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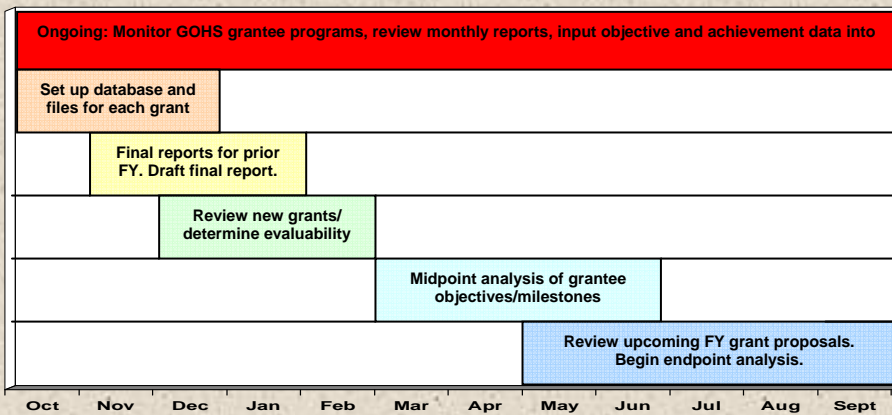
**Background:** To describe the 6-year evaluation efforts of the Traffic Safety Research and Evaluation Group (TSREG) to assess and document program outcomes for the Georgia Governor’s Office of Highway Safety (GOHS).

**Objective:** To demonstrate the level of effectiveness of traffic safety programs made possible by grants from GOHS.

**Methods:** TSREG monitors GOHS grantee programs by reviewing monthly reports and inputting data into a SPSS database. Milestone and objective achievement are determined at mid- and endpoint of the grant cycle and compared to Georgia’s crash data for the corresponding period.

**Findings:** Over the past six fiscal years of evaluation, TSREG observed an increase in milestone and objective achievement among GOHS grantees, with milestone achievement rising 40%, and objective achievement rising 17%. In FY2009, grants reached 80% of stated milestones and 81% of state objectives. A majority of GOHS-funded jurisdictions reported either zero or a decrease in crashes, injuries and fatalities in FY2009. Of reporting jurisdictions, 68% showed decrease in crashes from FY2008. Another 58% reported fewer injuries, and 64% reported fewer fatalities.

## OVERALL TIMELINE OF THE EVALUATION PROCESS



## Monthly report info utilized by TSREG in the evaluation process includes:

- Type and quality of services
- Fidelity of implementation of project activities
- Impact and outcomes (results) that are linked to original program objectives
- Results that occur that were not listed as original program objectives

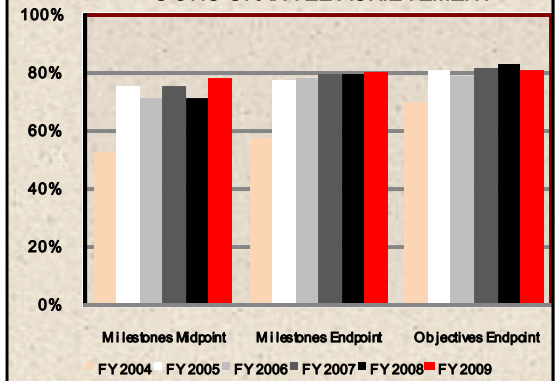
## FY04-FY06 CRASH DATA (per 100 million VMT)

	FY06	FY07	FY08
<b>CRASHES</b>	301.4	300.0	282.2
<b>INJURIES</b>	118.4	114.3	106.6
<b>FATALITIES</b>	1.48	1.46	1.38

## Why Rates?

Rates rather than raw numbers may be a better measure for the success of GOHS programs statewide because changes in population, changes in numbers of licensed drivers, and changes in vehicle miles driven are taken into consideration in a rate calculation. Comparability of rates is valuable in establishing trends and this factor is lost with raw numbers. For the purposes of this poster, crash, injury, and fatality rates are given per 100 million vehicle miles traveled (VMT) in Georgia.

## GOHS GRANTEE ACHIEVEMENT



**Conclusion:** GOHS utilizes TSREG’s analysis and evaluation to justify the implementation of effective and creative programs to reduce the incidence of crashes, injuries, and fatalities on Georgia roadways. Over the past three years, total crashes, injuries and fatalities decreased in Georgia. In addition, morbidity and mortality among impaired drivers, speeders, and unrestrained occupants dropped or were eliminated in a majority of jurisdictions with GOHS funding.