

"MESSAGE MONDAYS"

Basic "Traffic Death" message format. (4 Seconds). Actual amount will be e-mailed to Traffic.Operations.



August 5, 2013 – Kickoff



Tracey Bramble

tional Weather ... | Weatherview | IA Public meeting page | Social media info | Iowa

Search

 **Travis**
@CRManofSteel Follow

This explains the signs... [@iowadot](#): It's Message Monday! Look for safety messages statewide on electronic signs every Monday.

Reply Retweet Favorite More

6:08 AM - 5 Aug 13

Don't miss any updates from Travis

It's Message Monday! Look for safety messages statewide on our Dynamic Message Signs over our roadways every Monday. <http://t.co/sKzWFQ4tYA>

Like · Comment · Share

 **Heather Armstrong Bittner** I noticed several signs with the message this morning. Maybe it's just me, and I do somewhat see what you are going for with your current message, however, it seemed a little disrespectful and cold toward those 164 lives that have been lost to tell people not to add to that number. To the those families, those lives lost were more than just a number.

8 minutes ago · Like

August 12, 2013



August 19, 2013



Comments: Why on earth would the DOT put up message boards stating traffic related deaths? Dont you think it is a bit contradictory to make it a ticketable offense to text because of traffic related deaths but then in turn put up messages that distract attention to driving? What a amazing waste of resources...

August 26, 2013 – 62 is current as of 7/29/13



Hi Andrea,
Here is someone's response for the Message Monday.

@iowadot 188 road deaths and 72 unbuckled -- means 116 buckled. Not a compelling reason to buckle.

September 2, 2013 – Labor Day.



September 9, 2013



September 16, 2013



September 23, 2013



I appreciate the message trying to be sent by posting the number of vehicle deaths on the communication boards around Des Moines. However, at this point, it feels morbid and creepy that the message has been up for over a month. It seems like the communication boards could have been used more effectively to tell west bound travelers coming into Des Moines that I80 was going to be reduced in lanes again this week. For the regular commuters, putting a message up last Thursday or Friday would have been appreciated. Instead, I had to do the stop and go boogie along I80 this morning. Can the communication boards please be used for their intended purpose instead of a death counter?

Thanks,
Alex

Google Alert - Iowa Department of Transportation

[Interstate Signs Show Death Toll on Iowa's Roadways](#) WOI

Now, the death toll on **Iowa's** roadways this year is up to 181 and climbing. DOT officials said the **signs** aren't meant to scare people or be morbid. They're meant ...

From a social media perspective we haven't gotten much here's what we've heard:

One person was concerned that we were being insensitive to the families of the victims.

Yesterday there was an incident on I80 and the sign nearby was still showing the Message Monday instead of reporting the issue up ahead. They were concerned that we weren't using the signs properly. Willy was looking into why it happened.

Other than that we've had a few positive comments that we were making people aware of the dangers on the roadway and offering safety messages.

September 30, 2013



October 7, 2013



October 14, 2013



October 21, 2013 - National Teen Driver Safety Week



Love it!

October 28, 2013 – Quantities are current as of 7/15/13.



November 4, 2013



As you drive be sure to constantly scan the ditches and sides of the road for deer, especially during late evening and early morning when deer tend to be more active.



Increase of 5 from last week.

November 11th, 2013



November 18, 2013



I missed that part of the MUTCD where it says signs should be intentionally unclear so as to generate confusion and a lack of confidence in the roadway authority.

If we want to generate discussion we can do it with meaningful and interesting facts.

I've been trying to defend your DMS expertise Willy--"you're killing me" Sorenson! :)

November 25, 2013

REPORT
DRUNK DRIVING
CALL 911

December 2, 2013

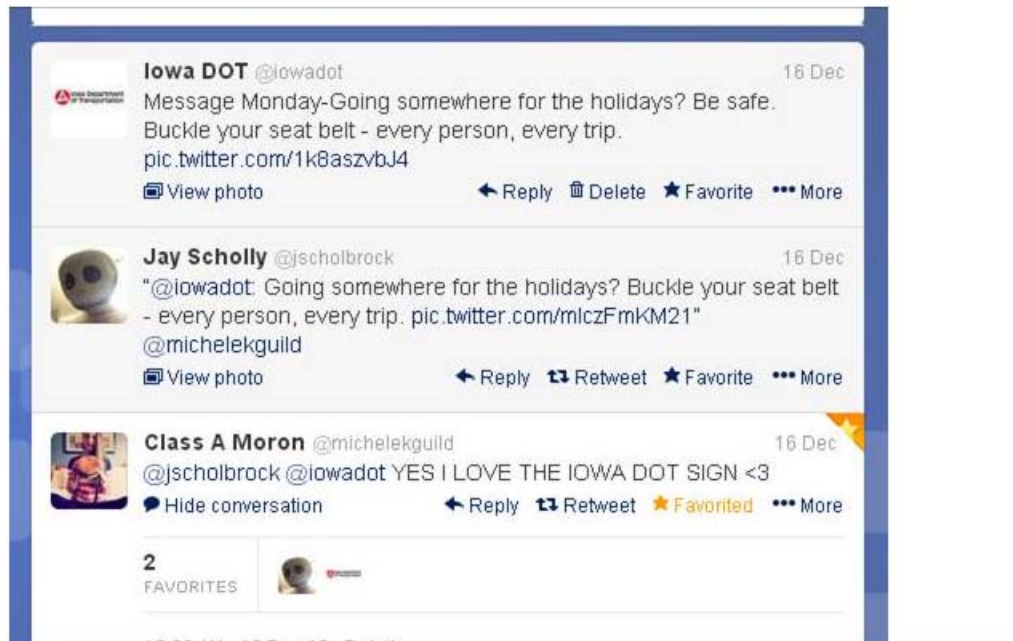
EYES ON ROAD
HANDS ON WHEEL

December 9, 2013

ICE & SNOW
TAKE IT SLOW

December 16, 2013

DON'T BE
A PROJECTILE
BUCKLE UP



I actually had a long (by Twitter standards) conversation with a few folks yesterday about this one. They like the edginess and suggested a few other messages –

They said they were glad to know the Iowa DOT had a “virtual soul.”

T.

Comments:

Please stop posting the number of highway deaths with a reminder to buckle up on the message boards. When you do that people start to ignore the message board and miss important announcement about accidents, road closures, weather conditions, Amber alerts, etc. Also, reading a message board is a distraction for drivers, so please use it only for truly important information, not for announcing your running tally of highway deaths. Thanks.

December 23, 2013



If your taking suggestions.....Ho Ho Ho - Buckle Up And Go!!!

From: White, Cheryl [DOT]
Sent: Monday, December 23, 2013 8:02 AM
Subject: Message Monday for December 23, 2013

Are you on Santa's good driver list or do you have some room for improvement? A driver's behavior behind the wheel greatly increases or decreases safety on the roadway. What are you going to do to assure you are on Santa's good driver list?



Increase of seven from last week.

Happy holidays and be safe in all you do!

Very nice, Willy! I was aware of the campaign and I ran a story about it earlier in the year. Glad to see the message being timely with Christmas just a couple of days away.

Merry Christmas!



LynnMarie Cunningham

@LynnMarie_C

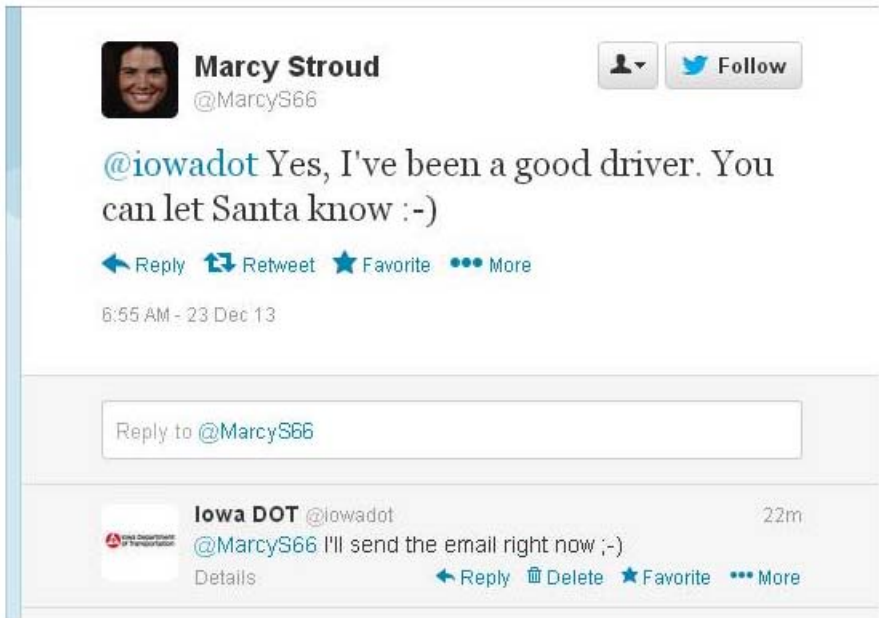


Follow

I hate seeing the death count on my commute... but like today's extra msg... RT @iowadot: pic.twitter.com/2UWrv4ItoA

