

**GAMPO**

**December 1, 2010**

# Overview of Georgia Highway Safety

## Problems & Priority Goals

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*Georgia Governor Sonny Perdue Welcomes You*

**GOVERNOR'S OFFICE OF HIGHWAY SAFETY**

# Georgia's Governors Office of Highway Safety

## Mission Statement:

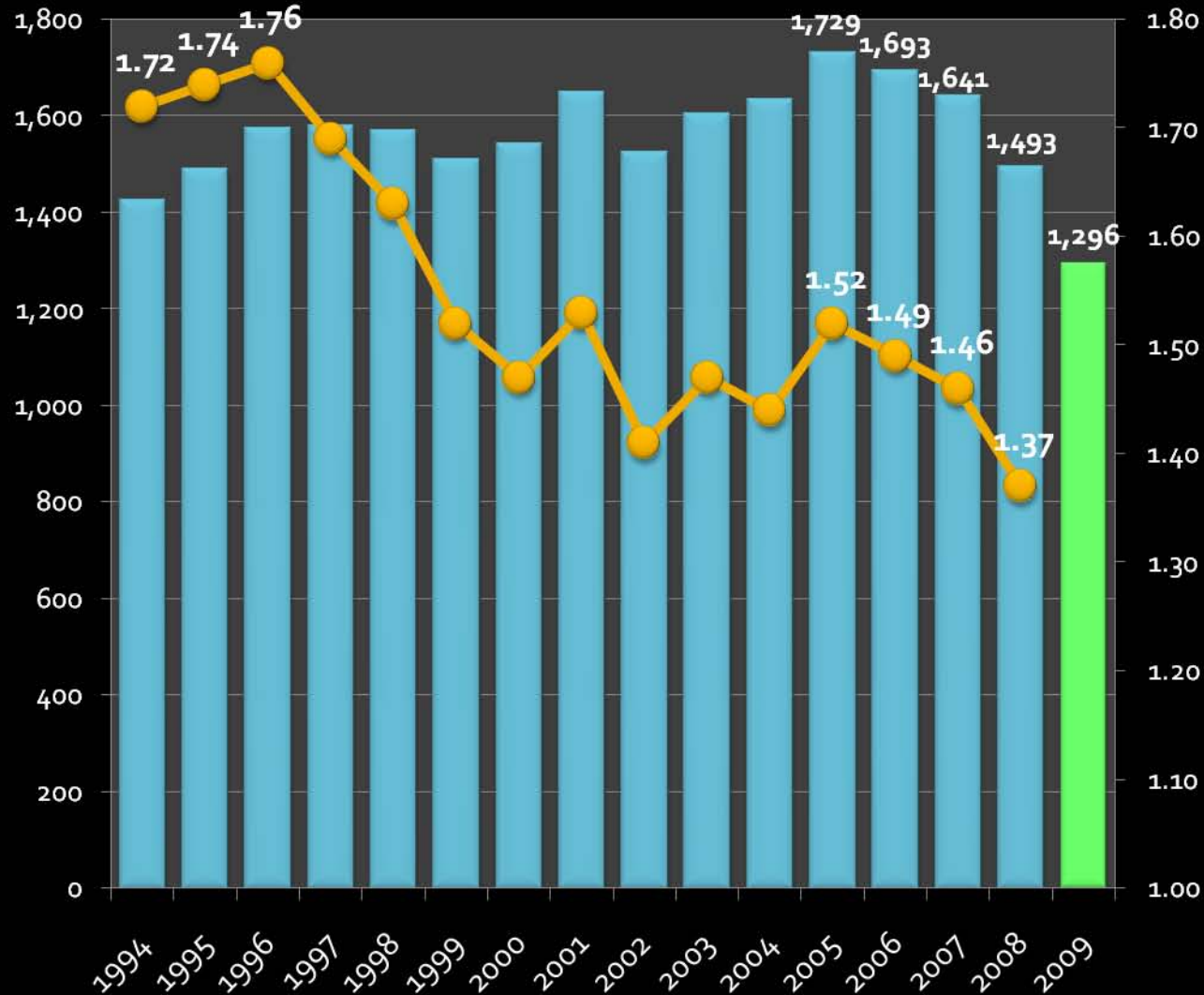


Educate the public on traffic safety and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways

