



# **Doubling Down on Things that Work** *Safety Measures to Implement at Home*

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# AGENDA

*12. 05. 2018*

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## Our Mission

*Save lives, prevent injuries, and reduce economic costs due to road traffic crashes through education, research, safety standards, and enforcement activity.*

## The Costs



**Economic Costs**  
Of Motor Vehicle Crashes

**\$242** Billion



**Police-Reported Crashes**  
(2015)

**6,296,000**



**People Injured in Crashes**  
(2015)

**2,443,000**

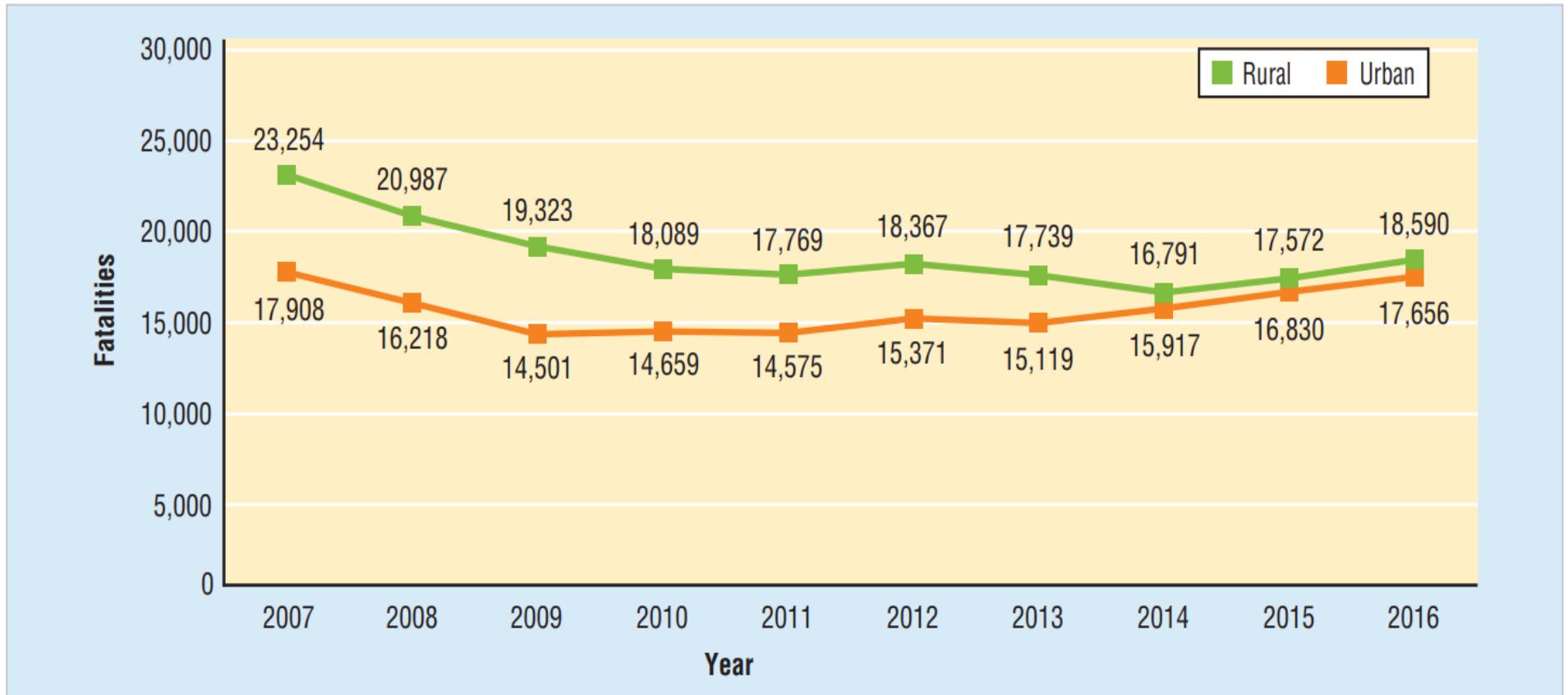


**Lives Lost in Crashes**  
(2015)

**35,092**

# National Rural Urban Comparisons

Motor Vehicle Traffic Fatalities, by Year and Location, 2007–2016



Source: FARS 2007–2015 Final File, 2016 Annual Report File (ARF)

