

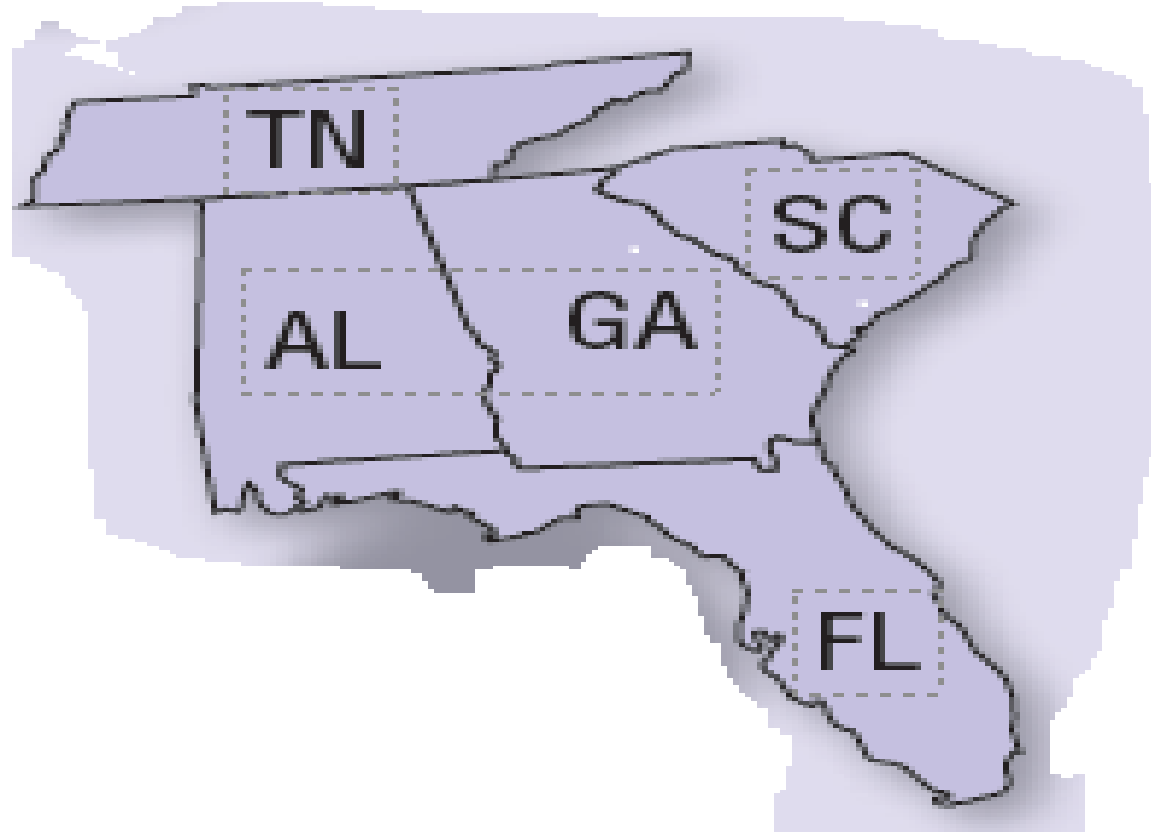


Coordinating Joint Enforcement Efforts Between States (Operation Southern Shield)

Carmen N. Hayes, Regional Administrator, Region 4

August 14, 2023

Region 4 States



Searching for something to impact the numbers.

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Southern Shield**

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Results/Takeaways

Region 4 Total Fatalities

STATE	2011	2012	2013	2014	2015
Alabama	895	865	853	820	850
Florida	2,400	2,431	2,403	2,494	2,938
Georgia	1,226	1,192	1,180	1,164	1,432
South Carolina	828	863	767	823	979
Tennessee	937	1,015	995	963	962

Magnitude of Change 2015 v. 2016 Fatalities in Region 4

	2015	2016	Δ	$\Delta\%$
Alabama	850	1,083	233	27.4%
Florida	2,938	3,176	238	8.1%
Georgia	1,432	1,556	124	8.6%
South Carolina	979	1,020	41	4.2%
Tennessee	962	1,037	75	8.2%
Regional	7161	7,872	771	9.2%

As a Region, what were our top 5 problem areas?

