

Effingham County Safety Action Plan

PREPARED FOR: EFFINGHAM COUNTY
August 2024



FORESITE
group

Prepared by:

HIGH STREET

CONTENTS

Introduction	3
What is a Safety Action Plan?	4
Alignment with Statewide Efforts	5
Safety Action Planning.....	6
Safe System Approach	7
Vision and Goals	9
Vision	10
Goals	10
Planning Process	11
Stakeholder Committee and Public Engagement	12
Safety Analysis and Results	14
High Injury Network (HIN)	15
Equity Analysis.....	19
Conclusion	21
Countermeasures, Strategies, & Policies	22
Countermeasures	23
Project and Strategy Prioritization	29
Strategies	48
Policies.....	65
Evaluation and Implementation.....	66
Outcome Measures.....	67
Implementation Measures.....	67
Updating the Plan.....	67

Introduction

INTRODUCTION

Effingham is a rapidly growing county located in southeast Georgia, Georgia's Coastal Region comprises 10 counties, with Effingham being one of four that are inland. Current day, the county covers approximately 480 square miles and includes the incorporated cities of Springfield, Rincon, Guyton which are surrounded by unincorporated areas of Effingham County. With 4.7% annual growth, Effingham was the 57th fastest-growing county in the nation between July 1st 2004 and July 1st 2005. The county and the cities of Guyton, Rincon, and Springfield all experienced a higher rate of growth than the State of Georgia as a whole, and ranked among the highest in the fast-growing coastal region.

Between 2019 and 2023, 45 fatal crashes occurred in the county. In this same period, 177 serious injury crashes occurred.

Effingham County's Safety Action Plan (the Plan) will be a road map to substantially reduce fatal and serious injury crashes on roads throughout the county.

WHAT IS A SAFETY ACTION PLAN?

A safety action plan is a community-specific framework for reducing traffic-related fatalities and serious injuries. Safety Action Plans establish a vision and goals for transportation safety, identify high-crash, high-risk intersections and streets through data analysis and community input, and then develop projects and strategies to address roadway safety issues.

To assist with implementation of projects and strategies, the Highway Safety Improvement Program (HSIP) and Safe Streets and Roads for All (SS4A) are Federal funding programs that support implementation of countermeasures that address road safety challenges on public roads.

A safety action plan can help establish project and program eligibility for HSIP. To pursue federal SS4A funding, a local agency must have a safety action plan in place. Access to these funds can assist Effingham in funding engineering-related solutions that make its roads safer for all road users.

To be eligible for SS4A funding, Safety Action Plans must include [eight key components](#).

Figure 1 outlines the how these elements are woven into the Safety Action Planning Process.

ALIGNMENT WITH STATEWIDE EFFORTS

The 2022-2024 Strategic Highway Safety Plan (SHSP) is a statewide, coordinated safety plan that identifies key safety needs and helps direct funding to improvements that reduce highway fatalities and serious injuries on all public roads in Georgia. ¹ It is a data-driven, strategic plan that integrates the four E's: engineering, education, enforcement, and emergency medical services (EMS) using the Safe System Approach.

The 2022-2023 SHSP builds on Georgias' 14 emphasis areas, or areas that are the main topics for roadway safety in Georgia. These emphasis areas include:

- Lane Departure Crashes
- Impaired Driving
- Occupant Protection
- Speeding and Aggressive Driving
- Intersection Crashes
- Pedestrians
- Older Drivers
- Motorcycle Crashes
- Younger Drivers
- Large Truck-Involved Crashes
- Driver Distraction
- Bicyclists
- Safety of Persons Working on Roadways
- At-Grade Rail Crossings

The 2023 SHSP identifies six initiatives to create safer roadways across the State:

- Address Top-Risk Locations and Populations
- Implement Speed Management to Realize Safer Speeds
- Take an Active Role to Affect Change in Vehicle Design, Features, and Use
- Double Down on What Works
- Accelerate Research and Adoption of Technology
- Implement New Approaches to Public Education and Awareness

¹Georgia Strategic Highway Safety Plan, 2022-2024 (SHSP)

SAFETY ACTION PLANNING

This planning process follows the eight elements outlined in the [2024 SS4A Self-Certification Eligibility Worksheet](#). The process may happen sequentially, but this is not required.

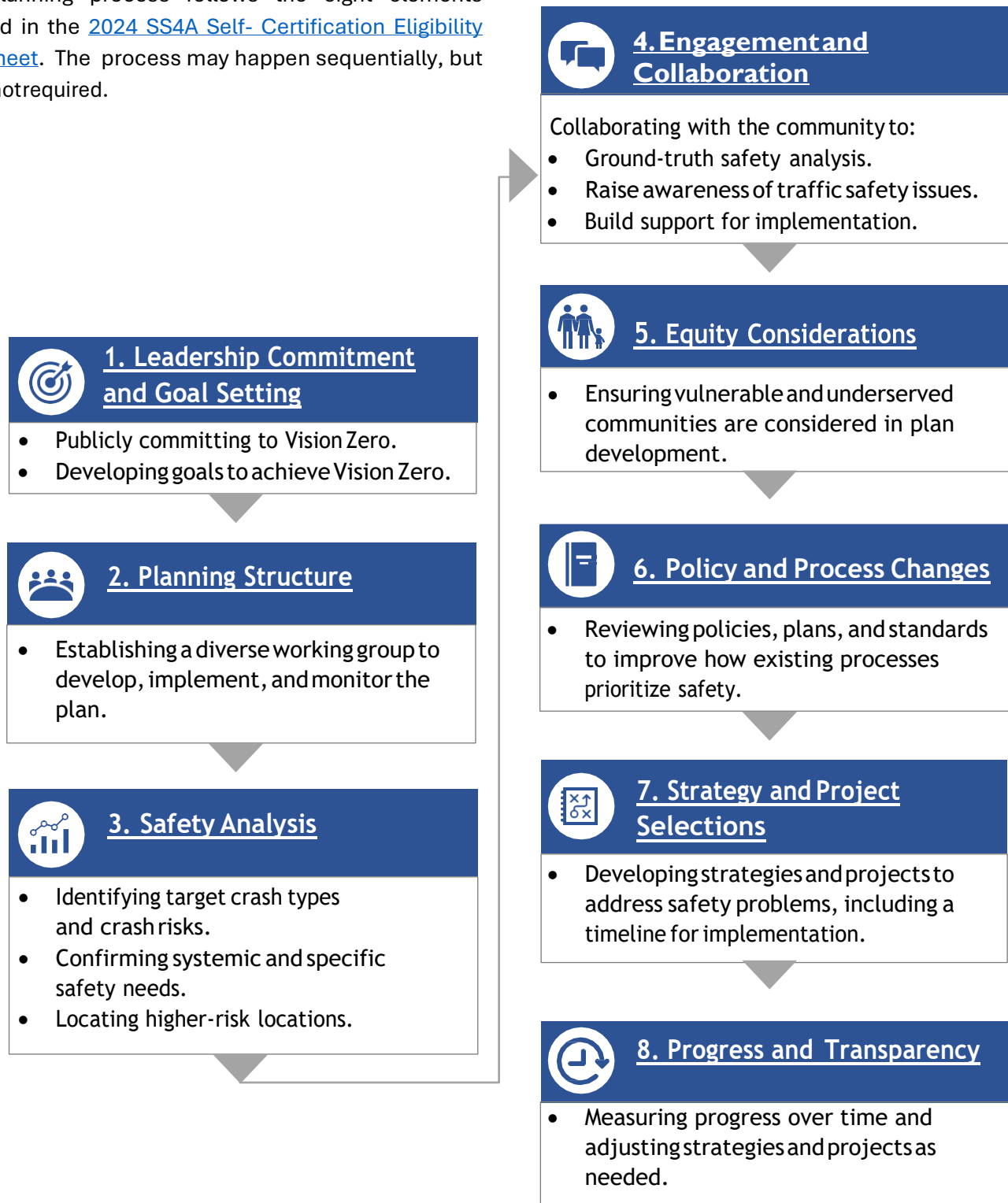


Figure 1. The Safety Action Planning Process

SAFE SYSTEM APPROACH

In January 2022, the United States Department of Transportation released its National Roadway Safety Strategy ³ that adopted the Safe System Approach as its core strategy (**Figure 2**). In 2022, Georgia adopted the Safe System Approach in its Strategic Highway Safety Plan. The Safe System Approach focuses on modifying transportation system design to anticipate human errors and lessen impact forces to reduce crash severity and save lives. In a Safe System, all stakeholders work together who include, but are not limited to, road users, transportation system managers, law enforcement, emergency responders, and vehicle manufacturers.

This timely adoption of the Safe System Approach will help the nation respond to traffic deaths that continue to be unacceptably high across the country. In 2022, there were 42,514 traffic-related fatalities in the United States. ⁴ In Georgia, there were 1,797 fatalities in 2022. These numbers do not include serious injury crashes that also significantly change the lives of people involved and the communities they live in. The Safe System Approach aims to eliminate fatal and serious injuries on roadways and will require change in traffic safety culture, standards, practices, and partnerships.

There are three key components of the Safe System Approach to understand: the Safe System “**approach**,” “**principles**,” and “**elements**.” In addition, the term “Safe System” is singular to depict an overall safe road system rather than individual elements that would be addressed in isolation.



Figure 2. The Safe System Approach (USDOT, FHWA)

The Safe System “**approach**” is the broadest and describes all aspects of the Safe System.

Six Safe System “**principles**” encompass the fundamental beliefs that the approach is built on. A successful Safe System approach weaves together all six principles. The six principles are shown around the outside ring of the graphic.

Five Safe System “**elements**” are conduits which the Safe System approach must be implemented. These promote a holistic to safety across the entire roadway system and acknowledge the shared responsibility. Making a commitment to zero deaths means addressing every aspect of crash risks through five elements presented in the middle ring of the graphic.

³ National Roadway Safety Strategy, United States Department of Transportation, January 2022

<https://www.transportation.gov/sites/dot.gov/files/2022-02/USDOT-National-Roadway-Safety-Strategy.pdf> ⁴ National

Highway Traffic Safety Administration Overview of Motor Vehicle Crashes in 2022.

