Georgia Planning Association
Fall Conference 2010

“Transportation Safety Enhancing Livability”
Overview of Georgia Highway Safety

Problems & Priority Goals

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Georgia Governor’s 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
Roadway Fatalities in Georgia

- Trends
- County by County
FFY 2011 GOHS Priority Goals

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Traffic Fatalities</strong></td>
<td>1,634</td>
<td>1,729</td>
<td>1,693</td>
<td>1,641</td>
<td>1,493</td>
<td>1,295</td>
</tr>
<tr>
<td>Rural</td>
<td>860</td>
<td>800</td>
<td>740</td>
<td>836</td>
<td>700</td>
<td>663</td>
</tr>
<tr>
<td>Urban</td>
<td>733</td>
<td>655</td>
<td>725</td>
<td>737</td>
<td>687</td>
<td>626</td>
</tr>
<tr>
<td>Unknown</td>
<td>41</td>
<td>274</td>
<td>228</td>
<td>68</td>
<td>106</td>
<td>0</td>
</tr>
<tr>
<td><strong>Fatalities Per 100 Million Vehicle Miles Driven</strong></td>
<td>1.44</td>
<td>1.52</td>
<td>1.49</td>
<td>1.46</td>
<td>1.37</td>
<td>1.17</td>
</tr>
<tr>
<td>Rural</td>
<td>1.95</td>
<td>1.92</td>
<td>1.78</td>
<td>2.02</td>
<td>1.82</td>
<td>1.71</td>
</tr>
<tr>
<td>Urban</td>
<td>1.05</td>
<td>0.91</td>
<td>1.01</td>
<td>1.04</td>
<td>0.97</td>
<td>0.89</td>
</tr>
<tr>
<td><strong>Passenger Vehicle Occupant Fatalities (All Seat Positions)</strong></td>
<td>1,279</td>
<td>1,341</td>
<td>1,306</td>
<td>1,244</td>
<td>1,088</td>
<td>922</td>
</tr>
<tr>
<td>Restrained</td>
<td>511</td>
<td>516</td>
<td>507</td>
<td>488</td>
<td>406</td>
<td>356</td>
</tr>
<tr>
<td>Unrestrained</td>
<td>621</td>
<td>669</td>
<td>649</td>
<td>637</td>
<td>578</td>
<td>455</td>
</tr>
<tr>
<td>Unknown</td>
<td>147</td>
<td>156</td>
<td>150</td>
<td>119</td>
<td>104</td>
<td>111</td>
</tr>
<tr>
<td><strong>Alcohol-Impaired Driving Fatalities (BAC=0.08+)</strong></td>
<td>403</td>
<td>433</td>
<td>454</td>
<td>445</td>
<td>416</td>
<td>355</td>
</tr>
<tr>
<td><strong>Speeding-Related Fatalities</strong></td>
<td>335</td>
<td>340</td>
<td>407</td>
<td>384</td>
<td>309</td>
<td>325</td>
</tr>
<tr>
<td><strong>Motorcyclist Fatalities</strong></td>
<td>111</td>
<td>144</td>
<td>154</td>
<td>163</td>
<td>177</td>
<td>150</td>
</tr>
<tr>
<td>Helmeted</td>
<td>102</td>
<td>129</td>
<td>125</td>
<td>142</td>
<td>160</td>
<td>134</td>
</tr>
<tr>
<td>Un-helmeted</td>
<td>8</td>
<td>15</td>
<td>21</td>
<td>21</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
<td>0</td>
<td>8</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Drivers Involved in Fatal Crashes</strong></td>
<td>2,351</td>
<td>2,506</td>
<td>2,422</td>
<td>2,296</td>
<td>2,057</td>
<td>1,898</td>
</tr>
<tr>
<td>Aged Under 15</td>
<td>3</td>
<td>9</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Aged 15-20</td>
<td>307</td>
<td>317</td>
<td>292</td>
<td>281</td>
<td>217</td>
<td>145</td>
</tr>
<tr>
<td>Aged Under 21</td>
<td>310</td>
<td>326</td>
<td>298</td>
<td>284</td>
<td>221</td>
<td>148</td>
</tr>
<tr>
<td>Aged 21 and Over</td>
<td>2,011</td>
<td>2,148</td>
<td>2,088</td>
<td>1,985</td>
<td>1,800</td>
<td>1,579</td>
</tr>
<tr>
<td><strong>Pedestrian Fatalities</strong></td>
<td>153</td>
<td>150</td>
<td>148</td>
<td>154</td>
<td>146</td>
<td>156</td>
</tr>
<tr>
<td>Unknown Age</td>
<td>30</td>
<td>32</td>
<td>36</td>
<td>27</td>
<td>36</td>
<td>23</td>
</tr>
<tr>
<td><strong>Daytime Front Seat Passenger Vehicle Occupants Observed</strong></td>
<td>86.7%</td>
<td>89.9%</td>
<td>90.0%</td>
<td>89.0%</td>
<td>89.6%</td>
<td>88.9%</td>
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</tbody>
</table>
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**

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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
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
GOHS
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Governor’s SHSP
Structure

Governor’s Strategic Highway Safety Plan

Risk Analysis & Evaluation Team
Safety Program Leadership
Operations Manager
TRCC Executive Committee
SHSP Working Group

TIME
TRAUMA
TRC
AGGRESSIVE
SUPPLEMENTED
OCCUPANT
IMPARED
SEAT BELT
CMV
PEDS
OLDER
LEGISLATIVE
TASK

VTARS
I
O
TEAMS

SHSP Structure/National Model

Roadway Fatalities in Georgia
Governor’s Strategic Highway Safety Plan in Georgia
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Governor’s SHSP
Structure
## 10 Emphasis Areas/14 Task Teams

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- Governor’s SHSP
- Structure
- **10 Emphasis Areas**

### Emphasis areas/Task Teams

<table>
<thead>
<tr>
<th>Emphasis Areas/Task Teams</th>
<th>Priority Goals</th>
<th>Performance Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aggressive Driving/Super Speeder</strong></td>
<td>Traffic Safety</td>
<td><strong>Occupant Protection</strong></td>
</tr>
<tr>
<td><strong>Impaired Driver</strong></td>
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<tr>
<td><strong>Occupant Protection</strong></td>
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<tr>
<td><strong>Non-motorized User</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Address age related</strong></td>
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</tbody>
</table>
Partnerships & Planning

- 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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