A How-To Guide to Completing
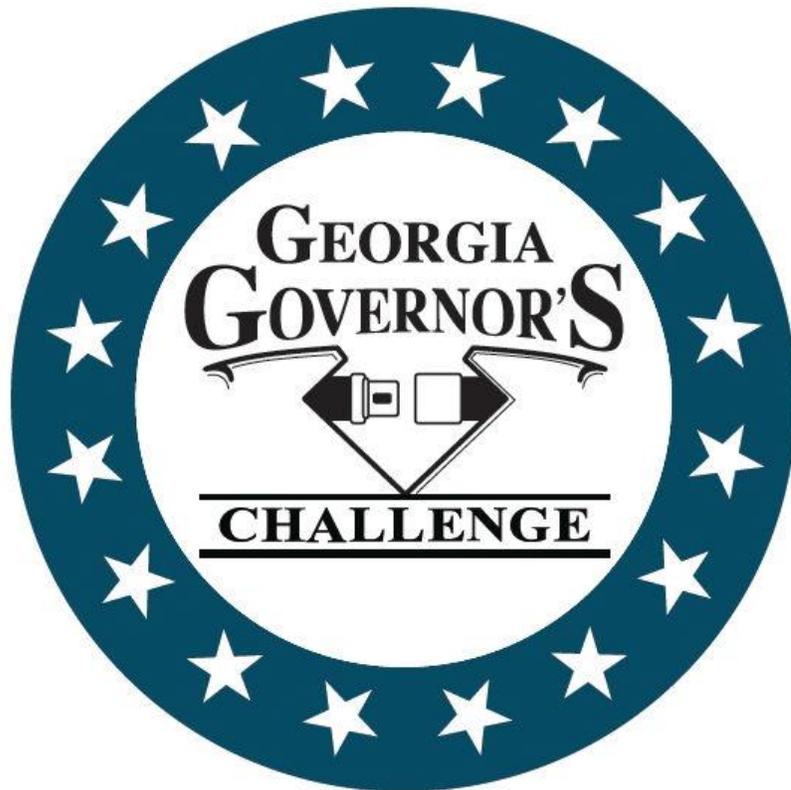# The Georgia Governor's Challenge Application

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This guide is designed to assist you in assembling an application for the Georgia Governor's Challenge. These simple recommendations will make it easier for evaluators to locate the necessary information, thus giving your application an edge that could make the winning difference.

Completing a Challenge Application

The application should document your agency's overall traffic safety efforts in the areas of impaired driving, occupant protection, speeding, distracted driving, and any other local traffic safety issues.

To begin your application simply log on to https://gagovernorschallenge.com/ga-governors-challenge-2018-19#. Once you are logged in, simply complete the 8-page application. You can save your application between pages and complete it as convenient for you.

Who can participate?

All Georgia Law Enforcement Agencies are eligible and encouraged to participate in the Governor's Challenge Program.

The Governor's Challenge agency categories are as follows:

- Category 1: 1-10 Officers
- Category 2: 11-25 Officers
- Category 3: 26-45 Officers
- Category 4: 46-75 Officers
- Category 5: 76-100 Officers
- Category 6: 101-200 Officers

- Category 7: 201-500 Officers
- Category 8: 501-1000 Officers
- Category 9: 1000 + Officers
- Military Police
- Colleges & Universities
- Traffic Enforcement Networks

Participants should submit applications for their <u>entire</u> agency; applications from individual outposts or divisions within an agency will not be accepted.

How are the Applications Evaluated?

A panel of experienced evaluators from our sister states will review each application and assign points based on established criteria. After the evaluation is completed, the evaluators' scores are averaged and a final score is assigned for each submission. After all of the applications are evaluated, the agencies are ranked in their appropriate categories based on agency size and type. The application will be evaluated on the totality of your agency's efforts, not against other agencies.

Challenge Categories

The Georgia Governor's Challenge includes **four (4)** main categories where points can be earned. Applicants must address each of these categories in their applications. The categories are aligned with national traffic safety priorities but also provide agencies the opportunity to include their response to a local traffic safety issue. The categories are:

- Impaired Driving

- Occupant Protection

- Speeding

- Local Issue *(topics may include: distracted driving, pedestrian crashes, young drivers, etc. ; Cannot be impaired driving, occupant protection, or speed awareness)*

Applicants are expected to provide information about their efforts related to each of these issues, and may choose a state or local issue that is influencing traffic safety in their community and/or supports the state's Strategic Highway Safety Plan. The purpose of these categories is to ensure participating agencies address national priorities, as well as issues unique to their local communities.