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813560>

Roadway system managers in the Safe System Approach use a proactive approach to safety to try and address safety concerns before crashes occur, contrasting with traditional road safety practices that are reactive to when crashes occur. This involves using crash data, roadway design characteristics and employing a data-driven approach to identify crash patterns and trends associated with crash risk.

Transportation system managers then systemically implement proven safety countermeasures at all locations matching those crash risk factors to mitigate against future crashes.

Finally, redundancy is key in reducing crash occurrence in a transportation system. All parts of the system should be strengthened so that if one part fails, other parts of the system still protect roadway users. A simple implementation of this would be rumble strips that protect people when their own ability to be safe road users is compromised by distractions or drowsiness.

While the Georgia SHSP focuses on statewide issues, Effingham County's Safety Action Plan focuses on local challenges. The fundamental change to adopting the Safe System Approach locally is to use its elements and principles to help guide decisions and promote collaboration across different roadway responsibilities. Effingham County's Safety Action Plan aligns with the principles and elements of the Safe Systems Approach, as delineated in **Table 1** and **Table 2**.

Ultimately, Effingham County's Safety Action Plan adopts a Safe System Approach and encourages forward-thinking strategies, addressing the fact that historical approaches to traffic safety have not been effective enough in preventing fatal and serious injuries. Commitment from County staff and road safety partners to prioritize safety in their efforts and implement both proven and innovative ideas are key to the Plan being impactful and in line with recent commitments at the national and state level.

The vision, goals, supporting information, and actions for the Action Plan are documented in the following sections.

Table 1. Safe System Principles Alignment

Safe System Principle	Action Plan Recommendations
Death/Serious Injury is Unacceptable	<ul style="list-style-type: none"> ■ Substantially reduce fatal and serious injury crashes
Humans Make Mistakes	<ul style="list-style-type: none"> ■ Identify opportunities to improve the roadway network that allows human error to occur without resulting in a fatality or serious injury
Humans are Vulnerable	<ul style="list-style-type: none"> ■ Remove severe conflict points ■ Reduce vehicle speeds ■ Prioritize safety over travel time
Responsibility is Shared	<ul style="list-style-type: none"> ■ Formalize a traffic safety task force or forum to meet regularly including partner agencies and organizations
Safety is Proactive	<ul style="list-style-type: none"> ■ Include systemic countermeasures and strategies to proactively address safety ■ Implement proven countermeasures at locations with higher potential crash risk
Redundancy is Crucial	<ul style="list-style-type: none"> ■ Overlap efforts between all roadway safety partners to create a culture of traffic safety

Table 2. Safe System Elements Alignment

Safe System Elements	Action Plan Recommendations
Safe Road Users	<ul style="list-style-type: none"> ■ Identify engineering countermeasures to prioritize vulnerable roadway users ■ Support and develop public education materials and equitable enforcement efforts to address safety emphasis areas
Safe Vehicles	<ul style="list-style-type: none"> ■ Support legislation and other implementation strategies to develop safe vehicle technologies
Safe Speeds	<ul style="list-style-type: none"> ■ Support and implement countermeasures and strategies to reduce unsafe speeds including engineering roadway design, public education, and equitable enforcement efforts.
Safe Roads	<ul style="list-style-type: none"> ■ Update policies, design standards, and decision-making processes to prioritize safe road design (e.g., apply the Safe System Road Design Hierarchy)
Post-Crash Care	<ul style="list-style-type: none"> ■ Identify opportunities to reduce emergency medical times or improve access to crash sites or medical care ■ Support on-scene crash incident safety and medical training

Vision and
Goals

VISION AND GOALS

VISION

Apply the Safe System Approach to substantially reduce fatal and serious injury crashes and crash risk in Effingham County.

GOALS

1. Use data-informed analysis and community input to identify and prioritize approaches to reduce crash risk.

Goal 1a: Establish a recurring process to identify locations for safety improvements using county wide crash and crash risk data, and community input.

Goal 1b: Systemically implement proven safety countermeasures at intersections and streets with similar crash patterns, crash risks, and/or community concerns.

Goal 1c: Reinforce engineering countermeasures through community-supported education and enforcement strategies.

2. Adopt a Complete Streets policy that strategizes implementation for future and existing infrastructure to create a healthier, greener, and safer roadway system.

Goal 2a: Prioritize other modes of transportation that are disproportionate in our community.

Goal 2b: Safety Action Plan working group to engage local community on a quarterly basis to identify existing infrastructure that needs improvement.

3. Create a strong partnership between County/county agencies, organizations, and community groups to build a culture of roadway safety.

Goal 3a: Identify Lead Agency and Safety Action Plan coordinator within Effingham County to facilitate the implementation of Safety Action Plan projects and strategies.

Goal 3b: Establish multi-agency Safety Action Plan working group that meets on a quarterly basis to review data, community input, and action plan progress.

Goal 3c: Use multidisciplinary partnerships, including community partners, to implement Safety Action Plan projects and strategies.

Planning
Process

PLANNING PROCESS

Effingham County and its Stakeholder Committee, working alongside Foresite Group, LLC, created this Plan to provide information and direction on strategies and treatments most likely to improve roadway safety performance within the county. The Safety Action Plan was developed consistent with USDOT guidance on Safety Action Planning.⁶

The development of this plan was funded by USDOT. The content of this plan was developed in collaboration with the County and its multidisciplinary partners in implementation. The plan supports Effingham's vision and goals specific to roadway safety performance by:

1. Establishing that county staff will, implement, and monitor the plan,
2. Using safety data to identify county wide safety patterns and trends,
3. Identifying proven countermeasures and strategies to address those trends, and
4. Prioritizing solutions for implementation

The plan establishes a basis for evaluating and informing roadway safety performance improvements over the next three to five years. It provides a method the County can use to update its list of high crash, high risk locations and produce projects and programs to improve safety in the future.

STAKEHOLDER COMMITTEE AND PUBLIC ENGAGEMENT

While data is an important and useful tool to help define safety issues, it can be incomplete for a variety of reasons. These might include inaccurate reporting, an inability to capture safety issues like near-misses, and difficulty pinpointing streets or areas people currently avoid because they feel unsafe. The Safety Action Plan took a data-informed approach to planning, using data analysis together with engagement with a Stakeholder Committee and the public to highlight lived experience in addition to data to develop a more comprehensive view of the transportation safety issues in the county. 3 meetings were held with the Stakeholder Committee on February 14, 2024; March 10, 2024; and July 17, 2024 along with 2 Public Meetings on May 21, 2024 and July 17, 2024.

⁶ Comprehensive Safety Action Plans, United States Department of Transportation, Accessed March 2024

<https://www.transportation.gov/grants/ss4a/comprehensive-safety-action-plans>

INPUT GATHERED

The Stakeholder Group met three times over the course of the Safety Action Plan's development, discussing certain topics as summarized below:

- Vision and Goals for the Safety Action Plan
- Data and analysis findings specific to crash and risk patterns and trends identified across the County and specific locations identified as higher priority for improvements.
- Specific countermeasures for use by the County on a systemic or widespread basis

STUDY WEBSITE

For use as an education and outreach tool, a dashboard was developed for the Effingham County' Safety Action Plan with the ESRI ArcGIS. The dashboard can be accessed here:

<https://experience.arcgis.com/experience/1632ca40d37a42cab138d7d3f649d4fc>

The dashboard includes a summary of the High Injury Network (HIN), project background information, maps and materials related to different planning process phases, an interactive mapping tool, and a public input survey.

Safety
Analysis and
Results

Safety Analysis and Results

High Injury Network (HIN)

The safety analysis results in a High Injury Network (HIN) that prioritizes segments with fatalities and serious injuries through a combination of both historic need and potential risk. Several networks were created related to ownership (non-state owned) and crash types (non-motorized). The below 3-step process outlines the methodology taken to arrive to our High Injury Network:

Step 1 - Need:

Location-Specific (Hot Spot) Analysis reactively identifies roadway junctions and segments with higher concentrations of observed fatal (K) and serious injuries (A) crashes. This traditional “hot spot” analysis focuses investments at locations where a higher preponderance of severe crash events have occurred in the past five years. The resulting data shows high fatalities and serious injuries at segments and a “Location Score”, which ranks features based on the number of KA crashes in the five-year period of 2019 to 2023. The process filtered, combined, and spatially joined our crashes to segments within 150 feet of the roadway; matching recommendations from the Highway Safety Manual.

Step 2 - Risk:

Systemic Based (Risk) Analysis uses a machine learning model (Poisson regression) that identifies features of the regional roadway that correlate with fatalities and serious injuries regardless of whether such events occurred recently. The goal is to flag infrastructure with roadway features (e.g., lane count) and driver behaviors (e.g., speeding) that may increase the likelihood of future severe incidents on the network. The resulting attribute of this work is a “Risk Score” that calls attention to particularly risky roadway and junction facilities.

Step 3 - Overall Trends:

Regional crash trends were analyzed to develop a set of emphasis areas. The trend analysis, grounded in rigorous examination of 2019 – 2023 crash data showed 229 crashes that resulted in a serious injury or a fatality (“A” severity or “K” severity respectively), accounted for 2.89 percent of all crashes. The highest correlations were found on Multi-Lane Principal Arterials through Angle and Lane Departure Crashes.

From this 3-step process, a High Injury Network was created considering **Need, Risk, and Emphasis Area Trends**. Iterations were made to the scoring of the HIN to prioritize segments that could be the most impactful. Our scoring method ensured that the HIN consisted of both high- crash locations and high-risk locations. This High Injury Network was used to determine corridors and intersections considered for countermeasure selection based on a set of countermeasures preferred by the County. These countermeasures were chosen based on ease of county programmatic approval, not effectiveness. Prioritization of these projects are shown in the following pages.

