



ARRIVE ALIVE ARIZONA

ARIZONA DEPARTMENT OF PUBLIC SAFETY
HIGHWAY PATROL DIVISION

CAMPAIGN PRESS PACKET

EVERY **MILE** COUNTS. EVERY **LIFE** MATTERS



ARIZONA DEPARTMENT OF PUBLIC SAFETY

HIGHWAY PATROL DIVISION

CAMPAIGN OVERVIEW

INTRODUCTION

Every day, Arizona drivers make decisions that can mean the difference between arriving safely or never making it home. Across both urban and rural communities, the Arizona Department of Public Safety has seen the devastating consequences of speeding, distracted driving, impairment, and other dangerous behaviors that continue to drive serious and fatal crashes. Arrive Alive Arizona is a statewide effort to address these risks, change driver behavior, and save lives.

THE PROBLEM

Arizona faces a serious roadway safety challenge. In 2024, our state ranked second in the nation for fatal highway collisions.¹ The most common violations encountered by DPS Troopers—speeding, unsafe lane changes, and distracted driving—are among the leading contributors to crashes nationwide. Troopers have also observed troubling increases in wrong-way driving incidents and DUI-related enforcement activity. Beyond the tragic loss of life, these crashes impact families, careers, communities, and Arizona's economy. Every collision prevented represents a life protected and a family spared from tragedy.

OUR SOLUTION

The question we hear most often is simple: What is being done to make Arizona's roads safer? Arrive Alive Arizona is our answer. This five-year, statewide safety initiative combines high-visibility enforcement, public education, data-driven technology, and community partnerships to reduce fatal and serious injury collisions. By addressing dangerous driving behaviors before they lead to tragedy, we aim to create lasting improvements in roadway safety and ensure more Arizonans arrive home safely every day.

1] "Fatality Rate Per 100 Million Annual VMT – 2024" Federal Highway Administration, April 3, 2026. (<https://www.fhwa.dot.gov/policyinformation/statistics/2024/fi30.cfm>)

WE WANT **YOU** TO ARRIVE ALIVE



ARIZONA DEPARTMENT OF PUBLIC SAFETY *HIGHWAY PATROL DIVISION*

CAMPAIGN PILLARS

COMMUNITY EMPOWERMENT & EDUCATION

We are partnering with schools, families, businesses, and community organizations to promote safe driving habits and increase awareness of roadway risks. Through community briefings, educational outreach, and direct engagement, we create meaningful conversations that empower Arizonans to make safer choices behind the wheel.

HIGH-VISIBILITY TRAFFIC ENFORCEMENT

Troopers will increase their presence in high-risk areas where crashes occur most frequently. Visible enforcement has been shown to influence driver behavior, encouraging motorists to slow down, stay focused, and obey traffic laws. The objective is straightforward: prevent dangerous driving before it results in a crash.

STRATEGIC COMMUNICATIONS & SOCIAL MEDIA

Through social media, news media, and community outreach, we provide timely safety information, educational resources, and updates on enforcement efforts. This pillar is also focused on creating meaningful two-way communication between DPS and the public. By sharing information, listening to community concerns, and encouraging public participation, we strengthen partnerships that help make Arizona's roads safer for everyone.

PARTNERSHIP WITH ADOT & SAFETY TECHNOLOGY

Working alongside ADOT and other transportation partners, we use crash data, traffic analytics, and emerging technologies to identify high-risk corridors and deploy resources where they can have the greatest impact. This partnership helps us address immediate safety concerns while building long-term solutions for Arizona's roadways.

EVERY **MILE** COUNTS. EVERY **LIFE** MATTERS



ARIZONA DEPARTMENT OF PUBLIC SAFETY *HIGHWAY PATROL DIVISION*

FREQUENTLY ASKED QUESTIONS

Q: WHAT IS ARRIVE ALIVE ARIZONA?

A statewide, five-year highway safety initiative led by DPS Highway Patrol focused on reducing traffic fatalities and serious injury collisions.

Q: WHY WAS THIS INITIATIVE CREATED?

Traffic fatalities remain one of the leading causes of preventable death. The initiative aims to reduce dangerous driving behaviors through enforcement, education, and technology.

Q: IS THIS JUST ABOUT ISSUING MORE TICKETS?

No. Enforcement is one component of a broader strategy focused on saving lives and preventing crashes.

Q: WHAT DRIVING BEHAVIORS ARE BEING TARGETED?

- DUI/impaired driving
- Aggressive driving (excessive speed, following too closely, reckless or erratic maneuvers, driving behaviors that endanger other motorists, failure to obey traffic laws)
- Distracted driving
- Seatbelt violations

Q: WILL THIS INVOLVE PARTNERSHIPS WITH LOCAL AGENCIES?

Yes. DPS will continue working alongside local, county, tribal, and federal partners.

Q: HOW WILL SUCCESS BE MEASURED?

