



# SEE & BE SEEN

For Pedestrian Safety

Pedestrian deaths continue to surge in Georgia with 264 people killed in 2018. That's up a staggering 54% from 2014, and is the highest annual pedestrian fatality count in state history.



**82%**

of fatalities occur during overnight hours



**90%**

of fatalities occur outside a crosswalk



**33%**

of fatalities are attributed to motorists not yielding to pedestrians\*

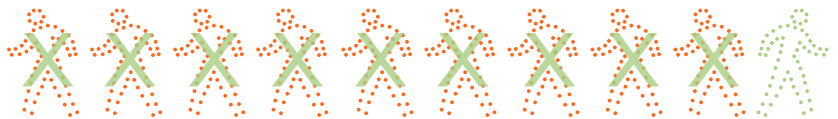


**33%**

are attributed to pedestrians\*

Pedestrians struck by a vehicle at...

**40 mph = 9 of 10 DIE**



## PEDESTRIAN SAFETY IS A SHARED RESPONSIBILITY

Pay attention when walking or driving.

### WALKERS:

See and be seen.

### DRIVERS:

Slow down. Watch for walkers. Vehicle speed kills.

Georgia DOT's SEE & BE SEEN campaign 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](http://WWW.DOT.GA.GOV/SBS)

