = Type of Dispatch Delay (eResponse.08) has conflicting values (1 point) • Rule ID: 533 = Type of Response Delay (eResponse.09) has conflicting values. (1 point) • Rule ID: 534 = Type of Scene Delay (eResponse.10) is required when scene time greater than 10 minutes (1 point) • Rule ID: 535 = Type of Transport Delay (eResponse.11) has conflicting values (1 point) • Rule ID: 536 = Type of Turn-Around Delay (eResponse.12) has conflicting values (1 point) <p>Timeliness Validation Rule Example(s): 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"> • Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03) (5 points) <p>Completeness Validation Rule Example(s): The following rules address the completeness of the data submitted to GEMSIS Elite.</p>
	<ul style="list-style-type: none"> • Rule ID: 483 = Incident Street Address (eScene.15) is required (1 point) • Rule ID: 486 = Unit Cancelled Date/Time (eTimes.14) is required on cancellations (1 point) • Rule ID: 491 = Destination County (eDisposition.06) is required on transports (1 point) • Rule ID: 492 = Destination Zip Code (eDisposition.07) is required on transports (1 point) <p>Uniformity Validation Rule Example(s): 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"> • Rule ID: 440 = PSAP Call Date/Time (eTimes.01) Out of Sequence (1 point) • Rule ID: 441 = Unit Notified by Dispatch Date/Time (eTimes.03) Out of Sequence (1 point)

	<ul style="list-style-type: none"> • Rule ID: 442 = Unit En Route Date/Time (eTimes.05) Out of Sequence (1 point) • Rule ID: 443 = Unit Arrived on Scene Date/Time (eTimes.06) Out of Sequence (1 point) • Rule ID: 444 = Arrived at Patient Date/Time (eTimes.07) Out of Sequence (1 point) <p>Updated Validation Rules to Address Accuracy, Completeness, Timeliness, and Uniformity</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"> • Rule ID: 440 = PSAP Call Date/Time (eTimes.01) out of sequence (1 point) (Tested Rule for upcoming NEMSIS v3.5.0 conversion) • 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). • Rule ID: 2499 = Date/Time Vital Signs Taken (eVitals.01) must occur before unit back in service time (eTime.13) (Rule inactive) • 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)
Relevant Project(s) in the State’s Strategic Plan	<p>Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates</p> <p>OEMS GEMSIS Elite, FFY 2022-2024 Georgia Traffic Records Strategic Plan, p. 27</p>
Improvement(s) Achieved or Anticipated	<p>Narrative of the Improvement(s)</p> <p>The overall average validity score improved from a baseline of 98.59 to the current value of 99.03.</p> <p>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. We will be revising our current rules and adding new ones based on the data element changes as part of the NEMSIS v3.5 transition.</p>
Specification of how the Measure is calculated / estimated	<p>Narrative Description of Calculation / Estimation Method</p> <p>The number of PCRs submitted to GEMSIS Elite (V3.4) was collected and the average validity score was analyzed for each month.</p>
Date and Baseline Value for the Measure	<p><i>Baseline: April 1, 2021 – March 31, 2022</i></p> <p><i>PCRs entered: 2,885,100</i></p> <p><i>Average Incident Validity Score: 98.59</i></p>
Date and Current Value for the Measure	<p><i>Current: April 1, 2022 - March 31, 2023</i></p> <p><i>PCRs entered: 2,797,035</i></p> <p><i>Average Incident Validity Score: 99.03</i></p>
Regional Reviewer’s Conclusion	<p>Check one</p> <p><input type="checkbox"/> Measurable performance improvement <i>has</i> been documented</p> <p><input type="checkbox"/> Measurable performance improvement has <i>not</i> been documented Not sure</p>
If “has not” or “not sure”: What remedial guidance have you given the State?	
Comments	

Georgia GEMSIS Elite – Average Incident Validity Score

BASELINE (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
Overall Average Incident Validity Score		98.59
Total Incident Count		2,885,100

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

Data System Performance Measures

CRASH							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accuracy	C-A-1: 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	33%	33%	33%	33%	33%
Integration	C-I-1: Percent of transported reported crash records linked to ED only records	Number of crash records linked to an ED record/total number of transported reported crash records	39%	40%	40%	40%	40%
	C-I-2: Percent of transported reported crash records linked to hospital discharge records	Number of crash records linked to hospital discharge records/ total number of transported reported crash records	29%	30%	30%	30%	30%
	C-I-3: Percent of transported reported crash records linked to EMS records	Number of crash records linked to EMS records/ total number of transported reported crash records	2%	3%	3%	3%	3%
VEHICLE							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accessibility	V-X-1: Number of registered vehicles in Georgia listed publicly	Current number is posted on the registration statistics page on the Georgia Drives E-Services Site	N/A	10550055	10550055	10550055	10550055
Accuracy	V-A-1: % of vehicle records with suspected errors	Identified vehicle records that are held back to be verified due to suspected error/ total vehicle records submitted	<1%	<1%	<1%	<1%	<1%