# The Challenges of Rural Roads in America

Of the 37,461 motor vehicle traffic fatalities in 2016, there were 18,590 **(50%) that occurred in rural areas**, 17,656 (47%) that occurred in urban areas, and 1,215 (3%) that occurred in unknown areas.

- *National Highway Traffic Safety Administration*

**“Rural road safety is a particular concern, because the majority of highway fatalities take place on rural roads.** In 2012, 19 percent of the US population lived in rural areas but rural road fatalities accounted for 54 percent of all fatalities. Even with reductions in the number of fatalities on the roadways, fatality rate in rural areas is 2.4 times higher than the fatality rate in urban areas.”

- *Federal Highway Administration*

[https://safety.fhwa.dot.gov/local\\_rural/](https://safety.fhwa.dot.gov/local_rural/)  
<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812521>

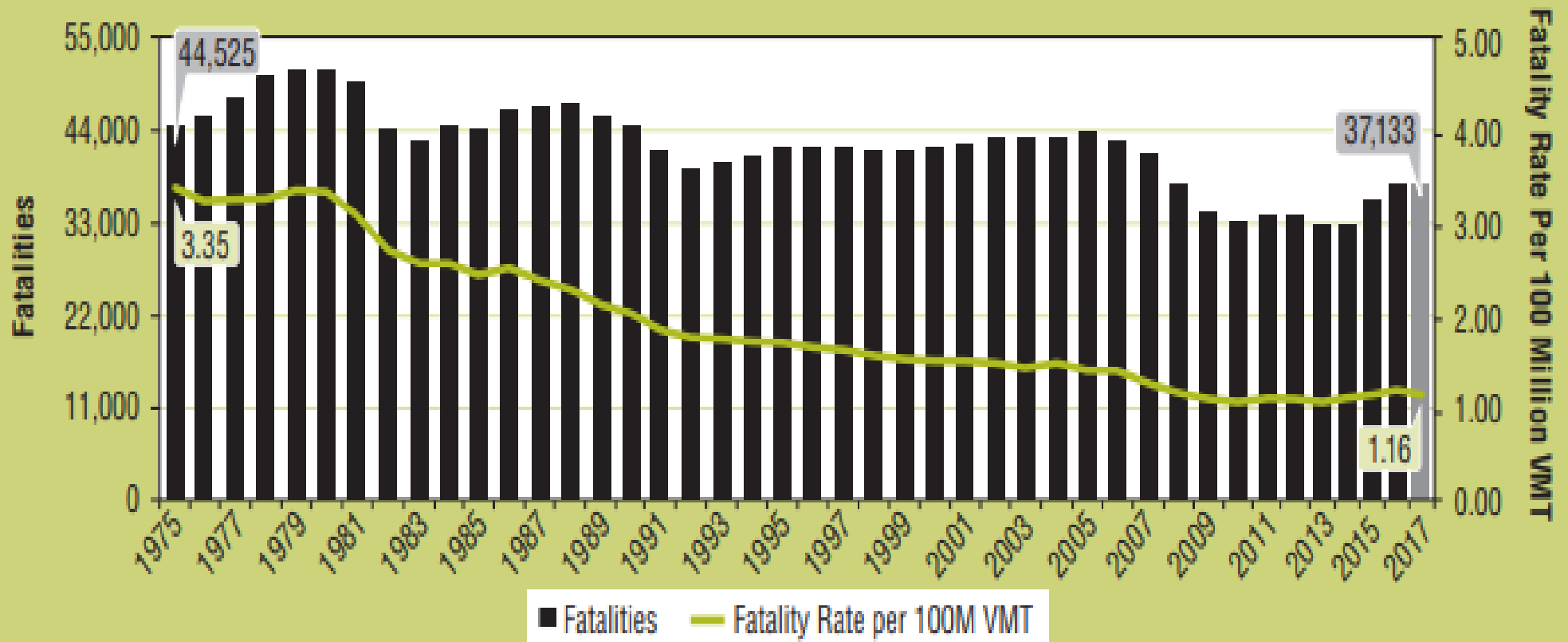


## **A Look at 2017**

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In 2017, **37,133** people died in motor vehicle crashes, a decrease of 1.8% from 2016.

