

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallISO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Application Project Info

Project Title : Hall County Sheriff's Office HEAT

Project Summary : The Hall County Sheriff's Office for the Fiscal Year 2026 is seeking a HEAT Grant from the Governor's Office of Highway Safety. Hall County, in the past several years, has experienced an alarming increase in roadway fatalities.

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date: 04/23/2025 12:50:59 PM
General Additional Info

Are you a non-profit organization ? No

Are funds being sought from other sources ? No

Does your jurisdiction receive any other federal funds from other sources ? Yes

If So How Much ? \$15,732,711.00

When is your Audit Period ? From: 7/1/2025 To: 6/30/2026

SAM UEI : USZBJ4CMC7B6

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallISO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Problem Identification

Hall County is located in North Georgia about 40 miles north of Atlanta. Hall County consists of 429 square miles. Roughly 393 square miles of land and 36 square miles of water are within Hall County boundaries. Hall County has a population of approximately 203,136. (Source: census.gov). This number swells during the daytime hours as Hall County is a hub for activity in this region of the state. Lake Lanier is located in Hall County and has 692 miles of shoreline. (Source: Lakelanierclub.com). Lake Lanier is a major attraction during the summer months, which greatly increases the volume of traffic on the roadways and increases the number of impaired drivers in Hall County. Hall County has one major interstate which travels the length of the county, that being I985. (Interstate Source: <https://data.census.gov/cedsci>). Interstate 985 connects to the North Georgia Mountains, which in turn increases traffic on the roadways during the fall months of the year. This is due to a large volume of visitors traveling to stay in mountain cabins and observe the changing colors of the leaves. This is also attributed to why Hall County typically has more traffic crashes during the Fall months. Hall County is also the location of the newly planned inland port. This inland port will be located along the I985/365 corridor just north of Gainesville. The inland port will take approximately 50,000 to 200,000 railroad boxcars per day from the Savannah Port by railway. These boxcars will then leave Hall County and be driven by tractor-trailer throughout the southeastern United States. Several large corporations have been completed in the Gateway Industrial Center, which is where the inland port will soon be fully completed in 2026. This has already added tremendously to the traffic volume in Hall County.

Due to the increased number of vehicles on the roadways of Hall County and the disregard for Georgia traffic law in several areas, the fatalities on Hall County roads have drastically increased prior to the implementation of the newest HEAT grant. With the help of the last HEAT grant in Hall County, we saw the number of fatalities and injury crashes being held to a minimum during that period of added enforcement, awareness and education. In 2017, Hall County had 31 fatalities. In 2018 Hall County had 26 fatalities and in 2019, during the grant, the fatalities were reduced to only 20. In 2020, there were 31 fatalities. In 2021 there were 30 fatalities and in 2022 there were 34 fatalities. In 2023, with the HEAT grant in place, Hall County saw its lowest number of fatalities in years with final data showing 16 fatalities. (Though GEARS shows 22, 6 of those were minor crashes improperly input as fatal. Those agencies have been contacted and are still working with Gears to get it corrected.) (Source: Hall County RMS-Record Management System). In 2024, Hall County saw another low fatality year with only 19 fatalities. As to the roadways in which these fatalities have occurred, we have seen the following: In 2017, 2 of the fatalities occurred on I985, 8 occurred on county roadways and 21 occurred on state routes. In 2018, 2 of the fatalities occurred on I985, 12 occurred on county roadways and 12 occurred on state routes. In 2019, 2 of the fatalities occurred in I985, 5 occurred on county roadways and 13 occurred on state routes. In 2020, records show that 2 fatalities occurred on the interstate, 5 occurred on county roads and 22 occurred on state routes. One example of the fatalities was in 2021; it occurred on private property with a vehicle striking a subject in a wheelchair in a nursing home parking lot sidewalk. Data from 2022 shows that 3 of the fatalities occurred on I985, 24 occurred on state routes and 7 occurred on county roads. In 2023, 5 of the fatalities happened on County Roads, 8 occurred on State Routes, and only 3 occurred on I-985/365 corridor. In 2024, 3 of the

