



Safety Spotlight

November 2014

Drive Safe Alabama Messaging Targets Football Fans

ALDOT is strategically communicating its Drive Safe Alabama message to fans of Alabama and Auburn football this fall.

Fans attending every Alabama and Auburn home game have the opportunity to see traffic safety messages on the LED ribbon boards lining each stadium's upper deck seating. For gameday broadcasts on the Auburn IMG Sports Network and the Crimson Tide Sports Network, listeners hear an in-game traffic safety announcement and a 30-second commercial during the post-game show. The announcements and commercials feature messages tied to the top four causes of crash injuries and fatalities – failure to use seatbelts, distracted driving, speeding and driving under the influence.

ALDOT staff will also host two on-campus gameday displays as another way to reach drivers. The Drive Safe Alabama team will be in Auburn on Nov. 22 (Auburn vs. Samford) and in Tuscaloosa on Nov. 29 (Alabama vs. Auburn). Fans who stop by the display will receive a Drive Safe Alabama koozie and safe driving card.

"Choosing to place our Drive Safe Alabama messages in front of these fan bases gives us the potential to make a big impact across our state," said Donna Jackson, Drive Safe Alabama coordinator. "Every person attending a game or listening on the radio is a vehicle driver or passenger. We want every driver to buckle their seatbelt and choose safe driving habits, setting an example for their passengers to follow."



ALDOT Partners with Alabama Tourism to Promote Traffic Safety



Alabama Welcome Center and Alabama Tourism Department staff with Drive Safe Alabama Coordinator Donna Jackson (second from right) at the Alabama Welcome Center Retreat.

Drive Safe Alabama Coordinator Donna Jackson recently shared an overview of ALDOT's traffic safety marketing initiative at the Alabama Welcome Center Retreat.

The retreat, organized and hosted by the Alabama Tourism Department, was held Nov. 9-11 at Lakepoint State Park Resort in Eufaula.

The annual event provides updates on the state's tourism and travel industry for the staffs of Alabama's eight welcome centers.

Several tourism organizations across Alabama also participate as a way to connect with those who promote their locations and activities.



ALDOT Assists Bicycle Club with Recent Event

The Alabama Department of Transportation recently partnered with the Montgomery Bicycle Club by providing traffic assistance for its 12th Annual Glassner Autumn Challenge.

Months prior to the Oct. 11 event, organizers contacted ALDOT to request traffic signal assistance at the intersection of U.S. Highway 31 and Federal Road in Montgomery County near Pintlala Baptist Church. The intersection is near the start of the ride and is the only signalized intersection along the ride's five routes.

"The Club asked us to set a regular green light cycle so riders had extra time to safely cross Highway 31," said Kris Kiefer, ALDOT area traffic engineer. "On event day, we set the signal to override the road sensor, allowing a green light with every cycle."



Photo contributed by Christy Horton

Montgomery Bicycle Club President Jeff Feet is grateful for ALDOT's help. "Switching the light made a big difference in rider safety at the intersection," Feet said. "We had many riders run the red light in previous years because the sensor would not detect them and trigger a green light. We appreciate ALDOT helping us make the intersection safer for this year's 351 riders."

With its Drive Safe Alabama initiative, ALDOT is dedicated to keeping Alabama's roadways safe by providing traffic safety information, online resources and assistance to the public. Part of this emphasis includes bicycle safety and sharing information with community partners. Click [here](#) to see the most recent copy of ALDOT's Bicycle and Pedestrian Plan. The 2015 plan is currently under development.

The Montgomery Bicycle Club promotes recreational and competitive cycling in Central Alabama. Members seek to increase bicycle safety and awareness by advocating bicycle-friendly communities. For more information, visit mgmbikeclub.org.

Make Safe Driving Choices this Holiday Season

"Over the river and through the woods to grandmother's house we go." Do the lyrics from this popular carol describe the route you'll travel this holiday season?

Whether your trip takes you across the city or through the countryside, failing to wear a seatbelt could prevent you from arriving safely at your destination.

Seatbelts.
IT'S HARD TO LIVE WITHOUT 'EM.

Learn more at drivesafealabama.org

A graphic for a seatbelt safety campaign. It features a large image of shattered glass shards on the right side. To the left, there is text encouraging seatbelt use, and the Alabama Department of Transportation logo is at the bottom.

Statistics show failure to use proper restraints like seatbelts and child safety seats is the leading cause of serious injuries and deaths in vehicle crashes. Choose to buckle up every trip, every time. Make sure you arrive to warm hugs at your holiday destination.

Safety Spotlight

Safety Spotlight is a monthly publication of the
Alabama Department of Transportation
Media & Community Relations Bureau
1409 Coliseum Boulevard
Montgomery, AL 36110

Bureau Chief
Tony Harris

Drive Safe Alabama Coordinator
Donna Jackson

For permission to reprint any portion of this publication or to submit ideas for a future issue, contact Donna Jackson at jacksondo@dot.state.al.us.