Fatalities and Fatality Rate per 100 Million VMT, by Year, 1975–2017



Sources: FARS 1975–2016 Final File, 2017 ARF; Vehicle Miles Traveled (VMT): FHWA.



## 2017 Overview

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37,133 people died on our highways.

➤ *A decrease of 673 fatalities from 2016.*

Fatalities decreased by 1.8%.

➤ *After increases of 8.4% and 6.5% in 2015 and 2016.*

VMT increased by 1.2%.

➤ *After increasing by 2.3% and 2.6% in 2015 and 2016.*

Fatality rate decreased by 2.5%.

➤ *Following a 6.5% and 3.5% increase in 2015 and 2016.*



## **A Look at 2017 By Land Use**

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# Fatalities by Land Use

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- *17,216 fatalities in rural areas in 2017.*
  - *A **decline** of 18.0% since 2008.*
  - *Rural VMT **decreased** by 2.1% from 2008 to 2017.*
  - *Rural fatality rate per 100 Million VMT **decreased** by 16.8% from 2008.*
  - *Rural population **decreased** by 11.8% from 2007 to 2016 (2017 population estimate is not yet available).*
  
- *19,038 fatalities in urban areas in 2017.*
  - *An **increase** of 17.4% since 2008.*
  - *Urban VMT **increased** by 13.1% from 2008 to 2017.*
  - *Urban fatality rate per 100 Million VMT **increased** by 3.7% from 2008.*
  - *Urban population **increased** by 12.7% from 2007 to 2016 (2017 population estimate is not yet available).*

# Fatalities by Land Use

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*From 2008-2017, for fatalities when land use was known:*