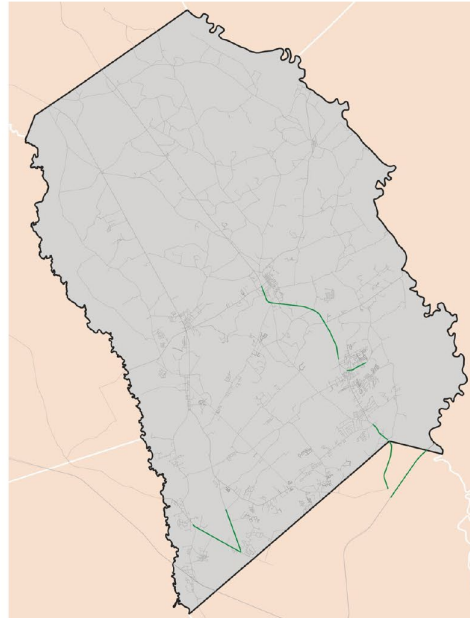
DATA

Most Roadway Characteristics do not cover the entire county

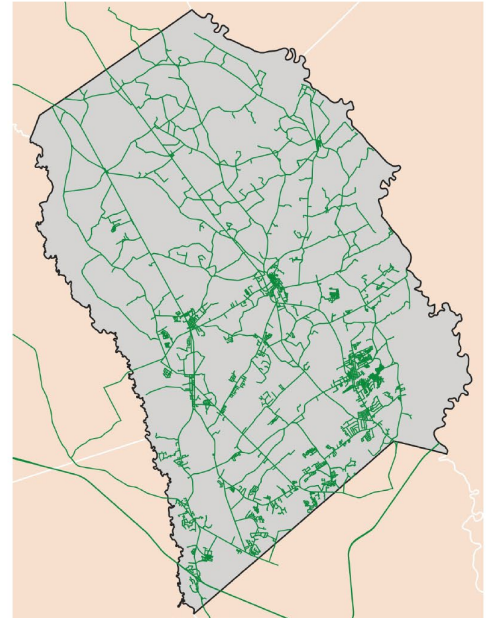
Table 3 - Roadway Characteristics Coverage

Roadway Characteristics	Coverage
Median Type	Low
Median Width	Low
Shoulder Type	Low
Shoulder Width	Low
Lane Width	Low
Surface Type	Medium
Through Lanes	High
Functional Classification	High

Number of Through Lanes and Functional Classification were used as the strongest variables

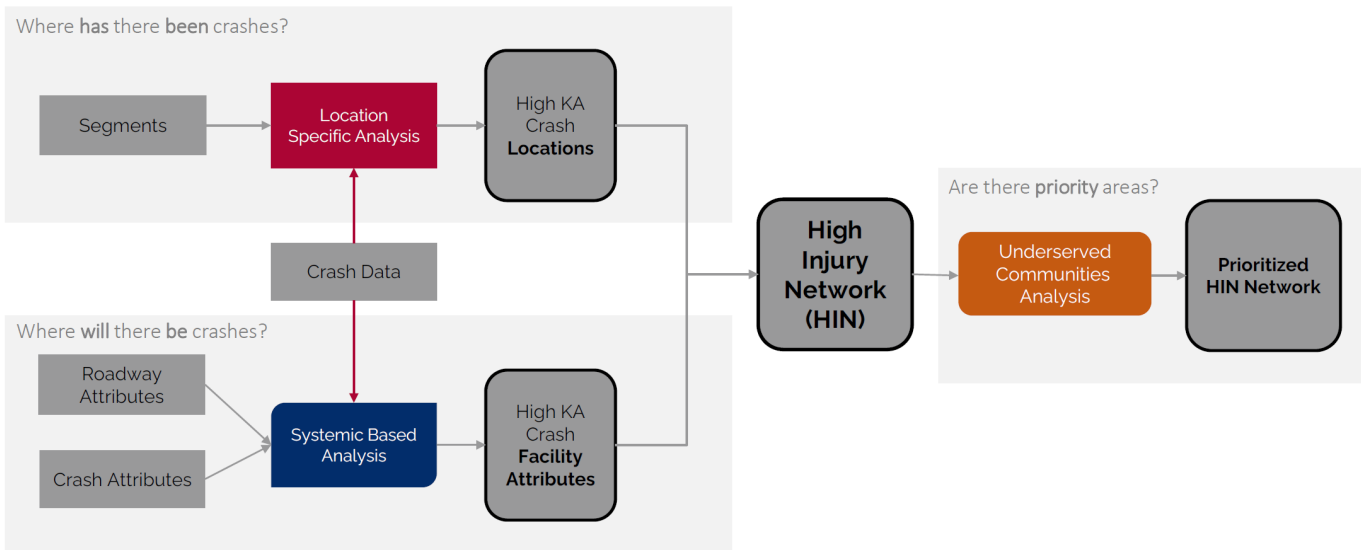


Median Type, Median Width, Shoulder Type, Shoulder Width, Lane Width

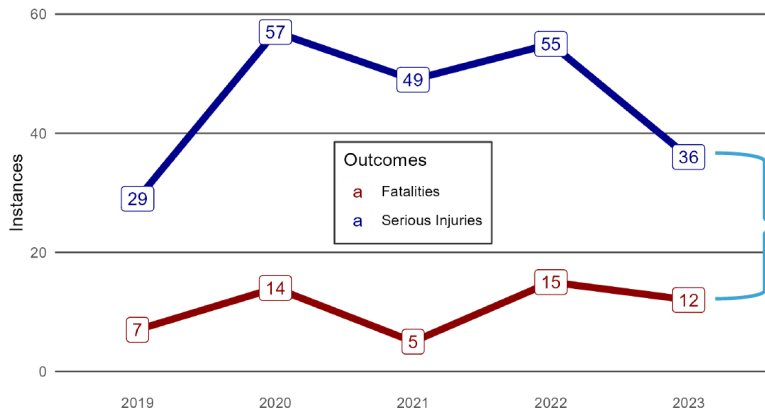


Through Lanes, Function Classification

METHODOLOGY



TRENDS



48 fatalities (K) and serious injuries (A) just last year

Intersection Related

Segment Related

(Rear Ends and Lane Departures)

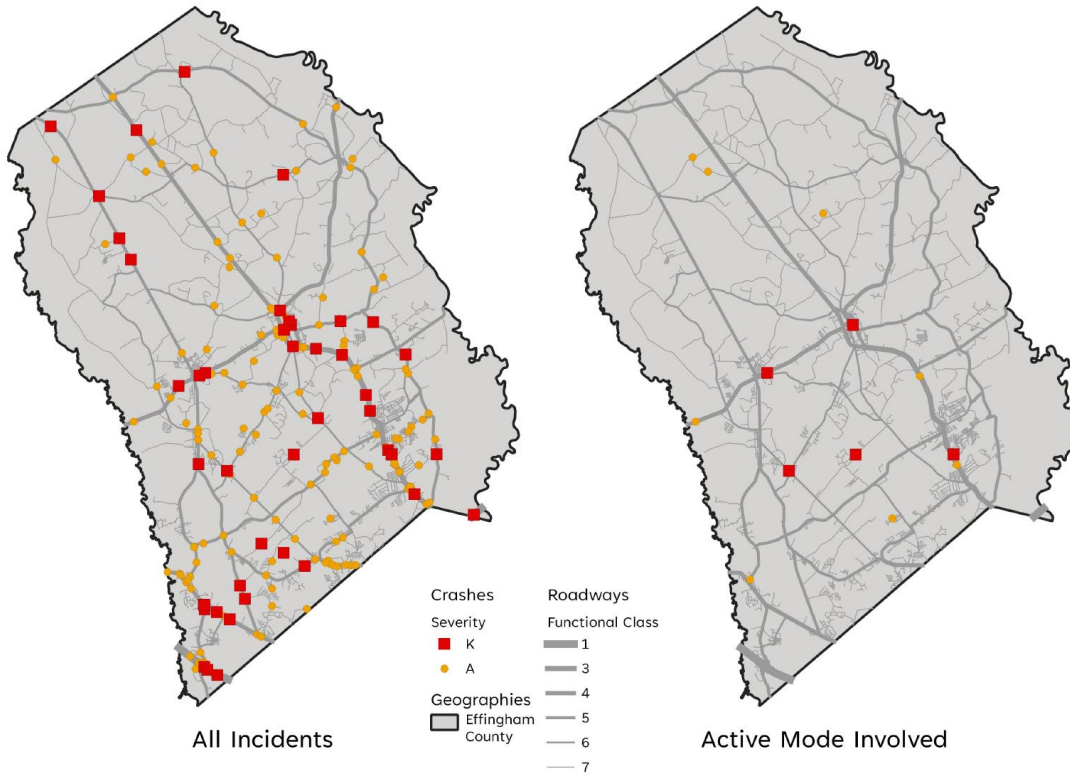
Manner of Collision	Fatalities	Serious Injuries	Total	Percent
Angle	12	78	90	32%
Not with a Motor Veh.	25	93	118	42%
Head-on	6	24	30	11%
Rear End	8	15	23	8%
Sideswipe - Opposite Dir.	1	6	7	2.5%
Sideswipe - Same Dir.	1	9	10	3.5%

32%

68%

HOT SPOTS (LOCATION ANALYSIS)