fatalities occurred on the 985/365 corridor, 10 of them occurred on

State Routes and 6 occurred on County roads. (Source: Hall County RMS-Record Management System). As far as the causes of these crashes and why these crashes are occurring, in 2017, 3 of the 31, or 10 percent, of the fatal crashes were caused by speeding, or too fast for conditions, while 7 of the 31 or 23 percent were caused by an impaired driver. In 2018, 4 of the 26 fatalities, or 15 percent, were caused by excessive speed, and also 4 of the 26, 15 percent, were caused by an impaired driver. In 2019, 3 of the 20 fatalities, or 15 percent were caused by excessive speed, while 5 of the 20 or 25 percent were caused by impaired drivers. In 2020, 13 of the 31 fatalities, or 42 percent, were caused by excessive speed while 9 of the 31, or 29 percent, were caused by an impaired driver. In 2021, 7 of the 30 fatalities, or 23 percent, were caused by excessive speed while 15 of 30 or 50 percent were caused by an impaired driver. In 2022, 15 of the 34 fatalities, or 44 percent were caused by excessive speed while 8 of the 34 or 24 percent were caused by an impaired driver. Preliminary information shows that 6 of the 16 fatalities or 38 percent were caused by excessive speed while 3 of the 16, or 19% were caused by an impaired driver. In 2023 25% were pedestrians on the roadway, 6 of the 16 or 37% were caused by excessive speed, and 3 of the 16 or 18% were caused by an impaired driver. Also 4 of those fatalities were single rider motorcycles traveling way in excess of the speed limit, making 50% of fatalities for 2023 coming from aggressive speed motorcycles and pedestrians. In 2024, only 1 of the fatalities, 5%, was caused by DUI which is believed to be a testament to the HEAT grant working as intended. 5 of the fatal crashes or 26% were caused by speed. Another 6 or 31% were caused by failure to yield. In 2024, there were several freak fatalities, 1 occurred where a pedestrian in the roadway was struck by a train. Another occurred where an elderly female drove her golf cart off an embankment at her house and the golf cart landed on top of her in the roadway which turned fatal. Another 1 was a pedestrian struck, and we also had a child on a bicycle who ran a stop sign and was struck by a landscaping truck. The child was not wearing a helmet. From 2021 to 2022, data showed that Georgia went down almost 1.5% in total number of crashes from 454,269 to 447,437 and almost 4% from 2102 Fatalities to 2024 Fatalities. From 2021 to 2022, Hall County crash numbers indicated the opposite. Total crashes went up 3% from 9634 to 9944 while Fatalities went up also 13% from 30 to 34. In 2023 total crashes in Georgia were down about 2.6% from 447,438 to 435,862. Hall County saw a similar reduction in total crashes from 9,944 to 9,777 or about 1.6%. In 2023 Hall County saw a 53% reduction in fatalities from the previous year down to 16 from 34. In 2024, Georgia went down 2% in total crashes to 427,761 which was 8100 crashes lower. Hall County saw a similar reduction in total crashes from 9777 down to 9585, or about 2%. In 2024, Hall County saw a slight increase in fatal crashes after an incredibly low year in 2023. This increase of 3 fatalities equates to an 18% increase, though for Hall County that number is still relatively low in comparison to previous years. Fatalities in Georgia for 2024 went down about 7% with 135 less than in 2023. These numbers were collected from the GEARS as of 01/08/2024. In 2024, Georgia's seatbelt usage rate increased slightly to 88.8%, a rate below 90% for the third year in a row after being above 90% for more than ten years. The latest Hall County usage rate is 94% as of December 16th, 2024. With the 20 fatalities in 2019, 7 were unrestrained. In 2020, 6 of the 31 fatalities were unrestrained, and in 2021 8 of the 30 fatalities were violating the occupant safety laws. This number lowered to 7 of 34 in 2022 and 3 of 16 in 2023. In 2024 10 of the 19 fatalities were unrestrained and that

accounts for about 53%.

(Source: Hall County Record Management System). Because of the number of fatalities that are occurring in Hall County, the number of fatalities that are caused by speed and impaired drivers and the number of people who are killed due to being unrestrained drivers or passengers, the Hall County Sheriff's Office is seeking the continued HEAT grant. The Hall County Sheriff's Office has had great success with reaching its goals in past grants and has become self-sufficient with all of these resources still being filled and still performing the duties of enforcement, awareness and education of Georgia Traffic Laws. With the HEAT grant, the Hall County Sheriff's Office will be able to utilize the goals of the grant in order to combat any increase in fatalities and injury crashes specifically reducing crashes related to impaired driving, speeding, distracted driving, seat belt usage, and other forms of aggressive driving in order to improve highway safety. All 2024 data is preliminary and has not been certified. [Year Total Crashes Total Injuries Total Fatalities Alcohol Related Fatalities Speed Related Fatalities: (2020 8051 1653 31 9 13 2021 9634 1923 30 15 7 2022 9944 2034 34 8 15: 2023 9777 2094 16 3 6 2024 9585 2013 19 1 5-5 Yr. Avg 9398 1943 26 7.2 9.2)] The data for Total Crashes and Total Injuries is pulled from GEARS. Verification for the GEARS data was done with the Hall County RMS system. The data for Total Fatalities, Alcohol, and Speed Related Fatalities is pulled from FARS (NHTSA database).