← Reply ↻ Retweet ★ Favorite ⋮ More





Tracey Bramble

December 30, 2013 – (This is also a repeat from Sept 2nd, 2013)



January 6, 2014



CONTROL YOUR FATE
THE TEXT
CAN WAIT

January 13, 2014



VEHICLE
ON SHOULDER?
MOVE OVER

January 20, 2014

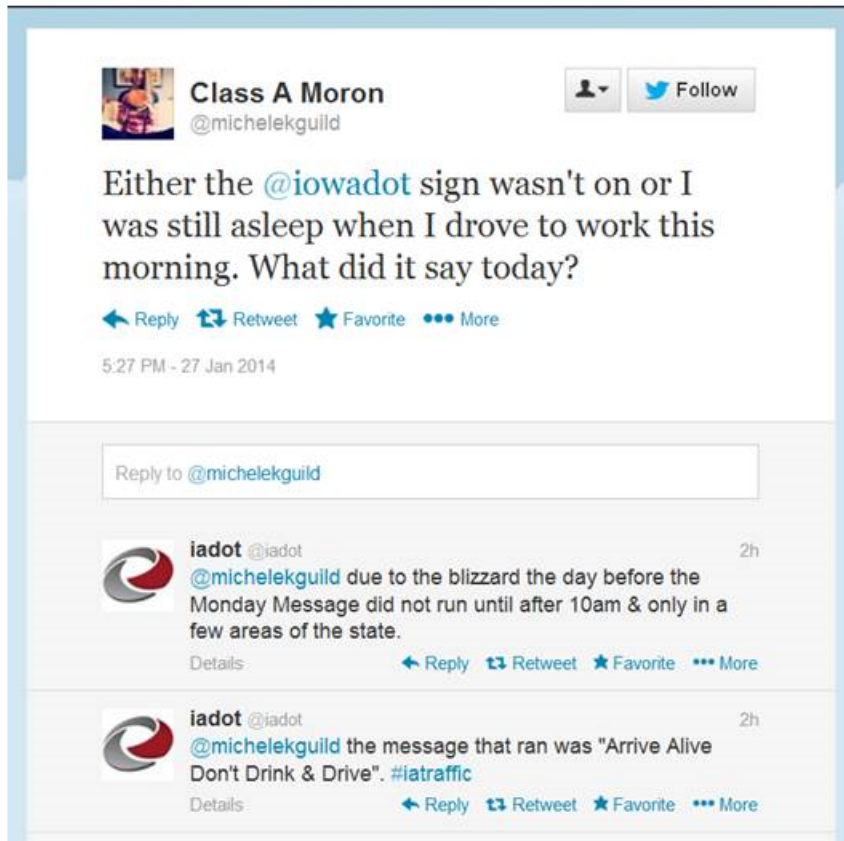


YOUR MOM CALLED
ARE YOU BUCKLED?

January 27, 2014



ARRIVE ALIVE
DON'T DRINK & DRIVE



February 3, 2014 – Superbowl Monday



I don't know if you are the ones that write the interstate signs about traffics deaths, but I find this most recent one pretty insensitive. I get what you are trying to say but language about those who live being winners and those who died as losers (by implication.) While these messages may serve as good reminders about safety I don't think you want them to be doing emotional damage to the loved ones of those who died in car accidents

2) Utah DOT Super Bowl Commercial Stirs Controversy

Link to story on KSL-TV:

<http://www.ksl.com/?sid=28590162&nid=148>

February 10, 2014



5 MIN LATE WON'T
KILL YOU
SPEEDING CAN

February 17, 2014



SLICK ROADS AND
CRUISE CONTROL
DON'T MIX

February 24, 2014



BE ALERT
YOUR LIFE DEPENDS
ON IT

March 3, 2014



DOT BILLBOARDS: Memorable Messages Submitted

POSTED 5:31 PM, MARCH 3, 2014, BY [ERIK WHEATER](#), UPDATED AT 06:30PM, MARCH 3, 2014

[f FACEBOOK](#) 111

[t TWITTER](#) 4

[g- GOOGLE](#)

[✉ EMAIL](#)

[r REDDIT](#)

[t TUMBLR](#)



<http://whotv.com/2014/03/03/dot-billboards-memorable-messages-submitted/>

Here's the tweet for today



Did U know since 1986, seat belts have saved 7,056 lives in Iowa? So we say - Not buckled? Seriously?
pic.twitter.com/69qqQ2tjaM

Reply Delete Favorite More



Aaron Horn

Today's Iowa DOT sign made me laugh. "Not buckled? Seriously??"

Like · Comment · Share · about an hour ago via Buffer ·

10 people like this.

Elizabeth Schultz And short enough to read while driving, without wrecking the car!
about an hour ago · Like

Barbara Zobian ?
about an hour ago · Like

Jeannie Campbell It made me laugh too!
about an hour ago · Like

Tom Kelly Sounds like the sign was pretty successful...LOL
about an hour ago · Like

Harriett Horn Shanahan I like the one that says. Are you Buckled? Your mom called.
20 minutes ago · Like

Write a comment...





Iowa DOT @iowadot · 8m

Like the Message Monday signs? This one came from one of our followers. If you have an idea, tweet it to us!

pic.twitter.com/scyll1qA34

Details

← Reply 🗑 Delete ★ Favorite ⋮ More



Megan Salois

@WXGriMegs



Follow

@iowadot I did see that on my way to work early today! I was wondering.... Seriously? Serious. It caught my attention.

← Reply ↻ Retweet ★ Favorited ⋮ More

FAVORITE

1



9:10 AM - 3 Mar 2014

Michelle is always good for a pat on the back for the Message Monday signs -



Class A Moron

@michelekguild



Follow

I love you @iowadot ! Your sign is so sassy today!

← Reply ↻ Retweet ★ Favorite ⋮ More

7:16 AM - 3 Mar 2014

March 10, 2014



March 17, 2014 – St. Patrick's Day



I sent this out about 7 a.m. – so far, 13 retweets and a couple of positive comments-



Following

Creative Message Board today RT [@iowadot](#):
Happy St. Pat's Day & Message Monday.
Don't push your luck.
pic.twitter.com/PUd6hRaiiu

[Reply](#) [Retweet](#) [Favorite](#) [More](#)





Sarah Sorensen

@saireah



Follow

"Drink green beer, see red lights in rearview mirror." Cute, @iowadot. #StPatricksDay

Reply Retweet Favorite More

7:49 AM - 17 Mar 2014

Reply to @saireah



Julie Novak

Facebook post of the day shout out to the Iowa DOT (as seen on a light board across 235: "Drink green beer, see red lights in your rearview mirror!" Props!

3 hours ago · Edited ·



Anne Rehnstrom, Alan Williams, Christie Wicks and 6 others like this.



Lorraine Mackey Garner We saw that too....humor on the highways...clever!

2 hours ago



Ainsley Hogan

@AinsleyHogan

Follow

"Drink green beer, see red lights in your rear view mirror" Well played Iowa DOT!

#callacab

We made the WHO TV news again – 6 p.m. edition- positive comments and a plug to always have a designated driver.

March 24, 2014



March 31, 2014 – National Workzone Awareness Week



April 7, 2014



April 14, 2014



April 21, 2014



April 28, 2014 – Motorcycle Safety month in May



May 5, 2104



May 12, 2014 – Click it or Ticket National Campaign



May 19, 2014 – The day after the 1st race at the Iowa Speedway



IT'S RACING SEASON
LEAVE SPEED
FOR THE TRACK

A rectangular LED sign with a black background and a grid of small yellow lights. The text is displayed in three lines of yellow, dot-matrix style capital letters.

May 26, 2014 – Memorial Day



DRIVE HANNERED
GET NAILED

A rectangular LED sign with a black background and a grid of small yellow lights. The text is displayed in two lines of yellow, dot-matrix style capital letters.

June 2, 2014 – National Tire Safety Week



LOTS RIDING
ON YOUR TIRES
CHECK THE PRESSURE

A rectangular LED sign with a black background and a grid of small yellow lights. The text is displayed in three lines of yellow, dot-matrix style capital letters.

June 9, 2014 – End of School Year



SCHOOL'S OUT
WATCH FOR
KIDS ON BIKES

A rectangular LED sign with a black background and a grid of small yellow lights. The text is displayed in three lines of yellow, dot-matrix style capital letters.

June 16, 2104



June 23, 2014



Iowa's new traffic safety goal: Zero fatalities

Jason Noble, jnoble2@dmreg.com 12:34 p.m. CDT June 30, 2014



(Photo: Jason Noble/The Register.)

f1 CONNECT
TWEET
in LINKEDIN
COMMENT 1
EMAIL
MORE

Gov. Terry Branstad and several state agencies on Monday unveiled a new ad campaign and ambitious goal for traffic safety in Iowa: Zero fatalities.