1. Unrestrained Passenger Vehicle Occupant Fatalities
2. Alcohol-Impaired Driving Fatalities (BAC=.08+)
3. Speed-Related Fatalities
4. Pedestrian Fatalities
5. Motorcyclists Fatalities

Region 4 Speeding Fatalities

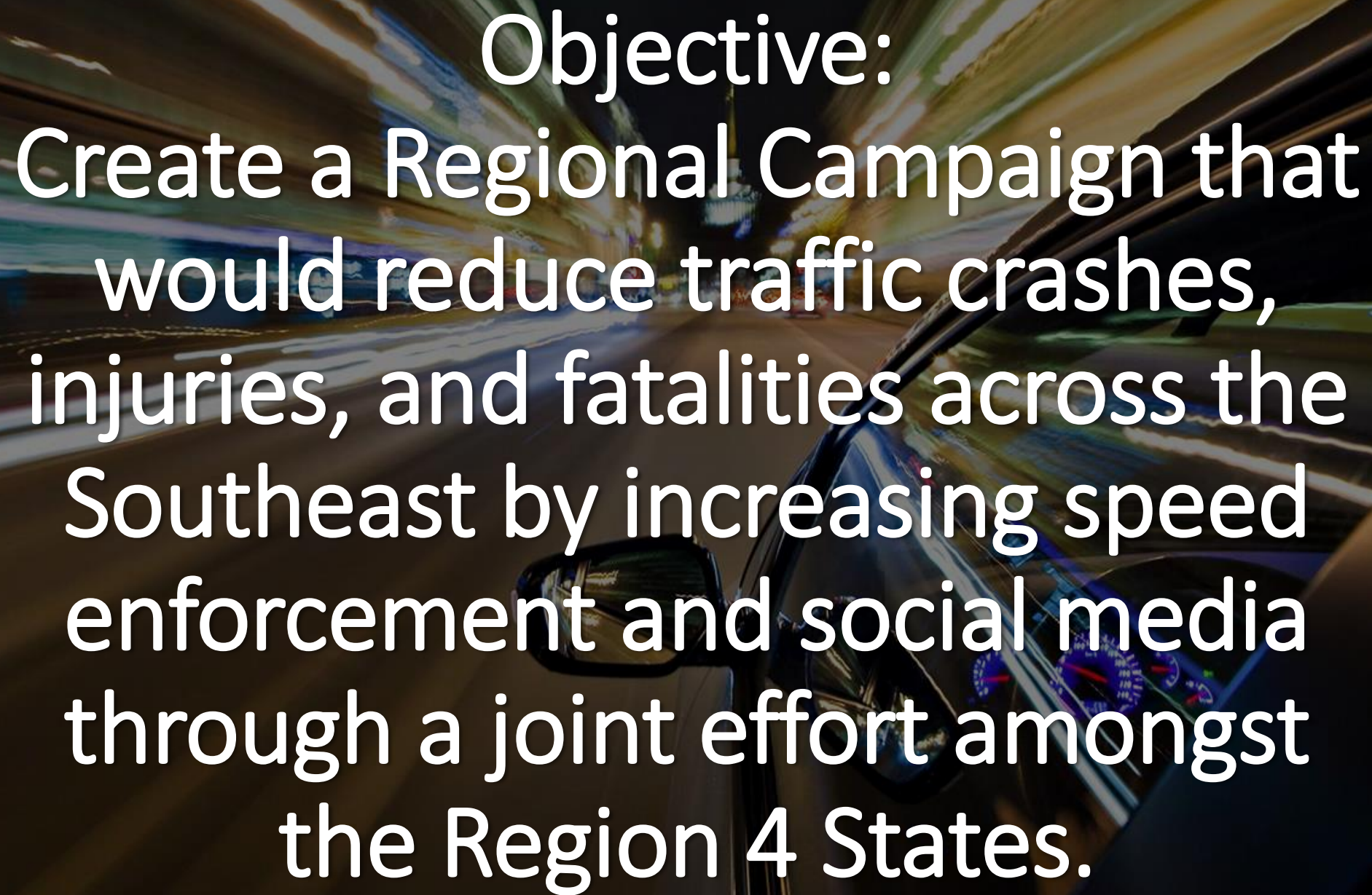
STATE	2011	2012	2013	2014	2015	TREND
Alabama	298	273	253	237	236	-21%
Florida	298	366	346	245	320	7%
Georgia	220	180	197	213	268	21%
South Carolina	278	322	305	307	366	32%
Tennessee	215	197	239	220	189	(-12%)

