

**DRIVE
ALERT
ARRIVE
ALIVE**

#ArriveAliveGA

Georgia Department of Transportation

Traffic fatalities in Georgia are up an alarming **25 percent** in the first quarter of 2015 compared to the same time last year. With an average of **100 deaths** a month, we're on track for **1,200 fatalities** in 2015. That would be the first increase in Georgia in **nine years!**

69% of all roadway fatalities in Georgia are from drivers failing to maintain their lane.



60% are from single vehicle crashes hitting a fixed object like a tree, bridge, culvert, etc.



79% of these fatalities may be the result of driver behavior -- driver distracted, not wearing a seatbelt, impaired, speeding, etc.



Only **38%** of victims in fatality crashes were wearing seatbelts.



17% of fatalities during the first three months of 2015 were pedestrians and bicyclists.



For the last **9** years, fatalities on Georgia's roadways have declined.



The *DriveAlert ArriveAlive* campaign calls attention to the increasing and preventable fatalities on Georgia's roads. It educates drivers about specific changes they can make in their driving behavior to save lives. The campaign is a partnership between the Georgia Department of Transportation (GDOT), the Governor's Office of Highway Safety (GOHS) and the Georgia Department of Public Safety (DPS).

Drive Alert Arrive Alive

Campaign Fact Sheet

BACKGROUND

In the first three months of 2015, there was a 25 percent increase in traffic fatalities in Georgia, compared to the first three months of 2014. With an average of 100 deaths a month, we are on track for 1,200 fatalities in 2015. That would be the first increase in Georgia in nine years.

- Many of these fatalities are due to single vehicle collisions
- Many single vehicle collisions are preventable
- Many of these fatalities were not wearing a seatbelt
- Educating drivers to change their driving behavior can save lives



THE CAMPAIGN

- **DriveAlert ArriveAlive** is an aggressive year-long statewide safety campaign to educate drivers about simple changes they can make in their driving behavior to prevent crashes, improve safety and decrease fatalities for themselves, as well as their passengers, other motorists, pedestrians and bicyclists.
- The campaign implores motorists to help turn the tide on these increasing single vehicle crashes and fatalities. Many can be prevented. Focus on driving, do not drive distracted and wear a seatbelt to reduce the chance of serious injury or death if there is a crash.
- The focus is on individual responsibility and how behavioral changes can significantly reduce fatalities.
- The **DriveAlert ArriveAlive** campaign is a partnership between the Georgia Department of Transportation (GDOT), the Governor's Office of Highway Safety (GOHS) and the Georgia Department of Public Safety (DPS).

CALL TO ACTION

Take responsibility to protect yourself, your passengers, other drivers, pedestrians and bicyclists.

Drive responsibly. It's easy as 1-2-3.

1. Buckle up...

- Always wear a seat belt no matter how far you drive [it's the law].

2. Stay off the phone and mobile devices...

- If possible, shut off the phone to avoid temptation [even hands-free use is a distraction] and no texting [Georgia law bans texting and driving]. Just drive.

3. Drive alert...

- Do not drive drowsy or impaired.

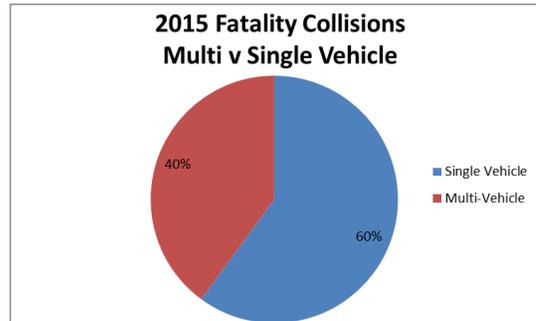
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STATISTICS

Data for the first quarter of 2015 show:

- 25% increase in the number of traffic fatalities
- 60% of fatalities result from single vehicle crashes – single vehicle hitting a fixed object like a tree, culvert, or bridge.
- 38% of victims in fatality crashes were wearing seatbelts.
- 79% of these fatalities are the result of driver behavior: 69% from failing to maintain their lane (the vehicle drifts into another lane or off the roadway) and 10% from rear end crashes
- 15% of fatalities are pedestrians
- 2% of fatalities are bicyclists
- Georgia DOT District 1 (Northeast Georgia) and District 3 (West Central Georgia) show the highest increases in fatalities



GDOT & SAFETY

- Safety is Georgia DOT's number one priority. We are committed to reducing fatalities and have worked for years *towards zero deaths* – to avoid roadway departure; to increase occupant protection; and to reduce distracted driving.
- GDOT utilizes safety measures including safety edge, rumble strips, center median cable barriers, high friction surface treatments, reflective signage and striping, and pedestrian countdown timers. Safety operations include Georgia-NaviGator 511, flashing yellow arrows, roundabouts, synchronized traffic lights, and variable speed limits. Safety programs include Safe Routes to School, Teens in the Driver's Seat, Railroad Safety, and Work Zone Safety.
- In the event of a crash or breakdown, GDOT advises motorists to **never** get out of the car on a freeway, unless your life is in imminent danger. Pull off the road if possible. Otherwise remain seat belted in the vehicle; turn on emergency flashers; raise the hood; call 511 for HERO assistance or 911 for medical attention.
- GDOT reminds pedestrians to do their part. Stay alert. Don't be a distracted pedestrian. Don't wear headphones or talk on a cell phone while crossing the street; cross at an intersection; obey pedestrian signals; use the "push to walk" button where available; and look both ways before crossing – even on a one-way street.

CONCLUSIONS

- Significantly more people are dying in single vehicle collisions.
- In the event of a crash, seatbelt use increases the odds of survival.
- Many of these motor vehicle fatalities are related to driver behavior: distracted driving, impaired driving, speeding, and/or failure to wear a seatbelt.
- By changing driver behavior most of these single vehicle crashes can be prevented.

Fatalities shown are for 1/1-3/31/15. For more information and updates as 2015 progresses, visit www.dot.ga.gov/DS/SafetyOperation/DAAA. #ArriveAliveGA