

Georgia Planning Association  
Fall Conference 2010

**“Transportation Safety Enhancing  
Livability”**

# 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:

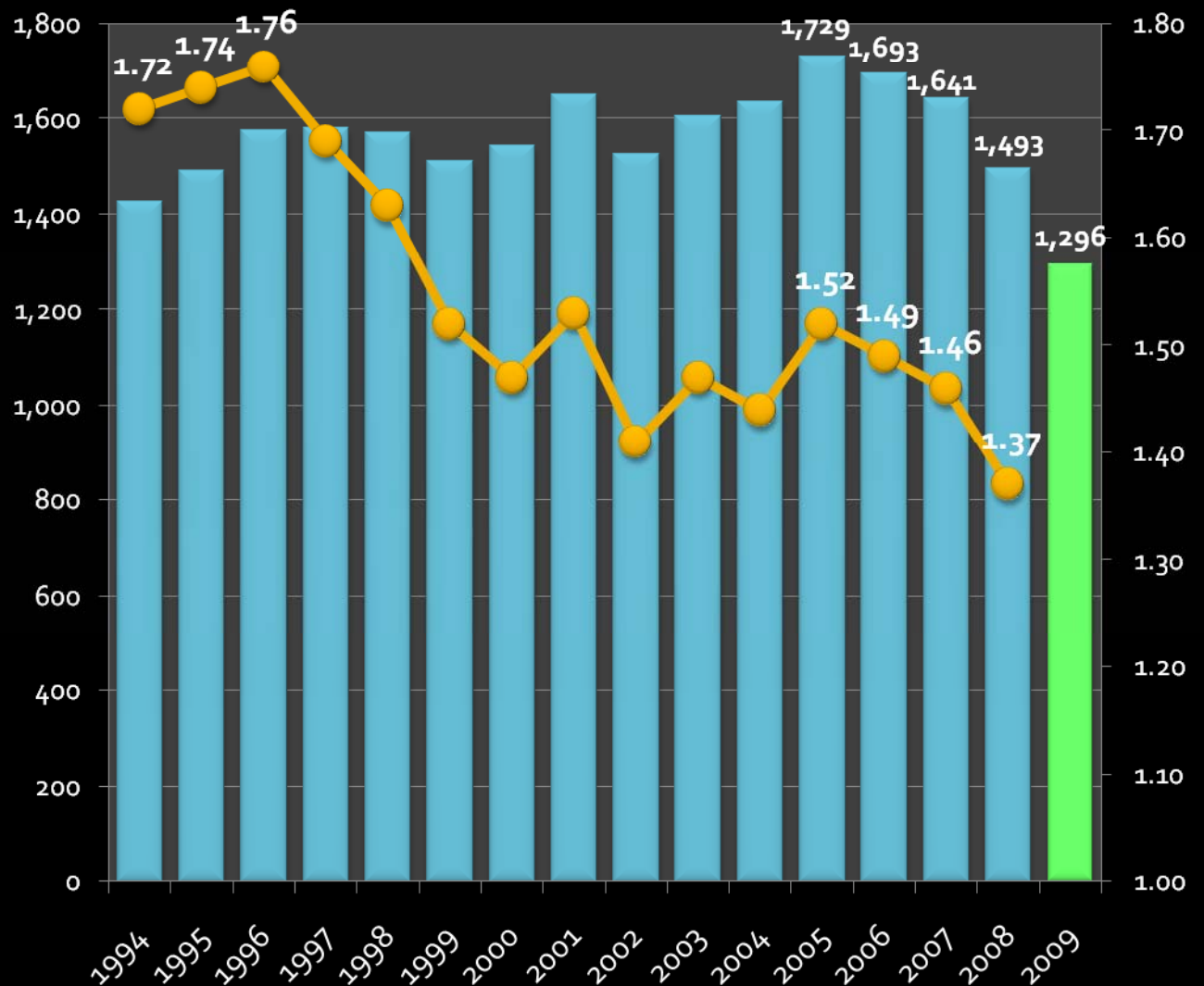


**Educate the public on traffic safety  
and facilitate the implementation of  
programs that reduce  
crashes, injuries, and fatalities on  
Georgia roadways**