Percentage of Speeding-Related Fatalities (2015)

STATE	Total Fatalities	Speed-Related Fatalities	Percentage
Alabama	850	236	28%
Florida	2,938	320	11%
Georgia	1,432	268	19%
South Carolina	979	366	37%
Tennessee	962	189	20%

Percentage of Speeding-Related Fatalities (2016)

STATE	Total Fatalities	Speed-Related Fatalities	Percentage
Alabama	1,083	329	30%
Florida	3,176	310	10%
Georgia	1,556	266	17%
South Carolina	1,020	393	39%
Tennessee	1,037	183	18%

The background of the slide is a blurred, high-speed photograph of a car's interior, showing the dashboard, steering wheel, and side mirror, suggesting motion and speed.

Objective:
Create a Regional Campaign that would reduce traffic crashes, injuries, and fatalities across the Southeast by increasing speed enforcement and social media through a joint effort amongst the Region 4 States.

December 23, 2016 Invitation to Planning Meeting

It is with great pleasure that we announce the upcoming Region 4 Fixing America's Surface Transportation (FAST) Act Planning and Strategic Communications Conference, which will be held at the Centers for Disease Control, Tom Harkin Global Communications Center, Building 19 (Rooms 254 and 255), 1600 Clifton Road, Atlanta, GA 30333. The conference begins at 9:00 a.m. on January 30 and concludes at 12:30 p.m. on January 31. My staff and I are working diligently to make this an interesting and productive meeting for all. Here are more details on our conference:

WHO: State Highway Safety Office (SHSO) leadership and their staff responsible for developing the State's Highway Safety Plan (HSP) and Section 405 grant applications.

PURPOSE: The primary purpose of the conference is to provide up-to-date information and guidance on the requirements for the FY 2018 HSP and Section 405 grant programs as outlined under the FAST Act. Additionally, the conference will provide an opportunity for SHSOs to share effective strategies and challenges they face in conducting their traffic safety programs including: 1) countermeasures aimed at reducing traffic crashes, injuries and fatalities and 2) new marketing and media approaches that increase public awareness of traffic safety issues.

Finally, the Region 4 States will conduct planning on a joint media campaign (Summer 2017) focused on corridors/roadways with high incidences of traffic fatalities and serious injuries related to speed. Ultimately, the goal of this conference is to address the recent increase in fatalities in Region 4.

BRAINSTORMING

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COLLABORATION



LIFESAVERS MEETING IN CHARLOTTE, NC MARCH 27, 2017





Operation Southern Shield

- *Multi-jurisdictional effort across the region*
- *3rd week in July during 100 Days of Summer*
- *Simultaneous Kickoff News Conferences*
- *Increased awareness of traffic safety issues within NHTSA Region 4*
- *Multiple press events held throughout the region*
- *Use of heavy social media to get the message out to the public*



GEORGIA

TENNESSEE

FLORIDA



GEORGIA

ALABAMA

S.CAROLINA



GEORGIA

ALABAMA

S.CAROLINA



GEORGIA

FLORIDA

S.CAROLINA

Joint Enforcement Plan 2017



Monday: Chattanooga (Tennessee)



Tuesday: Valdosta (Florida)



Wednesday: Augusta (S.Carolina)

