



#Drive25 to #SaveLives Campaign

Key Messages

- In 2020, there were 65 traffic related deaths in the City of Atlanta.
- The City of Atlanta's vision is a city with ZERO deaths on our streets. We adopted an official [Vision Zero policy](#) in April 2020.
- Vision Zero is a comprehensive roadway safety effort to eliminate traffic fatalities and serious injuries through safer street design, speed management, and other proven strategies.
- Drivers have the responsibility to create safer streets by following the speed limits and slowing down.
- [National data](#) shows that when vehicles travel at slower speeds, crashes involving a pedestrian are significantly less likely to result in a death.
- Reducing the speed limit to 25 miles per hour is a proven, quick and effective way to make streets safer for everyone.
- By the end of 2021, nearly 75% of Atlanta's streets will be reduced speed limits to 25 mph.
- In February 2021, ATLDOT began replacing approximately 1,000 speed limit signs on more than 300 city streets. Electronic message boards will be used to alert drivers to the new speed limits.
- ATLDOT's strategy will be an equitable, data-driven approach to develop strategies and multi-year actions that target the city's biggest roadway safety issues. Changing how streets are engineered is a major part of the program.

Campaign Hashtags

#Drive25 to #SaveLives

#SlowDown

#VisionZeroATL

#SaferStreetsATL