General Application 2026
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Version Date: 04/23/2025 12:50:59 PM
Document Attachment

Document Type	Document Name	Document Title	Updated By	Updated TimeStamp
Procurement Policy	Procurement Policy.pdf	Procurement Policy	jeremy.cooksey	1/7/2025 2:28 PM EST
Procurement Policy	Procurement Methods Quick Reference.pdf	Procurement methods quick reference	jeremy.cooksey	1/7/2025 2:28 PM EST
Job Description	HCSO Traffic Unit Policy.pdf	HCSO Traffic Unit Policy	jeremy.cooksey	1/7/2025 2:29 PM EST
Letter of Support	pio articles.pdf	PIO Articles	jeremy.cooksey	1/7/2025 2:29 PM EST
Problem Identification Support Data	seat belt survey 12-16-24.pdf	Seat Belt Survey	jeremy.cooksey	1/7/2025 2:29 PM EST
Problem Identification Support Data	County Data Sheet 2023.pdf	GOHS Hall County Data sheet	jeremy.cooksey	1/7/2025 2:30 PM EST
Problem Identification Support Data	Graph 3.docx	Crash data bar graph	jeremy.cooksey	1/7/2025 2:30 PM EST
Problem Identification Support Data	Enforcement 21-23 bar graph.docx	Enforcement data bar graph	jeremy.cooksey	1/7/2025 2:30 PM EST
Problem Identification Support Data	Bar Graph DUI Arrests-Fatals.docx	DUI arrest and fatalities bar graph	jeremy.cooksey	1/7/2025 2:30 PM EST

General Application 2026
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Version Date: 04/23/2025 12:50:59 PM
Program Assessment

When The Hall County Sheriff's Office first realized the gravity of our situation regarding vehicle fatalities, we noted the following: Not only had fatalities increased, but the majority of these fatalities were either caused by an impaired driver, a speeding driver, or an unrestrained occupant of a vehicle. We also noticed that it could be a combination of all three. In order to deter these fatalities, the Hall County Sheriff's Office has approached the problem with a mission focused on education, awareness, and enforcement.

First, in the area of awareness, the Hall County Sheriff's Office has purchased 13 RADARSIGNS. These signs will display a violator's speed and will flash at the driver to "Slow Down" when a preset speed is programmed in the sign. These signs are placed throughout the county in areas predetermined by high crashes or citizen complaints. The sheriff's office has done studies with a "stealth stat" obtaining data and the RADARSIGN working as an awareness tool. We have found with RADARSIGN that the speeds are somewhere between 10% and 20% slower on that roadway when the sign is in use.

In the area of education, we have approached all of our local media outlets and presented them with the fatality statistics. As a result of these releases, several Atlanta area TV stations ran stories about our high number of traffic deaths and our desire to reduce those numbers. Next, we assigned a member of our traffic unit to write a short article every month about a traffic related matter. Initially, this article was released through social media and various other Hall County Government outlets. This article was later turned into a public safety announcement used by local media to address the issue. The traffic/HEAT supervisors continue to use the Hall County Facebook and Instagram pages to push educational material to its followers. To complete these public safety announcements, we work with our local government television channel. We have at times conducted a Traffic Tip Thursday which talks about topics associated with occupancy laws, speed awareness, impaired driving awareness and any other topic involving traffic safety. These are done on Access WDUN Radio and Glory 1330 Radio. In addition, we expanded the number trained in the CarFit for seniors' program. We have hosted several events and have had requests for more. To add to this program, we have approached our SafeKids Coordinator and asked them to join us at the same time to address child restraint to the same group of seniors. Additionally, we partner with SafeKids and do a car seat event once a month at our local Health Department.

In terms of our traffic enforcement unit's approach to enforcement, we have done several things. First, we have identified the area

