

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date: 04/06/2026 10:15:27 AM
Application Project Info

Project Title : Hall County Sheriffs Office HEAT

Project Summary : The Hall County Sheriffs Office will implement evidence based practices supporting the goals of the H.E.A.T. Unit to reduce crashes, injuries and fatalities throughout the county.

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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
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When is your Audit Period ? From: 7/1/2026 To: 6/30/2027

SAM UEI : USZBJ4CMC7B6

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Problem Identification

Description of Highway Safety Problems – Hall County

State Data

In 2023, 1,615 fatalities occurred in motor vehicle traffic crashes on Georgia roadways. Between 2019 and 2023, the number of suspected serious crash injuries increased by 12%, from 7,308 in 2019 to 8,171 in 2023. The number of traffic-related fatalities also increased by 8% from 1,492 fatalities in 2019 to 1,615 in 2023. Recent motor vehicle traffic trends demonstrate a gradual return to pre-COVID norms. Between 2022 and 2023, traffic-related fatalities decreased by 10% and 6%, respectively; however, these numbers are still higher than pre-pandemic norms.

Local Data

On average, Hall County experiences just under 10,000 motor vehicle crashes annually. Increased traffic related to Lake Lanier tourism, interstate travel along the I-985/365 corridor, and the development of the Gateway Industrial Center and planned inland port continue to strain local roadways.

In 2022, Hall County experienced 34 traffic-related fatalities, marking one of the highest fatality totals in recent years. While Georgia saw overall statewide reductions during certain periods, Hall County often experienced opposite trends, highlighting the need for localized enforcement and education strategies.

Fatality Trends

- 2020: 31 fatalities
- 2021: 30 fatalities
- 2022: 34 fatalities
- 2023 (HEAT grant year): 16 fatalities (53% reduction from 2022)
- 2024: 19 fatalities

The significant reduction in fatalities during HEAT-funded enforcement periods demonstrates the effectiveness of targeted traffic safety initiatives in Hall County.

• Unrestrained Fatalities

State Data

In 2023, there were 1,615 traffic fatalities in Georgia, of which 1,001 (52%) were occupants of passenger vehicles (PV). Nearly half of the passenger vehicle occupants who were fatally injured were unrestrained (46%, 464 PV occupants), 42% (418) were restrained,

and 12% (119) had unknown restraint use. Georgias observed seatbelt usage rate increased by 1.2% net-points from 2023, with an overall usage rate of 88.8% in 2024.

Local Data

Unrestrained occupants continue to be a major contributor to fatal crashes in Hall County.

- 2020: 7 of 30 fatalities (23%) were unrestrained
- 2021: 8 of 30 fatalities (27%) were unrestrained
- 2022: 7 of 34 fatalities (21%) were unrestrained
- 2023: 3 of 16 fatalities (19%) were unrestrained
- 2024: 10 of 19 fatalities (53%) were unrestrained

The local usage rate in Hall County is 88% in rural areas and 92% in high traffic areas.

• Impaired Driving Fatalities

State Data

In Georgia, drivers are considered legally alcohol impaired when their BACs are .08 grams per deciliter (g/dL) or higher. In 2023, there were 433 fatalities that involved at least one alcohol-impaired driver—a 15% decrease from the 507 alcohol-impaired fatalities in 2022. These alcohol-impaired fatalities represented 27% of all traffic fatalities that occurred on Georgia roadways in 2023—compared to 30% nationwide. In 2023, 22% of all drivers in fatal crashes were suspected of drug involvement or had positive drug test results. Drug-related fatalities represented 14% of all traffic-related fatalities in 2023.

Local Data

Impaired driving remains a persistent and dangerous issue on Hall County roadways, particularly during peak tourism seasons and nighttime hours.