Within each of the main categories, an agency may earn up to 190 points across seven (7) specific areas:
- Policy (20 points)
- Training (20 points)
- Incentives & Recognition (15 points)
- Public Information & Education (40 points)
- Enforcement (40 points)
- Effectiveness (40 points)
- Quality of Application (15 points)

Organizing Your Application

Applicants should ensure each area is addressed in a thorough but concise manner. Activities not relating to the areas in the application should not be included.

- Participants must submit applications for their entire agency; applications from individual outposts or divisions within an agency will not be accepted. Naming conventions can be found later in this document.

- Applicants are encouraged to include graphs, data tables, charts, etc., in the attachment to demonstrate their activities and outcomes. For example, graphs showing crash statistics/enforcement or a matrix of training activities are recommended. It is not necessary to include copies of all press releases, training certificates, etc. – only an example of them.

- Applicants should include one (1) attachment for each Special Award they would like to be considered for.

- All application packets should be submitted by **11:59 PM on May 24, 2019**.

- Please contact the Challenge coordinator (Roger Hayes, rhayes@gohs.ga.gov or 404-971-0379) with any questions regarding the application process.

- The GOHS Regional Law Enforcement Liaisons are available to assist you with your application submissions, provide training on the process and offer suggestions to you.

- The specific areas that should be addressed for each of the categories are included below. Additionally, these questions should not be considered all-inclusive. Applicants are encouraged to include additional initiatives as long as they relate to the category. Evaluators will be considering the agency's overall approach and efforts towards each of these areas when awarding points.

Category Guidance

Policy and Guidelines (20 points)

- Attach a copy of your agency's policies and guidelines for safety belt use within the agency as well as enforcement policies and guidelines for safety belt, child passenger safety restraint, impaired driving, and speed.

- Only include the specific pages of the policy that are needed. Highlighting the section is helpful to evaluators as well.

- All of your policies and guidelines should be combined into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: ButlerPD_Butler_Ga_PolicyGuidelines.pdf)

Training of Officers (20 points)

- Provide a narrative or outline (limit 4000 characters) of training completed along with supporting documentation.

- Agencies should also discuss recent past training which is still being utilized today.

- All of the supporting documentation should be compiled into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: ForsythCoSO_Cumming_Ga_Training.pdf)

Incentives and Recognitions (15 points)

- Provide a narrative (limit 4000 characters) of incentives and recognitions.

- Attach supporting documentations with examples of incentives and recognition.

- All of the supporting documentation should be compiled into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: DemorestPD_Demorest_Ga_Incentives.pdf)

Public Information & Education (40 points)

- Provide a detailed written narrative (limit 4000 characters) of all the public information and education efforts conducted during 2018 to address occupant protection, speed, DUI, distracted driving and all other traffic safety programs.

- Include photos, newspaper clippings, press releases, etc.

- All of the documentation should be compiled into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: ColumbusPD_Columbus_Ga_PublicInformationEducation.pdf)

Enforcement Activity (40 points)

- Provide all enforcement activity data requested. Also provide the number of special enforcement efforts your agency conducted.

- Provide a narrative (limit 4000 characters) explaining what your agency accomplished in 2018. Your narrative must also explain what your special enforcement efforts were in 2018.

- Include supporting documents.

- All of the documentation should be compiled into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: HallCoSO_Gainesville_Ga_Enforcement.pdf)

Effectiveness of Efforts (40 points)

- Provide all data requested.

- Provide a detailed narrative (limit 4000 characters) of your agency's effectiveness. You should include efforts to target the worst crash locations. Did your agency make a difference in the community?

- Include supporting documentation.

- All of this documentation should be compiled into one document and uploaded with the following file name scheme: agencyname_city_state_sectionname (example: ByronPD_Byron_Ga_Effectiveness.pdf)

General Tips for a Winning Submission

- Double-check all your materials to see if they meet all of the requirements. Evaluators cannot read attachments that are incorrect file types.

- First impressions count. A neat, well-organized application that is easy to follow during the evaluation makes a big difference. Have a colleague proofread your application and have it approved by the chief or command staff before submission.

- When organizing your application, it is important you do not feel obligated to answer every example under every section (i.e., policy, training, effectiveness, etc.). Quality is more important than quantity; these suggestions are there to help you formulate and shape the materials you submit. Not every example may apply to your application. Feel free to include other activities that may apply to that specific section.

- Lists and graphs/charts are very helpful in illustrating your agency's accomplishments.