The state will run TV, radio and online advertising encouraging safe driving behaviors with the "Zero Fatalities" theme. The departments of Transportation, Health and Public Safety are taking part in the program as well.

In 2013, 317 Iowans died in traffic accidents. Officials said Monday they want to reduce that number all the way to zero, and believe it can be done if drivers take safety more seriously and adopt a "zero fatalities" goal for their families.

The program emphasizes five practices in particular that would make roadways safer: slower driving, sober driving, focus on the road, alert driving and seatbelt usage.

"Having no traffic fatalities on Iowa's roads may sound like an unobtainable goal, but when you think about the goal you have for your family, it's always going to be zero fatalities," Branstad said. "If each of us adopts a zero-fatality goal for our own families, we can make zero a reality for the state."



2014 Focus
2014 Fusion

\$1000 + 0%

Factory Rebate financing up to 60 months



See dealer for details. 0% financing for well qualified buyers only with approved credit in lieu of factory rebate. Expires 6/30/2014.

June 30, 2014

An LED sign with a black background and yellow dot-matrix text. The text is arranged in three lines: "DRINK + DRIVE =", "STUPID", and "DON'T BE STUPID".

DRINK + DRIVE =
STUPID
DON'T BE STUPID

July 7, 2014 – After the 3 day July 4th weekend

An LED sign with a black background and yellow dot-matrix text. The text is arranged in three lines: "GREAT WEEKENDS?", "BUCKLE UP", and "FOR ANOTHER".

GREAT WEEKENDS?
BUCKLE UP
FOR ANOTHER

July 14, 2014

An LED sign with a black background and yellow dot-matrix text. The text is arranged in three lines: "WORK ZONES", "WE DON'T SPEED THRU", and "YOUR OFFICE".

WORK ZONES
WE DON'T SPEED THRU
YOUR OFFICE

July 21, 2014

An LED sign with a black background and yellow dot-matrix text. The text is arranged in three lines: "'NO ZONE'", "AVOID TRUCKER'S", and "BLIND SPOTS".

'NO ZONE'
AVOID TRUCKER'S
BLIND SPOTS

July 28, 2014



DISTRACTED DRIVING
IS MORE THAN
TEXTING

August 4, 2014



BUCKLE UP
AND
JUST DRIVE

August 11, 2014 – National “Drive Sober or Get Pulled Over” campaign



DRIVE SOBER
OR GET
PULLED OVER



MoDOT @MoDOT · 21m

If you are driving, one drink too many could be the very first drink. If you drink always designate a sober driver.



August 18th, 2014 – Back to School



August 25, 2014



September 1, 2014 – Labor Day



September 8th, 2014: (Monday before the Ia vs. Iowa State Football & Kickoff for Monday night football)



 **Sarah Harl** @karlybird23  

"Tailgating is for football, not the highway." -
A little chuckle for your Monday morning
commute thanks to the [@iowadot](#)

 North Liberty, IA

 Reply  Retweet  Favorited  More

FAVORITE
1 

9:23 AM - 8 Sep 2014

 Reply to @karlybird23



September 15th, 2014: (Child passenger Safety Week)



September 22nd, 2014:



This must have been taken in the dark – a little tough to see the image, but I love the text of the tweet

 **kjteale**
@kjteale ⚙️ + Follow

The Iowa DOT asks the question of life I've always pondered.

📍 Iowa, US

↩ Reply ↻ Retweet ★ Favorited ⋮ More



7:28 AM - 22 Sep 2014 Flag media

Name: Sandra Steil

Email: steilmms@gmail.com

Address: 2200 14th Street

City: Coralville

State: IA

Zip_Code: 52241

Topic: DOT.Query@dot.iowa.gov

Message: Message Mondays - I liked the message today about the blinker. It actually made me laugh out loud!

Good work team! Always great to hear nice comments from our customers.

Sent: Monday, September 22, 2014 12:06 PM
To: Crouch, Tim [DOT]; Laaser-Webb, Jan [DOT]
Cc: Gent, Steve [DOT]
Subject: FW: DOT Question-Comment (Blinker)

Another million satisfied customers. :0))

Willy




From: Iske, Carol [DOT]
Sent: Tuesday, September 23, 2014 7:06 AM
To: Page, Connie [DOT]
Subject: RE: Zero Fatalities Message Monday - Sept. 22, 2014

I LOVE THIS ONE!!!!!! ☺


From: Oerman, Roxanne [DOT]
Sent: Tuesday, September 23, 2014 8:33 AM
To: Page, Connie [DOT]
Subject: RE: Zero Fatalities Message Monday - Sept. 22, 2014

Thank you for your quote. I swear more people do not know how to use the lever on the left side of the steering wheel, unless they want brights on or off. Thank you!!!

 Mark Bortle, Sheila Haus Frank Goff and 2 others like this.


Rita N Robert I was just very ANGRY this morning about this topic. I cannot stand it when people don't use their blinkers!!!!!! It's one thing, when someone is several yards behind you. It's funny...You can manage to put your mascara on, read the newspaper, drink your coffee, blow your nose and drive with your knee...but you can't flip the freakin switch!?! GAAAAHHHHH!!!!!! I'm a native Iowa Girl but Cedar Rapids has the WORST drivers and the most rude people I have ever encountered. And I've lived in Las Vegas!!

1 hr · Unlike ·  1

 Write a comment... 

Name: MARILYN PARK

Email: logcabininthewood@yahoo.com

Address: 2430 HIGHWAY 6 NW

City: TIFFIN

State: IA


Zip_Code: 52340



Telephone: 319-331-0843



Topic: DOT.Query@dot.iowa.gov



Message: We love your sign about your blinker not working. I swear 90% of drivers don't use them anymore.... Hope it helps

Like · Comment · Share 14 Shares



 Pat Hayes, Emmali Greenwalt, Jon Flees and 10 others like this. Top Comments ▾

 Write a comment... 


Teresa Wallingford Glad I'm not the only one!! I yell 'fill your blinker fluid!' People look at me like I'm crazy...lol
 Unlike · Reply ·  1 · about an hour ago



Scott Smyth Too the point. Love it!
 Unlike · Reply ·  1 · about an hour ago


538 people reached Boost Post



Jody Onken shared Zero Fatalities Iowa's photo. ▾
 September 22 at 3:12pm · 


No kidding, is it that hard to flip the switch on.
[Show Attachment](#)

Like · Share

 2 people like this.


Kim Crowe Haley I saw this on my way to work! I love the new sayings
 September 22 at 6:45pm · Like

 Lori Ruble likes this.


Lori Ruble Such wisdom posted on the big boards this morning!!
 September 22 at 9:52pm · Like



Tom Krause Most people are too busy texting, reading, talking, putting on makeup, screwing with the radio, watching DVD's etc to bother with something as simple as using their turn signals. How about a cell phone law with some serious teeth to it. I saw one again the other day, looked like a drunk driver as she texted while driving.

September 22 at 12:28pm · Like

👍 Lisa Skartvedt, Sheila Pliner, Tami Lambson and 3 others like this.



Diane Clayworth Just the other day, I said I didn't think they were installing turn signals on all the vehicles any more!!! So frustrating!!

September 22 at 3:08pm · Unlike · 👍 1



Norm Wrigley sign says 219 on the way home tonight

September 22 at 9:08pm · Like



Willy Sorenson Norm - 5 people were killed over the weekend in car crashes. Thank you for noticing. We updated the signs after the weekend count came in this morning.

September 22 at 9:45pm · Like



Tami Lambson It drives me crazy when people don't use their blinkers! And I always say to myself when it's not used, "well, they must not have put turn signals in that car". UGH! Just very frustrating!!!

September 22 at 9:50pm · Unlike · 👍 1

222
TRAFFIC DEATHS
THIS YEAR

GET YOUR HEAD
OUT OF YOUR APPS
DRIVE SAFELY

zero Fatalities[®]

A Goal We Can All Live With

Like · Comment · Share

👍 Judy Black, Zac Abrams, Jayne Mundell and 5 others like this.



Brent Busch How about reminding people to move right on those signs instead of the snarky teen-like updates that have been posted lately?

32 minutes ago · Like



Zach Bruns Actually Brent, I find the 'snarky teen-like' messages not only funny but also connecting. This reaches everyone, including teenagers. Good job Iowa DoT.

22 minutes ago · Like



Write a comment...





Diane Sands
@dianesands



Follow

@iowadot I enjoy your sense of humor on my commute to work. "Get your head out of your apps. Drive Safe" Good one!

Reply Retweet Favorited More

FAVORITE

1



7:30 AM - 29 Sep 2014



Johnny Kurtz
@johnnykurtz



Follow

"@iowadot: Zero Fatalities Message Monday - Sept. 29, 2014 bit.ly/1rvt8g3" these are really getting clever. Love it!

