



ARIZONA DEPARTMENT OF PUBLIC SAFETY
2222 W. Encanto Blvd. Phoenix, AZ 85009
602.223.2000

Public Affairs Unit
pio_unit@azdps.gov
602.284.8775

FOR IMMEDIATE RELEASE - JUNE 29, 2026

Arizona Department of Public Safety Launches Arrive Alive Arizona, a Five-Year Statewide Traffic Safety Campaign

PHOENIX — The Arizona Department of Public Safety (AZDPS) today launched Arrive Alive Arizona, a comprehensive five-year statewide traffic safety campaign focused on reducing fatal and serious injury crashes through four coordinated pillars: Community Engagement & Education, High-Visibility Enforcement, Strategic Communications, and Partnerships & Safety Innovation.

Representing one of Arizona's most comprehensive long-term roadway safety efforts, the campaign is built on a simple mission: every Arizonan deserves to arrive home safely. Through these four coordinated pillars, Arrive Alive Arizona seeks to reduce preventable crashes, save lives, and foster a culture of responsible driving across Arizona.

The campaign comes at a critical time. In 2024, Arizona ranked second in the nation for fatal highway collisions, while speeding, impaired driving, distracted driving, and unsafe lane changes continued to be among the leading causes of serious crashes across the state. Arrive Alive Arizona was created to reverse those trends through a sustained, statewide approach to traffic safety.

"Traffic fatalities are not inevitable—they are preventable," said Colonel Jeffrey Glover, Director of the Arizona Department of Public Safety. *"Every enforcement action, every community partnership, and every conversation about safe driving is about one thing: ensuring every Arizonan arrives home safely. Arrive Alive Arizona represents our long-term commitment to making Arizona's roads safer for everyone."*

Guided by the campaign's message, *"Every Life Counts. Every Mile Matters."*, Arrive Alive Arizona reflects a long-term commitment to changing driving behaviors, strengthening public trust, and creating safer roadways for generations to come.

Already, the strategy is delivering measurable results. Compared with the previous year, fatal injury collisions have decreased by approximately 8%, pedestrian injury collisions have declined by approximately 22%, DUI arrests have increased by approximately 7%, collision-causing citations have increased by approximately 37%, and drug and weapons arrests have increased by more than 6%. These outcomes reflect a data-driven approach that combines strategic enforcement with proactive community engagement.



ARIZONA DEPARTMENT OF PUBLIC SAFETY
2222 W. Encanto Blvd. Phoenix, AZ 85009
602.223.2000

Public Affairs Unit
pio_unit@azdps.gov
602.284.8775

Governor Katie Hobbs' continued investment in public safety has strengthened Arizona's ability to implement innovative strategies that save lives and reduce dangerous driving behaviors.

Arizona Governor Katie Hobbs said:

"Keeping Arizona families safe is one of my highest priorities, and that includes making our roadways safer for everyone who lives, works, and travels in our state. That's why I was proud to support critical investments to the Arizona Department of Public Safety for roadway safety initiatives that strengthen enforcement, expand community partnerships, and help prevent tragedies before they happen. Arrive Alive Arizona reflects our shared commitment to protecting lives and ensuring every Arizonan gets home safely."

At the heart of Arrive Alive Arizona are four coordinated pillars that will guide the campaign over the next five years:

- Community Engagement & Education — Building a culture of safe driving through outreach, education, and partnerships with schools, community organizations, businesses, and local leaders.
- High-Visibility Enforcement — Deploying data-driven enforcement to deter dangerous driving behaviors and hold motorists accountable.
- Strategic Communications — Delivering timely, transparent, and proactive messaging that encourages safer driving behaviors and strengthens public trust.
- Partnerships & Safety Innovation — Collaborating with the Arizona Department of Transportation, rideshare providers, AAA Arizona, local law enforcement, and other partners while leveraging technology to improve roadway safety.

A key component of the campaign is collaboration with public and private partners who share the goal of reducing impaired driving and ensuring Arizonans have safe transportation options during holidays and other high-travel periods.

Nick Johnson, Senior Public Policy Director, Lyft, said:

"Lyft is proud to partner with the Arizona Department of Public Safety to help keep Arizona roads safe this Fourth of July. Through this collaboration, we're making it easy for Arizonans to choose a responsible ride home when they need one most, because getting everyone home safely is something we all share. We applaud AZDPS's commitment to preventing impaired driving and are glad to play a role in that effort."



ARIZONA DEPARTMENT OF PUBLIC SAFETY
2222 W. Encanto Blvd. Phoenix, AZ 85009
602.223.2000

Public Affairs Unit
pio_unit@azdps.gov
602.284.8775

Michelle Donati, Director of Government Relations for AAA Arizona, added:

"AAA Arizona is proud to partner with the Arizona Department of Public Safety on the Arrive Alive Arizona initiative. Keeping Arizona roads safe is a group effort. By joining forces, we can help ensure that every motorist, family, and roadside worker makes it home safely."

As Arizonans prepare for the busy summer travel season and beyond, AZDPS encourages every driver to slow down, eliminate distractions, buckle up, drive sober, and make responsible choices behind the wheel. Together, we can ensure Every Life Counts. Every Mile Matters. Because when we each do our part, we all Arrive Alive Arizona.

About the Arizona Department of Public Safety

The Arizona Department of Public Safety is committed to protecting Arizona's people and property by providing critical public safety services through statewide law enforcement, highway safety, criminal investigations, emergency response, intelligence-led policing, and partnerships that enhance the safety and security of Arizona's communities.