- 2020: 10 of 31 fatalities were impaired-driving related 32%
- 2021: 15 of 30 fatalities were impaired-driving related 50%
- 2022: 8 of 34 fatalities were impaired-driving related 24%
- 2023: 3 of 16 fatalities were impaired-driving related 18%
- 2024: 1 of 19 fatalities were impaired-driving related 5%

The sharp reduction in DUI-related fatalities in 2024 and 2025 is believed to be a direct result of HEAT-funded enforcement, sobriety checkpoints, and public education initiatives.

• Speed-Related Fatalities

State Data

Compared to the previous year, speeding-related fatal crashes decreased by 22%; however, there were no changes in serious injury speeding-related crashes and a 1% decrease in all speeding crashes in 2023. Twenty-two percent of all traffic fatalities (349 out of 1,615) were speeding-related in 2023, compared to 23% (422 out of 1,796) in 2022.

Local Data

Speeding and aggressive driving are leading contributors to fatal crashes in Hall County, particularly on state routes and county roads.

- 2020: 13 of 31 were speed-related 42%
- 2021: 7 of 30 were speed-related 27%
- 2022: 15 of 34 were speed-related 44%
- 2023: 6 of 16 were speed-related 37%
- 2024: 5 of 19 were speed-related 26%

In 2023, four fatalities involved single-rider motorcycles traveling at excessive speeds, and aggressive motorcycle crashes combined with pedestrian fatalities accounted for 50% of all deaths that year.

• Pedestrian Fatalities

State Data

In 2023, there were 310 pedestrians fatally injured in traffic crashes, a 10% decrease from the 345 pedestrian fatalities in 2022. In 2023, nearly three-quarters of pedestrian fatalities (72%) and nearly half (47%) of pedestrian injuries occurred on roadways with posted speed limits at or above 45 mph. Additionally, the number of pedestrian fatalities that occur in dark lighting conditions has more than doubled in the past decade (from 123 to 251).

Local Data

Pedestrian crashes remain a serious concern in Hall County, particularly along high-speed corridors and poorly lit roadways.

- 2023: 25% of all fatalities involved pedestrians
- Several pedestrian fatalities occurred under unusual circumstances, including a train strike and roadway crossings in non-designated areas.
- Pedestrian crashes are often associated with speed, visibility issues, and failure to yield.

• Motorcyclist Fatalities

State Data

In 2023, there were 196 motorcyclist fatalities that resulted from motor vehicle traffic crashes on Georgia roadways. Motorcycles consistently represent less than 1% of all registered vehicles and are involved in 1% of all motor vehicle crashes in Georgia. Motorcycle operators accounted for 6% of all licensed drivers but 12% of all driver fatalities. Motorcyclists are more vulnerable to severe injuries when they are involved in traffic-related crashes. Among persons fatally or seriously injured in a multi-vehicle

motorcycle crash, 97% were riding on a motorcycle and 3% were occupants of other vehicles or non-motorists.

Local Data

Motorcyclists are disproportionately represented in Hall County fatal crashes.

- In 2023, high-speed motorcycle crashes accounted for 25% of total fatalities.
- Excessive speed and loss of control were primary contributing factors.
- Motorcyclists remain especially vulnerable due to lack of physical protection and increased severity of injuries.

• Bicyclist Fatalities

State Data

There was an average of 24 bicyclist fatalities in traffic crashes each year between 2019 and 2023. In 2023, there were 23 bicyclist fatalities on Georgia roadways, a decrease from 29 bicyclist fatalities in 2022. The bicyclist crash rate is highest in urban counties outside the Atlanta region. Sixty percent of bicyclist crashes occur at intersections.

Local Data

Bicyclist safety remains a concern, particularly for youth riders.

- In 2024, a child bicyclist was fatally struck after failing to stop at a stop sign and not wearing a helmet.
- Many bicycle-related crashes occur at intersections and involve failure to yield.

• Older Drivers

State Data

Fatal crashes involving drivers aged 65+ decreased by 1.4% (from 288 drivers in 2022 to 284 in 2023), and the rate of drivers 65+ years involved in fatal crashes per 100,000 population decreased by 3.8% (from 18.6 in 2022 to 17.9 in 2023).