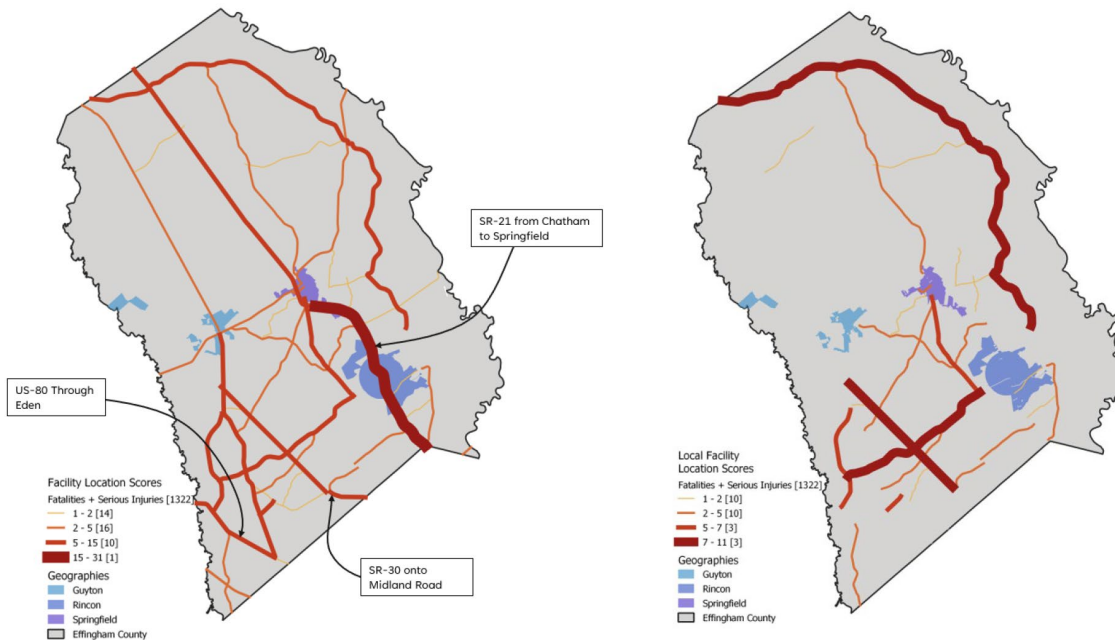
CRASH POINTS



ROADWAY SEGMENTS

All Roads

Non-State Roads



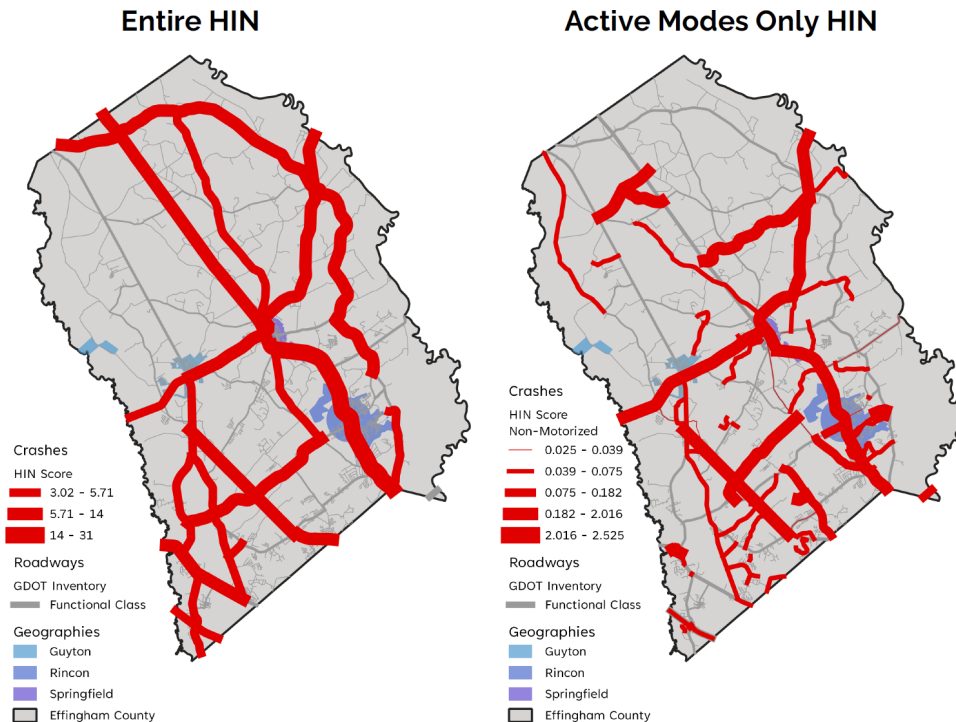
High Injury Network (HIN)

A COMBINATION OF NEED AND RISK OF EFFINGHAM CORRIDORS

The HIN shown here are a combination of **systemic score** and **location score**.

Location Score = Fatalities + Serious Injuries

Systemic Score = Expected crashes based on high-risk road attributes



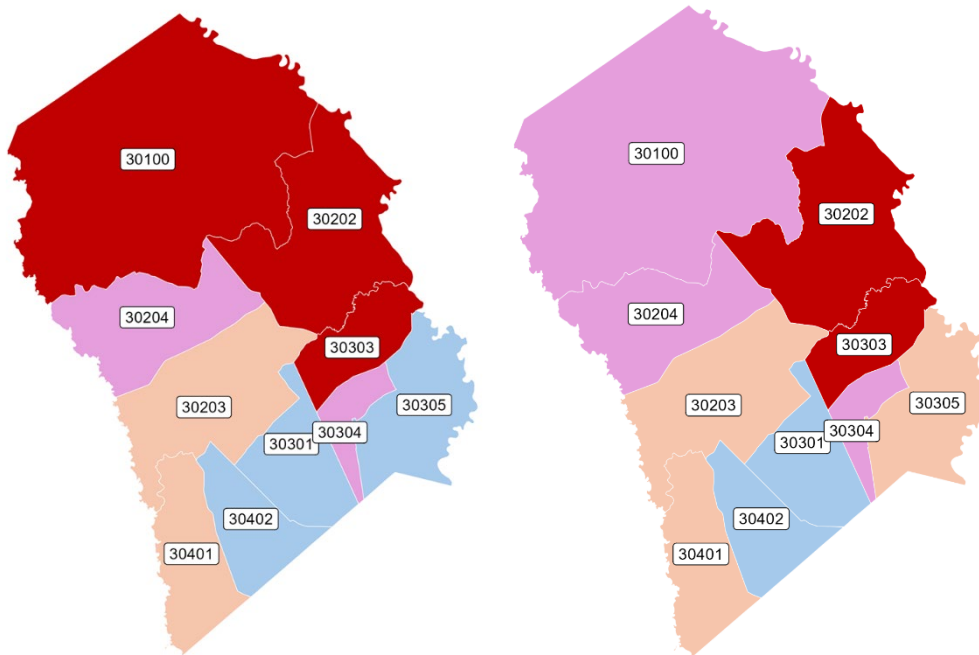
Equity Analysis

The goal of equity analysis for SS4A planning and implementation is to identify which portions of the county where residents are simultaneously exposed to facilities that are part of the High Injury Network (HIN) as well as being more likely to be disadvantaged in some way as defined by the Climate and Economic Justice Screening Tool (CEJST).

To achieve this, we employed a **3-step systematic process**:

1. Determine which Census Tracts with a **greater exposure** to the HIN
2. Determine which Census Tracts had the highest relative **degree of disadvantage**
3. Determine which Census Tracts that correlate to **both** to *less equitable* and *more dangerous* conditions relative to both the overall HIN and the non-motorized HIN

	Lower HIN Exposure	Higher HIN Exposure
Lower Disadvantage	More Equitable and Safer	Less Equitable but More Dangerous
Higher Disadvantage	Less Equitable but Safer	Less Equitable and More Dangerous



Tracts **30100, 30202, and 30303** are **the highest priority** for the **overall HIN**, while tracts 30301, 30305, and 30402 are lowest priority from a combined equity and safety perspective. Additionally, tracts **30202 and 30303** are also **the highest priority** for the **non-motorized HIN** while tracts 30301 and 30402 are lowest priority from a combined equity and safety perspective.

Conclusion

While a complete picture of crash context and influencing factors is not possible given current data availability, the project team can identify correlations between fatalities, serious injuries, and the other data points available. Subsequent analysis will develop a high-injury network (HIN) and assess systemic risks for "K" and "A" crashes in Effingham County.

The data collection process also indicates opportunities for improved data density and relevance that can be pursued through later local funding, collaboration with GDOT, or federal grants. Many of these projects focus on setting up systems to collect, maintain, and examine data. However, investment in this area can yield dividends in both dollars and lives as more effective interventions can be more accurately deployed as Effingham continues to grow. The below table defines the available captured datasets and also typical datasets that would advance this analysis:

Table 1: Captured Datasets

Data	Alignment	Quality
Crash Data	All	High
Roadway Data	Safer Roads	Medium
Volume Data	Safer Roads	High
Justice40 Disadvantaged Tracts	Equity	High, but not relevant

Table 2: Potential additional datasets to advance analysis.

Data	Alignment
Junction Data	Safer Roads
EMS Response Time, Crash Incident Medical Records	Post-Crash Care
Speed Posting Limits, Instantaneous Speeds	Safer Speeds
Vehicle Type Registration	Safer Vehicles
GDOT Vulnerable Road User Analysis Spatial Points	Vulnerable Road Users
Geolocated Safety Projects	Historical effectiveness
Pedestrian / Bicycle Volume Counts	Vulnerable Road Users

Countermeasures,
Strategies and
Policies

COUNTERMEASURES, STRATEGIES, & POLICIES

Improving roadway safety in Effingham will take a coordinated effort from various partners and viewpoints. This section presents multidisciplinary recommendations for Effingham to consider as they make investments and advancements in improving roadway safety across the county.

The recommendations are based on the crash and crash risk patterns and trends described in the previous section. They are organized into three safety treatment categories:

- **Countermeasures:** A term used for engineering infrastructure improvements that can be implemented to reduce the risk of crashes.
- **Strategies:** A term used for non-engineering practices that address traffic safety – often related to behavior or components of a Safe System that build a culture of safety.
- **Policies:** A term used for non-engineering practices that address traffic safety and are often related to government documents that form a basis for decision-making.

COUNTERMEASURES

The project team compiled a list of engineering countermeasures with the following considerations:

- **Crash reduction potential.** Countermeasures that address Effingham’s High Injury Network (HIN) and fall reduce risk of serious and fatal injury crashes by removing severe conflicts, reducing vehicle speeds, managing conflicts in time, and increasing attentiveness and awareness.¹⁵
- **Potential for systemic application.** Countermeasures that can be applied systemically throughout the county. The project team focused on systemic countermeasures that can address Effingham’s three chosen SHSP emphasis areas: bicycle, pedestrian, and speeding/aggressive driving.
- **Cost/resource alignment.** Countermeasures that can be implemented using existing or expected resources.
- **Community input.** Countermeasures that will resonate with the community and meet the community’s needs.

These countermeasures are generally organized into three categories:

- Bicycle Treatments
- Pedestrian Treatments
- Roadway Treatments

Each of the treatments are discussed in more detail below, including general benefits, constraints, typical applications, and design considerations. A matrix of FHWA approved Countermeasures that address both short and long term in nature, were focused on: Speed Management; Bicycles/Pedestrians; Road Departures; Intersections; and Crosscutting.