with the previous month's highest number of traffic crashes. We require the enforcement activities to include one full shift in this area and conduct enforcement. Also, we bring the entire traffic unit together for one four-hour period to saturate this area. To add to this effect, we publicize this location and inform the public of our intent to have an increased enforcement presence in this area throughout that particular month. This is primarily handled through our social media outlets. The outcomes of these activities have been somewhat beneficial in the past. Through conducting an analysis before a concentrated patrol and another during and a month after a concentrated/saturated patrol, there has been as much as a 50 percent reduction in the number of traffic crashes. This number was observed while working state route GA 60, GA 11, and GA 332. The lowest reduction in the number of traffic crashes was seen while working the I985/GA 365 corridor, when only a 9 percent reduction in traffic crashes was seen. We recognize the need to work with the various municipal agencies in our county. We have done this by joining the Gainesville Police Department, Oakwood Police Department, and Flowery Branch Police Department in traffic check point ventures. We also have the benefit of a strong working relationship with the Georgia State Patrol in our area. We regularly ask them to join us for our concentrated patrols and other enforcement activities. We also do regular events with SafeKids and support MADD. Traffic supervisors also attend a quarterly TIME Task Force meeting and training to partner our working relationship with DOT and the handling or "TRIPing" of events involving the Interstate system and commercial vehicle crashes. We also utilize two 11.5 x 6ft Wanco message board signs to display all GOHS and other traffic campaigns like Click it or Ticket and Drive Sober or Get pulled over. As we move forward, we hope to continue to employ these same tactics and add activity to them. By using media outlets to make the public aware of the statistics and involving organizations such as CarFit and Safe Kids, we will continue to educate the public as much as possible. This combined with the public service announcements, awareness, education, and enforcement, we hope to reach out to our community and encourage safe driving practices. In the first 2 years of the newest HEAT Grant, Hall County has seen a tremendous decrease in fatalities like we have not seen in decades. In 2023, Fatalities dropped 54% from 34 in 2022 to just 16. In 2024, thanks to the HEAT grant, fatalities stayed fairly low with only 19 fatal crashes for the year. It is a testament to this grant doing what it was intended to do when the number of fatal crashes from a DUI driver in 2024 was only 1. We will continue to utilize the rubric of the past 2 years to hopefully keep the fatalities at a minimum.

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Program Assessment Chart

Activity	2022	2023	2024
DUI Arrests	538	749	687
Speeding (all cases)	9072	5815	9514
Safety Belt Violations	702	1054	1486
All Other Traffic Violations	16317	19086	28951
Traffic Crashes	9944	9777	9585
Check Point Conducted	16	30	12

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Project Objectives

1.1 GOHS Goal: Reduce Alcohol/Drug Related Crashes/Injuries/Fatalities

Objective :

The HEAT unit will initiate 21 DUI contacts per month during the grant period.

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10.1 GOHS Goal: Reduce Distracted Driving Related Crashes/Injuries/Fatalities

Objective :

The HEAT Unit will initiate 21 distracted driving contacts per month during the grant period.

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2.1 GOHS Goal: Increase Overall Safety Belt Usage

Objective :

The HEAT Unit will initiate 40 occupant protection contacts per month during the grant period.

The HEAT Unit will conduct a minimum of two seatbelt surveys in their jurisdiction during the grant period that includes all vehicles.

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3.1 GOHS Goal: Reduce Speed-Related Crashes/Injuries/Fatalities

Objective :

The HEAT Unit will initiate 150 speeding contacts per month during the grant period.

6.1 GOHS Goal: Enhance Police Traffic Services

Objective :

The grantee will participate in at least eight GOHS/NHTSA activities and campaigns during the grant period.

The HEAT Unit agrees to participate in at least eight regional traffic enforcement network meetings and initiatives during the grant year.

The grantee agrees to submit a Governor's Challenge application and attend the awards banquet/training.

7.2 GOHS Goal: Disseminate Traffic Safety-Related Educational Materials

Objective :

The HEAT Unit will conduct one community engagement event to the public each month during the grant period.

The HEAT Unit will participate in at least three GOHS sponsored Thunder Task Force mobilizations during the grant period.

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Project Activities Evaluations

Goal: 1.1 GOHS Goal: Reduce Alcohol/Drug Related Crashes/Injuries/Fatalities

Objective: The HEAT unit will initiate 21 DUI contacts per month during the grant period.

Activity: The HEAT unit will be dedicated to enforcing the impaired driving laws on the roadways of Hall County through saturated patrols and checkpoints in areas identified by data to be those where DUI related crashes, injuries, and fatalities occur. A minimum of 21 DUI contacts will be initiated each month by the Unit. All resources will be up to date with regard to DUI SFST/ARIDE training through refresher and update training.

Evaluation: The HEAT unit will list impaired driving contacts in daily programmatic reports, which will be summarized and submitted to GOHS in each monthly report. Compare the actual number of DUI related contacts to the number projected and the increase or decrease in the number of DUI related crashes, injuries, and fatalities to the previous year. Documentation of DUI SFST/ARIDE training will also be submitted to GOHS.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
21	21	21	21	21	21	21	21	21	21	21	21	252
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 10.1 GOHS Goal: Reduce Distracted Driving Related Crashes/Injuries/Fatalities

Objective: The HEAT Unit will initiate 21 distracted driving contacts per month during the grant period.

Activity: The HEAT Unit will be dedicated to enforcing the laws that govern distracted driving on the roadways of Hall County through saturated patrol in areas identified by data to be those where distracted driving related crashes, injuries, and fatalities occur. The Unit will initiate a minimum of 21 distracted driving contacts each month. Crash data will be used as a hot spot locator to target enforcement in high problem areas.