Over the decade, drivers 65+ years represented approximately 13% of all drivers involved in fatal crashes.

Local Data

Hall County has experienced fatalities involving older drivers, including incidents related to medical issues, vehicle control, and nontraditional vehicles.

- In 2024, one fatality involved an elderly female who drove a golf cart off an embankment, resulting in a fatal rollover.
- As Hall Countys population ages, crashes involving older drivers are expected to increase without targeted education and enforcement.

• Young Drivers

State Data

In 2023, the number of young drivers (ages 15 to 20 years) involved in fatal crashes decreased by 8% (from 191 drivers in 2022 to 176 drivers in 2023). During this same period, the rate of young drivers involved in fatal crashes per 100,000 population decreased

by 10% (from 20.8 in 2022 to 18.8 in 2023). Young drivers represented 7.8% of all drivers involved in fatal crashes in 2023—2.3% were 15-to-17-year-olds, and 5.5% were 18-to-20-year-olds.

Local Data

Young and inexperienced drivers continue to be overrepresented in crashes involving speed, distraction, and failure to yield.

- Fatal crashes involving youth often include contributing factors such as inattention, lack of seatbelt use, and poor judgment at intersections.
- Education and enforcement remain critical to reduce these incidents.

Summary

Hall County continues to experience high crash volumes and fluctuating fatality trends influenced by tourism, freight movement, and population growth. Data clearly demonstrates that HEAT grant-funded enforcement, education, and awareness efforts directly correlate with reductions in fatalities, impaired driving, and aggressive driving behaviors. Continued HEAT funding is essential to sustain progress and address ongoing traffic safety challenges unique to Hall County.

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Document Attachment

Document Type	Document Name	Document Title	Updated By	Updated TimeStamp
Problem Identification Support Data	Bar Graph DUI Arrests-Fatals.docx	bar graph DUI arrests and Fataals	jeremy.cooksey	1/22/2026 12:50 PM EST
Problem Identification Support Data	Enforcement 2 bar graph.docx	Enforcement bar graph	jeremy.cooksey	1/22/2026 12:50 PM EST
Problem Identification Support Data	Graph 3.docx	Crash Data 22-25	jeremy.cooksey	1/22/2026 12:50 PM EST
Problem Identification Support Data	County Data Sheet.jpg	Hall County Data Sheet	jeremy.cooksey	1/22/2026 1:07 PM EST
Problem Identification Support Data	Seat Belt Surveys 6-19-25.pdf	Seat Belt Surveys	jeremy.cooksey	1/22/2026 1:07 PM EST
Letter of Support	PI and E 2025.pdf	Public Information and Education	jeremy.cooksey	1/22/2026 1:14 PM EST
Job Description	HCSO Traffic Unit Policy.pdf	Traffic Unit Policy	jeremy.cooksey	1/22/2026 1:14 PM EST
Procurement Policy	Procurement Methods Quick Reference.pdf	Procurement Quick Reference	jeremy.cooksey	1/22/2026 1:15 PM EST
Procurement Policy	Procurement Policy.pdf	Procurement Policy	jeremy.cooksey	1/22/2026 1:15 PM EST
Problem Identification Support Data	fatals, injuries, speed and alcohol related.docx	Fatalities, Injuries, Speed, and Alcohol Related Chart	jeremy.cooksey	2/9/2026 1:36 PM EST

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Program Assessment

When The Hall County Sheriffs 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 Sheriffs Office has approached the problem with a mission focused on education, awareness, and enforcement. First, in the area of awareness, the Hall County Sheriffs Office has purchased 12 RADARSIGNS. These signs will display a violators 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 sheriffs 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 Car Passenger Safety. 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 restraints in the community. 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 units approach to enforcement, we have done several things. First, we have identified the area with the previous months 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 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. In 2025, we did see an uptick in fatalities to 30 however, this number is still lower than we have typically had in years prior to the newest HEAT grant. 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 and only 2 in 2025. We will continue to utilize the rubric of the past 3 years to hopefully keep the fatalities at a minimum.