¹⁵ USDOT. (January 2024). Safe System Road Design Hierarchy: Engineering and Infrastructure-related Countermeasures to Effectively Reduce Roadway Fatalities and Serious Injuries. [Safe System Roadway Design Hierarchy: Engineering and Infrastructure-related Countermeasures to Effectively Reduce Roadway Fatalities and Serious Injuries \(dot.gov\)](https://www.fhwa.dot.gov/safety/crashprevention/safe-system-roadway-design-hierarchy-engineering-and-infrastructure-related-countermeasures-to-effectively-reduce-roadway-fatalities-and-serious-injuries/)

Speed Management



[Appropriate Speed Limits for All Road Users](#)



[Speed Safety Cameras](#)



[Variable Speed Limits](#)

Pedestrian/Bicyclist



[Bicycle Lanes](#)



[Crosswalk Visibility Enhancements](#)



[Leading Pedestrian Interval](#)



[Medians and Pedestrian Refuge Islands in Urban and Suburban Areas](#)



[Pedestrian Hybrid Beacons](#)



[Rectangular Rapid Flashing Beacons \(RRFB\)](#)



[Road Diets \(Roadway Configuration\)](#)



[Walkways](#)

Roadway Departure



[Enhanced Delineation for Horizontal Curves](#)



[Longitudinal Rumble Strips and Stripes on Two-Lane Roads](#)



[Median Barriers](#)



[Roadside Design Improvements at Curves](#)



[SafetyEdgeSM](#)



[Wider Edge Lines](#)

Intersections



Backplates with
Retroreflective
Borders



Corridor Access
Management



Dedicated Left- and
Right-Turn Lanes at
Intersections



Reduced Left-Turn
Conflict Intersections



Roundabouts



Systemic Application
of Multiple Low-Cost
Countermeasures at
Stop-Controlled
Intersections



Yellow Change
Intervals

Crosscutting



Lighting



Local Road Safety
Plans



Pavement Friction
Management



Road Safety Audit

<https://safety.fhwa.dot.gov/provencountermeasures/>

COUNTERMEASURES TO THE HIN

VISION ZERO MATRIX

	Cost	Temporary?	Back-Reflection?	System-Wide?	Site-Specific?	Intersection	Roadway Segment	Urban (U) / Rural (R) / Farm (F)	No Pedestrian Interact with Vehicle	Appliquing	No Crosswalks or Pedestrian Ramps	No Pedestrian/Bicycle Signal at Intersection	Leadoff or No Signal	No Bicycle Intersections	Bicycle Crosswalk (Midblock)	Bicycle Crosswalk (Intersecting)	Pedestrian Crosswalk (Midblock)	Pedestrian Crosswalk (Intersecting)	Running Red Lights or Stop Signs	Speeding (Residential)	Speeding (Commercial)	Speeding (Inter-urban)	Auto-Oversight Collisions	Auto/Bicycle Collisions	Auto/Pedestrian Collisions	Bicycle/Pedestrian Collisions	Bicycle-Oversight Collisions	Low Visibility Signage	Low Visibility Road Signs	Low Visibility in the Day / Afternoon	Low Visibility at Night	Running off Road		
GENERAL STRATEGIES																																		
Adding Sidewalks			X	X	X	X	X	B	X																									
Adding Speed Bumps & Humps		X		X	X			U												X	X	X												
Different Construction Materials			X	X	X	X	X	U	X	X			X	X	X	X	X								X	X	X							
Feedback (Speed) Monitors		X		X	X		X	B												X	X	X												
Improve Lighting			X	X	X	X	X	U															X	X	X	X	X	X	X	X	X	X	X	
Increase Sight Distance			X	X	X	X	X	B											X				X	X	X	X	X	X	X	X	X	X	X	
Intersection Delineation			X	X	X	X		U															X	X				X	X	X				
Reducing Speed Limits			X	X	X			U												X	X	X	X	X	X									
Road Diet		X		X	X		X	U													X	X	X											
Speed Tables		X		X	X			U												X	X													
PEDESTRIAN STRATEGIES																																		
Crosswalks			X	X	X	X	X	U	X	X	X	X		X	X	X	X	X					X	X				X	X	X				
Curb Extensions		X		X	X	X		U								X	X				X		X	X										
Daylighting				X	X	X		U							X	X	X						X	X	X			X	X	X				
Flashing Signage		X		X	X	X	X	B				X						X				X	X	X	X	X	X			X	X			
Leading Pedestrian/Bicycle Intervals			X	X	X	X	X	U	X	X	X	X			X	X							X	X										
Pedestrian Hybrid Beacon				X	X		X	U	X	X	X			X	X								X	X				X	X	X				
Pedestrian Push Button Countdown			X	X	X	X		U	X	X	X	X			X	X																		

NEAR-TERM COUNTERMEASURES



REDUCING SPEED LIMITS

This involves lowering speed limits along the length of a roadway, including replacing signage. This reduces the number of collisions and accidents as well as the severity of incidents when they occur.



SPEED FEEDBACK SIGNAGE

Speed feedback signs encourage drivers to slow down by informing them of their speed and the speed limit. They can be used alongside reduced speed limits or independently.



FLASHING SIGNAGE

Flashing signage can be implemented on many types of road signs to increase visibility of intersections and other road features.

MIDDLE-TERM COUNTERMEASURES



CROSSWALKS

Crosswalks and intersection markings improve pedestrian and intersection visibility by delineating potential conflict zones encouraging drivers to proceed cautiously through intersections.



PEDESTRIAN HYBRID BEACONS

Applied alongside crosswalks, pedestrian hybrid beacons include the installation of a signal requiring drivers to stop for pedestrians. This provides pedestrians a safe crossing on roads with high speeds with long distances between intersections.



INSTALL LIGHTING

Roadway lighting increases evening visibility and reduces crashes in the evening and twilight hours.

LONG-TERM COUNTERMEASURES



SIDEWALKS

Side walks offer pedestrians dedicated grade separated right of way along roadways and near intersections, reducing risk for vulnerable road users.



REGRADE SHOULDERS

Regraded shoulders along a roadway provide additional roadway width at grade which can reduce the frequency of vehicles going off the road and provide additional space for the installation of rumble strips.



RUMBLE STRIPS

Rumble strips are a textured addition to the roadway and can be installed along the outer edges of the roadway and/or along a centerline to alert drivers of lane departure. These will only be installed alongside a regraded shoulder.



SHARED USE PATH

Shared use paths are dedicated, paved, right of way for pedestrians, cyclists, and other non-motorized travelers, typically set back from a roadway. They offer increased safety and comfort for vulnerable road users along high-speed roadways.

PROJECT AND STRATEGY PRIORITIZATION

Segment Analysis

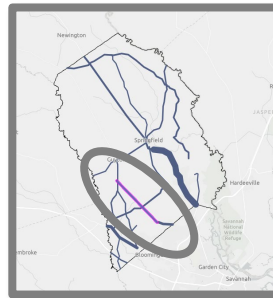
The following segment analysis analyzes select segments on the HIN and applies multiple CMFs on each segment to determine the potential reduction in fatalities and serious injuries over 5 years. Table 1 shows the segments ranked by “Priority Index” which is a metric that combines the total historical fatalities and serious injuries, the reduction in historical fatalities and serious injuries, and the HIN score. The table also shows the number of countermeasures applied and the potential 5-year reduction in fatalities and serious injuries. In conjunction with the County, the team identified countermeasures that were specific to their community and easily programable of each segment and intersection for County facilities.

Table 1: Segment Results Overview

Segment	# of Applicable Countermeasure Applied	Potential Fatalities and Serious Injuries Reduced Over 5 Years	Priority Index
Blue Jay Road	4	8	7
Clyo Kildere	4	1	7
Midland	5	6	7
Sand Hill Road	4	4	6
Stillwell	3	3	6
Jabez Jones Road	3	0	5
McCall Road	3	1	5
Old Augusta Road	3	4	5
Old Dixie Highway South	4	3	5
Old River Road	3	-	5
First Street	0	0	-
Total		38	

Midland Road

Priority Index	7
Potential Fatalities and Serious Injuries Reduced Over 5 Years	6



This road is a “Minor Collector” and has a **HIN score of 7.4** out of 10 and a **Risk score of 3.9** out of 10. **Five different countermeasures** were applied, two near term countermeasures, reducing speed limits and feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path.

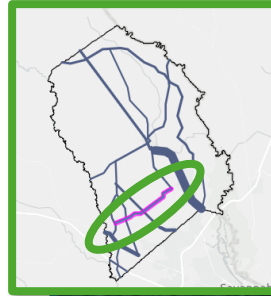
These countermeasures provided an applied **CMF score of 6.2**. Table 2 shows the crash types and counts for Midland Road.

Table 2: Midland Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	2
Head On	2
Angle	2
Sideswipe	2
Not a Collision with Motor Vehicle	2
Total	10

Blue Jay Road

Priority Index	7
Potential Fatalities and Serious Injuries Reduced Over 5 Years	8



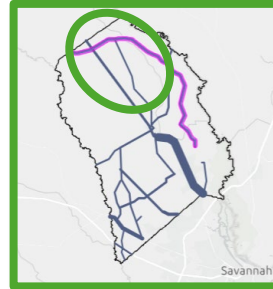
This road is a “Major Collector” and has a **HIN score of 6.9** out of 10 and a **Risk score of 3.8** out of 10. **Six different countermeasures** were applied, one near term countermeasure, reducing feedback (speed) monitors, two middle term ones, install lighting and crosswalks, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 8.8**. Table 3 shows the crash types and counts for Blue Jay Road.

Table 3: Blue Jay Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	1
Head On	2
Angle	2
Sideswipe	0
Not a Collision with Motor Vehicle	8
Total	13

Clyo Kildere

Priority Index	7
Potential Fatalities and Serious Injuries Reduced Over 5 Years	1



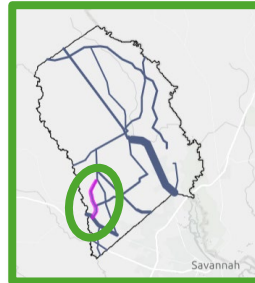
This road is a “Major Collector” and has a **HIN score of 7.0** out of 10 and a **Risk score of 3.9** out of 10. **Three different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, a middle term one, install lighting, and a long term one, regrade shoulders and rumble strips. These countermeasures provided an applied **CMF score of 1.3**. Table 4 shows the crash types and counts for Clyo Kildere.