Evaluation: The HEAT Unit will list distracted driving related contacts in daily programmatic reports, which will be summarized and submitted to GOHS in each monthly report. Compare the actual number of distracted driving contacts to the number projected and the increase or decrease in the number of distracted driving crashes, injuries, and fatalities to the previous year. Documentation of traffic enforcement equipment training will also be submitted to GOHS.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
21	21	21	21	21	21	21	21	21	21	21	21	252
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 2.1 GOHS Goal: Increase Overall Safety Belt Usage

Objective: The HEAT Unit will initiate 40 occupant protection contacts per month during the grant period.

Activity: The HEAT Unit will be dedicated to enforcing the occupant protection laws on the roadways of Hall County through saturated patrol and checkpoints, in areas identified by data to be those where non-restraint related crashes, injuries, and fatalities occur. The Unit will initiate a minimum of 40 occupant protection contacts each month. The HEAT Unit will have resources available that are trained in CPST.

Evaluation: The HEAT Unit will list occupant protection contacts in daily programmatic reports, which will be summarized and submitted to GOHS in each monthly report. Compare the actual number of occupant protection contacts to the number projected and the increase or decrease in the number of injuries and fatalities in relation to occupant protection to the previous year. Documentation of CPST training will also be submitted to GOHS.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
40	40	40	40	40	40	40	40	40	40	40	40	480
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 2.1 GOHS Goal: Increase Overall Safety Belt Usage

Objective: The HEAT Unit will conduct a minimum of two seatbelt surveys in their jurisdiction during the grant period that includes all vehicles.

Activity: The HEAT Unit will conduct a minimum of two seatbelt surveys during the grant period. At least one survey will be

completed at the beginning and one at the end of the grant period to create a measurable outcome.

Evaluation: Information that is collected will be forwarded to GOHS in programmatic reports.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
1	0	0	0	0	0	0	0	0	0	1	0	2
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 3.1 GOHS Goal: Reduce Speed-Related Crashes/Injuries/Fatalities

Objective: The HEAT Unit will initiate 150 speeding contacts per month during the grant period.

Activity: The HEAT Unit will be dedicated to enforcing the laws that govern speed on the roadways of Hall County through saturated patrol in areas identified by data to be those where speed related crashes, injuries, and fatalities occur. The Unit will initiate a minimum of 150 speeding contacts each month. Activity hours will be filled by resources that hold the appropriate certifications on traffic enforcement equipment. Crash data will be used as a hot spot locator to target enforcement in high problem areas.

Evaluation: The HEAT Unit will list speed related contacts in daily programmatic reports, which will be summarized and submitted to GOHS in each monthly report. Compare the actual number of speeding contacts to the number projected and the increase or decrease in the number of speed related crashes, injuries, and fatalities to the previous year. Documentation of traffic enforcement equipment training will also be submitted to GOHS.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
150	150	150	150	150	150	150	150	150	150	150	150	1800
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 6.1 GOHS Goal: Enhance Police Traffic Services

Objective: The grantee will participate in at least eight GOHS/NHTSA activities and campaigns during the grant period.

Activity: The grantee will participate in at least eight GOHS/NHTSA highway safety campaigns including CIOT, Drive Sober or Get Pulled Over, CIOT Border to Border, Operation Southern Slow Down, and 100 Days of Summer HEAT during the grant period.

Evaluation: Participation in GOHS/NHTSA campaigns will be documented in the GOHS monthly programmatic reports.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
0	1	0	1	0	0	0	1	1	2	0	2	8
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 6.1 GOHS Goal: Enhance Police Traffic Services

Objective: The HEAT Unit agrees to participate in at least eight regional traffic enforcement network meetings and initiatives during the grant year.

Activity: The HEAT Unit will participate in at least eight monthly regional traffic enforcement network meetings and initiatives during the grant year

Evaluation: The regional TEN coordinator will provide a sign-in sheet for all regional traffic enforcement meetings and initiatives.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
1	0	1	1	1	0	0	0	1	1	1	1	8
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 6.1 GOHS Goal: Enhance Police Traffic Services

Objective: The grantee agrees to submit a Governor's Challenge application and attend the awards banquet/training.

Activity: The grantee will submit a Governor's Challenge application. The grantee will also attend the awards banquet and training.

Evaluation: The GOHS LES Director will provide a list of all participants attending the Governor's Challenge.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
1	0	0	0	0	0	0	1	0	0	0	0	2
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 7.2 GOHS Goal: Disseminate Traffic Safety-Related Educational Materials

Objective: The HEAT Unit will conduct one community engagement event to the public each month during the grant period.

