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

GT SB Vision Wall
DRIVE SOBER
OR
GET PULLED OVER

SANTA’S COMING
HAVE YOU BEEN
A GOOD DRIVER?
DRINK GREEN BEER
SEE RED LIGHTS
IN REARVIEW MIRROR

DRINK + DRIVE = STUPID
DON’T BE STUPID

WHO YA GONNA CALL?
NOBODY-
YOU’RE DRIVING
TURKEYS SAY
BUCKLE BUCKLE

LIKE MY SEATBELT?
SHE’S A BEAUT CLARK

EDDIE SAYS DON’T
TWEET & DRIVE
THE TWITTER’S FULL
MAY THE 4TH
BE WITH YOU
TEXT I WILL NOT

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
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
Youth / Parent Involvement With Teen Drivers Program

TEENS DRIVE LIKE THEIR PARENTS

CAUTION TEENAGE DRIVER COMING TO A ROAD NEAR YOU SOON!

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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