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Program Assessment Chart

Activity	2023	2024	2025
DUI Arrests	749	687	770
Speeding (all cases)	5815	9514	10641
Safety Belt Violations	1054	1486	968
All Other Traffic Violations	19086	28951	34910
Traffic Crashes	9777	9585	9636
Check Point Conducted	30	12	16

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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 Governors 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 quarter during the grant period.

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

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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: 1. 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: 2. 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: 3. 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: 4. 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: 5. 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: 6. 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	2	1	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: 7. 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 Governors Challenge application and attend the awards banquet/training.

Activity: 8. The grantee will submit a Governors 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 Governors 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 quarter during the grant period.

Activity: 9. The HEAT Unit will conduct a minimum of one community engagement event each quarter 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
0	0	1	0	0	1	0	0	1	0	0	1	4
-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Activity: 10. The HEAT unit will participate in at least two 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
0	0	0	0	0	0	1	0	0	0	1	0	2
-	-	-	-	-	-	-	-	-	-	-	-	-

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Media Plan

The Hall County Sheriffs Office uses several media outlets to inform and educate the public. The Hall County Sheriffs Office will use the local newspaper which is the Gainesville Times to have a written article announcing the award of the HEAT Grant. The Sheriffs 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 Sheriffs 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 Sheriffs 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 Tuesday 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 Sheriffs Office has partnered with Channel 2 and Channel 11, which are local Atlanta channels, in the promotion and announcement of programs the Hall County Sheriffs Office plans to use in order to deter the number of fatalities which are occurring in Hall County. In addition, the Hall County Sheriffs Office utilizes their Facebook and Instagram Social Media platforms 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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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 \$5,000.00 with an extended cost for three vehicles being \$15,000.00 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 \$15,000 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 2027 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, with at least one or more of the resources being DRE and SafeKids certified. Crash data will be used as a hot spot locator to target enforcement in high problem/crash areas.

General Application 2027
Organization: Hall County Sheriffs Office
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Self-Sufficiency

The Hall County Sheriffs 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 Sheriffs 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 Sheriffs 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 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date:04/06/2026 10:15:27 AM
Personnel Service Details – Position

Position/Title	Pay Code	Hours/Week	Pay Rate	Annual Salary	Time%	Project Salary
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Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date:04/06/2026 10:15:27 AM
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 2027
Organization: Hall County Sheriffs Office
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Version Date:04/06/2026 10:15:27 AM
Pay Schedule For Project Employees

Pay Code	Month	Beginning Date	Ending Date	Actual Pay Date
Hourly	October	10/4/2026	10/17/2026	10/23/2026
Hourly	October	10/18/2026	10/31/2026	11/6/2026
Hourly	November	11/1/2026	11/14/2026	11/20/2026
Hourly	November	11/15/2026	11/28/2026	12/4/2026
Hourly	November	11/29/2026	12/12/2026	12/18/2026
Hourly	December	12/13/2026	12/26/2026	12/30/2026
Hourly	December	12/27/2026	1/9/2027	1/15/2027
Hourly	January	1/10/2027	1/23/2027	1/29/2027
Hourly	January	1/24/2027	2/6/2027	2/12/2027
Hourly	February	2/7/2027	2/20/2027	2/26/2027
Hourly	February	2/21/2027	3/6/2027	3/12/2027