Activity: The HEAT Unit will conduct a minimum of one community engagement event a month to the public during the grant period. This may also include traffic enforcement education to law enforcement officers within the jurisdictional area of the grantee no more than three (3) times per year.

Evaluation: Events will be documented on a GOHS Community Engagement Form and submitted in the GOHS monthly programmatic reports.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
1	1	1	1	1	1	1	1	1	1	1	1	12
-	-	-	-	-	-	-	-	-	-	-	-	-

Goal: 7.2 GOHS Goal: Disseminate Traffic Safety-Related Educational Materials

Objective: The HEAT Unit will participate in at least three GOHS sponsored Thunder Task Force mobilizations during the grant period.

Activity: The HEAT unit will participate in at least three Thunder Task Force mobilizations.

Evaluation: Participation in the Thunder Task Force will be documented in the GOHS monthly programmatic reports.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
1	0	0	0	0	1	0	0	0	0	0	1	3
-	-	-	-	-	-	-	-	-	-	-	-	-

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GA-2026-HallISO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Media Plan

The Hall County Sheriff's Office uses several media outlets to inform and educate the public. The Hall County Sheriff's Office will use the local newspaper which is the Gainesville Times to have a written article announcing the award of the HEAT Grant. The Sheriff's Office will also utilize a local internet news media outlet called Access North Georgia News. In addition, the Hall County Government in connection with the Gainesville City Government owns TV18, which is a local television cable channel, which will be used for both the announcement and would continue to be used by the traffic enforcement unit as an education tool. Also, the Hall County Sheriff's Office will be utilizing the HEAT Units to participate in the Georgia Car Fit for elders program and the Safe Kids program, which are both high visibility educational programs for the public. The Hall County Sheriff's Office also partners with WDUN Radio and GLORY 1330 Radio to have news stories and talk shows involving education and awareness of traffic law. One of these radio shows is "Traffic Tip Thursday" whereby an officer will appear on the talk show or go to a location to talk about Impaired Driving, Speed Awareness, Occupant Safety, Current Law on Passing a Stopped School Bus, How to Negotiate a Round-a-Bout, etc. In addition, the Hall County Sheriff's Office has partnered with Channel 2 and Channel 11, which are local Atlanta channels, in the promotion and announcement of programs the Hall County Sheriff's Office plans to use in order to deter the number of fatalities which are occurring in Hall County. In addition, the Hall County Sheriff's Office utilizes their Facebook Social Media platform to educate and make citizens aware of traffic related issues and problems, and inform them of educational events going on throughout Hall County during the year.

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Version Date: 04/23/2025 12:50:59 PM
Resource Requirements**

The Hall County Sheriffs Office is requesting this grant to fund an enforcement effort focusing on alcohol and drug impaired driving, speeding, distracted driving, and occupant protection utilizing 5760 enforcement activity hours annually. Activity hours may also be used for educational events, attendance at the GOHS Highway Safety Conference, highway safety related training/certifications, etc. Activity hours will be filled with resources that hold the appropriate certifications on traffic enforcement equipment. Standardized Field Sobriety, RADAR, LIDAR, and ARIDE at minimum, will be required by resources that carry out activity hours. Activity hours will be utilized during identified peak hours for the enforcement of DUIs, Speeding, Distracted Driving, and Occupant Protection. Crash data will be used as a hot spot locator to target enforcement in high problem areas. Activity hours will be utilized to conduct and or participate in checkpoints and saturated patrols in identified areas throughout the County. Activity hours will also be utilized to complete the other goals and objectives of the project such as conducting educational events and participating in GOHS Campaigns and Network Meetings. Once funding is determined to be awarded, resources will be selected based on the minimum criteria and preference will be given to resources which exceed the minimum criteria. The Grantee would request fuel allowance and regular maintenance for these vehicles. The maintenance would only include regular oil changes and the cost of tires. The cost for one vehicle for the year will be \$3,000.00 with an extended cost for three vehicles being \$9,000.00 per year. A maintenance quote was provided by Hall County Fleet Maintenance much higher than this, however, the Hall County Sheriffs Office will provide the funds for any overages of this \$7500 per year. During enforcement activities, the cars and equipment already purchased in the first year of the grant will be used to enforce the traffic laws of the state of Georgia to reduce serious injury and fatality crashes. In addition to enforcement, vehicles will be used to travel to any events including educational events, attendance at the GOHS Highway Safety Conference, Highway safety related training/certifications, any GOHS sponsored monthly traffic network meetings, etc. The \$4500 in travel expenses will be used to attend any required GOHS sponsored events or activities. All of the resources which are requested are necessary. The Grantee will incur the cost of uniforms, and duty gear, including duty weapon, gun belt, radio, pepper spray, handcuffs, Tasers, etc. The Grantee will also provide office space for personnel, storage for documents and records, and office supplies. The Grantee will also incur the cost of administrative fees, by using current clerical staff and the current traffic Sergeant for