# Roadway Fatalities in Georgia

# Fatalities & Fatality Rates 1994 - 2009

- Trends
- County by County

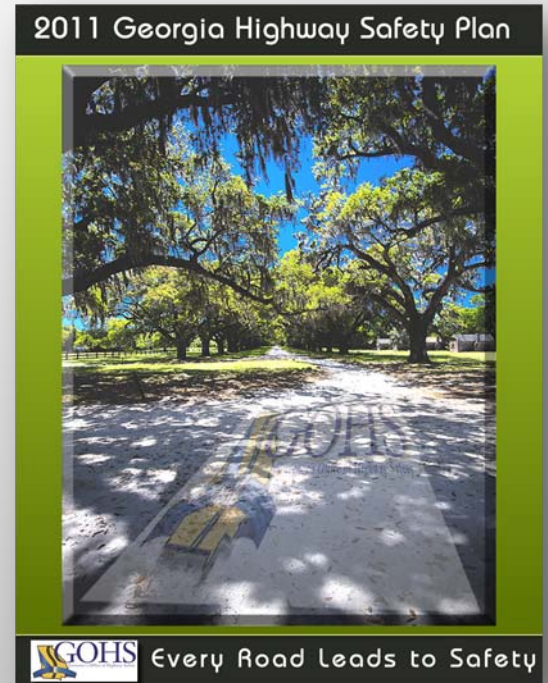




# FFY 2011 GOHS Priority Goals

- GOHS
- Roadway Fatalities in Georgia
- **FFY 2011 GOHS Priority Goals**
- Traffic Safety Performance Measures
- Core Behavior
- FFY 2011 Key Performance Measure

- **Seat Belts**
- **Alcohol**
- **Speed**
- **Pedestrians**
- **Implementation of Strategic Highway Safety Plan**



