



## **Committee of the Whole Meeting - Final**

February 08, 2024

6:30 PM

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**A. COW2024-003** Cambridge Mobile Telematics – Get Home Safe Program

# Making Georgia's roads safer with **Get Home Safe**







**U.S. traffic fatalities are higher than ever**

**42,795**

traffic fatalities in **U.S.** in 2022

**+18%** since 2019

A background image showing a car accident scene. A silver car is on the left with significant damage to the front and side. Several firefighters in yellow and black uniforms are standing in the center. Another car is partially visible on the right. The scene is outdoors on a paved road.

# Georgia faces a similar trend

**1,844**

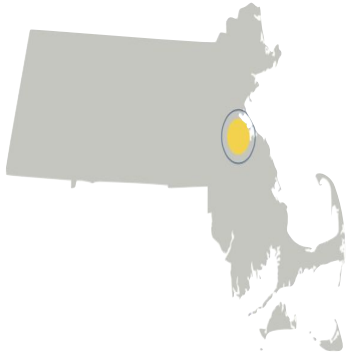
traffic fatalities in **Georgia** in 2022

**+46%** since 2019



# Safe driving programs make cities safer

Boston



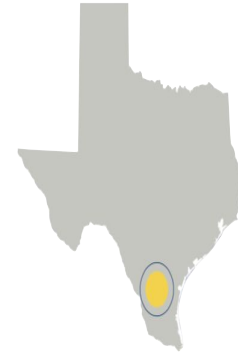
Seattle



Los Angeles



San Antonio



**30-50%**

reduction in risky behaviors



**8-12%**

reduction in crashes

# CMT powers safe driving programs around the world

30M

drivers

110

Global programs

83%

coverage of US vehicles

Public Sector  
& Non-Profit



AARP®

Oklahoma  
Challenge



Auto  
Insurance

State Farm®

PROGRESSIVE

GEICO®



Liberty Mutual  
INSURANCE

FARMERS  
INSURANCE

Nationwide®

TRAVELERS

AMERICAN FAMILY  
INSURANCE®

Transportation  
& Safety

HYUNDAI



verizon

Uber

DOORDASH



# Your city & the Atlanta Braves can help Georgians Get Home Safe

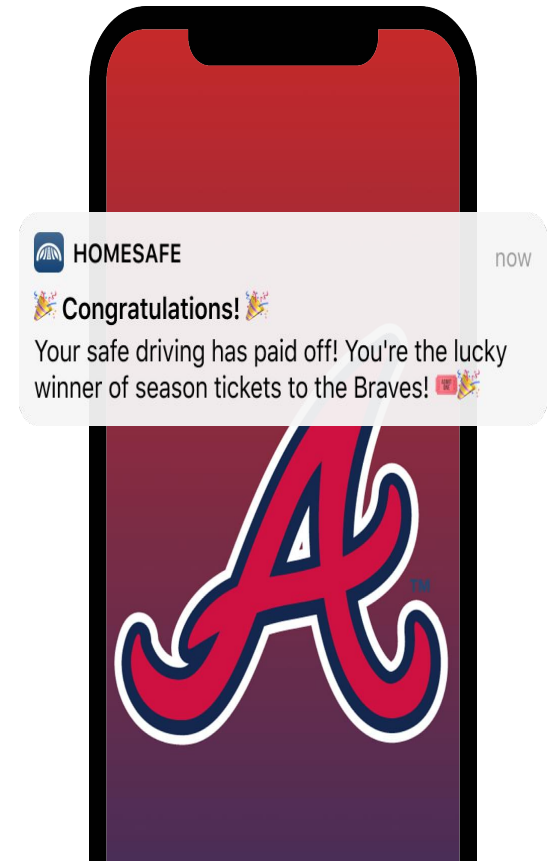
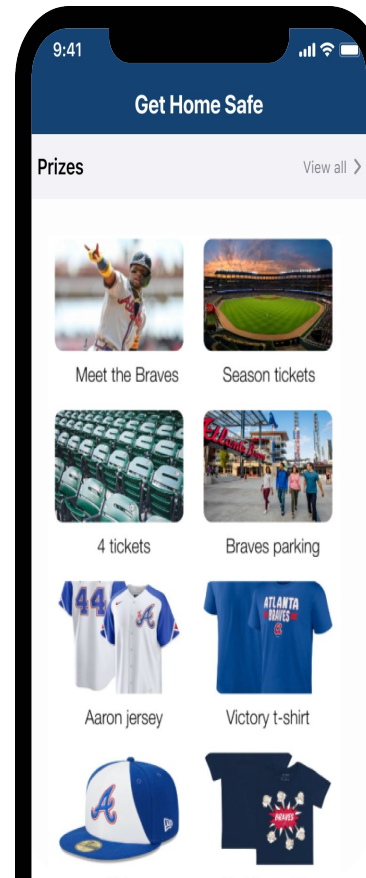
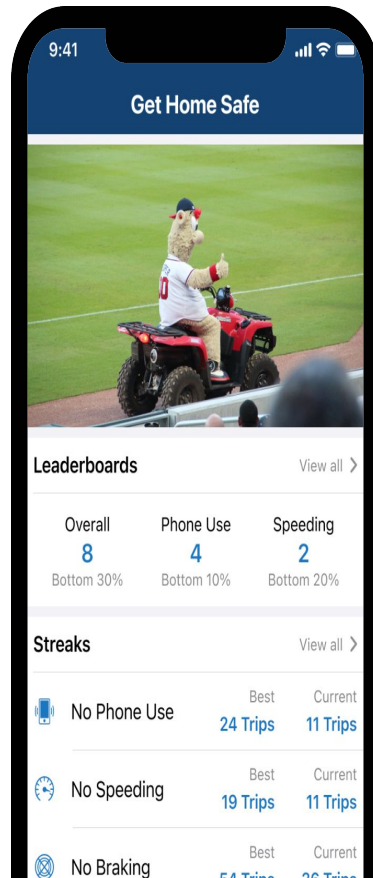
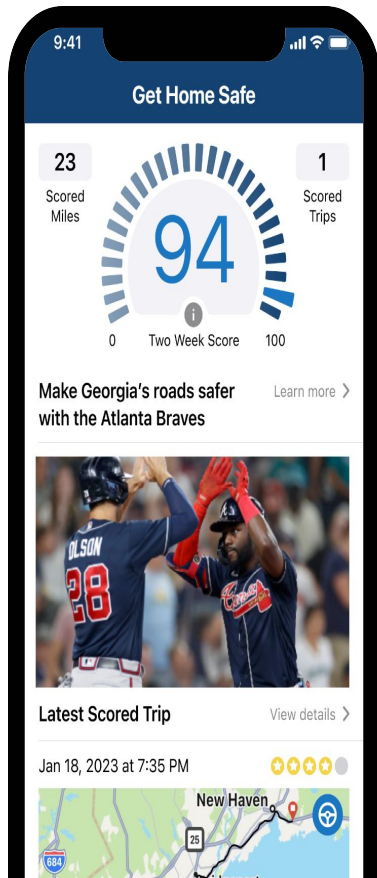
Educate drivers on risky driving