- Scan any articles and photos you want included in the attachments for each category; these should be incorporated into the attachment. Remember to use captions and dates telling the evaluators what a picture is showing and how it applies to your program. Generic or staged photographs should not be used.

- Enforcement statistics are outputs, not outcomes. Use the outcomes section to explain the impact your program had on traffic safety.

    - For example, "*alcohol impaired crashes decreased by 20 percent or fatal crashes decreased by 10 percent.*"

    - "*Issuing 500 traffic citations and 200 written warnings*" are examples of program outputs.

- No videos, audio, web-links, or computer-based presentations allowed, as they are not compatible with fillable PDFs or Microsoft Word documents.

Attachments

Policies

Applicants **must attach an actual copy** of your agency's policies. Evaluators need to see the policy along with critical information, such as the publish date, title, etc. Do not just type in the wording of your policy – a copy of the actual policy is required. Any policies submitted must be compiled into one document.

- Include only the page(s) with the necessary information, not the entire policy. If your seat belt use policy is one of a 14-page policy, you only need to include the pertinent information and passages.

- If your agency does not have a policy for the requested areas, provide a brief explanation to inform the evaluator – do not make the evaluators search for something that isn't there.

- If the agency has a policy, it must be included to receive the appropriate credit.

  o Enforcement policies are clear directives emphasizing the importance of impaired driving, speeding, seat belt, and child safety seat enforcement for your agency. Enforcement guidelines should be specific and provide clear guidance to officers conducting enforcement operations.

  o Guidelines may be part of a policy/procedure statement; agency goals and objectives; operational plans; or internal memorandum.

  o The policies should be directed to all agency members, not just a traffic unit.

  o Neither a copy of the state law nor a memorandum "recommending" seat belt use or enforcement in the target areas is considered a policy.

Training

Attach supporting documentation outlining the training conducted/received by officers. Provide a narrative about the training your agency conducted/received during the past year. Include the percentage of officers trained in each category, as well as other recent training over the past few years that may still be applicable today (child passenger safety technicians, crash reconstructionists, etc.).

- Do not include training that has nothing to do with the categories.

- Do not include basic academy training or FTO training unless it is relevant to the category. For example, if all new officers are provided radar training for speed enforcement in the academy, this should be included in the Speed Awareness training section.

- If you say officers were trained, include the documentation.

- Do not include entire training manuals, certificates, or rosters of each class conducted.

- Be sure to provide the percentage of sworn personnel trained and the type of training conducted (many programs can be used over several roll call training sessions – take advantage of this type of training). This may be done through use of a table, chart, matrix, or other graphic that lists the training, dates, and numbers attended.

- Provide a brief narrative of all agency training activities related to the topic area, i.e. how it was conducted. Roll call, training bulletins, cross-training, formal and informal schools, seminars, and conferences should all be included.

- Consider including a matrix of the types of training provided and how many officers were trained or refreshed in their training.

- For past training, include what is still relevant today (i.e., child seat techs, crash reconstructionists, etc.). The past 3-4 years will be sufficient if that training is still being utilized by that person today.

- ***Please make sure no personal information is included (personal addresses, social security numbers, personal phone numbers).***

Incentives & Recognitions

Points are awarded under the Outcomes section for agencies that reward officers for a job well done and citizens who practice safe driving. Rewards and incentives are important elements in letting people know that traffic safety is a priority in the community and the agency. Here are few examples:

- Participation in the "Saved by the Belt" programs (state or local). If your agency has a program that recognizes motorists, you should include information on how many were recognized in calendar year 2016.

- Recognition of officers for efforts to reduce impaired driving.

- Recognition of officers for efforts to reduce speeding.

- Recognition of officers for efforts to increase the seat belt use.

- Recognition received by the agency for traffic safety efforts.

Applicants must include supporting documentation on officers recognized – photos, certificates, etc. Do not include recognition that is not traffic safety-related.

Public Information & Education

In supporting attachments, you should include detailed information on their efforts to promote the issues of impaired driving, occupant protection, speed awareness, and their state/local traffic safety issue. Show your creativity in promoting the programs. Provide a narrative of your agency's PI&E efforts and initiatives to publicize high-visibility education and enforcement throughout the year. Tell the evaluators what you have done and how the message was broadcasted to the public.

This is where agencies need to document non-enforcement activities they participated in throughout calendar year 2018 to address these topics. Activities could include: citizen police academies (if traffic safety was a topic), high school mock DUI or speeding crashes, posters, signs, billboards, educational pamphlets and brochures, child seat programs, press releases, website information, newspaper articles, photos, and other similar items. Agencies should also include their non-enforcement participation in state and national campaigns such as Click It or Ticket, National Drunk and Drugged Driving Prevention Month, National Child Passenger Safety Week, etc.