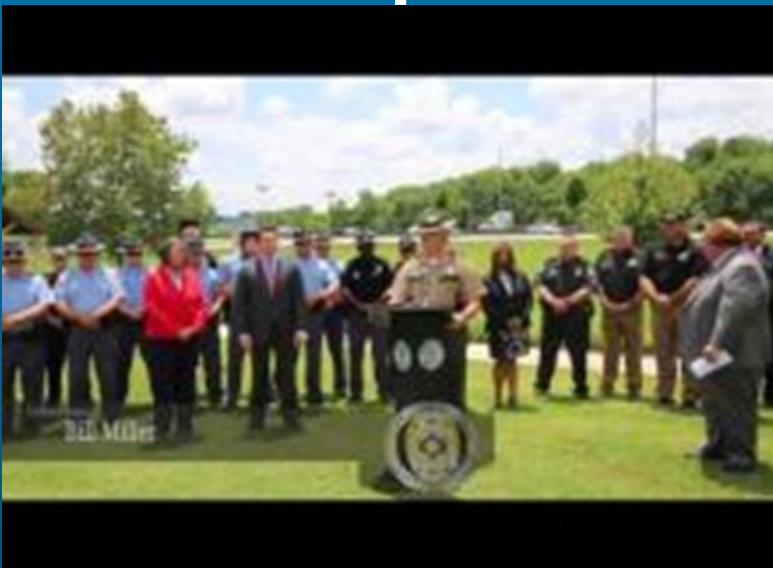


Thursday: West Point (Alabama)



Friday: Savannah (South Carolina,
Florida)

Operation Southern Shield Kickoff





Headlines and Coverage

July 10-16

WSAV-TV Savannah: [Operation Southern Shield: Week long speed enforcement initiative goes into effect July 17](#)

WTOC-TV Savannah: [Operation Southern Shield Segment 1 on Mid-Morning Live](#)

WTOC-TV Savannah: [Operation Southern Shield Segment 2 on Mid-Morning Live](#)

WJCL-TV Savannah: [Operation Southern Shield to hit interstates next week](#)

McDuffie Progress: [Drivers who stretch the speed limit are warned to slow down or prepare to be pulled over](#)

Early County News (subscription): [Operation Southern Shield](#)

WSAV-TV Savannah: [New initiative causes drivers to slow down in the Southeast](#)

CBS46 Atlanta: [Deaths on Georgia highways are down so far this year](#)

Gainesville Times: [Operation Southern Shield to target speeders next week](#)

Chattanooga Times Free Press: [Speeders targeted in multi-state crackdown](#)

Winchester Herald Chronicle: [Tennessee, Georgia Partner for “Operation Southern Shield” to Increase Speed Enforcement this Summer](#)

Columbus Ledger-Enquirer: [Goal of Operation Southern Shield is safety](#)

Washington Times: [5 Southeastern states launching traffic crackdown](#)

WSBTV: [5 Southeastern states launching traffic crackdown](#)

WSMV: [5 Southeastern states launching traffic crackdown](#)

WBTV: [5 Southeastern states launching traffic crackdown](#)

Headlines and Coverage (Cont'd)

July 10-16

WHNT: [Law enforcement in 5 states launch week-long program Operation Southern Shield to reduce wrecks](#)

FOX Carolina: [SC, GA among 5 states launching traffic crackdown today](#)

NBC 2: [5 Southeastern southern states launching traffic crackdown](#)

WAFF: [5 Southeastern states launching traffic crackdown](#)

WECT: [5 Southeastern states launching traffic crackdown](#)

WCSC: [5 Southeastern states launching traffic crackdown](#)

WRCB: [5 Southeastern states launching traffic crackdown](#)

WRCB: [Southern speeders are in for a bad week](#)

WLOX: [5 Southeastern states launching traffic crackdown](#)

FOX 10: [5 Southeastern states launching traffic crackdown](#)

WTVM: [5 Southeastern states launching traffic crackdown](#)

WRBL: [5 Southeastern states launching traffic crackdown](#)

WFLX: [5 Southeastern states launching traffic crackdown](#)

106.3: [5 Southeastern states launching traffic crackdown](#)

NBC 26: [5 Southeastern states launching traffic crackdown](#)

WDBO: [5 Southeastern states launching traffic crackdown](#)

Headlines and Coverage (Cont'd)

July 17-19

WSB-TV Atlanta : [Troopers to crack down on speeding](#)

WXIA-TV Atlanta: [Speeding crackdown not about money](#)

WAGA-TV Atlanta: [Operation Southern Shield: Speeding crackdown effort underway](#)

CBS46 Atlanta: [Georgia joins several southern states in speeding crackdown](#)

AJC: [Watch out: Georgia cracks down on speeding this week](#)

Gwinnett Daily Post: [Georgia law enforcement participating in 'Southern Shield' speeding crackdown](#)

ABC/FOX Macon: [Operation Southern Shield targets speeding in 5 states with increased police presence](#)

The Macon Telegraph: [A warning to speeders in the Southeast this week: slow down.](#)

