



# DRIVE WISE, SURPRISE

Sustainable, Traffic Safety Campaign

# DRIVE WISE, SURPRISE



- Collaborative effort between:
  - Police Department
  - Communications Department
  - Public Works Department
  - Community Development



# DRIVE WISE, SURPRISE

## Identified Need



- Response to our residents' public safety needs and priorities
- Review of collision data supports their feedback



# 5-Year Collision Data

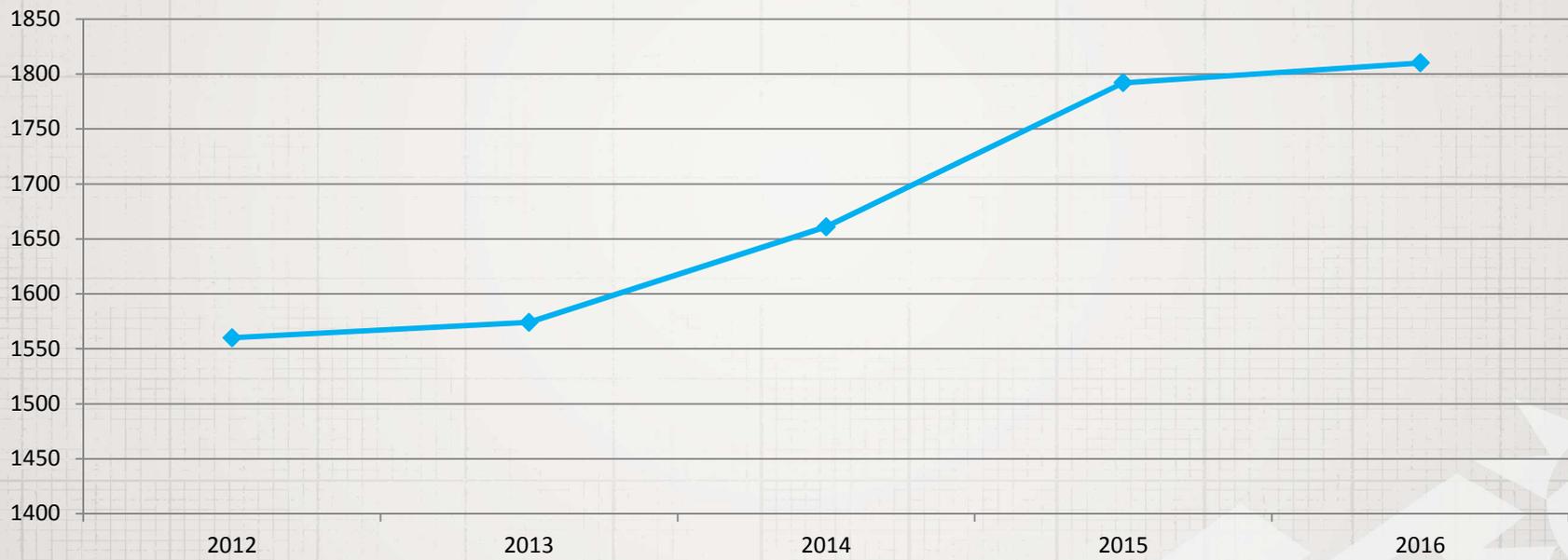


Year	Fatal	Injury	Non-Injury/Prop Damage	Hit & Run	Non Reportable	Total
2012	4	280	852	218	206	1560
2013	2	233	889	246	204	1574
2014	0	238	914	316	193	1661
2015	0	253	992	339	208	1792
2016	3	216	1076	324	191	1810

# 5-Year Collision Data



Total Accidents



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## Purpose



- Traffic safety, much like property crime reduction, cannot be achieved through enforcement alone.
- Goal of campaign is to create a sustainable culture of safe driving in the City of Surprise.



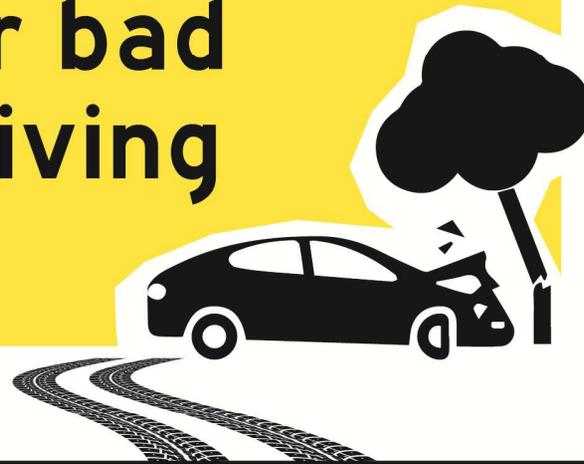
# DRIVE WISE, SURPRISE

## Comprehensive Approach



- Street signs
- Public service announcements
- Media engagement
- Social media messaging
- Ads and various other marketing tools
- Increased enforcement and addition of speed trailers

**There's no  
autocorrect  
for bad  
driving**



**Drive Wise,  
Surprise**



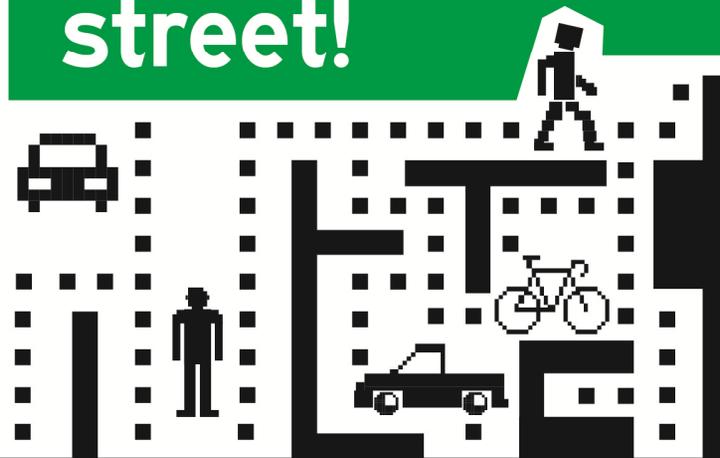
What are you missing?



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**Don't compete.  
Share the  
street!**



**Drive Wise,  
Surprise**



There's no  
need for  
speed



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Tailgating is  
only fun in  
sports



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Surprise



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## Financial Impact



- No impact to general fund
- Associated costs will be funded through ARS 28-3511 fund.

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## Anticipated Roll Out



- Late January 2017 – Media and social media release along with initial installation of signs in key locations.
- There is no end date as this is intended to be a sustainable, on-going campaign



# Comments & Questions

Thank you!