Provide driving feedback

Win prizes for safe driving



# How we'll get Georgians Home Safe



Scoring

Awareness

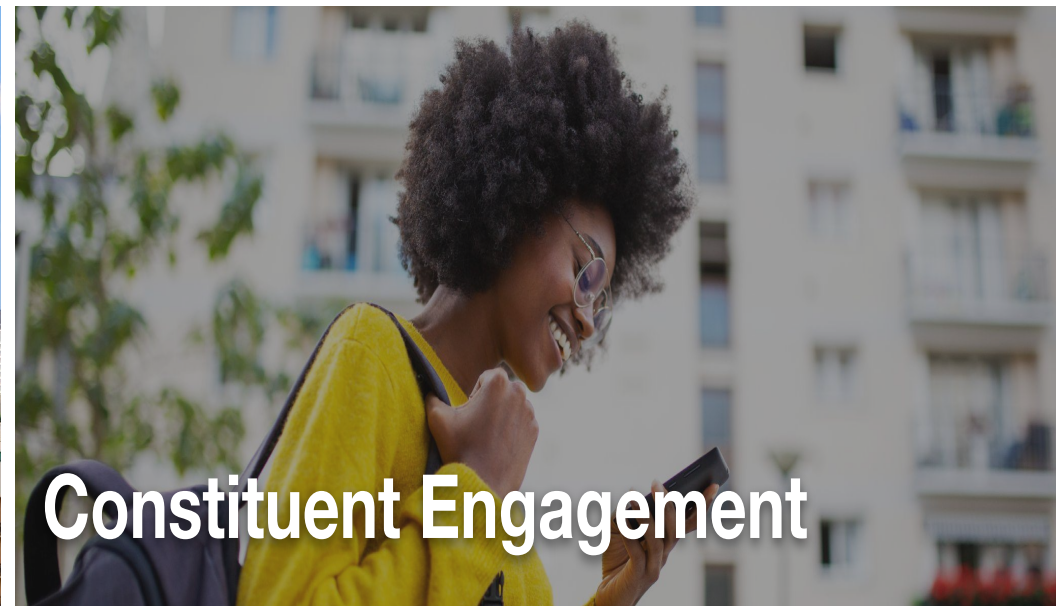
Rewards

Engagement





# How your city benefits from Get Home Safe



# Driving data proves road safety success

“According to Cambridge Mobile Telematics...  
the time that people were on the phone has gone  
down in the last six months.”



**Mike DeWine**  
Ohio Governor

# The safe driving team



Funding and budget  
Project managers  
Staff



Prize allocation  
Promotion  
Brand recognition



Community Engagement  
and promotion:

- Schools
- Events
- Publications





# Let's help Georgia drivers Get Home Safe



**CAMBRIDGE**  
MOBILE TELEMATICS

