Georgia DOT’s SEE & BE SEEN campaign – in partnership with PEDS – aims to make it safer to walk in Georgia.

SEE & BE SEEN is the pedestrian component of Georgia DOT’s Drive Alert Arrive Alive campaign to reduce crashes and fatalities on Georgia’s roadways.

*Based on fatalities where contributing factor is identified. Balance attributed to multiple factors.

www.dot.ga.gov/SBS

Based on information available as of 3.31.17

Pedestrian deaths continue to surge in Georgia. 235 people on foot died in 2016. That’s up from the 206 who died in 2015 and the 168 who died in 2014. That’s a whopping 40% increase in two years!

80% of fatalities occur during overnight hours.

93% of fatalities occur outside a crosswalk.

PEDESTRIAN SAFETY IS A SHARED RESPONSIBILITY

33% of fatalities are attributed to motorists not yielding to pedestrians.

Another 33% are attributed to pedestrians.*

- Pay attention when walking or driving.
- Walkers: See and be seen.

Pedestrians struck by a vehicle at...

40 mph = 9 of 10 DIE

Drive Alert Arrive Alive

#ArriveAliveGA

Based on information available as of 3.31.17