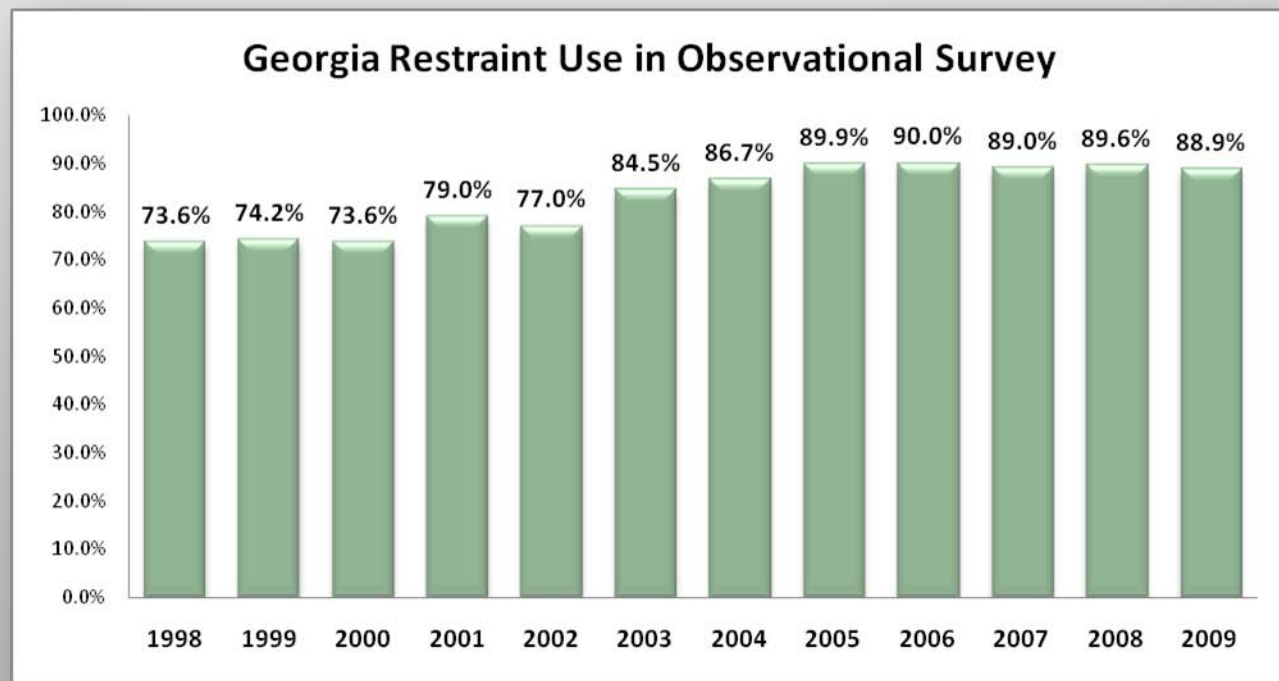
# Traffic Safety Performance Measures

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Core Outcome Measures		Year					
		2004	2005	2006	2007	2008	2009 <sup>++</sup>
Traffic Fatalities	<b>Total</b>	<b>1,634</b>	<b>1,729</b>	<b>1,693</b>	<b>1,641</b>	<b>1,493</b>	<b>1,295</b>
	Rural	860	800	740	836	700	663
	Urban	733	655	725	737	687	626
	Unknown	41	274	228	68	106	0
Fatalities Per 100 Million Vehicle Miles Driven**	<b>Total</b>	<b>1.44</b>	<b>1.52</b>	<b>1.49</b>	<b>1.46</b>	<b>1.37</b>	<b>1.17</b>
	Rural	1.95	1.92	1.78	2.02	1.82	1.71
	Urban	1.05	0.91	1.01	1.04	0.97	0.89
Passenger Vehicle Occupant Fatalities (All Seat Positions)	<b>Total</b>	<b>1,279</b>	<b>1,341</b>	<b>1,306</b>	<b>1,244</b>	<b>1,088</b>	<b>922</b>
	Restrained	511	516	507	488	406	356
	Unrestrained	621	669	649	637	578	455
	Unknown	147	156	150	119	104	111
Alcohol-Impaired Driving Fatalities (BAC=.08+)***		<b>403</b>	<b>433</b>	<b>454</b>	<b>445</b>	<b>416</b>	<b>355</b>
Speeding-Related Fatalities		<b>335</b>	<b>340</b>	<b>407</b>	<b>384</b>	<b>309</b>	<b>325</b>
Motorcyclist Fatalities	<b>Total</b>	<b>111</b>	<b>144</b>	<b>154</b>	<b>163</b>	<b>177</b>	<b>150</b>
	Helmeted	102	129	125	142	160	134
	Un-helmeted	8	15	21	21	14	12
	Unknown	1	0	8	0	3	4
Drivers Involved in Fatal Crashes	<b>Total</b>	<b>2,351</b>	<b>2,506</b>	<b>2,422</b>	<b>2,296</b>	<b>2,057</b>	<b>1,898</b>
	Aged Under 15	3	9	6	3	4	3
	Aged 15-20	307	317	292	281	217	145
	Aged Under 21	310	326	298	284	221	148
	Aged 21 and Over	2,011	2,148	2,088	1,985	1,800	1,579
	Unknown Age	30	32	36	27	36	23
Pedestrian Fatalities		<b>153</b>	<b>150</b>	<b>148</b>	<b>154</b>	<b>146</b>	<b>156</b>
Daytime Front Seat Passenger Vehicle Occupants Observed		<b>86.7%</b>	<b>89.9%</b>	<b>90.0%</b>	<b>89.0%</b>	<b>89.6%</b>	<b>88.9%</b>

# Core Behavior

To increase statewide observed safety belt use of front seat outboard in passenger from the 2008 calendar base year average usage rate of 89.6% to 90.1% by December 31, 2011.



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# FFY 2011 Key Performance Measure

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## Reduce traffic fatalities

- Decrease **unrestrained** passenger vehicle occupant fatalities
- Decrease **alcohol impaired** driving fatalities
- Decrease **speed related** fatalities
- Decrease **motorcycle** fatalities
- Decrease **pedestrian** fatalities

# Governor's Strategic Highway Safety Plan

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- **Governor's SHSP**

## Data Driven/4 Safety E's

- SAFETEA-LU 2005
- Integrated Safety Management Process ISMP/NCHRP
- Steps plan to action...
- Executive/Operations/Data
- Georgia 10 Emphasis Areas
  - RAE/eng/enf/edu/EMS
- Required "consultation" agencies
  - MPO's

# Georgia's Governors Office of Highway Safety

## SHSP Mission Statement:

***“Georgia’s mission is to continue to strengthen initiatives in education, engineering, enforcement and emergency medical services to eliminate crashes, injuries, and deaths to have the safest roads in the nation.”***



