

# Lifesavers Conference 2017

Patrick Hoye, Bureau Chief

Iowa Governor's Traffic Safety Bureau



“If you have a vision, do something with it.”

- Anthony J. D'Angelo



## GTSB Vision Wall



# Message Monday

WELL BEING  
OF  
OUR FELLOW OFFICERS

SAFETY IS OUR  
TOP PRIORITY  
AND WE WILL  
DO WHATEVER IT TAKES



THE NEW YORK STATE  
DEPARTMENT OF  
CORRECTIONS

THE NEW YORK STATE  
DEPARTMENT OF  
CORRECTIONS

THE NEW YORK STATE  
DEPARTMENT OF  
CORRECTIONS



UNIVERSITY  
DURHAM

THE UNIVERSITY OF  
DURHAM

UNIVERSITY OF  
DURHAM  
THE UNIVERSITY OF  
DURHAM



DRIVE WITH  
THE APPS  
TEAM WILL

GET YOUR HEAD  
OUT OF YOUR APPS  
DRIVE SAFELY





# Snapchat / Instagram / Social Media

- Ever-changing social media trends
- 2016 – Unveiled the Snapchat and Instagram filters
  - Highly attended events in Central Iowa
  - Remind the public to celebrate responsibly



Filters created by The Integer Group.

# Pedestrian Projects





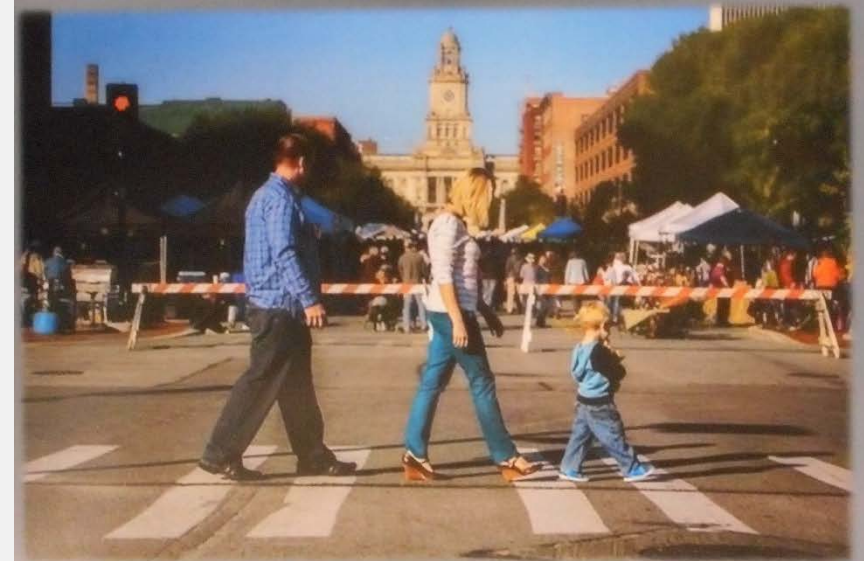
# Special efforts in Des Moines and Sioux City



The Road to Success  
Starts at the Corner



Pedestrians are at-risk for vehicle crashes, making up 14% of all traffic fatalities nationwide. Iowa lost 20 people to pedestrian fatalities last year. In the city of Des Moines, there were 406 pedestrian crashes between 2009 and 2013 that resulted in 10 deaths and 392 injuries.



BE ALERT  
  
STAY SAFE





# Tow To Go / Alternative Transportation

A partnership with AAA/The Auto Group traffic Safety Foundation and Budweiser

- Implemented in Iowa on February 1, 2017
- Services available around identified holidays

A press conference launched the project in Iowa.



# Vehicle Recall Project

How serious of a problem is it?

SaferCar.gov





# Pilot Project in the state of Iowa

- How big of a problem is it?  
/ Data collection
- Alerting drivers of recalls
- Working with CPS Technicians
- Iowa State Patrol interaction with the public
- Gauge for successfulness of the project



# Drowsy Driving

Partnerships and special educational efforts

- Hy-Vee Supermarkets
- Special designed bag stuffers

# DON'T DRIVE DROWSY

You snooze, you lose. Wake up to the dangers of drowsy driving.

#### WHAT YOU CAN DO TO PREVENT A CRASH:

- Make sure you've had seven or more hours of sleep before driving
- Avoid long drives alone. Take a friend and take turns
- Take a break every 100 miles or every 2 hours
- Drink a caffeinated beverage
- Find a safe place to take a nap

#### STOP DRIVING IF YOU:

- Have difficulty focusing or blink frequently
- Have difficulty keeping from daydreaming
- Yawn repeatedly or have trouble keeping your head up
- Drift out of your lane, swerve, or hit rumble strips
- Miss exits or traffic signs or forget last few miles

A message from your local Hy-Vee and the Iowa Governor's Traffic Safety Bureau

You Snooze You Lose  
Don't Drive Drowsy



HyVee®

# Youth / Parent Involvement With Teen Drivers Program



What parents need to know and do to help teens with driving.





# Des Moines Police Department Mobile Command Center

- Unveiled for FFY 2017
- Equipped with DataMaster DMT
- To be used in the Des Moines metro area and in conjunction with other metro law enforcement agencies / HVE efforts



The road to success for 99% of  
people isn't a jump –

It's a steady incline from one  
successful project to the next!

-Lee Morris

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