Integration	V-I-1: Percent of motorcycle records linked to crash records	Number of motorcycle records linked to a crash records/ total number of motorcycle records	N/A	(0) during development	>0	>0	>0
DRIVER							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accessibility	D-X-1: Number of Distracted Driver Convictions posted on the Public DDS Distracted Driver Data Report	Annual total of Distracted Driving Convictions is posted publicly on the Distracted Driving Report compiled from the DDS IT Department using 10 conviction codes	50,963	50,963	50,963	50,963	50,963
	D-X-2: Number of updated Driver Reports Publicly available	The public facing DDS Reports site actively updates the following reports with the most recent available data: The Driver Summary Report, DUI Data, Distracted Driving, "Move Over" Data, Reckless Driving Data, and Commercial Driver's License Driver Shortages	6	6	6	6	6
Integration	D-I-1: Total number of crash and driver integration projects	Number of CODES data linkage projects linking crash and driver	1	1	1	1	1
CITATION/ ADJUDICATION							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accessibility	C/A-X-1: Average number of convictions reported monthly to GECPS that are posted on the Public DDS Traffic Convictions Report site.	Average total convictions submitted to GECPS are reported monthly. They are shared publicly online, monthly, in the DDS Monthly Traffic Convictions Report.	41,985	41,985	41,985	41,985	41,985
	C/A-X-2: Average number of FTA's received monthly	Average total FTA 's submitted to GECPS from courts.	14,800	14,800	14,800	14,800	14,800

Accuracy	C/A-A-1: Maintain a error rate for citations below the GOHS established 5% minimum.	Error Rate is reported in the Error Resolution Summary Report. It is based on total citations sent in by each court for the month and the percentage that was returned in error.	2.81%	<5%	<5%	<5%	<5%
Completeness	C/A-C-1: Number of courts submitting citations with no missing mandatory data elements developed by the AOC *see Citation & Adjudication Component	Measure completeness by dividing the number of records missing no mandatory data elements by the total number of records entered into the database. *see AOC Update	70	70	70	70	70
Integration	C/A-I-1: Percent of crash citations with a DUI code linked to a DDS conviction.	Percent of crash citations with a DUI code linked to DDS conviction.	N/A	(0) during development	>0	>0	>0
Timeliness	C/A-T-1: Average percent of convictions reported through GECPS late (>10 days)	Total number convictions reported to GECPS 11 days or more/ Total number of convictions reported through GECPS	18.45%	<18.45%	<18.45%	<18.45%	<18.45%
Uniformity	C/A-U-1: Number of courts submitting citations according to uniform standards developed by the AOC *see Citation & Adjudication Component	Annually compile number of courts entering citations according to uniform standards developed by AOC. *see AOC Update	609	609	609	609	609

The State of Georgia has a non-unified court system where local courts are autonomous. Georgia's decentralized court system includes around 1,100 courts at all levels with traffic jurisdiction. As a result, courts use proprietary case management systems that are, for the most part, not interoperable with other courts in the State. These courts account for most traffic adjudications within the State. Each local court bears responsibility to securely and accurately transmit traffic case conviction data electronically to the Georgia Department of Driver Services (DDS). Georgia's driver data system receives data from other systems, including the reporting of citations and their dispositions through the Georgia Electronic Conviction Processing System (GECPS) interface. The Judicial Council of Georgia/Administrative Office of the Courts (AOC) does not provide a case management system for the traffic courts, nor does it currently maintain a centralized database for traffic case data. Recently enacted and signed S.B. 272 (2023) granted the AOC the responsibility for implementation and continued maintenance of uniform standards for case management, data collection and transmission. The AOC, with the Criminal Case Data Exchange Board, will regularly review and update uniform standards for the software used to collect and transmit criminal history data between local and state criminal justice agencies. Requirements for court applications will include mandatory data elements and acceptable entries for each element drawn from standardized tables. These requirements will be integrated into the software to ensure that data transmissions are complete, accurate, and accessible to the appropriate parties. The AOC will train and educate court staff on streamlining prosecution of traffic citations, improve tracking of citations and convictions to the GECPS system, decreasing errors, and contributing to data collection toward the state's goals of decreasing crashes, injuries, and fatalities.