Des Moines, IA

Reply Retweet Favorited More

FAVORITE

1



7:11 AM - 29 Sep 2014



Krystal Blum
@KrystalBlum



Follow

Great interstate messaging @iowadot "Get your head out of your apps"! #passenger #roadtrip #vikings

September 29th, 2014:



These are catching everyone's attention during commutes

By Vanessa Peng
BIO »

UPDATED 8:18 PM CDT Sep 30, 2014

Text Size: A A A



SHOW TRANSCRIPT »

AMES, Iowa — If you've traveled on Highway 35 lately, you've probably noticed the electronic billboards with clever sayings.

<http://www.kcci.com/news/get-your-head-out-of-your-apps-iowa-dot-says/28317562>

October 6, 2014:



October 13th, 2014:



October 20th, 2014: (Teen Driver Safely Week)



October 27th, 2014: (Halloween is the Friday of this week)



November 3rd, 2014:



DAWN AND DUSK
DEER ARE NEAR

November 10th, 2014:



NOT BUCKLED?
YOU'RE KILLING ME
SMALLS

November 17th, 2014:



SNOW FLOWS NEED
ROOM TO GROON

November 24th, 2014: (Week of Thanksgiving)



DEAR SEAT BELT
THANK YOU
FOR SAVING LIVES

December 1st, 2014 (Impaired Driving Month)



BOOZE
CRUISE
LOSE

December 8th, 2014



THAT'S 24 MORE
THAN
LAST YEAR

December 15th, 2014:



TEXTING AND DRIVING
IS LIKE
OIL AND WATER

December 22, 2014: (Before Christmas on Thursday)



HO HO HO
BUCKLE UP AND GO!!!

Iowa DOT's Message Mondays meant to be memorable, increase safety



The board in Waterloo announced yesterday that there have been 317 fatalities in 2014 to date – good to make everyone aware

But the next message came up “Ho, Ho, Ho Buckle up and Go”

I don't think the Ho, Ho, Ho immediately following the announcement of 317 fatalities is in very good taste – perhaps the 317 fatalities could be removed while the Ho, Ho is “airing”

December 29th, 2014: (Before New Year's Eve on Wednesday)



I think I already sent this to you, but just in case...



January 5th, 2015: **Did not actually go on signs due to Winter Storm.** E-mail, FB and Tweeter went out.

PASSE
ON
LEFT

DRIVE
ON
RIGHT



January 12th, 2015:

DON'T CROWD
THE FLOW
20 HIT LAST WEEK

January 19th, 2015

IT'S NOT A RACE
LEAVE SOME SPACE



January 26th, 2015:



Watched you last night...thanks for handling the media.

Steve J. Gent
Director, Traffic and Safety

Are you responsible for the "In the blink of an eye you can die" road sign? If so, it is HORRIBLE!! If you would like to promote zero fatalities, please focus on a positive message. Such as: "That text can wait." or "Mama says no phone while you are driving." Just to throw out a couple of ideas..

Something that will make the person THINK. But NOT 'in the blink of an eye you can die.' THAT IS SO AWFUL!!

Carla Sacco

February 2nd, 2015: (Groundhog Day)



Name: Elizabeth Stuck

Email: bstuck@itagroup.com

Topic: DOT.Query@dot.iowa.gov

Message: Loved the traffic sign on I-235 on Ground Hogs Day.

"Don't drive angry"

Nothing as funny as a good Bill Murray reference. Thanks for the laugh!!

Message: My name is Tim Lewis, 720-557-6218. I am a professional driver and have been going through Missouri a lot. I am seeing their signboards and thought their staff was doing an outstanding job. Today coming through Iowa the signboard was don't drive angry.what a perfect message to have out on February 2. No one will ever top Iowa on this

February 9th, 2015







Name
@Thom_VP



Follow

@iowadot today's sign gave me a chuckle
let's see more like that



FAVORITE

1



8:02 AM - 9 Feb 2015

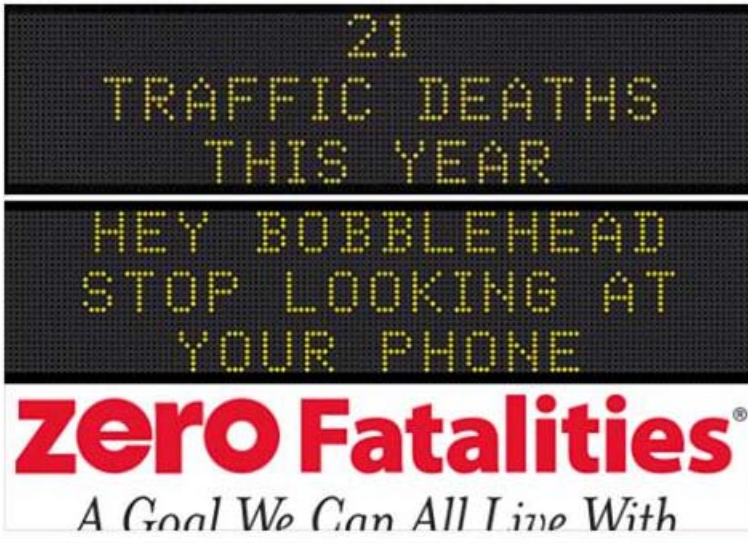


Zero Fatalities Iowa

6 hrs · Edited [?] ·

Everyone around you knows when you are texting and driving. You look like a bobblehead figurine sitting on top of a loud speaker at a rock concert! The bus driver in the video linked here was doing the same thing, while putting the lives of his passenger in jeopardy. He had probably been texting while driving many times before this day and got away with it. His good luck in not getting caught ended when his bus, carrying two disabled passengers, crashed into a stopped queue of traffic on the Interstate.

<https://www.youtube.com/watch?v=o4lnVPIIMqs&feature=youtu.be>



Thanks for the quick response. I guess it's just one person's opinion, but I question the effectiveness of some of the messages. The "Bobblehead" one in particular- I can't see anyone putting down their phone because someone called them a name. The snarky tone is distracting, offensive, and unnecessary. Also, as a mother, I spend a great deal of my time teaching young people to treat others with respect and courtesy. When they read important signs that incorporate name-calling, it makes my job more difficult. Thank you for your time, Andrea Rice

I'm sorry for the 2nd email. Another point that I forgot to mention: when the messages are particularly funny or rude, people's use their phones to take photos of the signs to post on social media.
-Andrea Rice

Andrea thanks for your response. As director of strategic communications, surely you must realize that calling people names is a poor way to win them over to your point of view. I already know, as do most Americans, the dangers of driving, texting, phoning, etc. My complaint wasn't about safety messages, it was about citizen tax payers being insulted (called names) by their government. Name-calling has no place even in a humorous attempt at mass communication. We will, however, meet one of your goals of watching future Monday messages for repeat insults.

Just an FYI. This message seemed to get quite a bit of reach on social media so I don't think there were only a few that took offense. Something to keep in the back of our minds as we continue to craft messages.

February 16th, 2015:








February 23rd, 2015:



Everyone, except Sinclair.....

Willy

-  **Sinclair Stolle** Boring.....
15 hrs · Like
-  **Willy Sorenson** Hmmmm... appears we just found who drives in the left lane between DM and Ames!!! Shame on you Stolle!!
14 hrs · Like
-  **Sinclair Stolle** Oh no. It's a pet peeve of mine when people do this. You guys just set the bar high with the Whittier ones. 😊
14 hrs · Like
-  **Willy Sorenson** Not buying it Stolle. What's your license plate number so we can keep an eye out for you... You LLD. :0))
14 hrs · Like
-  **Sinclair Stolle** Ha ha. Funny.
14 hrs · Unlike · 👍 1

March 2nd, 2015:



March 9th, 2015:



Des Moines 511 @desmoines511 · Mar 9
Message Monday - It's all about the belt... bit.ly/194SVr3
pic.twitter.com/jxUGQ3YfHC

MacKenzie Elmer @mckelmer · 5h
@desmoines511 Haha! Who comes up with these Monday messages?

Zero Fatalities Iowa @Zerolowa · 5h
@mckelmer @desmoines511 It's a mix - a group from the DOT works on them and some are suggestions from the public. Got any ideas?

MacKenzie Elmer @mckelmer · 5h
@Zerolowa @desmoines511 I got a good giggle out of that last one. Was just curious if there was a story behind it!

Zero Fatalities Iowa @Zerolowa · 5h
@mckelmer Here's a link to our blog, too - bit.ly/1C4cnB3

MacKenzie Elmer @mckelmer · 5h
@Zerolowa What do you plan to do with that music video?

Iowa DOT @iowadot · 5h
@mckelmer It is on GTSB's website. We'll be adding it to the Zero website today and we're sharing it a meetings. Got any other ideas?

STAR 102.5 @STAR1025 · 3h

The @iowadot 235 sign is having fun this morning



Samantha Burmeister

@SamBForReal



Follow

Whoever runs the @iowadot interstate board slogans gets an A+. #golden #marketingstrategy #justclickit



5:29 PM - 9 Mar 2015

March 16th, 2015: (Day before St. Pat's)







Studio Fiveeighteen
@fiveeighteen



+ Follow

Serious messages can still be fun.
"@Iowa_Police: We love the @iowadot
#nowhammies #UIPD "



I like the one for today!! Old game show !!