## Roadway Fatalities in Georgia

- Trends
- County by County

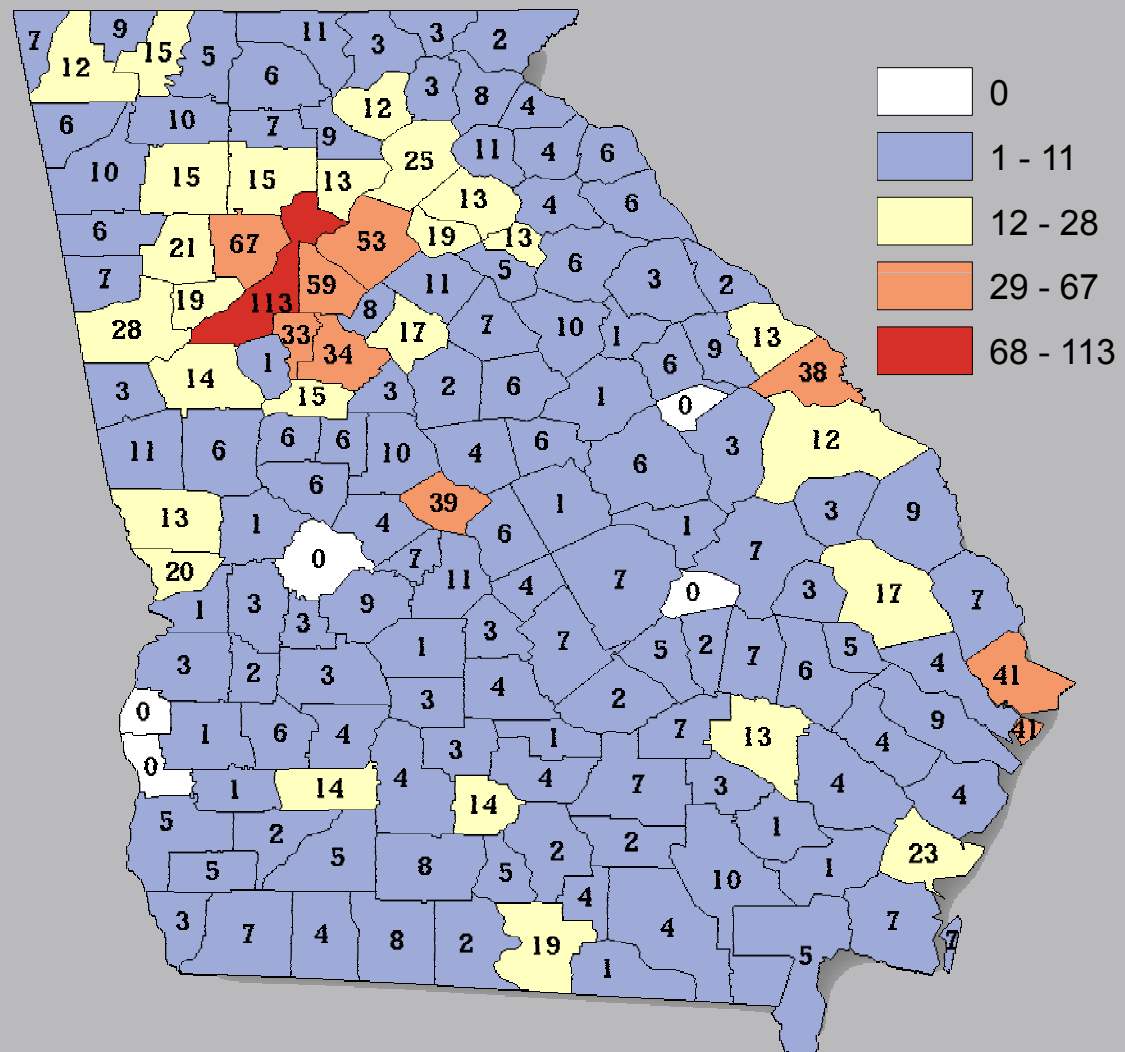
## Fatalities & Fatality Rates 1994 - 2009