Through reductions in fatal and serious-injury collisions, improved traffic-safety metrics, and measurable year-over-year decreases in overall crash trends, we demonstrate meaningful progress supported by data. By highlighting these results and sharing real stories from the field, we show how enforcement, education, and community engagement efforts are making Arizona's roads safer.

WE WANT **YOU** TO ARRIVE ALIVE



ARIZONA DEPARTMENT OF PUBLIC SAFETY HIGHWAY PATROL DIVISION

FREQUENTLY ASKED QUESTIONS

Q: WHEN DID ARRIVE ALIVE ARIZONA BEGIN?

The initiative was established as an ongoing, long-term commitment by the Arizona Department of Public Safety. Planning and piloting efforts began on July 1, 2025. The program's official launch date is June 29, 2026. While it has a defined development timeline, it does not have an end date; highway safety remains a continuous, enduring priority for DPS and its statewide partners.

Q: HOW DOES TECHNOLOGY PLAY A ROLE IN THE INITIATIVE?

DPS leverages advanced tools, including speed enforcement technology, crash data analytics, and traffic monitoring systems, to identify high-risk corridors and deploy resources where they are needed most.

Q: WHAT CAN THE PUBLIC DO TO SUPPORT ARRIVE ALIVE ARIZONA?

What You Can Do Today:

- Always wear your seatbelt and ensure every passenger is buckled.
- Never drive impaired, whether by alcohol, drugs, or fatigue.
- Follow posted speed limits and adjust for road and weather conditions.
- Put your phone away. No text, call, or notification is worth a life.
- Report aggressive or reckless driving by calling 911.

Get Involved:

- Host or attend a community safety event to help spread the message.
- Share stories of responsible driving and how small decisions prevented close calls. Share your story with us at azdps.gov/arrive-alive
- Encourage friends and family to commit to safer behaviors.

Safe driving isn't just a habit, it's a choice we make together, every time we get behind the wheel. Your daily decisions directly support the progress Arizona is making. Now we're asking you to be part of that momentum. Make the right choice. Choose safety for yourself, your family, and everyone who shares the road.

Q: WHERE CAN I FIND MORE INFORMATION OR DATA ON TRAFFIC SAFETY IN ARIZONA?

Additional resources, crash statistics, and safety tips are available through the Arizona Department of Public Safety website.



ARIZONA DEPARTMENT OF PUBLIC SAFETY

HIGHWAY PATROL DIVISION

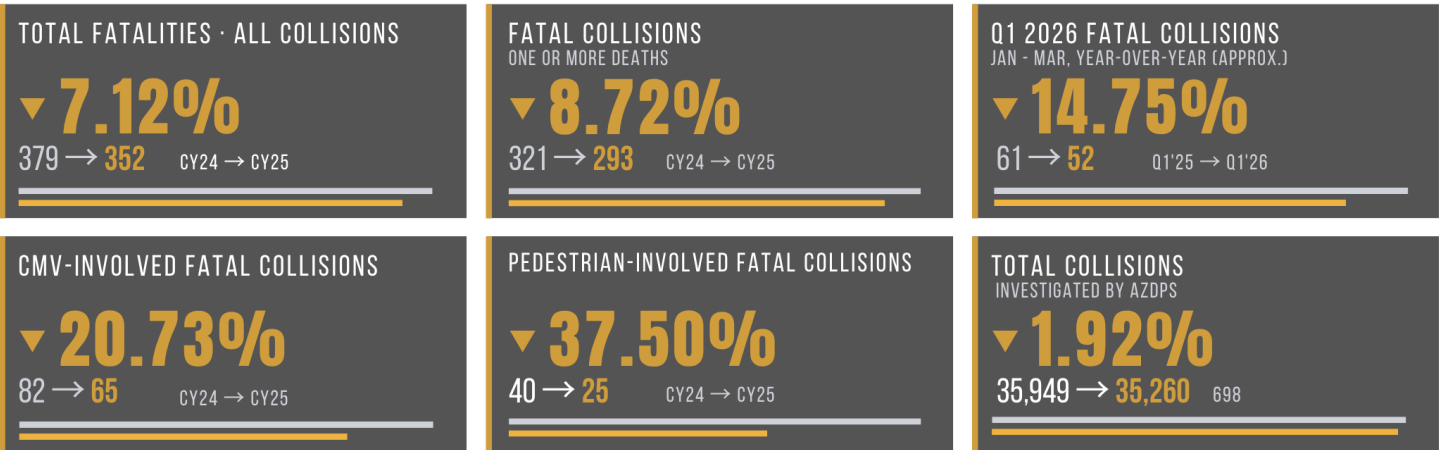
ENFORCEMENT & SAFETY STATISTICS REPORT

CY2024 VS. CY2025 | YEAR OVER YEAR

SUMMARY

Calendar Year 2025 delivered measurable safety gains across Arizona's state highway system. Fatal collisions, total fatalities, and overall crash volume all declined year over year, while total arrests and DUI enforcement rose. Wrong-way driving fatalities and average roadway clearance time increased and remain priority focus areas for command attention.