INJURY SURVEILLANCE - EMS							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accuracy	I-A-1: Percent of EMS patient care reports with no errors in critical data elements.	Validity score is used to assess the accuracy, completeness, and uniformity of the data that is entered in GEMSIS Elite. GEMSIS Elite consists of validation rules which are business logic rules and a point value is assigned to each validation rule.	99.03%	99.03%	99.03%	99.03%	99.03%
Completeness	I-C-1: Percent of EMS patient care reports with no missing critical data elements.		99.03%	99.03%	99.03%	99.03%	99.03%
	I-C-2: Percent of EMS patient care reports with no missing data elements.		99.03%	99.03%	99.03%	99.03%	99.03%
	I-C-3: Percent of unknowns or blanks in critical data elements for which unknown is not an acceptable value.		99.03%	99.03%	99.03%	99.03%	99.03%
Integration	I-I-1: Percent of appropriate records in the EMS file that are linked to another system or file.	Records in GEMSIS Elite that are linked to other EMS systems such as Georgia Patient Registry, Hospital Hub and biospatial/ total records	99.03%	99.03%	99.03%	99.03%	99.03%
Timeliness	I-T-1: The median or mean number of hours from (a) the date of an EMS run to (b) the date when the EMS patient care report is entered into the database.	5 points are deducted from data submitted into GEMSIS Elite if the back in service time is more than 36 hours after the call started. Rule ID: 2413 = Unit Back in Service (eTimes.13) is more than 36 hours after Unit Notified by Dispatch (eTimes.03)	187.58 hours	<187.58 hours	<187.58 hours	<187.58 hours	<187.58 hours
Uniformity	I-U-1: Percent of records on the State EMS data file that are compliant with National Emergency Medical Service Information System (NEMSIS).	The uniformity of the data submitted to GEMSIS Elite is determined by ensuring that the times listed on patient care reports are in a logical sequence based on the element definition.	99.03	99.03	99.03	99.03	99.03

	I-U-2: The number of records on the State EMS data file that are NEMIS compliant.		99.03	99.03	99.03	99.03	99.03
INJURY SURVEILLANCE - TRAUMA							
<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accuracy	T-A-1: The percentage of trauma records with no errors in the ICD-10 E-Code data element.	The percentage of trauma records with no errors in the ICD-10 E-Code data element.	99.30%	99.30%	99.30%	99.30%	99.30%
Completeness	T-C-1: The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	The percentage of trauma records with no missing data in the EMS Dispatch date and time and the ED Arrival date and time data elements (S group).	91.00%	91.00%	91.00%	91.00%	91.00%
	T-C-2: The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	The percentage of trauma records with no missing data in the Referring Hospital arrival date and time data elements (R group) (CY2022-present).	66.10%	66.10%	66.10%	66.10%	66.10%
	T-C-3: The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	The percentage of trauma records with no missing data in the Injury Severity Score Total data element.	99.80%	99.80%	99.80%	99.80%	99.80%
Integration	T-I-1: The percentage of appropriate records in the trauma registry data base that are linked to another system or file.	The percentage of appropriate records in the trauma registry data base that are linked to another system or file/ total records	60.70%	60.70%	60.70%	60.70%	60.70%

Timeliness	T-T-1: The median number of days from the date the patient was discharged to the date the trauma record was entered and closed.	The median number of days from (a) the date the patient was discharged to (b) the date the trauma record was entered and closed.	44 Days	44 Days	44 Days	44 Days	44 Days
	T-T-2: The percentage of trauma record closure rate within 60 days of discharge date.	Trauma record closure rate within 60 days of discharge date/ total Trauma records	72.20%	72.20%	72.20%	72.20%	72.20%
Uniformity	T-U-1: The number of trauma compliant data elements	The number of trauma compliant data elements imported into the trauma registry or obtained via linkage to other database.	(0) during development	>0	>0	>0	>0

INJURY SURVEILLANCE - ED/ HOSPITAL

<u>Performance Area</u>	<u>Data System Performance Measure</u>	<u>Specification of how the Measure is Calculated</u>	<u>Baseline FFY2022</u>	<u>Baseline FFY2023</u>	<u>FFY 2024</u>	<u>FFY 2025</u>	<u>FFY 2026</u>
Accessibility	E-X-1: Number of new classifiers in the updated OASIS interface	Number of new classifiers for hospitalizations/ER visits due to MV crashes by vehicle type and person (pedestrian etc.), roadway type including off-road, and intent	(0) during development	(0) during development	3	6	9
Completeness	E-C-1: Number of Social Vulnerability Index (SVI) interfaces on 2020 Geographies	Number of locations w/ SVI	NA	In process	In process	3	3
Integration	E-I-1: Total (percent) of ED/hospital records linked to trauma records	Number of MV ED/hospital records linked to MV EMS and crash records/total number of ED/hospital records	77.50%	78%	78%	78%	78%
Timeliness	E-T-1: Decrease time to supply annual ED/hospital data to internal partners	Months difference between last day of a quarter and the date of data supply to CODES after receiving it from GHA	1 year	4 months	4 months	3 months	3 months



GOVERNOR'S
OFFICE OF
HIGHWAY
SAFETY

CLOSING REMARKS...

I am honored as the Director along with my staff to have presented the FFY 2023 Annual Highway Safety Report. The report highlights all events, accomplishments along with documentations of the agency and our many partners during the FFY 2023. The agency funded many life-saving initiatives designed to meet our mission statement goals. There were some major challenges for GOHS due to the pandemic. These challenges were met with strong countermeasures and a renewed strengthened alliance with partnerships from State, Local, Community Organization, Health Departments, High Schools, Colleges, and Businesses.

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

— Allen Poole
GOHS Director