Table 4: Clyo Kildere Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	2
Total	2

Sand Hill Road

Priority Index	6
Potential Fatalities and Serious Injuries Reduced Over 5 Years	4



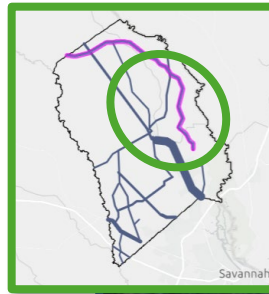
This road is a “Major Collector” and has a **HIN score of 5.3** out of 10 and a **Risk score of 3.6** out of 10. **Five different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, two middle term ones, install lighting and crosswalks, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 4.7**. Table 5 shows the crash types and counts for Sand Hill Road.

Table 5: Sand Hill Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	5
Sideswipe	0
Not a Collision with Motor Vehicle	2
Total	7

Stillwell

Priority Index	6
Potential Fatalities and Serious Injuries Reduced Over 5 Years	3



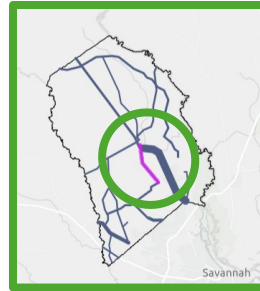
This road is a “Major Collector” and has a **HIN score of 7.0** out of 10 and a **Risk score of 3.9** out of 10. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 3.1**. Table 6 shows the crash types and counts for Stillwell.

Table 6: Stillwell Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	3
Sideswipe	0
Not a Collision with Motor Vehicle	3
Total	6

McCall Road

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	1



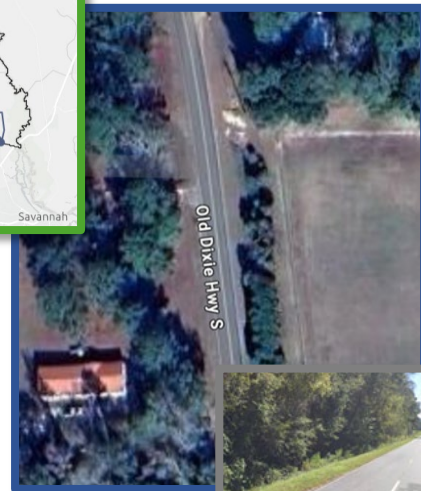
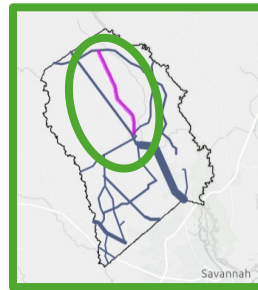
This road is a “Minor Collector” and has a **HIN score of 5.2** out of 10 and a **Risk score of 3.3** out of 10. **Five different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, a middle term one, crosswalks, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 1.1**. Table 7 shows the crash types and counts for McCall Road.

Table 7: McCall Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	1
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	1
Total	2

Old Dixie Highway South

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	3



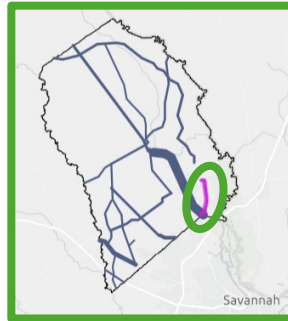
This road is a “Minor Collector” and has a **HIN score of 4.2** out of 10 and a **Risk score of 3.5** out of 10. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, a middle term one, install lighting, and two long term ones, regrade shoulders and rumble strips. These countermeasures provided an applied **CMF score of 3.3**. Table 8 shows the crash types and counts for Old Dixie Highway South.

Table 8: Old Dixie Highway South Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	1
Head On	0
Angle	1
Sideswipe	0
Not a Collision with Motor Vehicle	3
Total	5

Old Augusta Road

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	4



This road is a “Major Collector” and has a **HIN score of 4.2** out of 10 and a **Risk score of 4.3** out of 10. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 4.1**. Table 9 shows the crash types and counts for Old Augusta Road.

Table 9: Old Augusta Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	1
Head On	0
Angle	1
Sideswipe	0
Not a Collision with Motor Vehicle	6
Total	8

Old River Road

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	4



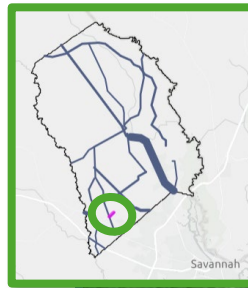
This road is a “Major Collector” and has a **HIN score of 4.0** out of 10 and a **Risk score of 4.0** out of 10. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 4.8**. Table 10 shows the crash types and counts for Old River Road.

Table 10: Old River Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	3
Angle	2
Sideswipe	0
Not a Collision with Motor Vehicle	4
Total	9

Jabez Jones Road

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	0



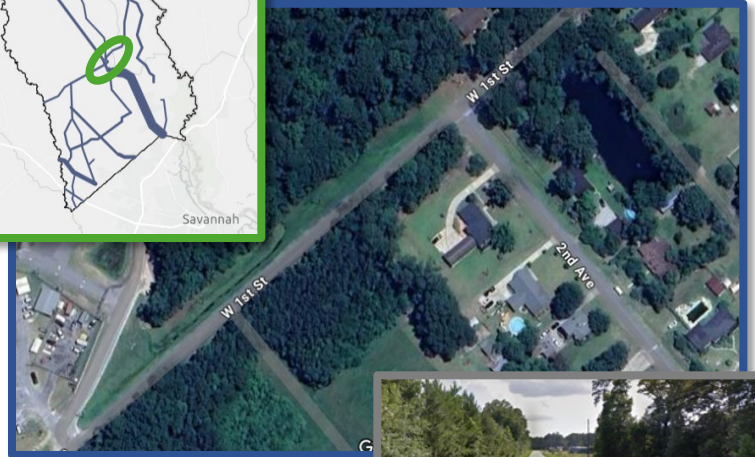
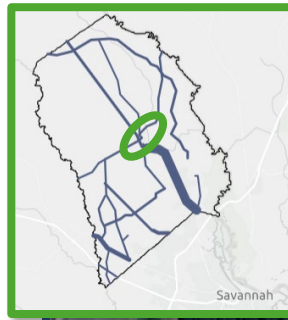
This road is a “Local Road” and has a **HIN score of 4.2** out of 10 and a **Risk score of 1.5** out of 10. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path. These countermeasures provided an applied **CMF score of 0.5**. Table 11 shows the crash types and counts for Jabez Jones Road.

Table 11: Jabez Jones Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	1
Total	1

First Street

Priority Index	-
Potential Fatalities and Serious Injuries Reduced Over 5 Years	-



This road is a “Major Collector” and **does not have a HIN score or a Risk score** because it is not on the HIN. **Four different countermeasures** were applied, one near term countermeasure, feedback (speed) monitors, and three long term ones, regrade shoulders, rumble strips, and shared use path. There were no crashes on First Street, so there is **no CMF score**. Table 12 shows the crash types and counts for First Street.

Table 12: First Street Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	0
Total	0

Intersection Analysis

The following intersection analysis analyzes select intersections and applies multiple CMFs at each intersection to determine the potential reduction in fatalities and serious injuries over 5 years. Table 13 shows the intersections ranked by “Priority Index” which is a metric that combines the total historical fatalities and serious injuries, the reduction in historical fatalities and serious injuries, and the HIN score. The table also shows the number of countermeasures applied and the potential 5-year reduction in fatalities and serious injuries.

Table 13: Intersection Results Overview

Segment	# of Applicable Countermeasure Applied	Potential Fatalities and Serious Injuries Reduced Over 5 Years	Priority Index
McCall Road and Springfield BYP (GA-21)	3	3	6
Midland and Courthouse	3	1	6
Blue Jay Road and Sand Hill Road	3	1	5
Silver Hill Church Road and Old Dixie	3	0	4
Old River and Savannah Portside International Parkway	2	0	3
Blue Jay Road and Midland Road	3	0	-
Total		7	

McCall Road and Springfield BYP (GA-21)

Priority Index	6
Potential Fatalities and Serious Injuries Reduced Over 5 Years	3



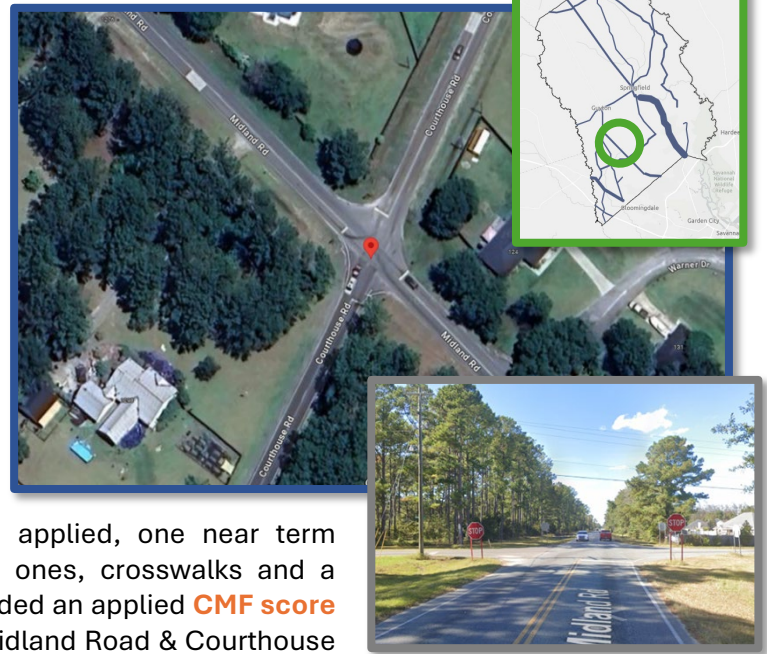
This is a signal-controlled intersection where McCall Road is a “Minor Collector” consisting of a 2-lane road with a center left turn lane and Springfield BYP (GA-21) is a “Principal Arterial - Other” consisting of a 4-lane divided roadway. Both roads are on the HIN. **Three different countermeasures** were applied, one near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided an applied **CMF score of 3.7**. Table 14 shows the crash types and counts for McCall Road and Springfield BYP (GA-21).