Hourly	March	3/7/2027	3/20/2027	3/26/2027
Hourly	March	3/21/2027	4/3/2027	4/9/2027
Hourly	April	4/4/2027	4/17/2027	4/23/2027
Hourly	April	4/18/2027	5/1/2027	5/7/2027
Hourly	May	5/2/2027	5/15/2027	5/21/2027
Hourly	May	5/16/2027	5/29/2027	6/4/2027
Hourly	May	5/30/2027	6/12/2027	6/18/2027
Hourly	June	6/13/2027	6/26/2027	7/2/2027
Hourly	June	6/27/2027	7/10/2027	7/16/2027
Hourly	July	7/11/2027	7/24/2027	7/30/2027
Hourly	July	7/25/2027	8/14/2027	8/20/2027
Hourly	August	8/15/2027	8/28/2027	9/3/2027
Hourly	August	8/29/2027	9/11/2027	9/17/2027
Hourly	September	9/12/2027	9/25/2027	10/1/2027
Hourly	September	9/26/2027	9/30/2027	10/15/2027

General Application 2027
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Enforcement Activity Hours

Resource	Pay Rate	Total Hours	Funds Needed
1	\$37.50	1920	\$72,000.00
2	\$34.40	1920	\$66,048.00
3	\$31.75	1920	\$60,960.00
Total :		5760	\$199,008.00

General Application 2027
Organization: Hall County Sheriffs Office
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Version Date:04/06/2026 10:15:27 AM
Regular Operating Expenses

Description	Unit Price	Quantity	Total Costs
Fuel/Maintenance/Tires/Oil Changes	\$5,000.00	3	\$15,000.00

Total:\$15,000.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallISO-004-APP
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Travel

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

Total:\$4,500.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date:04/06/2026 10:15:27 AM
Equipment Purchases

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

Total:\$0.00

General Application 2027
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Version Date:04/06/2026 10:15:27 AM
Contractual Services

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

Total:\$0.00

General Application 2027
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Per Diem & Fees

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

Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
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Version Date:04/06/2026 10:15:27 AM
Computer Charges And Computer Equipment

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

Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallISO-004-APP
Version Date:04/06/2026 10:15:27 AM
Telecommunication

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

Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date:04/06/2026 10:15:27 AM
Motor Vehicle Purchase

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

Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallISO-004-APP
Version Date:04/06/2026 10:15:27 AM
Rent or Real Estates

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

Total:\$0.00

General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallSO-004-APP
Version Date:04/06/2026 10:15:27 AM
Cost Category Summary

Cost Category	Total	Award Amount
Personnel Services - Fringe Benefits	\$0.00	\$0.00
Regular Operating Expenses	\$15,000.00	\$6,000.00
Travel	\$4,500.00	\$1,800.00
Equipment Purchases	\$0.00	\$0.00
Contractual Services	\$0.00	\$0.00
Per Diem and 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	\$79,603.20
Total	\$218,508.00	\$87,403.20

Matching Funds		
Local Cash Match (You must enter at least a 0 before	60%	\$131,104.80

Federal Participation (percentage of total in Item 12)	40%	\$87,403.20
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General Application 2027
Organization: Hall County Sheriffs Office
GA-2027-HallISO-004-APP
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App Contract Forms

Grantee Project Director(Primary Contact) : Jeremy Cooksey

Agency Staff (Financial Contact): Scott Collison

Authorized Official : Gerald Couch

**General Application 2027
Organization: Hall County Sheriff's Office
GA-2027-HallSO-004-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

Phone Number: 4045569552
Fax Number:
Signature:

Title: Sergeant HEAT Grant
Address: 2859 Browns Bridge Rd.,
Gainesville, Georgia-30504
Email Address: jcooksey@hallcounty.org
Date: 1/27/2026



Fiscal Staff*

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

Phone Number: (770) 718-5151
Fax Number: (770) 534-6880
Signature:

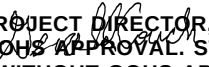
Title: Finance
Address: 2859 Browns Bridge Rd.,
Gainesville, Georgia-30504
Email Address: scollison@hallcounty.org
Date: 1/27/2026

Authorized Official*


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

Phone Number: (770) 531-6900
Fax Number: (770) 534-6880
Signature:

Title: Sheriff
Address: 2859 Browns Bridge Rd.,
Gainesville, Georgia-30504
Email Address: gcouch@hallcounty.org
Date: 1/27/2026


* 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.

2026-01-27 03:17 PM