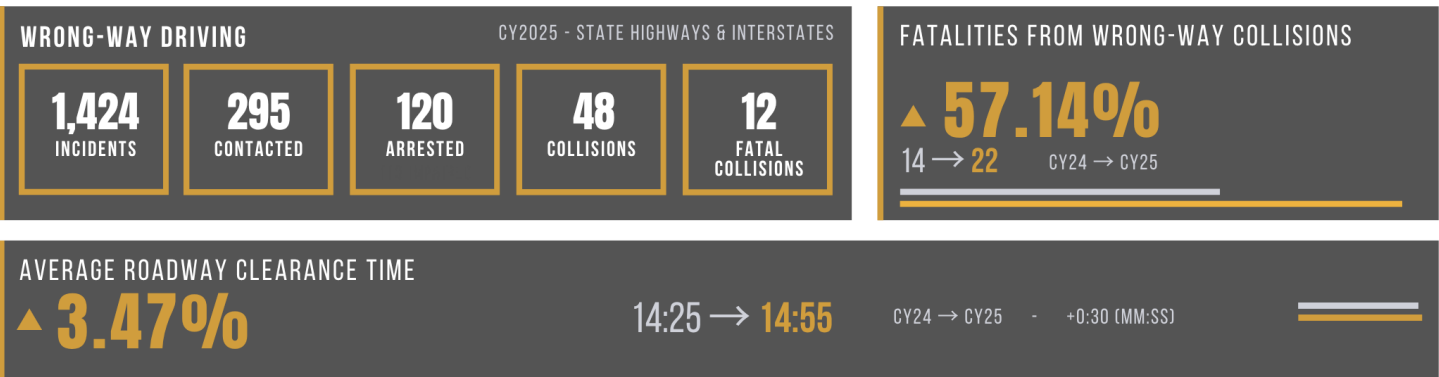
FATALITIES & FATAL COLLISIONS



ENFORCEMENT ACTIVITY



COMMUNITY FOCUS AREAS



Reporting Period: Calendar Year 2025 vs. Calendar Year 2024 unless otherwise noted. January–March 2026 figures are **approximate**; select cases remain open or pending Office of the Medical Examiner reports. Source: AZDPS Records Management; ADOT collision data.
CMV - Commercial Motor Vehicle



ARIZONA DEPARTMENT OF PUBLIC SAFETY HIGHWAY PATROL DIVISION

SPEAKER BIOS



Col. Jeffrey Glover

Director, Arizona Department of Public Safety (AZDPS)

Governor Katie Hobbs appointed Colonel Jeffrey D. Glover as Director of the AZDPS on January 17, 2023. Colonel Glover began his career with the Tempe Police Department in October of 1999 and has over 24 years of law enforcement experience. He worked his way through the ranks, serving the Tempe Police Department in a variety of capacities. Colonel Glover worked as a Field Training Officer, Narcotics Detective, Crime Prevention Detective, Media Relations Sergeant, Patrol Lieutenant, Mobile Field Force Commander, Detention Manager, Acting Commander over 21st Century Policing, Professional Standards Commander, Commander over both Criminal and Special Investigations Divisions to include Homicide, Narcotics and the SWAT Team.



Lt. Col. Daven Byrd

Highway Patrol Division (HPD), Arizona Department of Public Safety

Lt. Colonel Daven Byrd has served with the Arizona Department of Public Safety since 2005 and currently serves as Assistant Director of the Highway Patrol Division, where he leads statewide uniformed operations, commercial vehicle enforcement, and specialized support functions while overseeing an annual budget of more than \$150 million. Throughout his career, he has held a broad range of leadership positions spanning patrol, major crimes investigations, training, technology, and executive management, including serving as Assistant Director of the Technical Services Division, the Department's Chief Information Officer, and Chief Security Officer. A strong advocate for developing both sworn and professional staff, Lt. Colonel Byrd has led initiatives to expand talent, modernize operations, and strengthen leadership pipelines across the Department. He holds master's degrees in Public Administration and Public Safety, and is a graduate of the Federal Bureau of Investigation National Academy, Northwestern University Center for Public Safety, and the Police Executive Research Forum.



Jennifer Toth

Director, Arizona Department of Transportation (ADOT)

Jennifer Toth was appointed director of the ADOT on January 5, 2023, to lead the agency responsible for planning, designing, building, maintaining and operating the state's multimodal transportation system, managing transportation revenue, and providing motor vehicle title, registration and driver license services. Jennifer has over 25 years of experience in the public works field. She has spent the majority of her career working in the public sector and was most recently the Director for the Maricopa County Department of Transportation (MCDOT) as well as the Maricopa County Engineer. Before joining MCDOT in 2014, Jennifer served as State Engineer and Deputy Director of the ADOT. She has also worked in the private sector as a transportation consultant.