From: Sorenson, Willy [DOT]
Sent: Thursday, March 12, 2015 9:55 AM
To: Cook, Troy [DOT]
Subject: FW: Get out of the Left Lane

Would this work for you? :0)))



Me, too – my sister just texted me. She was on the way to the airport – she loved it.

From: Sorenson, Willy [DOT]
Sent: Monday, March 16, 2015 8:15 AM
To: Bramble, Tracey [DOT]
Subject: RE: Message Monday for March 16th

I already got one positive comment and they knew it was related to the game show



March 23rd, 2015: (Workzone Safety Awareness Week)





March 30th, 2015: (March Madness – Final 4 is April 4th, Championship is April 6th.) (4 Seconds)



April 6th, 2015: (4 Seconds)

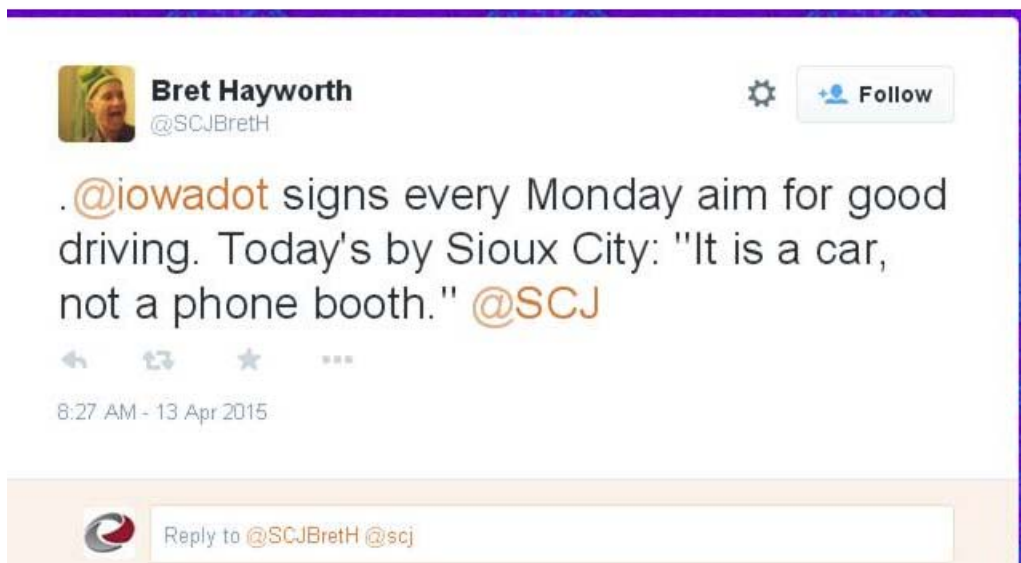




April 13th, 2015: (3.5 Seconds)



I agree with staying the course. This method of reaching out and creating conversations about safe driving is currently working. The conversation needs to continue. Perhaps in the future, we should add a not-funny message to the next set that reads:



April 20th, 2015: (3 Seconds)



I already responded to this, but just wanted to share.



Laura Kline

Apr 10th, 4:01pm

Greetings - count me as someone who hates the "clever sayings" signs especially when there is construction or an accident to note. Snarky saying and a death count, not a great start to Monday morning. And, those signs aren't preventing any accidents.

I have a plea though. This week saw the tragic death of five young people. Please do not add them to your death count under some snarky saying. It's as if their deaths and the families' grief has no more value to you than a clever sign ad; it's as if you are co-opting this tragedy for yourself. I would urge you to stay silent this week. That would be very respectful.

Thank you for hearing me out.



**CHRISTINA
ANDERSEN**
STRATEGIC COMMUNICATIONS

iowadot.gov
515-239-1235




Iowa Department of Transportation
@iowadot

Iowa Department of Transportation
 Posted by TJ Bramble [?] · 4 hrs · 🌐

Here's an update to a post from yesterday. Apparently our staff member's sister her husband were stopped in a line of cars in a work zone waiting for a pilot car when they were rear-ended by a vehicle. Their truck was pushed into the vehicle ahead of them.

Please use EXTRA caution in work zones.

Again, we're very thankful all involved were wearing seat belts and that airbags deployed and worked as they were designed to.... [See More](#)



(Updated 4/23) – Injury accident on Hwy 92

The Iowa State Patrol early this (Thursday) morning, updated information concerning a crash Wednesday evening on Highway 92 in Adair County, that injured one person. Officials say several eastbound...

KJAN.COM

2,214 people reached Boost Post

Like · Comment · Share 🌐 ▼

👍 Heather Johlas, Jonathan Struebing, Kaye Junion and 4 others like this.

🔗 5 shares

April 27th, 2015: (3.5 Seconds) (Tracey's video - <https://www.youtube.com/watch?v=ZjugYzQd-mg>)



May 4th, 2015: (5 Seconds)





WHO-HD Ch. 13 News

@WHOhd

Follow

Is Yoda working for the @iowadot?
#MayThe4thBeWithYou 🧐



RETWEETS

23

FAVORITES

16



Aaron

@GeekAaron



Follow

The force is strong with @iowadot.
#StarWarsDay 🧐 #MayThe4thBeWithYou 🧐



Safety Services NL

@SafetyNL



Follow

The power of prevention is strong with
@Zerolowa #MayThe4thBeWithYou 🧐
#textIwillnot #nltraffic

Also, thank whoever put the "May the 4th be with you, Text I will not." Message on the freeway signs this morning-it made my day!

Thanks and have a great day!

-Jason

512 shares

Larry P. Price Share the road.



Like · Reply · 6 · 2 hrs

Sue Hess There is NOTHING anyone has to say that can't wait. Great reminder!

Like · Reply · 9 · 3 hrs

Laurie Kramer This may be cute, but this takes drivers eyes off the road for way too long

Like · Reply · 4 · 3 hrs

Mindy Stiff Beekman Yoda may be closer than you think. 😊

Like · Reply · 2 · 2 hrs

Carrie Ragar McKinney Love this!!!

Like · Reply · 1 · 59 mins

Terry Smith Lol I love it. Cracked me up when I saw the sign

Like · Reply · 1 · 4 hrs

Eric Hanson KCCI
5 hrs · 🌐

Very clever, DOT!

Like · Comment · Share

331 people like this. Most Relevant

648 shares

Amber Herrera Rowley Just saw this on the way in from redfield. Hubby and I had a good chuckle. Well played!

Like · Reply · 1 hr

David L Julson Good Morning Eric! 😊

Like · Reply · 4 hrs

Adam Choruzek whatever!!! people will text and drive for ever!!! just like people will talk and drive eat drink and put makeup on brush their hair and BE LAZY by wearing those stupid A*& dumb flip flops!!

Like · Reply · 1 hr

1 Reply

Mandy Heng Yay!
Like · Reply · 1 hr

Kevin Sullivan Lol
Like · Reply · 4 hrs

Write a comment...
Press Enter to post.

DOT channels Star Wars in safety message



MacKenzie Elmer, melmer@dmreg.com

11:56 a.m. CDT May 4, 2015



(Photo: Special to the Register)

f 108
CONNECT

t 23
TWEET

in
LINKEDIN

COMMENT

EMAIL

MORE

The Iowa Department of Transportation channeled the wisdom of Yoda in its latest message to drivers on Iowa highways: "Text I will not."

May 4 is known as Star Wars Day, when lightsaber-



SHA Maryland State Highway Administration
Page Liked · 3 hrs ·

May is Motorcycle Safety Awareness Month! Please remember to share the road. #RideSafeMD #MdTraffic

Like · Comment · Share

127 people like this.
98 shares
View 3 more comments

Sue Miller Hartlaub How about motorcycles acting like they have some sense when they are on the road instead of going 100mph
Like · Reply · 3 · 2 hrs
3 Replies · 1 hr

Barbara Vasquez The cars share the roads but the motorcycles the abuse the roads
Like · Reply · 1 · 2 hrs
2 Replies · 1 hr

Darlene Dull Kane not all MOTORCYCLES abuse the road...we own 3 of them and respect the roads and other drivers as most

Write a comment...
Press Enter to post.

The response has been crazy - I'll be interested to see what comes in to Willy for comments.

U of Iowa Police @UofIowa_Police
Follow

The Force is strong with the @iowadot.
#MayThe4thBeWithYou 🌌 #UIPD

RETWEETS 249 FAVORITES 353

May 11th, 2015: (4 Seconds)



May 18th, 2015: (3.5 Seconds)



May 25th, 2015: (Memorial Day) (3.5 Seconds)



Message: A road sign leading in to downtown Des Moines, I believe near Grey's Lake, read "Each life matters," assumedly in regard to traffic deaths via texting, or not wearing your seatbelt, etc.

If you're not aware already there's a national movement titled #blacklivesmatter which is critiquing the systemic and sometimes systematic violence or repression through police tactics of black communities in America. There became a trend to affirm that #alllivesmatter; this rhetoric poses a problem, as it deflects from the issue at hand, and by obscuring the issue it acts as a defense of the issue. As you most likely didn't intend any offense, if you've not already, you might see now why it would be prudent to change the language.

