



## Committee of the Whole Meeting - Final

February 08, 2024

6:30 PM

---

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



# 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



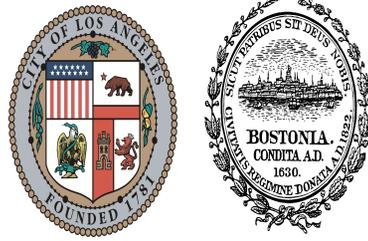
# CMT powers safe driving programs around the world

**30M**  
drivers

**110**  
Global programs

**83%**  
coverage of US vehicles

## Public Sector & Non-Profit



**Oklahoma Challenge**



## Auto Insurance



## Transportation & Safety



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

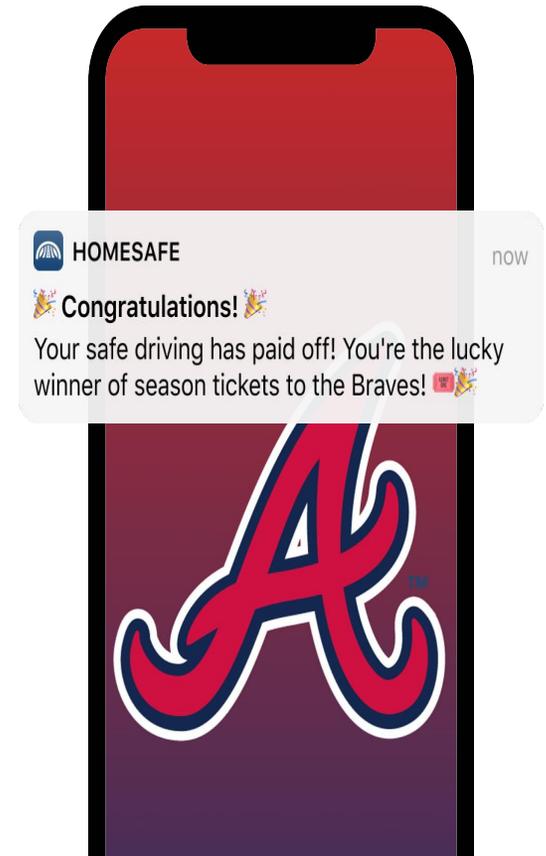
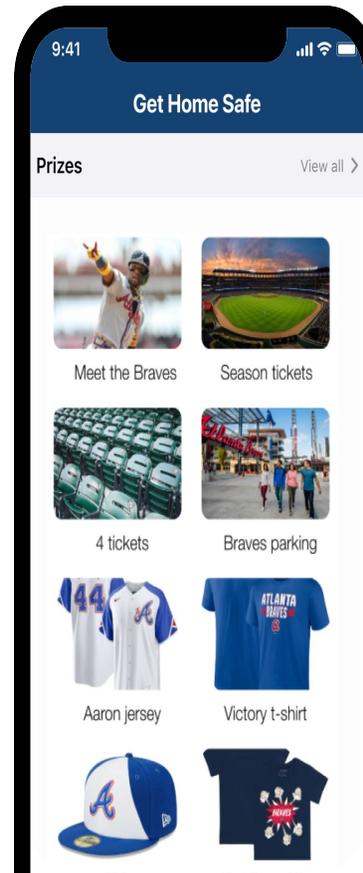
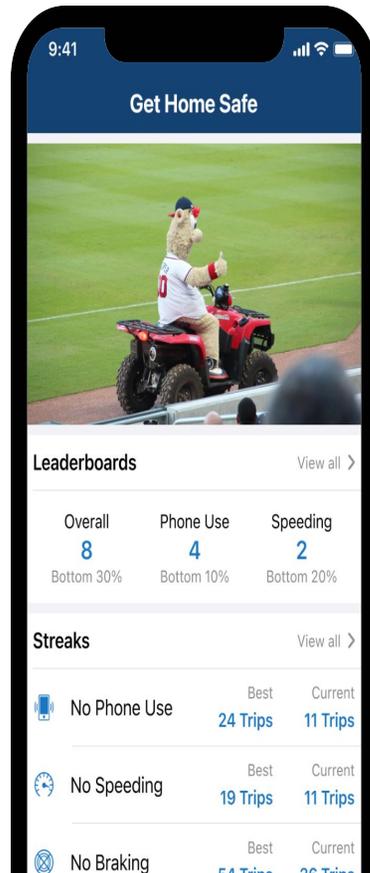
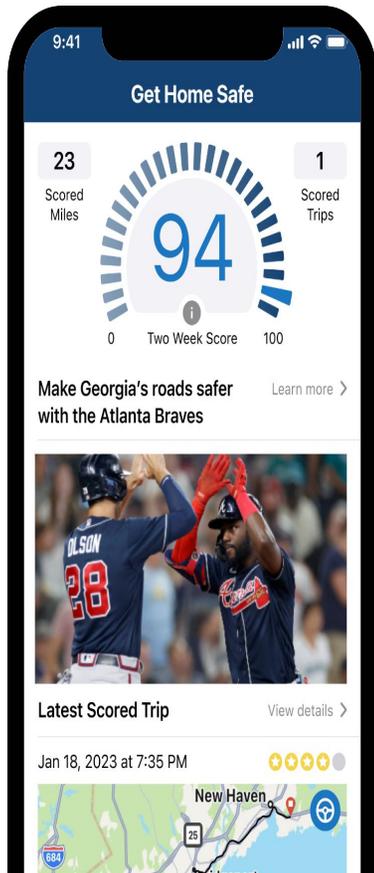
Educate drivers on risky driving