➤ *Passenger vehicle occupant fatalities:*

- *rural areas decreased by 19%.*
- *urban areas increased by 9%.*

➤ *Pedestrian fatalities:*

- *in rural areas decreased by 6%.*
- *in urban areas increased by 46%.*

➤ *Pedalcyclist fatalities:*

- *in rural areas decreased by 15%.*
- *in urban areas increased by 13%.*

➤ *Motorcyclist fatalities:*

- *in rural areas decreased by 25%.*
- *in urban areas increased by 15%.*

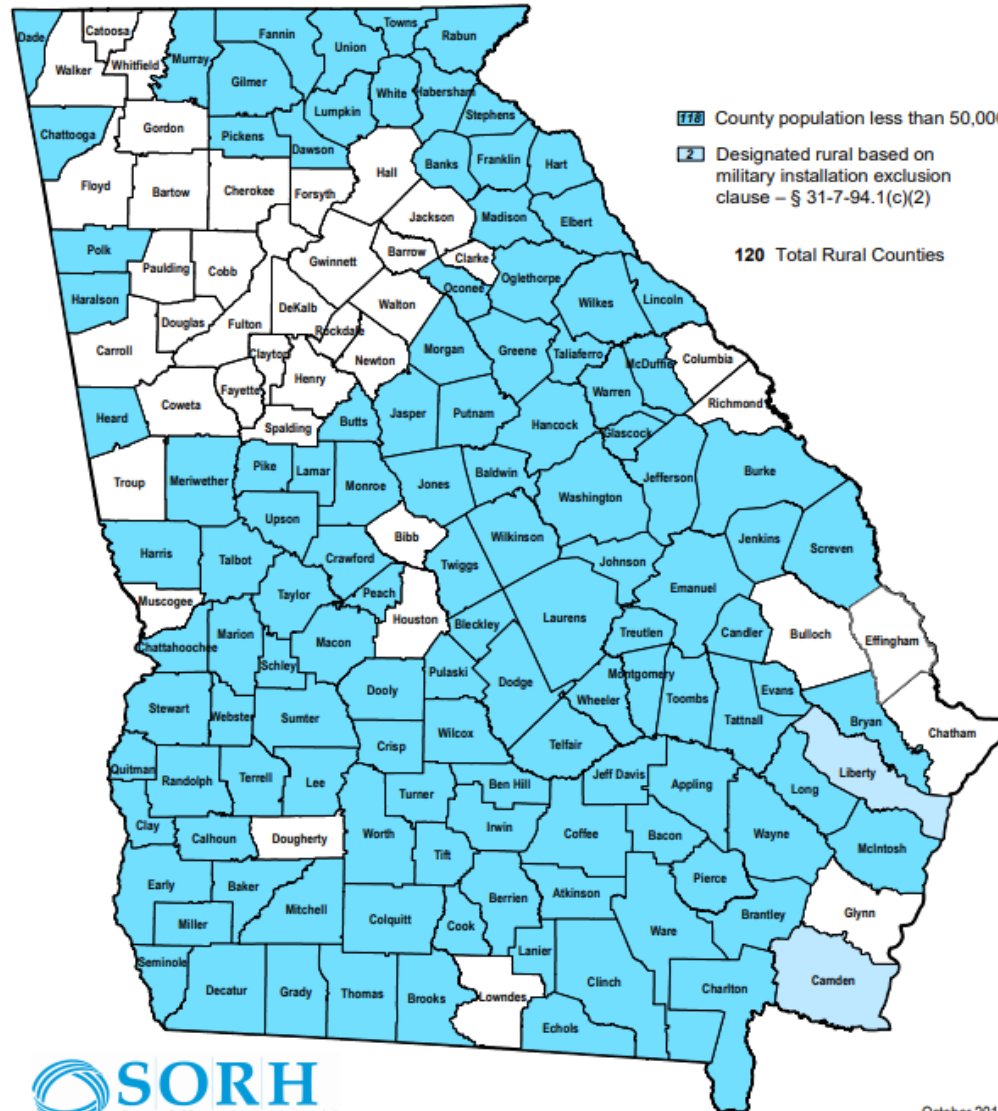


## **A Look at Georgia**

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# According to the State Office of Rural Health 2017 data, Georgia has 120 rural counties out to its 159 total

## Georgia Rural Counties Rural Hospital Organization Assistance Act of 2017



October 2017  
<https://dch.georgia.gov/sorh>

# Georgia's Last Ten Years

Core Outcome Measures		Year									
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Traffic Fatalities	Total (C-1)	1,495	1,292	1,247	1,226	1,192	1,180	1,164	1,432	1,556	1,540
	Rural	701	663	655	627	589	557	462	565	603	573
	Urban	688	629	592	579	603	621	702	867	953	966
	Unknown	106	0	0	20	0	2	0	0	0	1
Fatalities Per 100 Million Vehicle Miles Driven**	Total (C-3)	1.37	1.18	1.12	1.13	1.11	1.08	1.04	1.21	1.27	
	Rural	1.82	1.71	1.78	1.73	1.68	2.18	1.79	1.98	2.01	
	Urban	0.97	0.89	0.79	0.80	0.83	0.74	0.82	0.97	1.03	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	1,085	925	887	878	829	812	795	1,008	1,051	1,057
	Restrained	406	358	381	389	394	350	376	488	484	489
	Unrestrained (C-4)	575	456	428	422	368	377	363	411	476	463
	Unknown	104	111	78	67	67	85	56	109	91	105
Alcohol-Impaired Driving Fatalities (BAC=.08+)***(C-5)		405	333	299	271	295	296	279	358	384	366
Speeding-Related Fatalities (C-6)		309	239	217	220	180	197	213	268	266	248
Motorcyclist Fatalities	Total (C-7)	178	140	128	150	134	116	137	152	172	139
	Helmeted	160	126	111	133	125	107	124	138	154	119
	Unhelmeted (C-8)	15	11	14	15	8	5	8	10	9	18
	Unknown	3	3	3	2	1	4	5	4	9	2
Drivers Involved in Fatal Crashes	Total	2,059	1,755	1,686	1,689	1,676	1,621	1,622	2,043	2,154	2,283
	Aged Under 15	4	3	3	6	4	0	4	3	6	6
	Aged 15-20	217	145	172	159	154	156	145	165	182	187
	Aged Under 21 (C-9)	221	148	175	165	158	156	149	168	188	193
	Aged 21 and Over	1,801	1,584	1,470	1,495	1,499	1,442	1,448	1,838	1,925	2,063
	Unknown Age	37	23	41	29	19	23	25	37	41	27
Pedestrian Fatalities (C-10)		147	152	168	130	167	176	163	194	232	253
Bicyclist and Other Cyclist Fatalities***** (C-11)		20	21	18	14	17	28	19	23	29	15
Observed Seat Belt Use**** (B-1)		90	89	90	93	92	96	97	97	97	97