administrative duties. The Grantee will also provide all in car and portable communication radios along with GTAC military grade laptops in the vehicles. The grantee will also provide all flashlights, Alco-sensors, body cameras and any other equipment needed for the enforcement, education, and awareness of all impaired driving, speeding, distracted driving, and occupant safety laws. In the 2026 FY, the resources that have been provided by the grant will be used to surpass the goals set forth in the grant in the areas of education, awareness, and enforcement. There will be support for the MADD program, SafeKids, and the CarFit program. In addition, training will continue in order to increase knowledge in the areas of speeding, occupant safety, and impaired driving enforcement and awareness. Any HEAT Unit who is also a network coordinator may use the HEAT vehicle for LEL conferences. The Hall County HEAT Unit will establish an enforcement effort focusing on alcohol and drug-impaired driving, speeding, and occupant protection utilizing 5760 enforcement activity hours annually. Activity hours may also be used for educational events, attendance at the GOHS Highway Safety Conference, Highway safety related training/certifications, etc. Activity hours will be filled with resources that hold the appropriate certifications on traffic enforcement equipment. All resources will be LIDAR, RADAR, Intox 9000, SFST, ARIDE, DRE and SafeKids certified. Crash data will be used as a hot spot locator to target enforcement in high problem/crash areas.

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date: 04/23/2025 12:50:59 PM
Self-Sufficiency

The Hall County Sheriff's Office plan is to utilize the enforcement activities and knowledge provided by the grant, to reduce fatalities and serious injury crashes after the grant has been completed. In addition, the Sheriff's Office plans to utilize the equipment and training acquired through the grant for years to come in the apprehension and prosecution of Georgia traffic law violators. The Hall County Sheriff's Office will maintain a well funded Traffic Enforcement Unit to continue to combat the primary causes of serious injury and fatality crashes on Hall County Roadways.

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Personnel Service Details – Position

Position/Title	Pay Code	Hours/Week	Pay Rate	Annual Salary	Time%	Project Salary
none	Hourly	0	\$0.00	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallISO-055-APP
Version Date:04/23/2025 12:50:59 PM
Personnel Service Details –Benefits

Project Salaries	Percent of Time	Project Salary
Total	0%	\$0.00

Fringe Benefit Type	Percentage	Amount
F.I.C.A	0%	\$0.00
Retirement	0%	\$0.00
Health Insurance	0%	\$0.00
Workers Compensation	0%	\$0.00
Unemployment Insurance	0%	\$0.00
Total		\$0.00
Total Personnel Service (Total Salaries + Fringe Benefits)		\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Pay Schedule For Project Employees

Pay Code	Month	Beginning Date	Ending Date	Actual Pay Date
Hourly	October	10/1/2025	10/4/2025	10/10/2025
Hourly	October	10/5/2025	10/18/2025	10/24/2025
Hourly	October	10/19/2025	11/1/2025	11/7/2025
Hourly	November	11/2/2025	11/15/2025	11/21/2025
Hourly	November	11/16/2025	11/29/2025	12/5/2025
Hourly	November	11/30/2025	12/13/2013	12/19/2025
Hourly	December	12/14/2025	12/27/2025	1/2/2026
Hourly	December	12/28/2025	1/10/2026	1/16/2026
Hourly	January	1/11/2026	1/24/2026	1/30/2026
Hourly	January	1/25/2026	2/7/2026	2/13/2026
Hourly	February	2/8/2026	2/21/2026	2/27/2026

Hourly	February	2/22/2026	3/7/2026	3/13/2026
Hourly	March	3/8/2026	3/21/2026	3/27/2026
Hourly	March	3/22/2026	4/4/2026	4/10/2026
Hourly	April	4/5/2026	4/18/2026	4/24/2026
Hourly	April	4/19/2026	5/2/2026	5/8/2026
Hourly	May	5/3/2026	5/16/2026	5/22/2026
Hourly	May	5/17/2026	5/30/2026	6/5/2026
Hourly	May	5/31/2026	6/13/2026	6/19/2026
Hourly	June	6/14/2026	6/27/2026	7/3/2026
Hourly	June	6/28/2026	7/11/2026	7/17/2026
Hourly	July	7/12/2026	7/25/2026	7/31/2026
Hourly	July	7/26/2026	8/8/2026	8/14/2026
Hourly	August	8/9/2026	8/22/2026	8/28/2026
Hourly	August	8/23/2026	9/5/2026	9/11/2026
Hourly	September	9/6/2026	9/19/2026	9/25/2026
Hourly	September	9/20/2026	9/30/2026	10/2/2026

