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.
## Region 4 Total Fatalities

<table>
<thead>
<tr>
<th>STATE</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>895</td>
<td>865</td>
<td>853</td>
<td>820</td>
<td>850</td>
</tr>
<tr>
<td>Florida</td>
<td>2,400</td>
<td>2,431</td>
<td>2,403</td>
<td>2,494</td>
<td>2,938</td>
</tr>
<tr>
<td>Georgia</td>
<td>1,226</td>
<td>1,192</td>
<td>1,180</td>
<td>1,164</td>
<td>1,432</td>
</tr>
<tr>
<td>South Carolina</td>
<td>828</td>
<td>863</td>
<td>767</td>
<td>823</td>
<td>979</td>
</tr>
<tr>
<td>Tennessee</td>
<td>937</td>
<td>1,015</td>
<td>995</td>
<td>963</td>
<td>962</td>
</tr>
</tbody>
</table>
## Magnitude of Change 2015 v. 2016 Fatalities in Region 4

<table>
<thead>
<tr>
<th>State</th>
<th>2015</th>
<th>2016</th>
<th>Δ</th>
<th>Δ%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>850</td>
<td>1,083</td>
<td>233</td>
<td>27.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>2,938</td>
<td>3,176</td>
<td>238</td>
<td>8.1%</td>
</tr>
<tr>
<td>Georgia</td>
<td>1,432</td>
<td>1,556</td>
<td>124</td>
<td>8.6%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>979</td>
<td>1,020</td>
<td>41</td>
<td>4.2%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>962</td>
<td>1,037</td>
<td>75</td>
<td>8.2%</td>
</tr>
<tr>
<td>Regional</td>
<td>7161</td>
<td>7,872</td>
<td>771</td>
<td>9.2%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>STATE</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>TREND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>298</td>
<td>273</td>
<td>253</td>
<td>237</td>
<td>236</td>
<td>-21%</td>
</tr>
<tr>
<td>Florida</td>
<td>298</td>
<td>366</td>
<td>346</td>
<td>245</td>
<td>320</td>
<td>7%</td>
</tr>
<tr>
<td>Georgia</td>
<td>220</td>
<td>180</td>
<td>197</td>
<td>213</td>
<td>268</td>
<td>21%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>278</td>
<td>322</td>
<td>305</td>
<td>307</td>
<td>366</td>
<td>32%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>215</td>
<td>197</td>
<td>239</td>
<td>220</td>
<td>189</td>
<td>(-12%)</td>
</tr>
</tbody>
</table>
## Percentage of Speeding-Related Fatalities (2015)

<table>
<thead>
<tr>
<th>STATE</th>
<th>Total Fatalities</th>
<th>Speed-Related Fatalities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>850</td>
<td>236</td>
<td>28%</td>
</tr>
<tr>
<td>Florida</td>
<td>2,938</td>
<td>320</td>
<td>11%</td>
</tr>
<tr>
<td>Georgia</td>
<td>1,432</td>
<td>268</td>
<td>19%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>979</td>
<td>366</td>
<td>37%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>962</td>
<td>189</td>
<td>20%</td>
</tr>
</tbody>
</table>
# Percentage of Speeding-Related Fatalities (2016)

<table>
<thead>
<tr>
<th>STATE</th>
<th>Total Fatalities</th>
<th>Speed-Related Fatalities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1,083</td>
<td>329</td>
<td>30%</td>
</tr>
<tr>
<td>Florida</td>
<td>3,176</td>
<td>310</td>
<td>10%</td>
</tr>
<tr>
<td>Georgia</td>
<td>1,556</td>
<td>266</td>
<td>17%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>1,020</td>
<td>393</td>
<td>39%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>1,037</td>
<td>183</td>
<td>18%</td>
</tr>
</tbody>
</table>
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
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
GEORGIA
GEORGIA
GEORGIA
TENNESSEE
ALABAMA
ALABAMA
FLORIDA
FLORIDA
S.CAROLINA
S.CAROLINA
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**

WSBT: **5 Southeastern states launching traffic crackdown**

WSMV: **5 Southeastern states launching traffic crackdown**

WBTV: **5 Southeastern states launching traffic crackdown**
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
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 Estados DE EE.UU. toman medidas para reducir accidentes 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!
Carmen N. Hayes, Regional Administrator  
Department of Transportation  
National Highway Traffic Safety Administration  
Region 4  
E-mail: carmen.hayes@dot.gov  
Office: 404-562-3766  Cell: 404-304-0503