## Roadway Fatalities in Georgia

- Trends
- County by County

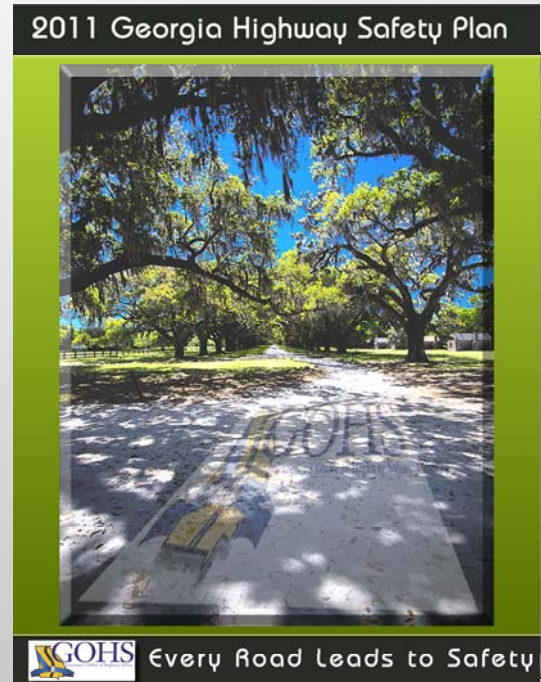
## Georgia Fatalities by County 2008



# 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

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

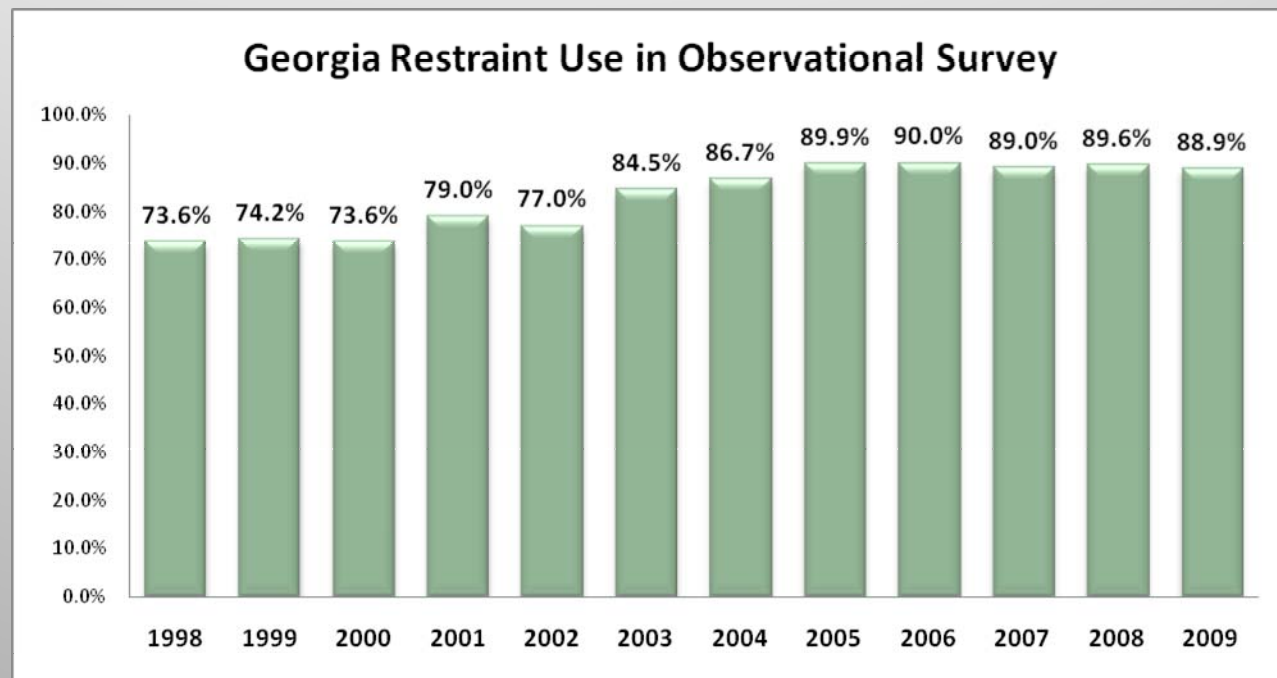
Core Outcome Measures		Year					
		2004	2005	2006	2007	2008	2009++
Traffic Fatalities	<b>Total</b>	<b>1,634</b>	<b>1,729</b>	<b>1,693</b>	<b>1,641</b>	<b>1,493</b>	<b>1,295</b>
	Rural	860	800	740	836	700	663
	Urban	733	655	725	737	687	626
	Unknown	41	274	228	68	106	0
Fatalities Per 100 Million Vehicle 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

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

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.