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Enforcement Activity Hours

Resource	Pay Rate	Total Hours	Funds Needed
1	\$36.50	1920	\$70,080.00
2	\$35.40	1920	\$67,968.00
3	\$31.75	1920	\$60,960.00
Total :		5760	\$199,008.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Regular Operating Expenses

Description	Unit Price	Quantity	Total Costs
Fuel/Maintenance/Tires/Oil Changes	\$3,000.00	3	\$9,000.00

Total:\$9,000.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Travel

Description	Unit Price	Quantity	Total Costs
GOHS Approved Travel	\$1,500.00	3	\$4,500.00

Total:\$4,500.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Equipment Purchases

Description	Unit Price	Quantity	Total Costs
None Needed	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Contractual Services

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Per Diem & Fees

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Computer Charges And Computer Equipment

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Telecommunication

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Motor Vehicle Purchase

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
Rent or Real Estates

Description	Unit Price	Quantity	Total Costs
None	\$0.00	0	\$0.00

Total:\$0.00

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallISO-055-APP
Version Date:04/23/2025 12:50:59 PM
Cost Category Summary

Cost Category	Total	Award Amount
Personnel Services - Salary	\$0.00	\$0.00
Personnel Services - Fringe Benefits	\$0.00	\$0.00
Regular Operating Expenses	\$9,000.00	\$5,400.00
Travel	\$4,500.00	\$2,700.00
Equipment Purchases	\$0.00	\$0.00
Contractual Services	\$0.00	\$0.00
Per Diem & Fees	\$0.00	\$0.00
Computer Charges and Computer Equipment	\$0.00	\$0.00
Telecommunication	\$0.00	\$0.00
Motor Vehicle Purchase	\$0.00	\$0.00
Rent/Real Estates	\$0.00	\$0.00
Enforcement/Activity Hours	\$199,008.00	\$119,404.80
Total	\$212,508.00	\$127,504.80

Matching Funds

Local Cash Match (You must enter at least a 0 before	40%	\$85,003.20
Federal Participation (percentage of total in Item 12)	60%	\$127,504.80

General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Version Date:04/23/2025 12:50:59 PM
App Contract Forms

Grantee Project Director(Primary Contact) : Jeremy Cooksey

Agency Staff (Financial Contact): Scott Collison

Authorized Official : Gerald Couch

**General Application 2026
Organization: Hall County Sheriff's Office
GA-2026-HallSO-055-APP
Certification and Signatures**

I certify that I understand and agree to comply with the general and fiscal year terms and conditions of this application including special conditions; to comply with provisions of the Act governing these funds and all other federal laws; that all information presented is correct; that there has been appropriate coordination with affected agencies; that I am duly authorized by the applicant to perform the tasks as they relate to the terms and conditions of this grant application; that costs incurred prior to grant approval may result in the expenses being absorbed by the grantee; and, that the receipt of grantor funds through the Governor's Office of Highway Safety will not supplant state or local funds. Monthly reimbursement claim submissions filed electronically are in effect, "electronically signed".

Project Director*

Name: Jeremy Cooksey
Agency: Hall County Sheriff's Office

Title: Sergeant HEAT Grant
Address: 2859 Browns Bridge Rd.,
Gainesville, GA 30504
Email Address: jcooksey@hallcounty.org

Phone Number: 4045569552

Fax Number:

Signature:



Date: 1/8/2025

Fiscal Staff*

Name: Scott Collison
Agency: Hall County Sheriff's Office

Title: Finance
Address: 2859 Browns Bridge Road,
Gainesville, GA 30501
Email Address: scollison@hallcounty.org

Phone Number: (770) 718-5151

Fax Number: (770) 534-6880

Signature:



Date: 1/8/2025

Authorized Official*

Name: Gerald Couch
Agency: Hall County Sheriff's Office

Title: Sheriff
Address: 2859 Browns Bridge Road,
Gainesville, GA 30504
Email Address: gcouch@hallcounty.org

Phone Number: (770) 531-6900

Fax Number: (770) 534-6880

Signature:



Date: 1/8/2025

*** NOTE: PROJECT DIRECTOR, FISCAL STAFF AND AUTHORIZED OFFICIAL CANNOT BE THE SAME PERSON WITHOUT GOHS APPROVAL. STAFF BEING FUNDED UNDER THIS GRANT MAY NOT BE ANY OF THE ABOVE OFFICIALS WITHOUT GOHS APPROVAL.**

2025-01-08 03:13 PM