Thanks,
Jared Krauss

June 1st, 2015: (5 Seconds)



June 8th, 2015: (4 Seconds)



June 15th, 2015: (Day after Father's Day) (3.5 Seconds)



June 22, 2015: (4 Seconds)



June 29th, 2015: (4 Seconds)





Message: Who is in charge of the signs over the interstate, specifically the sign that says "Hey, Bobblehead, stop looking at your phone while driving"???

Since when has our government resorted to name calling to get our attention??? What this sign is saying is "Hey, idiot.....".

That sign was paid for with tax-payer dollars as was the interstate and the person in charge of writing the message and the person who approved it are being paid with tax dollars too. They have overstepped their authority as they do not get to address tax-payers (i.e. people) in this manner. Do highway patrolman now get to pull us over for speeding and insult us too? Yes I would like a response back from someone in this department as I am pretty disgusted.



Name: James Johnson

Email: preston73@hotmail.com

Topic: DOT.Query@dot.iowa.gov

Message: Hello,

I find the digital signs over the highways can be a distraction. I find it ironic that you post "clever" things like the number of car deaths on it. It takes a drivers eye from the road to read crap like this.... Amber alerts and weather warnings are about the only spam that should be displayed on those. Not random facts.

And we thought we were the first....





Zero Fatalities Iowa

This week marks two years since we started running safety messages on the overhead signs every Monday. Do you have a favorite?

You can get the back story for every message on our blog - <http://www.transportationmatters.iowadot.gov/message-mondays/>

August 3

Maria Haberer, Jessica Lowe, Jack McGuffey and 22 others like this. Top Comments ▾

15 shares

Rich Schmadeke Get your head out of your apps !! The favorite of all time hasn't been shown yet !! "show us your belts !"
 1 · August 3 at 12:27pm

Zero Fatalities Iowa We'll put that on the list 😊
 1 · August 3 at 12:40pm

Jefferey Bernard Yes, moved to Iowa. and I don't think it was ever taught in there drivers ed. how to use blinkers , what's up with that? other states give out tickets for not using them.
18 hours ago





ORANGE CONES =
NO PHONES

July 6th, 2015: (4.5 Seconds)



 **Zero Fatalities Nevada**
17 hrs · 🌐

Crash on a couch, not on a road. #DriveSober



Zero Fatalities | Drunk Driving Laws in Nevada
Learn the drunk driving laws for Nevada, difference between buzzed driving and drunk driving, Nevada DUI laws, and Nevada drunk driving statistics.
WWW.ZEROFATALITIESNV.COM

👍 Like 💬 Comment ➦ Share

👍 3

July 13th, 2015: (4.5 seconds) Hot Car / Baby topic – No national campaign.



July 20th, 2015: (4.5 seconds)



July 27th, 2015: (5 Seconds)



August 3rd, 2015: (4 Seconds)



August 10th, 2015: (4.5 Seconds)



August 17th, 2015: (5 Seconds)



August 24th, 2015: (3.5 Seconds) National Enforcement Crackdown for Impaired Driving (Aug 19 to Sept 7th)



August 31st, 2015: (3.5 Seconds)



September 7th, 2015 (Labor Day) (4 Seconds)



September 14th, 2015: (Child Passenger Safety Week – 9/13 to 9/19) (3.5 Seconds)



Write a comment...



Tara Acton I really enjoy a lot of the slogans and tips you put up on the highway marquees. I appreciate the reminders to drive safely (and the reminder that there are serious consequences if I don't), and I often get a chuckle out of them. But I have to say, when I saw the "nobody puts baby in a hot car" one today, I cringed. It's just in really poor taste.

Like · Reply · 21 hrs



Zero Fatalities Iowa Thanks for your comment. Could you elaborate a bit more about why you think this is in poor taste. We don't understand. This was a play on the famous line from Dirty Dancing that starts at the civic center this week.

Like · Reply · 21 hrs



Tara Acton **Zero Fatalities Iowa** Sure, I would be happy to explain my thoughts. I got the Dirty Dancing reference, and I'm not without a sense of humor—I really enjoy your jokes usually, but I think most of them, like "get your head out of your apps" (loved that ... [See More](#)

Like · Reply · 20 hrs · Edited



Zero Fatalities Iowa Thanks for the explanation and we totally get where you're coming from. No one wants to think about the loss of a child in any circumstance. Every life lost is a tragedy, no matter the cause and it is particularly devastating when a parent makes a traq... [See More](#)

Joy Tunncliff
 Yesterday at 10:36pm

Folks... I think the new rest stops on I-80 are fantastic; however, ... See More

Like - Comment 70 4

Beau Huber
 Yesterday at 2:14pm

Are there any upcoming plans to fix the eastbound 80 on ramp at exit 271?

Like - Comment 1

> 1 hour 115 120 125 13 135 140

Courtesy Jon Null, CCM; Department of Geosciences, San Francisco State University.

Like Comment Share

19 people like this. Most Recent

21 shares

Mindy Tearse Love the sign this morning! Like - Reply 1 - Yesterday at 8:26am

Tina Michalski Or animals Like - Reply 1 - Yesterday at 8:34am

Write a comment...

Eric Hanson KCCI
 Yesterday at 5:12am

Very clever, DOT!
 (Dirty Dancing runs this week at the Des Moines Civic Center.)



You, Amy Larson-Sorenson, Tami Lambson, Stacy Hanson Henkelman and 20 others like this.



Willy Sorenson Maybe..... Yes, if you like it ;0))

Like · Reply · 1 · 15 hrs



Yetska Roff-Goodhue I like it. It's funny and to the point. Well done.

Unlike · Reply · 1 · 15 hrs



Willy Sorenson Thanks! Actually, it was a group effort with a bunch of co-workers.

Like · Reply · 4 · 15 hrs



Angela R Hegel Becker Love them! Keep up the great work! They always make me think!

Unlike · Reply · 1 · 15 hrs



Write a comment...



Tanja Eckman Hoskins shared Eric Hanson KCCI's photo.

Yesterday at 7:12am ·

Willy Sorenson is this your handy work? Genius!



Eric Hanson KCCI

Very clever, DOT!
(Dirty Dancing runs this week at the Des Moines Civic Center.)

Like Comment Share

You, Amy Larson-Sorenson, Angela Larson Viebrock, Maureen Galligan LaBrie and 14 others like this.



Willy Sorenson Glad you like it! :0))

Like · Reply · 1 · Yesterday at 7:25am



Willy Sorenson This is not why we did the message, but found out later.... Patrick Swayze passed away 6 years ago today. So today's message has many back stories.

Like · Reply · 3 · Yesterday at 7:34am



Peggy Pratt and they say all things happen for a reason

Unlike · Reply · 1 · Yesterday at 8:17am



Write a comment...



Stephany Roush Goodhue · **Willy Sorenson**

Yesterday at 9:17am ·

So I was driving to work today and see the sign that says, "Nobody puts baby in a hot car." I was ROLLING!! So funny. Nice work and thanks for bringing a little comedy to my commute.

Like Comment

You, Angela Larson Viebrock, Tami Lambson, Diane Clayworth and 5 others like this.



Willy Sorenson Thank you. It's a lot of fun when we can get a serious message across in a humorous and memorable way.

Like · Reply · 2 · Yesterday at 9:58am



Tom Nelson I saw it too. Great job Willie!

Unlike · Reply · 1 · Yesterday at 10:58am



Krista Hodson Reha I saw it too...LOVED 🤩

Unlike · Reply · 1 · Yesterday at 11:03am



Write a comment...





Jon Stonehocker shared Eric Hanson KCCI's photo.

11 hrs · 🌐

Lol

[Show Attachment](#)

[Like](#) [Comment](#) [Share](#)



Jessica Vogel shared Eric Hanson KCCI's photo.

12 hrs · 🌐

[Show Attachment](#)

[Share](#)



Nikki Whitten shared Eric Hanson KCCI's photo.

12 hrs · 🌐

Lol I giggled when I saw this today too

[Show Attachment](#)

9 people like this.



Dan Medeiros shared Eric Hanson KCCI's photo.

15 hrs · 🌐

haha noticed this on the drive home today

[Show Attachment](#)

10 Likes 1 Comment

[Like](#) [Share](#)



Ross Daniels shared Eric Hanson KCCI's photo.

16 hrs · 🌐

Dear friends living in a megalopolis. This is how we put our traffic signs to use on most days here in Des Moines for our 10 minute drives to work.

[Show Attachment](#)

[Share](#)

5 people like this.



Bre Nickens shared Eric Hanson KCCI's photo.

16 hrs · 🌐

Show Attachment

Share

Rebecca Dingman likes this.



Mike Bolfik shared Eric Hanson KCCI's photo.

16 hrs · 🌐

Show Attachment

Share

Jessifer Bolfik likes this.



Lindsey Smith shared Eric Hanson KCCI's photo.