# FFY 2011 Key Performance Measure

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

## 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

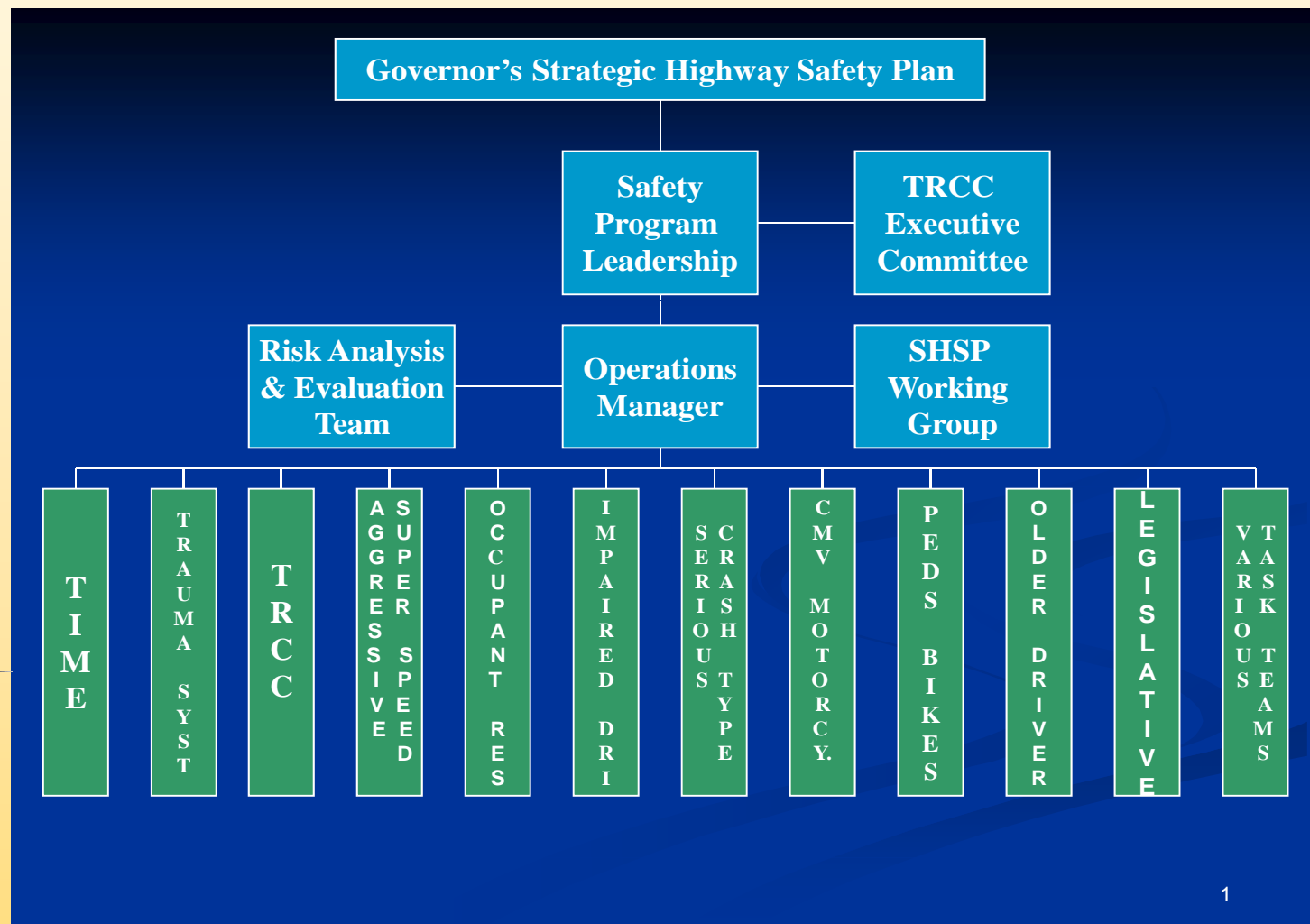
- GOHS
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- **Governor's SHSP**

## 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

# SHSP Structure/National Model

- GOHS
- Roadway Fatalities in Georgia
- FFY 2011 GOHS Priority Goals
- Traffic Safety Performance Measures
- Core Behavior
- FFY 2011 Key Performance Measure
- Governor's SHSP
- **Structure**



# 10 Emphasis Areas/14 Task Teams

- GOHS
- Roadway Fatalities in Georgia
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- Core Behavior
- FFY 2011 Key Performance Measure
- Governor's SHSP
- Structure
- **10 Emphasis Areas**

## 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



# Partnerships & Planning

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





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**Randy Clayton**

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

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