Provide driving feedback

Win prizes for safe driving



# How we'll get Georgians Home Safe



Scoring

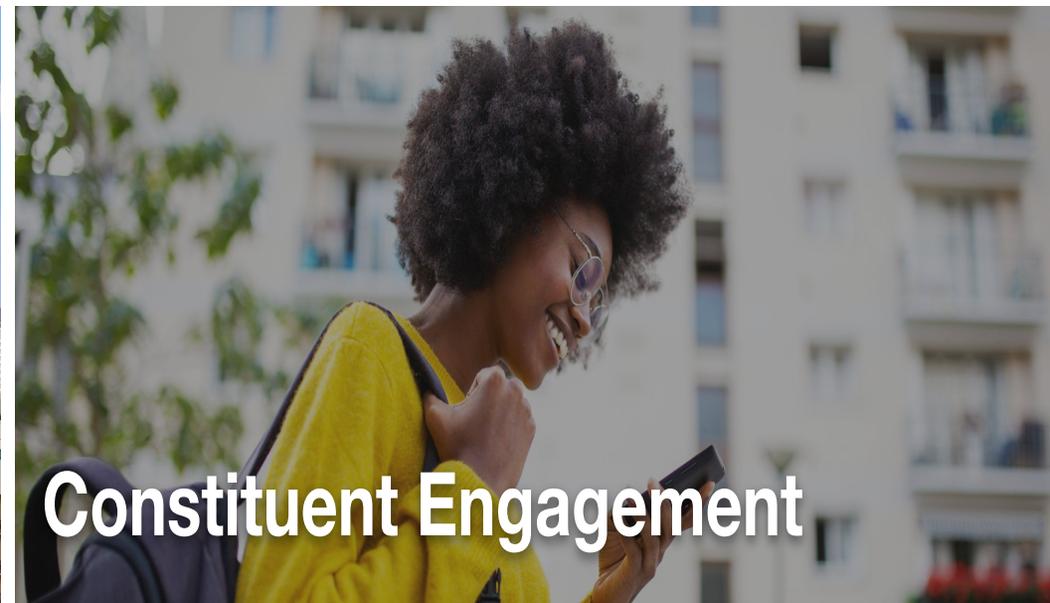
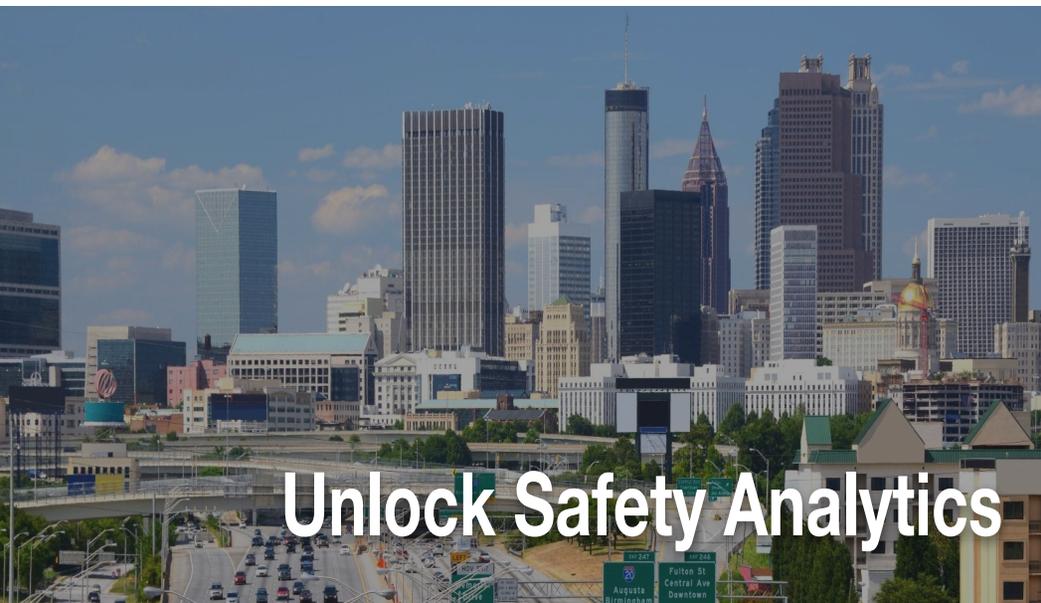
Awareness

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