Table 14: McCall Road and Springfield BYP (GA-21) Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	1
Head On	0
Angle	6
Sideswipe	0
Not a Collision with Motor Vehicle	0
Total	7

Midland Road & Courthouse Road

Priority Index	6
Potential Fatalities and Serious Injuries Reduced Over 5 Years	1



This is a stop-controlled intersection where Midland Road is a “Minor Collector” consisting of a 2-lane undivided roadway and Courthouse Road is a “Minor Collector” consisting of a 2-lane undivided roadway. Midland Road is on the HIN, but Courthouse Road is not on the HIN. **Three different countermeasures** were applied, one near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided an applied **CMF score of 1.4**. Table 15 shows the crash types and counts for Midland Road & Courthouse Road.

Table 15: Midland Road & Courthouse Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	1
Angle	2
Sideswipe	0
Not a Collision with Motor Vehicle	0
Total	3

Blue Jay Road and Sand Hill Road

Priority Index	5
Potential Fatalities and Serious Injuries Reduced Over 5 Years	1



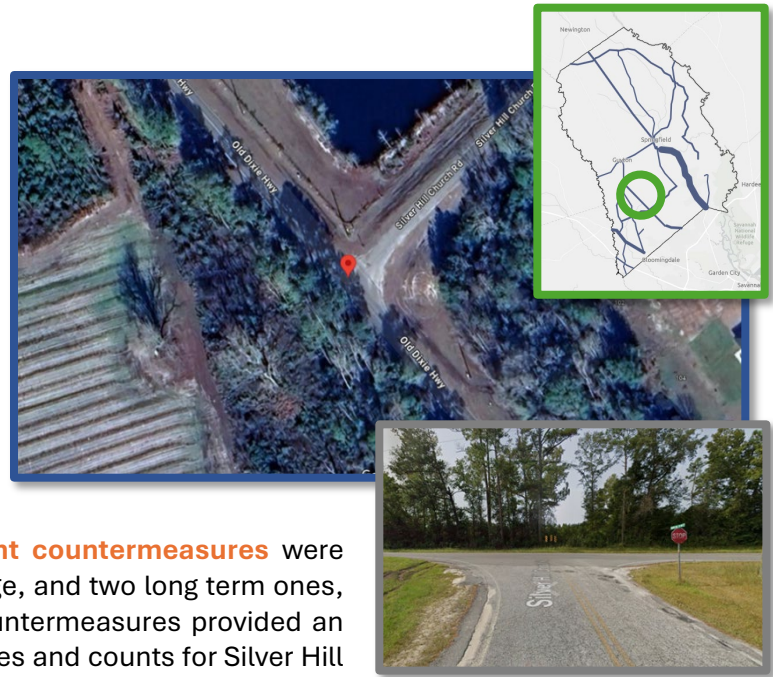
This is a stop-controlled intersection where Blue Jay Road is a “Minor Collector” consisting of a 2-lane undivided road and Sand Hill Road is a “Minor Collector” consisting of a 2-lane undivided roadway. Both roads are on the HIN. **Three different countermeasures** were applied. One near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided an applied **CMF score of 1.7**. Table 16 shows the crash types and counts for Blue Jay Road and Sand Hill Road.

Table 16: Blue Jay Road and Sand Hill Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	2
Sideswipe	0
Not a Collision with Motor Vehicle	2
Total	4

Silver Hill Church Road and Old Dixie Hwy

Priority Index	4
Potential Fatalities and Serious Injuries Reduced Over 5 Years	0



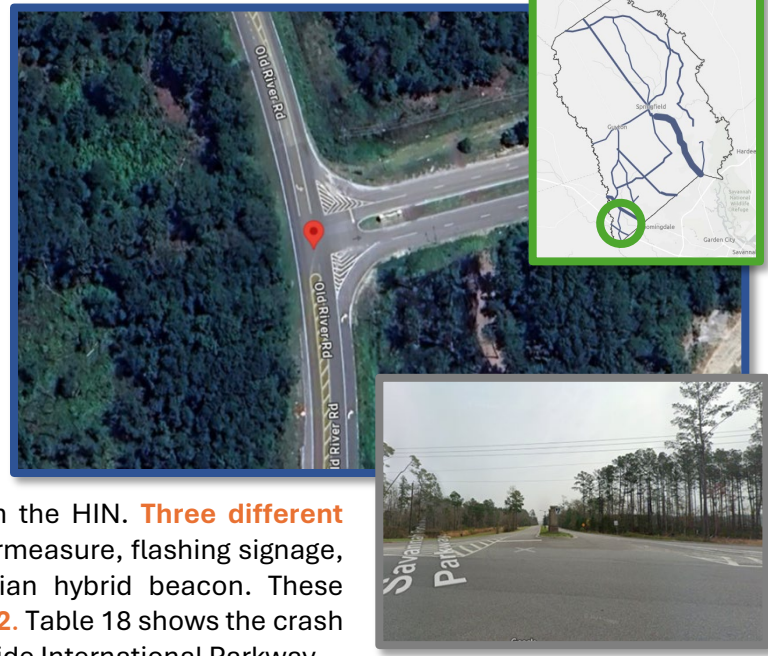
This is a stop-controlled intersection where Silver Hill Church Road is a “Minor Collector” consisting of a 2-lane road with a center left turn lane and Old Dixie Hwy is a “Principal Arterial - Other” consisting of a 4-lane divided roadway. Silver Hill Church Road is not on the HIN, but Old Dixie Hwy is on the HIN. **Three different countermeasures** were applied, one near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided an applied **CMF score of 0.3**. Table 17 shows the crash types and counts for Silver Hill Church Road and Old Dixie Hwy.

Table 17: Silver Hill Church Road and Old Dixie Hwy Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	1
Total	1

Old River Road and Savannah Portside International Parkway

Priority Index	3
Potential Fatalities and Serious Injuries Reduced Over 5 Years	0



This is a stop-controlled intersection where Old River Road is a “Major Collector” consisting of a 2-lane undivided roadway and Savannah Portside International Parkway is a “Local Road” consisting of a 4-lane divided roadway. Old River Road is on the HIN, but Savannah Portside International Parkway is not on the HIN. **Three different countermeasures** were applied. One near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided a combined **CMF score of 0.2**. Table 18 shows the crash types and counts for Old River Road and Savannah Portside International Parkway.

Table 18: Old River Road and Savannah Portside International Parkway Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	1
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	0
Total	1

Blue Jay Road and Midland Road

Priority Index	-
Potential Fatalities and Serious Injuries Reduced Over 5 Years	0



This is a stop-controlled intersection where Blue Jay Road is a “Minor Collector” consisting of a 2-lane undivided roadway and Midland Road is a “Principal Arterial - Other” consisting of a 2-lane undivided roadway. Both Blue Jay Road and Midland Road are on the HIN. **Three different countermeasures** were applied, one near term countermeasure, flashing signage, and two long term ones, crosswalks and a pedestrian hybrid beacon. These countermeasures provided an applied **CMF score of 0** because there were no applicable crashes. Table 19 shows the crash types and counts for Blue Jay Road and Midland Road.

Table 19: Midland Road Fatal & Serious Injury Crash Types (2019-2023)

Fatal & Serious Injury Crash Types (2019-2023)	
Rear End	0
Head On	0
Angle	0
Sideswipe	0
Not a Collision with Motor Vehicle	0
Total	0

STRATEGIES

EDUCATION STRATEGIES

Education strategies are focused on teaching road users the principles of traffic safety. These strategies can be developed to include interactive activities, comprehensive teaching notes and information on road safety messages and concepts that can be taught at school or in other community spaces.

Potential partners for implementation include:

- Effingham County Board of Health
- Effingham County Sheriff’s Office
- Effingham County Public Schools
- Community Based Organizations

Table 8 outlines the recommended education-related strategies identified for the Effingham County.

Table 8. Education Strategies

Education Strategies	Brief Description
<p>Road Safety Education to Children</p>	<p>Road safety education to children includes strategies such as safe routes to school, walking school bus, and bicycle trains that promote road safety to all users, particularly for pedestrians and bicyclists. These strategies or practices have shown communities and families that walking and biking can be a viable and safe transportation option, and thus can be incorporated into their own daily travel patterns.</p> <p>School-focused road safety education for drivers of all ages is an important complement to road safety education for children. Transportation safety campaigns scheduled at times when higher numbers of children may walk or bike to school (e.g., beginning of the school year, after Spring Vacation) can foster community awareness of a shared responsibility for road safety near schools.</p>

Education Strategies	Brief Description
Seat Belt Safety Campaign	A safety campaign to increase seat belt use may help improve safety throughout Brockton. Seat Belt Safety Campaigns may include strategies like targeted communication for low-belt-use groups, car seat checks to provide hands-on education for installing and using child car seats, increased publicizing of fines for seat belt law violations, and high-visibility seat belt law enforcement. These strategies inform residents of the risks of not using a seat belt and encourage them to use seat belts.
Speed Monitoring Awareness Radar Trailer	The speed trailer is an educational device that helps drivers become more aware of their speed in relation to the posted speed. This trailer is usually deployed in a street or neighborhood for a few days so the residents can monitor the speeds on their own streets and become aware of their own driving behaviors.
Visibility Enhancements and Education	<p>The purpose of enhancing visibility for pedestrians is to increase the opportunity for drivers to see and avoid pedestrians, particularly when it is dark. Educating pedestrians to wear reflective clothing and walk in well-lit areas can be implemented as targeted campaigns.</p> <p>These campaigns can include giveaways of wearable lights and reflectors for people to use when traveling at night. GDOT's 2023 SHSP includes a goal to expand existing programs to get more safety equipment into the hands of road users (e.g., bicycle lights, car seats).</p>
Vulnerable Road User Education	Road safety education regarding vulnerable road users like pedestrians and bicyclists includes strategies involving education from police officers. If the driver encroaches into the bike lane or fails to yield to the pedestrian at the crossing, the police officer pulls the driver over and hands them a flyer that has the information for drivers to adapt their behavior towards all road users; this can be in addition to a citation.
High-Visibility Cell Phone and Text Messaging Media Campaign	The High Visibility Enforcement model combines dedicated law enforcement with paid and earned media supporting the enforcement activity. Paid media includes advertisements on TV, radio, online, and via billboards, while earned media includes things like press events and news releases covering the efforts. Both types of media support enforcement activity are needed to ensure the public is aware of the enforcement activity, and to create the impression that violators will be caught.
DUI Educational Programs	An educational program to reduce driving under the influence of drugs or alcohol may help improve safety throughout the county. A DUI program