16 hrs · 🌐

I figured someone would post this today so I didn't try to take a photo. Good grief.

Show Attachment

Share

8 people like this.



Laura Pence Today is also the anniversary if Patrick Swayze's death, if my Timehop is correct.

👍 1 · 12 hrs



Kc Rawlings shared Eric Hanson KCCI's photo.

Yesterday at 7:51am · 🌐

Just saw this and cracked up! Well done Des Moines, well done.



LOF-Xpress Oil Change shared Eric Hanson KCCI's photo.

Yesterday at 10:06am · 🌐

The Iowa Department of Transportation is using Dirty Dancing at the Des Moines Civic Center this week to relay a VERY important reminder.

Show Attachment

2 Likes · 1 Comment

Like

Comment

Share



Dave Kalwishky shared Eric Hanson KCCI's photo.

Yesterday at 10:05am · 🌐

Show Attachment

Share



Chanler Childs I'd prefer if the signs stayed off unless they had something timely, relevant, and accurate to share. There's no need for stupid puns and a kill counter.

17 hrs



Derek Etnyre shared Eric Hanson KCCI's photo.

Yesterday at 9:43am · 🌐

Funny:

Show Attachment

Share

Mark Greganti likes this.



Nikki Perfectlyflawed shared Eric Hanson KCCI's photo.

Yesterday at 7:07am · 🌐

Ha seen this on the way to work this morning and it made me chuckle and think of you Ashley McCaughey

Show Attachment

Share

9 people like this.



Liz Corbett shared Eric Hanson KCCI's photo.

Yesterday at 6:24am · 🌐

Lol! Very clever indeed.

Show Attachment

Share

Lynn Marie Parkey likes this.




Becky Krambeck shared Eric Hanson KCCI's photo.


Yesterday at 6:18am · 🌐

Show Attachment

Share

5 people like this.

 **Pam Slippy** Saw on my way to Ames today!
20 hrs

 **Ashley Nicole Collins** shared Eric Hanson KCCI's photo.
Yesterday at 6:56am · 🌐

omg ♥
Show Attachment

➦ Share

4 people like this.

Show Attachment

2 Likes

👍 Like ➦ Share

 **Eastwood Kevin** shared Eric Hanson KCCI's photo.
Yesterday at 5:40am · 🌐

It should say NEVER LEAVE A BABY IN ANY KIND OF VEHICLE EVER
Show Attachment


➦ Share


 **KCCI** shared Eric Hanson KCCI's photo.
Yesterday at 5:20am · 🌐


Show Attachment


3.8k Likes 49 Comments


Rich Schmadeke, Diane Clayworth, Nykole Steele-Thurston and 3,828 others like this.


 Write a comment...


 **Sarah Guhl** Some people have obviously not seen the movie...
Like · Reply · 👍 10 · Yesterday at 7:20am

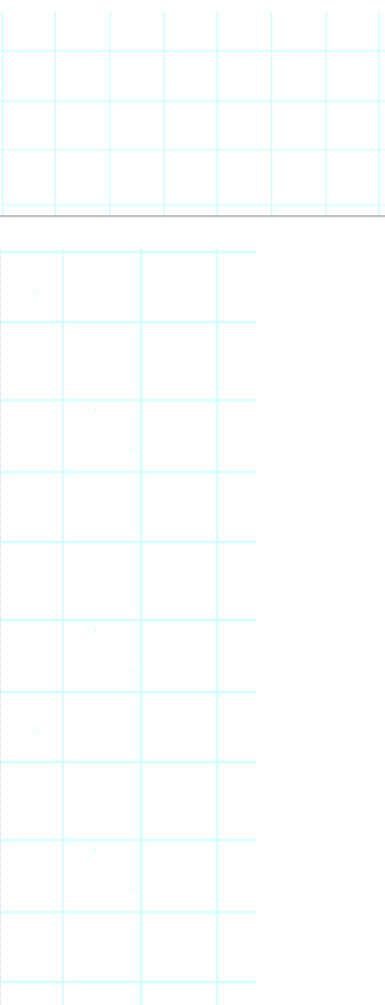
 **Lori Lea** clearly.....SMH...people are making ridiculous comments.
Like · Reply · 👍 2 · Yesterday at 7:50am

 **KCCI** We call that "Monday" on this page. 😊
Like · Reply · 👍 30 · Yesterday at 7:56am

 **Lori Lea** KCCI LOL..I hear ya.. maybe people just need "coffee"..
Like · Reply · 👍 6 · Yesterday at 8:18am

 **Katie Dake** I haven't seen the movie, what is the comparison? I didn't leave any silly comments. Just saw the sign and assumed was another message. Then got confused at the movie reference lol
Like · Reply · 👍 1 · Yesterday at 9:33am

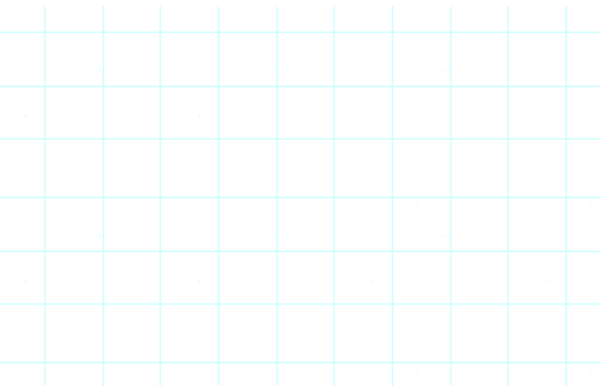
 **Addie Back** Katie- in the movie Dirty Dancing the biggest known quote is, "Nobody puts baby in the corner"! Good movie, highly recommend it 😊



 **Sarah Guhl** My favorite movie! I'm going to the Civic Center show on Sunday 😊
Like · Reply · 👍 3 · Yesterday at 10:21am

 **Jennifer Sullivan Whitenack** BTW Katie, Baby is the nickname of the lead character. I suggest you watch it some time. Such a good movie!
Like · Reply · 👍 2 · 13 hrs

 **Katie Carl Navarro** Obviously it's a play on the famous line from Johnny Castle and so they are trying to keep it as close to what he said as possible. And it still gets the point across. I like it!
Like · Reply · 👍 22 · Yesterday at 5:48am



 **Shannon Malaney** What makes it better is Dirty Dancing is at the Playhouse
Like · Reply · 👍 5 · Yesterday at 9:23am

↳ 2 Replies

 **Julie Krause** The generation gap is so apparent in these comments! Lol
Like · Reply · 👍 4 · 17 hrs

 **Nancy Trur** I was wondering!!!
Like · Reply · 15 hrs

 **Lisa A Bonjour** We aren't afraid to be "corny".
Like · Reply · 👍 2 · 22 hrs

 **Jane Burns Lawson** I saw this today. 😊
Like · Reply · 10 hrs

Like · Reply · 👍 4 · 23 hrs

 **Laura Lee VanGanderen Creasy** It should say "Nobody LEAVES baby in a hot car", but I understand the limited number of space they have to work with.
Like · Reply · 👍 4 · Yesterday at 5:37am

 **Ryan Langmaid** Did you read his whole post? I know it was really long.
Like · Reply · 👍 5 · Yesterday at 5:44am


 **Lori Lea** Laura, it was a play on the quote in DIRTY DANCING...
Like · Reply · 👍 6 · Yesterday at 6:51am


 **Dannie Luce** Movie quite play on words.
Like · Reply · 22 hrs


 **Patty Crago** Clever!!!
Like · Reply · 👍 2 · Yesterday at 8:53am


 **Linda French** Love it
Like · Reply · 👍 1 · Yesterday at 10:43am

Like · Reply · Yesterday at 11:57am


 **Lisa A Bonjour** Says no one.
Like · Reply · 👍 6 · 22 hrs


 **Jessica Fryer** Lol. I'm in the minority but to me that movie was put together so badly I just can't watch it. At least I get the references.
Like · Reply · 👍 2 · 22 hrs

 **Becky Rogers O'Connell** Wow, I have never heard of anyone who didn't like Dirty Dancing!
Like · Reply · 👍 5 · 20 hrs

 **Jessica Fryer** Yeah. I'm that girl. Lol
Like · Reply · 👍 1 · 19 hrs

 **Lisa A Bonjour** Lol the best ones are the cheesy, campy movies.
Like · Reply · 3 hrs

 **Nancy Vincent** Good idea
Like · Reply · Yesterday at 7:19am

 **Jordon Mozga** Awesome movie and great message

 **Patty Crago** Clever!!!
Like · Reply · 👍 2 · Yesterday at 8:53am

 **Linda French** Love it
Like · Reply · 👍 1 · Yesterday at 10:43am

 **Jeanette Fitz** Love it
Like · Reply · 👍 1 · Yesterday at 11:26am

 **Jodi Olney** Love this!
Like · Reply · 👍 1 · Yesterday at 8:28am

 **Cathy Darlington Cate** Love it! Great idea to use humor on those same, old signs. People will most likely read them more often>
Like · Reply · 2 hrs

 **Kel O'Neal** Captured the same moment on way way to Omaha this AM
Like · Reply · Yesterday at 6:55am

 **Shirley Watson** Love it! Thanks for posting the picture!
Like · Reply · Yesterday at 9:44am

 **Misti Ewing Bridges** I saw this today.
Like · Reply · 18 hrs

 **Jody McFadden** LOVE IT!!!

 **Nancy Vincent** Good idea
Like · Reply · Yesterday at 7:19am

 **Jordon Mozga** Awesome movie and great message
Like · Reply · 19 hrs

 **Dixie Rankin Dawson** I saw this this morning.
Like · Reply · 22 hrs

 **Emily Evans** Love it!
Like · Reply · Yesterday at 6:52am

 **Tricia Neilssen** I had no knowledge that this sign was a play on Dirty dancing. Never saw it and did not see that reference to it at all. Oh well
Like · Reply · 1 hr

 **Danielle Borg** Or Animals
Like · Reply · 18 hrs

 **Sean Newcomb** Some people have the case of the Mondays.
Like · Reply · 23 hrs

 **Lori Brill McKee Green** love the speed limit sign, that is one of the wierdest things to deal with is the speed limit up there. Love iowa but hate how slow they make everyone go.