WJCL-TV Savannah: [Operation Southern Shield to hit interstates this week](#)

Chattanooga Times Free Press: [Five Southeastern states launching traffic crackdown 11 hours ago](#)

NBC Columbia: [SC, GA among 5 states launching traffic crackdown Monday](#)

ABC Nashville: [5 Southeastern states, including Tennessee, launch traffic crackdown](#)

Lakeland Ledger: [5 Southeastern states launching traffic crackdown](#)

The News Chief: [5 Southeastern states launching traffic crackdown](#)

WABE: [Georgia among southeastern states launching traffic crackdown](#)

Nashville Ledger: [Tennessee, 4 other SE states cracking down on speeding](#)

CBS Knoxville: [Tennessee among states cracking down on traffic violations this week](#)

The Patch: [Driving through the south this week? Better slow down.](#)

The Patch: [Georgia cracks down on speeding motorists](#)

Macon Telegraph: [Speeding crackdown targets fast drivers on interstates, highways and local roads](#)

Headlines and Coverage (Cont'd)

Statesboro Herald: [Georgia part of traffic crackdown](#)

Gwinnett Daily Post: [Georgia law enforcement participating in Southern Shield speeding crackdown](#)

ABC Tampa Bay: [5 states, including Florida, launching traffic crackdown](#)

WESH: [5 states, including Florida, launching traffic crackdown](#)

Insurance Journal: [5 southeast states hold coordinated safe driving campaign](#)

Statesboro Herald: [Georgia part of traffic crackdown](#)

CBS Dothan: [Drivers who exceed the speed limit be prepared to get pulled over](#)

Tampa News: [5 states, including Florida, launching traffic crackdown](#)

USA Today: [Speeders could be in for a bad week in the Southeast](#)

Valdosta Daily Times: [Southern Shield enforces speed limits](#)

Valdosta Daily Times: [Editorial: Expect speeding tickets](#)

WALB-TV (Albany/Valdosta): [GSP troopers participate in Operation Southern Shield](#)

WCTV-TV (Tallahassee/Thomasville/Valdosta): [Georgia State Patrol cracks down on speeding for Operation Southern Shield](#)

WJBF-TV Augusta: [Operation Southern Shield is in full affect](#)

WFXG-TV Augusta: [Law Enforcement cracks down on speeding with new initiative](#)

WTVM-TV Columbus: [Law enforcement cracking down on driver safety in July](#)

Albany Herald: [States join forces for weeklong speed prevention, enforcement initiative](#)

WDEF-TV Chattanooga: [Tennessee, Georgia kick off "Operation Southern Shield"](#)

Coastal Courier: [Drivers are warned to slow down](#)

Orlando Political Observer: [Weeklong traffic crackdown in effect in Florida](#)

Post Searchlight: [State Driver Services reminds motorists of Georgia Super Speeder Law](#)

Telemundo: [Lanzan nueva operación policial en varios estados del país](#)

NoticiasYa: [5 Estadeos DE EE.UU. toman medidas para reducir accudenties de transito](#)

Video Coverage



RESULTS

Alabama: In 2017, during the week of OSS, there were 15 fatalities. The following week fatalities went up by 7. In 2018, during OSS speeding fatalities were 5 and then went up to 10 the following week when OSS had ended and in 2018,

Florida: Total citations in 2016 were 11,195 and in 2017 they were 15,371

Georgia:

In the first year of the enforcement campaign, Operation Southern Shield reduced traffic deaths in Georgia by 35 percent in 2017 compared to the week before and after the July 17-23 enforcement period.

South Carolina: 3, 120 speeding citations in 2017 and 6,154 in 2018

Tennessee:

Prior to Operation Southern Shield:

Up 37 fatalities in 2017 compared to the same months in 2016 (January - July)

Following Operation Southern Shield:

Down 34 fatalities in 2017 compared to the same months in 2016 (August – December)

RESULTS (Cont'd)

Over a four-year period from 2017 through 2020, Operation Southern Slow Down has seen a two percent reduction in traffic deaths in the five states from the week before to the week of the enforcement and education campaign and a 14 percent reduction in speed-related traffic deaths from the week before to the week of Operation Southern Slow Down.





TAKEAWAYS

Communicate

Listen

Have a plan

Have flexibility

Have partnerships

THANK YOU!



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