Education Strategies	Brief Description
	<p>may involve collaborating with community partners to identify opportunities to influence driving under the influence behaviors, as well as coordinating with enforcement to identify focus locations for enforcement activities and education opportunities. It may also be beneficial to implement educational programs with local school districts to target underage impaired driving.</p>
<p>Safe Vehicles Education</p>	<p>Another way to increase roadway safety is to ensure vehicles are performing as designed. This includes vehicles upkeep, maintenance, and record keeping. Effingham County may consider producing media campaigns encouraging maintenance, provide programs to alleviate maintenance costs, and partner with local organizations, mechanics, and auto shops to promote upkeep.</p>

EQUITABLE ENFORCEMENT STRATEGIES

Police enforcement can increase driver awareness and consequently reduce crashes. Any directed enforcement strategies should be undertaken with great care to avoid inequitable enforcement activities. The most effective enforcement strategies tend to be those that can be done **transparently, consistently, and in coordination with education or outreach campaigns** such as enforcement in school zones during school hours. Potential partners for implementation include:

- Effingham County Sheriff’s Office
- Education Strategy Partners
- Municipal Police Departments

Table 9 outlines enforcement-related strategies identified for Effingham County.

Table 9. Enforcement Strategies

Enforcement Strategies	Brief Description
<p>Progressive Ticketing</p>	<p>Progressive ticketing is a method for introducing ticketing through a three- staged process. Issuing tickets is the strongest strategy of an enforcement program and it is usually reserved for changing unsafe behaviors that other strategies failed to change or that pose a real threat to the safety of road users. There are three main steps of an effective progressive ticketing program:</p> <ol style="list-style-type: none"> 1. Educating - Establish community awareness of the problem. The public needs to understand that drivers are speeding and the consequences for road safety. Raising awareness about the

Enforcement Strategies	Brief Description
	<p>problem will change some behaviors and create public support for the enforcement efforts to follow.</p> <ol style="list-style-type: none"> 2. Warning - Announce what action will be taken and why. Give the public time to change behaviors before ticketing starts. Fliers, signs, newspaper stories and official warnings from officers can all serve as reminders. 3. Ticketing – After the “warning” period, hold a press conference announcing when and where the police operations will occur. If offenders continue their unsafe behaviors, police officers issue tickets.
<p>Speed Enforcement in School Zones</p>	<p>Strict enforcement of speed laws in school zones is a law enforcement tool to address improve the safety for children walking and bicycling to school as well as drivers. Potential approaches include a ‘zero tolerance’ policy for speeding in school zones and increases in fines for drivers who violated the posted school zone speed limit.</p>
<p>High Visibility Saturation Patrols</p>	<p>A saturation patrol (also called a dedicated DWI patrol) consists of many law enforcement officers patrolling a specific area to look for drivers who may be impaired. These patrols usually take place at times and locations where impaired driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest.</p>

EMERGENCY RESPONSE STRATEGIES

Emergency response is critical in reducing the severity of injuries sustained from crashes. The effectiveness of emergency response is tied closely to the time it takes for a person injured in a crash to receive medical care. Research indicates there is a “golden hour”—if pre-hospital time is under 60 minutes, the patient is more likely to live. Potential partners for Implementation:

- Effingham County Board of Health
- Effingham County Fire Department
- Effingham Sheriff’s Office
- The Coastal Health District of Georgia

Table 10 outlines emergency response-related strategies identified for the Effingham County.

Table 10. Emergency Response Strategies

Post Collision Care Strategies	Brief Description
<p>Partner with Local Hospitals or Outreach Groups</p>	<p>Partnering with local hospitals or outreach groups can help provide bystander training courses to the public (i.e., train members of the public to respond to emergencies since they are sometimes the first on the scene at a crash. Opportunities for this strategy include:</p> <ul style="list-style-type: none"> ■ Partner with hospitals offering public education courses ■ Exploring and engaging Community Emergency Response Team (CERT) program, which trains community members in first responder skills ■ Work with local groups, such as fire departments, to be trainers themselves and then offer training more frequently in their local community ■ Partner with local trauma centers which are required to provide injury prevention programs ■ Consider a collaborative media campaign to inform and educate motorists on how to help emergency vehicles move faster by slowing down and moving over

Post Collision Care Strategies	Brief Description
Work with Partners	<p>The County can collaborate with partners such as emergency service groups to:</p> <ul style="list-style-type: none"> ■ Maximize efficiency with response times through evidence- based techniques ■ Identify reasons for delay in transport for both ground EMS (using registry data and EMS records) ■ Identify equipment upgrades, training, or enhancements that would improve patient outcomes ■ Identify barriers if any to rapid transfer of patients from lower-acuity hospitals to nearby trauma centers

STATE HIGHWAY COORDINATION STRATEGIES

Work on state-owned roads will take coordination and funding, but opportunities for both exist. The [Safe Streets and Roads for All \(SS4A\)](#) grant program funds planning, demonstrations and implementation projects for safety which can include work on state- and county-owned roads.

Other funding opportunities exist outside of the SS4A program that are managed either by the Georgia Department of Transportation (GDOT) or the CORE MPO.

In general, for the segments and intersections on the State Highway System the following countermeasures should be discussed with these entities with the goal of programming funds for:

- Feedback Speed Monitoring
- Intersection Delineation
- Improved Lighting
- Develop of Shared-Use Paths

Table X outlines the recommended state highway strategies identified for the Effingham County that will lead to improvements of the HIN.

Table X. GDOT and MPO Coordination Strategies

Coordination Strategies	Brief Description
<p>Prioritize Safety in Planning and Funding Efforts</p>	<p>In terms of setting policies, planning, and implementation, the Core MPO could work with Effingham County to use data, targets, and metrics to ensure safety is prioritized regionally and part of the HIN in the county.</p>
Education Strategies	Brief Description
<p>Measure And Share Speeding-Related Data to Make Policy and Design Change</p>	<p>Effingham can document and advocate for safety improvements, including those on the state system. GDOT is increasingly being asked to update their approach to speed management to reflect best practices</p>
<p>Include State Agency Staff and Policymakers in Local Vision Zero Planning</p>	<p>Collaborating with peers in other local communities on similar issues can inspire innovative ways to achieve Vision Zero goals, not just in individual places but also on the state system. Recognizing that most communities face similar challenges and opportunities for improvement, there is benefit in making more systemic safety changes by including GDOT as part of those conversations.</p>
<p>Collaborate On Safety Improvements to GDOT Roads</p>	<p>The CSAP plan highlights areas of concern on GDOT-owned roads and collaborate with to address them. Safety improvements may be quick-build pilot projects or longer-term efforts that take significant planning and funding. Georgia DOT’s Quick Response Program (QR) is making a huge difference in reducing congestion and improving safety in Georgia’s communities. The QR Program, which is administered by the Local Grants Office, allows the Department a mechanism to quickly identify, approve and construct small traffic operational projects through the District.</p> <p>This may involve collaborating with community partners to identify opportunities to influence driving under the influence behaviors, as well as coordinating with enforcement to identify focus locations for enforcement activities and education opportunities. It may also be beneficial to implement educational programs with local school districts to target underage impaired driving.</p>

Education Strategies	Brief Description
Safe Vehicles Education	Another way to increase roadway safety is to ensure vehicles are performing as designed. This includes vehicles upkeep, maintenance, and record keeping. Effingham County may consider producing media campaigns encouraging maintenance, provide programs to alleviate maintenance costs, and partner with local organizations, mechanics, and auto shops to promote upkeep.

POLICIES

Policies establish guiding principles for decision-making. The following policy recommendations were identified for Effingham County.

- Coordination with Metropolitan Planning Organization (MPO) for funding strategies to implement the identified countermeasures.
- Update county design standards for the roadway typical section to deal with drainage issues throughout the county.
- Develop a bicycle and pedestrian plan that will create connectivity to greenways and create safer streets for cyclists and the residents of Effingham County.
- Setting neighborhood design standards.
- Recommend a freight study with emphasis on exploring current and potential truck routes as well as impacts of truck cut through traffic on county roadways.
- Assessment at a corridor level for each of the HIN segments should be undertaken the assessed and proposed countermeasures and others due to the growth the county is experiencing.



Evaluation and Implementation

EVALUATION AND IMPLEMENTATION

This section describes the steps that Effingham County can take to evaluate the success of this Safety Action Plan and steps needed to update the Plan in the future.

OUTCOME MEASURES

Measures that the County can use to evaluate its ongoing success in reducing fatal and serious injury crashes and crash risk include:

- Total number of fatal and serious injury crashes on County roads
- Number of fatal and serious injury crashes on County roads by the following categories:
 - Pedestrian-involved crashes
 - Bicycle-involved crashes
 - Speeding and aggressive driving-related crashes

Fatal and serious injury crashes may be reported annually, with performance evaluated within the context of the latest five-year annual average to normalize for random fluctuations in crashes on a year-over-year basis.

IMPLEMENTATION MEASURES

Measures that the County can use to evaluate progress in implementing the Safety Action Plan include:

- Number of Projects/Strategies implemented
- Number of Projects/Strategies continued from prior year
- Frequency of communication with Effingham County Stakeholders
- Number of changes to guidance, policies, practices, or standards to support the Safe System

UPDATING THE PLAN

The Safety Action Plan relies on crash data from 2019–2023. Data was collected between December 2023 and February 2024. Effingham County should review crash data for key findings and performance measures to track progress annually. More substantial updates to the Safe Action Plan can occur at longer intervals (approximately every three years).

Effingham County can assess the Plan consider new trends and technologies, and determine if an update to the Plan is needed. As new strategies are identified, the County may update goals and assign champions for specific projects and strategies.