As retrieved from <https://cdan.nhtsa.gov/SASStoredProcess/guest#>

**How do we develop  
countermeasures that work?**  
*Sometimes countermeasures are  
developed out of tragedy.*



# Georgia's Distracted Driving Laws



## HB 23

**Signed into law on July 1, 2010**

*Mandi Sorohan worked hard in 2010 to convince state legislators to pass HB 23, a law banning both talking on a phone and texting while driving for motorists with a learner's permit under the age of 18. The law was named after her 18-year-old son, Caleb Sorohan, who crashed his car while texting and driving on Dec. 15, 2009 and died.*



## SB 360

**Signed into law on July 1, 2010**

*A separate law, **SB 360**, passed at the same time to ban texting while driving for all motorists no matter their age.*



## HB 673

**Signed into law on July 1, 2018**

***House Bill 673** also known as the [Hands-Free Georgia Act](#) which took effect July 1, 2018. The law will require drivers to use hands-free technology when using cell phones and other electronic devices while driving.*

**Does passing laws work?**

*Yes... when enforced.*

# Operation Southern Shield



*Operation Southern Shield is a countermeasure created to address speed and unsafe driving.*

## Countermeasure

Annual week-long speed enforcement operation also connects law enforcement efforts from border to border across neighboring States.

## Outcome

According to 2017 Statistics released from GOHS, there were 31,923 citations written initially to address speed enforcement, but lead to drug arrest, recovery of stolen vehicles, fugitive apprehended, uninsured motorist and more.

# Georgia Operation Lifesavers



Is a public safety education and awareness organization.

## Countermeasure

A Year-around public safety education and awareness program used to reduce collisions, fatalities and injuries at highway rail crossings and trespassing on or near railroad tracks.

## Outcome

Since 1972, Operation Lifesavers has reduced the amount of deaths highway rail crossings injuries and fatalities by and in GA.

# Yield Behind the Wheel



Improving Georgia's Yield Behind the Wheel campaign to remind motorists of the potential dangers of a crash with farm equipment.

## Countermeasure

To improve safety by encouraging Georgia's motorist to Yield Behind the Wheel to prevent potential dangers of a crash with farm equipment.

## Outcome

Since 2011, the partnership between the Governor's Office of Highway Safety and the Georgia Department of Agriculture has increased awareness throughout rural Georgia by increasing slowing moving vehicle and yield sign education.

# Countermeasures That Work

## *Basic Strategies*

### Identify

Identify safety concerns from available data sources.

### Analyze

Analyze crash patterns and assess current roadway conditions to identify contributing factors

### Select Appropriate Countermeasure

Select appropriate countermeasures for the safety problems identified

### Communication and Outreach

Inform the public of dangers of and establish positive social norms that make driving unsafely unacceptable;

**Questions?**