

State of Georgia  
Governor's Strategic Highway Safety Plan

Georgia Association of Metropolitan Planning  
Organizations Annual Conference

Rome, Georgia

December 8, 2008



Introduction

- Governor's Strategic Highway Safety Plan Update
- Georgia's highway crash problem
- MPO's and Georgia's SHSP



## Georgia's SHSP Leadership/Partners (22 agencies)

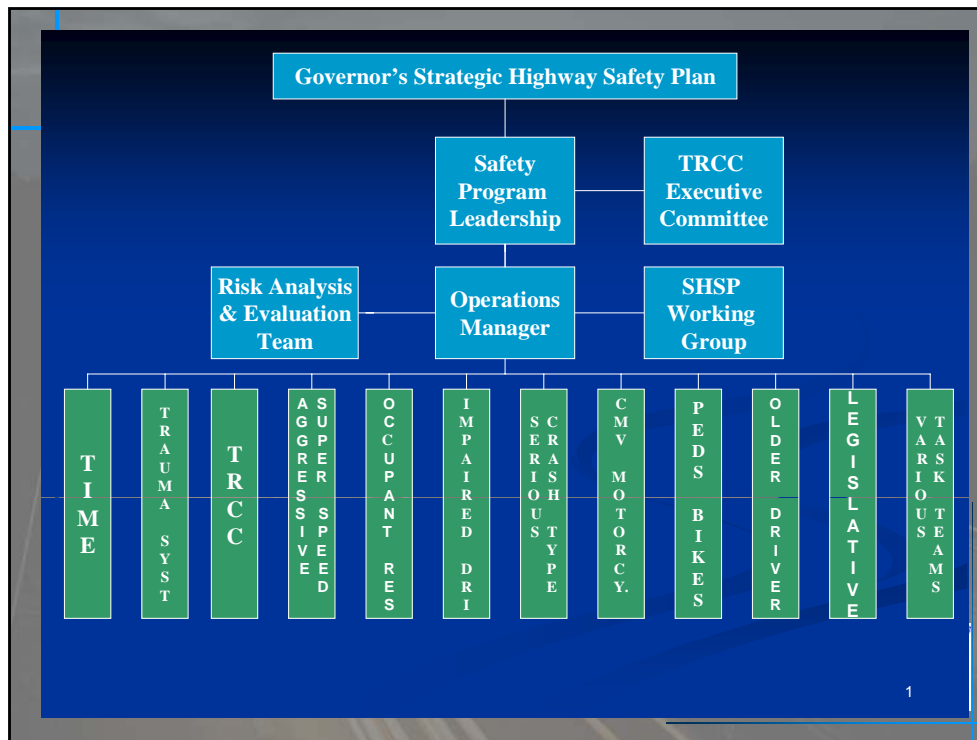
- Governor's Office of Highway Safety
- Department of Transportation
- Department of Public Safety
- Department of Human Resources
- Department of Driver Services
- Chiefs, sheriffs, hospitals, courts, GBI, MPO's, regional trans.
- Atlanta Regional Commission
- Department of Revenue
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Federal Motor Carrier Safety Administration
- Many other federal, state and local participants



## 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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## GEORGIA'S HIGHWAY CRASH PROBLEM.....

### HOW BAD IS IT?

2005 – annual fatalities 1,744

2006- 41 fewer fatalities at 1,703

2007- 55 fewer fatalities at 1,648

2008 – 141 fewer to date 12.5.08 at 1,311



## GEORGIA TRAFFIC DEATHS: YEARLY TOTAL & COMPARISON

GDOT Office of Traffic Safety & Design

Friday, December 5, 2008

Type of Fatality	TOTAL		Year-To-Date		2008 YTD Change	
	2006	2007 #	2007	2008	#	%
Interstates	238	245	207	180	-27	-13%
Other State Routes	689	770	594	526	-68	-11%
Local Routes	776	633	651	605	-46	-7%
* Pedestrians	151	158	130	122	-8	-6%
* Car-Trains	5	15	13	8	-5	-38%
* Motorcyclists	150	157	117	128	11	9%
* Bicyclists	19	17	11	19	8	72%
<b>Total</b>	<b>1,703</b>	<b>1,648</b>	<b>1,452</b>	<b>1,311</b>	<b>-141</b>	<b>-9%</b>



## SHSP Critical Components 2008-2009



## SHSP Implementation

- Every Life Counts Conference
- Task Team Action Plans
- Planning process tools
  - FAST (Fatality Analysis & Surveillance Tool)
  - CARE (Critical Analysis Reporting Environment)
- Identify new resources



## Task Team Project prioritization

- |  |                           |
|--|---------------------------|
| • Quantifiable goals   | • Estimated:              |
| • Identifying specific projects  | Crash reductions          |
| • Include a data support/needs component   | Injury severity reduction |
| • Addresses local roads  | Fatality reductions       |
| • Duration (one to three years, longer)  | Costs per year            |
| • Contribution to any of the 10 emphasis areas, especially aggressive driving, impaired driving, and occupant protection | Cost itemizations         |
|  | Perceived benefit         |
|  | Benchmark/Deliverables    |



## Implementation strategy areas/target

- Speed
  - > 20 % Georgia crashes
  - Speed management programs thru locals
- Occupant protection
  - 56% unrestrained fatality crashes
  - Increasing occupant restraint/equipment
- Impaired driving
  - 30 % Georgia crashes
  - Young driver/crash reporting
- Safety data systems improvement/linking
  - Electronic reporting/driver's records



## Planning process tools

- FAST-Fatality Analysis and Surveillance Tool
  - [www.gahighwaysafety.org](http://www.gahighwaysafety.org)
- Electronic crash reporting
  - Available to your MPOs' law enforcement agencies
- Training
  - Multi-profession/safety E's
  - Speed management
  - Traffic engineering for police
  - Road Safety Audit (assessment)



## Identify new resources

- Section 206 Safety Belt Usage Award-\$20+ million
- \$10 million administered through SHSP
- Balance divided GDOT/GOHS
- Implementation strategy
- Project prioritization



## Valdosta Lowndes MPO/SGRDC Feature

- “Crash Report” update in progress
  - Safety data foundation to problem identification
    - Crash
    - Driver’s
    - Vehicle
    - Health/emergency department
    - Census
    - GOHS data analysis/CODES
- Aligning goals
  - State annual 41 fatality reduction to 1,498 by 2012
  - Data driven approaches





## Summary

- Georgia selected as one of six SHSP Model states
  - Organizational structure – Governor involved
  - MPO involvement
  - Allocation of safety funds
- Georgia's highway crash problem affects all levels of intervention
- Implementing Georgia's SHSP needs MPO coordination
  - TIP/LRIP safety component
  - Data/process tools/implementation



## What's next and when?

- 2009
  - Implement Task Team Action Plans
  - Evaluate strategic program outcomes
  - Realize life saving efforts
  - U.S. Congressional Reauthorization of TEA
  - GA Safety Program Leadership





## Questions/Comments

*Synergy is exciting. Creativity is exciting. It's phenomenal what openness and communication can produce. The possibilities of truly significant gain, of significant improvement are so real that it's worth the risk such openness entails.*

Stephen R. Covey, "The 7 Habits of 'Highway' Highly Effective People"

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