- Show the evaluators what your agency has done: photos, news articles, letters, etc. (Ensure these have captions telling evaluators what they are).

- Provide details on each activity/program, including, but not limited to: how often it was used, how well it worked, who was involved, and did your agency build community partnerships?

Enforcement Activity

- Attach graphs, charts, and other documentation regarding increases/decreases in enforcement. The numbers should make sense compared to the number of officers in your agency.

- Include the number of special enforcement efforts. State not only this number, but also what they were – how many were for speed details, how many impaired driving checkpoints or saturation patrols, how many details targeting red light runners, etc.

- Provide a narrative explaining in your agency's accomplishments in these efforts.

- Show the improvements that have occurred over previous time periods or years. Your attached narrative should explain annual numbers and any improvements over the past 3-5 years. This includes recent data – not data from 10 years ago.

Effectiveness of Efforts

The secret to this section is very simple; do the research and find the data. This is not only important to complete your application, but it will help you evaluate and build your agency's entire traffic safety program(s). This section can be used as a barometer of how well your agency is doing.

At a minimum, address your traffic program's effectiveness in the following areas:

- Change in seat belt use:

  - Show the difference. What was the change in the seat belt use rate in your jurisdiction during the year? If it is already high, how did your agency keep it this way? Agencies are required to conduct seat belt use surveys both early and late in the year.

- Show the numbers of speed- and alcohol-related fatalities and injury crashes.

  - How do they compare to previous years?

  - Use graphs and charts to illustrate this change.

- If you state "unknown," you will not receive credit. Do the research. Find the data.

- Documentation of your agency's effectiveness in the traffic safety issue in question should also include results of the program(s) in terms of crash reduction, seat belt use, speed, etc.

- Provide a narrative of your agency's effectiveness. How did the programs change the results, and did the community support your agency's efforts?

- How many total crashes took place during calendar year 2018 related to the issue in question, and how did it compare to previous years?

- Is your agency conducting traffic crash analyses? Where are the top five problem areas? What are the factors causing these crashes? Is your agency directing proactive enforcement in these areas to target the violations contributing to crashes and injuries?

While this may seem difficult for smaller agencies, it is always a good idea to track of this data. It can be used to help plan and make program decisions in your agency, as well as assist your agency in determining how to allocate resources.

Evaluators will be looking for information such as:

- Did your jurisdiction's safety belt use rate increase?

- Did your jurisdiction's total crashes decrease?

- Did your jurisdiction's total injury crashes decrease?

- Did your jurisdiction's alcohol- or speed-related crashes decrease?

- Did the number of crashes related to your agency's state/local priority decrease?

- Can you show the effectiveness of your agency's PI&E activities?

It is important to remember enforcement data is not an outcome. It is one of the tools you might use to achieve an outcome. Analysis of the data, however, be a useful tool in shaping your answers to many of the questions in the Outcomes section.

Special Awards

Your agency may be considered for several special awards. If your agency wishes to be considered for a Special Award, a separate attachment is required for each award.

An additional attachment is not needed if your State/Local Issue is also a Special Award consideration; in this case, please check the appropriate box on the application and specify which Special Award category your agency is submitting for. Remember, this cannot be Impaired Driving, Occupant Protection, or Speed Awareness, and it must be chosen from the list of other Special Awards. Do not check all the Special Award categories on the application; only check the Special Awards for which your agency provided the additional information.

Your attachment should highlight your agency's efforts in the Special Award categories for which the agency has applied. Agencies may have one (1) 10-page/10 MB attachment for each Special Award.

The Special Award categories are:

- First Time Entry

- Bike/Pedestrian Safety

- Distracted Driving

- Impaired Driving

- Child Passenger Safety

- Underage Alcohol Prevention

- Motorcycle Safety

- Occupant Protection

- Speed Awareness

- Technology

Conclusion

We suggest you look at this as an opportunity to show all of the good work you agency has and is doing. Remember: The evaluators do not know your agency, so you must tell them what you want them to know. Do not assume they will know something or expect them to read between the lines. Be Proud!

The Georgia Governor's Office of Highway Safety appreciates the efforts you have made in this process! We cannot make a difference on the highways of our great state without strong partnerships.   We are grateful to have your agency as our partner.

The 2019 Governor's Challenge Awards Banquet will be held in Macon, Ga in September 2019. More information will be forthcoming about this great event.

Deadline for Submission: May 24, 2019

Good luck and Stay Safe!!