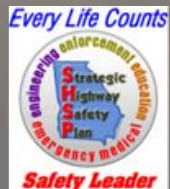


State of Georgia
Governor's Strategic Highway Safety Plan

Transportation Research Board

Atlanta, Georgia

September 4, 2008



Introduction

- **Governor's Strategic Highway Safety Plan**
- **Georgia's highway crash problem**
- **Implementing Georgia's SHSP**

Governor's Strategic Highway Safety Plan (SHSP)

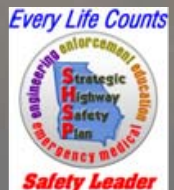
- **SAFETEA-LU**
 - **Safe, Accountable Flexible, Efficient Transportation Equity Act-A Legacy to Users**
- **National Cooperative Highway Research Program Report 501**
- **AASHTO**
- **Integrated Safety Management Process**

ISMP

- **Integrated Safety Management Process**
- **Six steps for advancing crash data to action**
 - Review highway safety information
 - Establish emphasis area goals
 - Develop objectives, strategies and early plans
 - ID appropriate combination of strategies
 - *Develop detailed action plans, and*
 - *Implement the action plans/evaluate performance*

Georgia's SHSP Leadership/Partners (22 agencies)

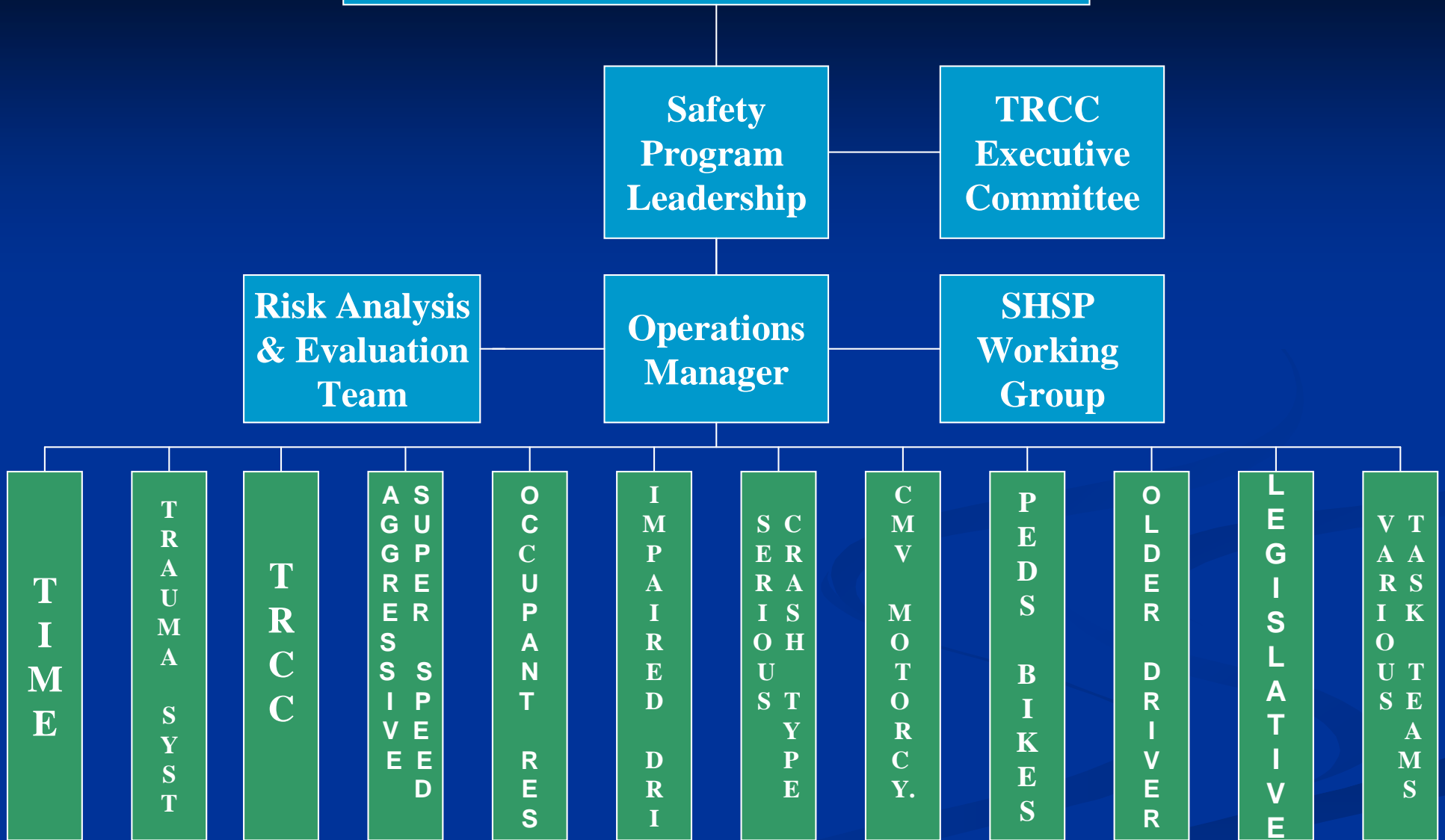
- Governor's Office of Highway Safety
- Department of Transportation
- Department of Public Safety
- Department of Human Resources
- Department of Driver Services
- Chiefs, sheriffs, hospitals, courts, GBI, MPO's, regional trans.
- Department of Revenue
- Federal Highway Administration
- National Highway 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