# Georgia's Governors Office of Highway Safety

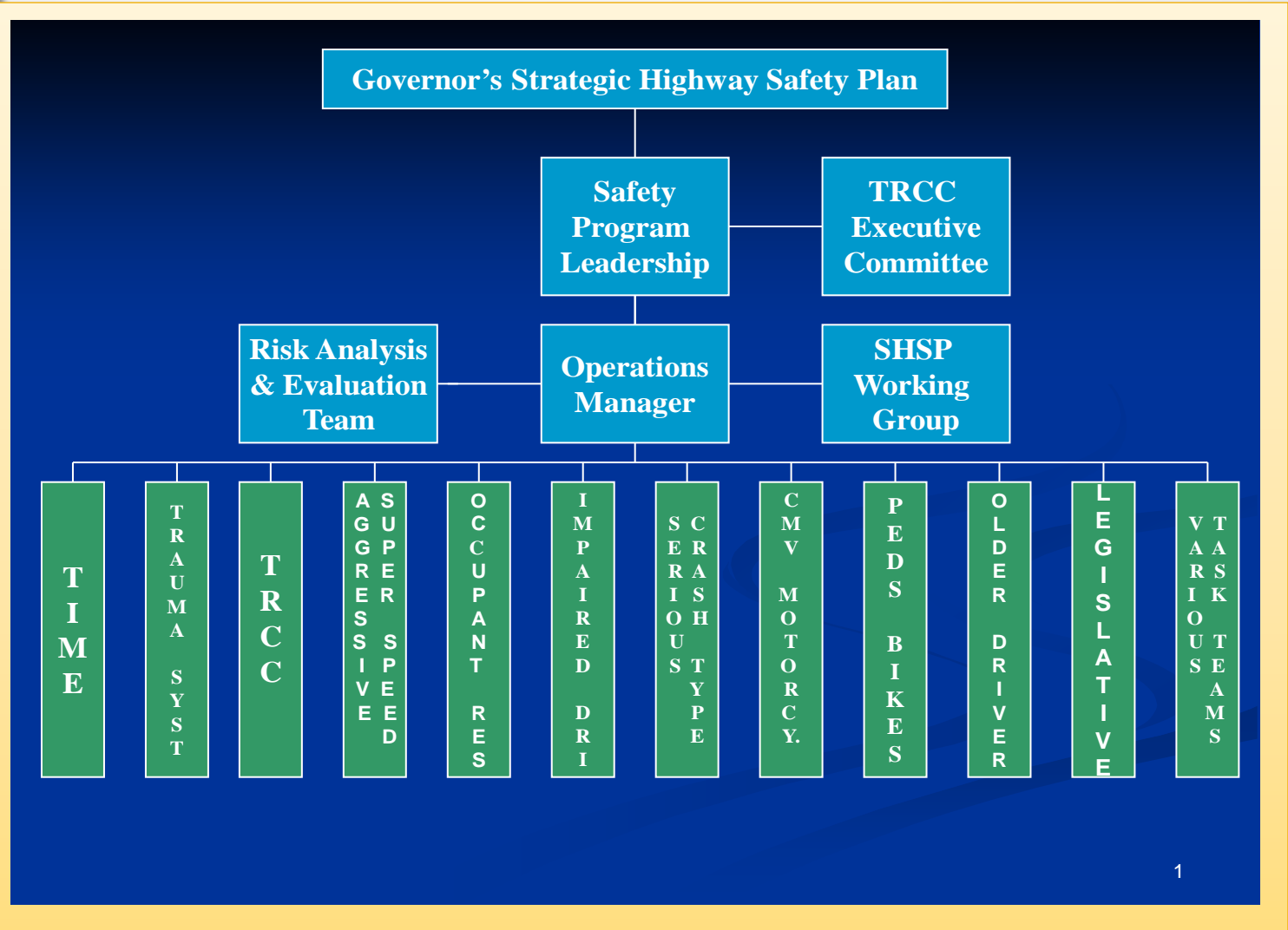
## SHSP Vision Statement:

***“Every Life Counts - Strive for Zero Deaths and Injuries on Georgia Roads.”***



# SHSP Structure/National Model

- GOHS
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- FFY 2011 Key Performance Measure
- Governor's SHSP
- **Structure**



# 10 Emphasis Areas/14 Task Teams

## Emphasis areas/Task Teams

- Aggressive Driving/Super Speeder
- Impaired Driver
- Occupant Protection
  - Seatbelts and Air Bags
- Non-motorized User
  - Pedestrian/Bicycles
- Address age related
  - Graduated Driver's Licensing – cover under age related
  - Younger Adult drivers – cover age related
  - Older Drivers – cover under age related driving issues
- Serious Crash Type
  - Intersections
  - Lane departure
    - Keeping Vehicles on the Road
    - Head-on and Cross Median Crashes
    - Minimizing Consequences of Leaving Road
  - Work Zones
- Vehicle Type
  - Heavy Trucks
  - Motorcycles
- Traffic Incident Management
- Traffic/Crash Records and Data Analysis
- Trauma/Increasing EMS Capabilities

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- Structure
- **10 Emphasis Areas**

# Partnerships & Planning

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- Governor's SHSP Structure
- 10 Emphasis Areas
- **Partnerships**

- **Align all safety plans**
  - **GOHS/DOT/ENF/EMS/MPO's**
  - **(HSP/HSIP/CVSP/Trauma/other)**
- **Established statewide fatality reduction goal <1,000 in 2010 <**
- **Contribution to reducing fatalities**
  - **Task teams/safety E's/MPO's**
  - **15 MPO's/counties/cities**
    - **Safety/crash reports**
    - **Valdosta Lowndes/Hall County**
    - **Atlanta Regional Commission**

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- **Atlanta Regional Commission**
- **SHSP Task Teams**
  - **Intersection Safety Implementation Plan**
  - **Lane Departure Plan**
  - **Operation Rolling Thunder**
  - **Occupant Protection**
  - **Older/Younger Drivers**
  - **Bicycle Safety Action Plan**
  - **Open Roads Policy**
  - **US Congressional Reauthorize**



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**GOVERNOR'S OFFICE OF HIGHWAY SAFETY**

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**[www.gahighwaysafety.org/shsp](http://www.gahighwaysafety.org/shsp)**

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