Governor's Strategic Highway Safety Plan



GEORGIA'S HIGHWAY CRASH PROBLEM.....

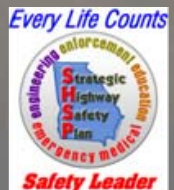
HOW BAD IS IT?

2004-4th highest fatalities in the nation

2005-103 highway death increase accounting for 18% of the NATION'S increase

2006- 41 fewer fatalities at 1,703

2007- 55 fewer fatalities at 1,648



GEORGIA TRAFFIC DEATHS: YEARLY TOTAL & COMPARISON

GDOT Office of Traffic Safety & Design

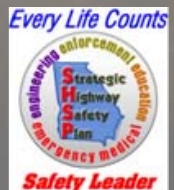
Tuesday, May 13, 2008

Type of Fatality	TOTAL		Year-To-Date		2008 YTD Change	
	2006	2007 #	2007	2008	#	%
Interstates	238	232	81	67	-14	-17%
Other State Routes	689	672	203	194	-9	-4%
Local Routes	776	744	222	230	8	3%
* Pedestrians	151	157	53	41	-12	-22%
* Car-Trains	5	13	4	1	-3	-75%
* Motorcyclists	150	125	34	30	-4	-11%
* Bicyclists	19	14	6	6	0	0%
Total	1,703	1,648	506	491	-15	-2%

* Included in Total

What has Georgia done with SHSP?

- **Implemented the Integrated Safety Management Process (ISMP)**
 - **Safety Program Leadership**
 - **Operations Manager**
 - **Risk Analysis and Evaluation Team**
 - **Key Emphasis Areas/Task Teams**
 - **Link safety data systems**
- **Approved for safety funding increase**
- **Leveraging existing resources**
- **Flexible safety funds to untraditional DOT programs**



Integrated Safety Management Process

- Uses all of the State's resources collectively, instead of individually
- Data driven/performance measures
- Applies 4 "E's" to maximize safety
 - enforcement
 - education
 - emergency medical services
 - engineering

ISMP – Six Steps From Crash Data to Action Plans

- Review highway safety information
- Establish emphasis area goals
- Develop objectives, strategies, and preliminary action plans to address the emphasis areas
- Determine the appropriate combination of strategies for identified emphasis areas
- Develop detailed action plans
- Implement the action plans and evaluate performance

SHSP Critical Components



SHSP Implementation

- Every Life Counts Conference
- Task Team Action Plans
- Planning process tools
- Identify new resources

Task Team Project prioritization

- Quantifiable goals
- Identifying specific projects
- Include a data support/needs component
- Addresses local roads
- Duration (one to three years, longer)
- Contribution to any of the 10 emphasis areas, especially aggressive driving, impaired driving, and occupant protection

- Estimated:

Crash reductions

Injury severity reduction

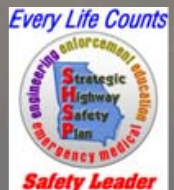
Fatality reductions

Costs per year

Cost itemizations

Perceived benefit

Benchmark/Deliverables



Implementation strategy areas

- **Speed**
 - 20 % Georgia crashes
- **Occupant protection**
 - 56% unrestrained fatality crashes
- **Impaired driving**
 - 30 % Georgia crashes
- **Safety data system**

Planning process tools

- FAST-Fatality Analysis and Surveillance Tool
 - www.gahighwaysafety.org/
- Electronic crash reporting
- Training
 - Multi-profession
 - 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

Summary

- The SHSP process is customized to fit our needs in Georgia
- Georgia's highway crash problem affects all levels of intervention
- Implementing Georgia's SHSP needs local contributions

What's next and when?

- 2008
 - Implement Task Team Action Plans
 - Evaluate strategic program outcomes
 - Realize life saving efforts
- 2009
 - 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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