Eric Hanson KCCI

Very clever, DOT!
(Dirty Dancing runs this week at the Des Moines Civic Center.)

Like Comment Share

You and 3 others like this.

Willy Sorenson Glad you like it! :0))
Like Reply 1 · 3 hrs

Willy Sorenson This is not why we did the message, but found out later...
Patrick Swayze passed away 6 years ago today. So today's message has
many back stories.
Like Reply 2 · 2 hrs

Peggy Pratt and they say all things happen for a reason
Unlike Reply 1 · 2 hrs

30 minutes	104	109	114	119	124	129
40 minutes	108	113	118	123	128	133
50 minutes	111	116	121	126	131	136
60 minutes	113	118	123	128	133	138
> 1 hour	115	120	125	13	135	140

Courtesy Jon Null, CCM; Department of Geosciences, San Francisco State University.

Like Comment Share

15 people like this.

Most Recent

2 shares

Mindy Tearse Love the sign this morning!
Like Reply 1 · 2 hrs

Tina Michalski Or animals
Like Reply 1 · 2 hrs

Lynn Melling

21 hrs

"Nobody puts baby in a hot car." -- Iowa Department of Transportation
e-billboard today on I-235. Brilliant. My favorite so far.

Like Comment Share

30 people like this.

Write a comment...

Andrea Biklen Disagree--"Don't drive angry" on Groundhog's Day was the
best.
Like Reply 1 · 21 hrs

Lynn Melling That was also awesome.
Like Reply · 21 hrs

Andrea Biklen I do give them extra points for coinciding with Dirty
Dancing at the Civic Center.
Like Reply 1 · 21 hrs

Write a reply...

Lydia called me back yesterday afternoon and we had a good chat.

She was very polite and just wanted to be heard that she has a friend that this happened to and thought we were insensitive to this problem. After I explained that our intentions are nothing but honorable and that our goal it truly to prevent anyone else to go thru what her and her friend went thru, she understood. I explained that if you use humor and/or pop culture references, it tends to 'set the memory' a little better. It also generated discussion, which is a good thing when trying to change behavior and accidents like this. She agreed and thought that we do a great job, but until she heard directly from one of us that we really do care, she just felt that it was a no-named entity poking fun at a tragedy in her friend's past. She no longer feels that way.

After about another 5 minutes, we were both pleasantly pleased with the conversation and said our good-byes.

'Dirty Dancing' makes all the right moves

If you had any doubts about the place "Dirty Dancing" holds in popular culture, consider that a twist on the movie's most famous line — "Nobody puts Baby in a corner" — now lights up the traffic signs above Interstate 235. Someone at the Iowa Department of Transportation has programmed the signs this week to declare that "Nobody puts Baby in a hot car."

The reminder comes just in time, of course, for the national tour of the "Dirty Dancing" musical, a nostalgia-powered vehicle that pulled into the Des Moines Civic Center on Tuesday night and is parked there until Sunday. It's fueled by a

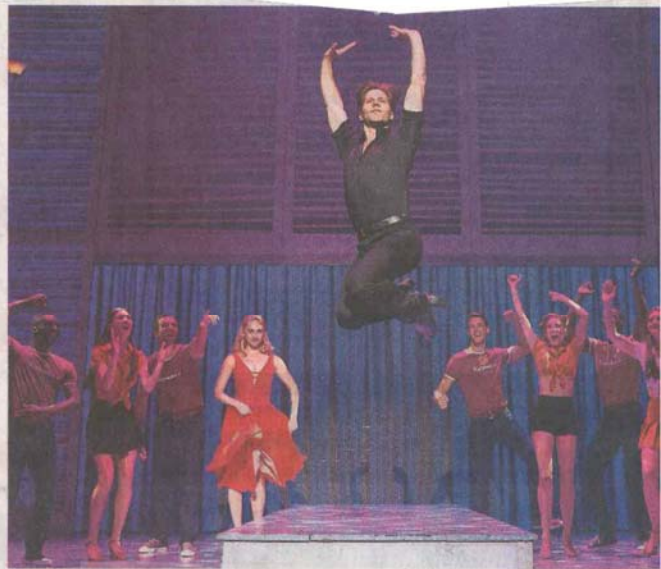


MICHAEL MORAIN
mmorain@dmreg.com

deep tank of affection for the 1987 movie, starring Patrick Swayze and Jennifer Grey.

Is it better than the original? No. Is it worse? No. It looks a little different on stage, with snazzy video projections and a cast of leggy dancers, but its best scenes push the

See DIRTY, Page 3E



MATTHEW MURPHY/SPECIAL TO THE F

Christopher Tierney flies high as Johnny in the current national tour of "Dirty Dancing."

DIRTY

Continued from Page 1E

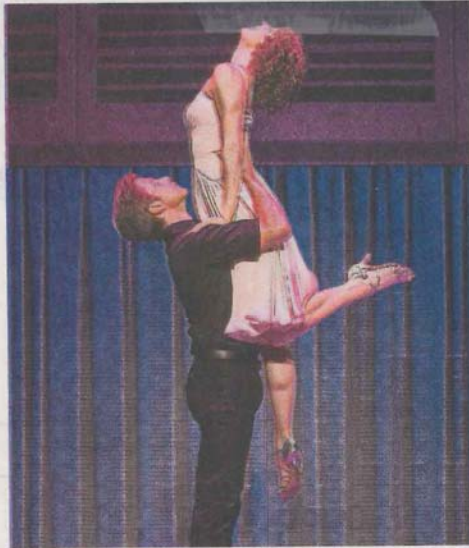
same emotional buttons. If you're a fan of the movie, you won't be disappointed — and afterward you'll want to go home and push the buttons on your DVD player to watch the movie for the gazillionth time.

Adapted by the original writer, Eleanor Bergstein, and directed by James Powell, the show follows Baby (Gillian Abbott) and Johnny (Christopher Tierney) through all of the same steps of their romance in the summer of 1963, when they meet at a resort in upstate New York. There are a few extra references to politics and social issues — the resort guests and staff haul a radio out to the campfire to listen to Martin Luther King Jr.'s "I Have a Dream" speech — but Bergstein has said those scenes were part of her

original concept for the movie. They don't add a lot to the stage version, and except for a few clunky lines early on, they don't really detract from it, either. They're just a reminder that Baby isn't the only one who's growing up.

She is just out of high school when she and her well-to-do family take their vacation at the Catskill-resort, where the staff offers as tedious array of Scrabble, croquet and after-dinner dances that reek of Lawrence Welk. So like any smart teenager, Baby sneaks away to the secret parties in the staff quarters, where the rebellious dance instructor Johnny soon teaches her some new moves.

Until this point, the show feels like "Hair-spray" or "Memphis" or any of the other throw-back musicals in which well-behaved rich (and mostly white) people dance to foxtrots while the cool kids cut loose out



MATTHEW MURPHY/SPECIAL TO THE REGISTER

Lift-off: Christopher Tierney and Gillian Abbott star in the current national tour of "Dirty Dancing," which opened Sept. 15 at the Des Moines Civic Center.

back. Baby and Johnny's class-crossing love affair feels familiar, too.

But "Dirty Dancing" gets a lift, both literal and figurative, from

their obvious chemistry. Abbott's Baby is both vulnerable and brave, and the actress (with a degree from Juilliard and experience with Cirque du Soleil) is good at pretending she is just learning how to groove. Tierney's Johnny sounds and looks like the leonine Swayze even though the stage actor is clearly a better-trained dancer. (He's from Hubbard Street Dance in Chicago.)

But as seriously talented as they are, they don't take themselves too seriously. When they practice their lifts in the famous scene in the lake, they know the audience can see through the illu-

id, especially Johnny's dance partner Penny (Jenny Winton), whose unwanted pregnancy provides the plot's tension. But what may strike you most about the supporting cast is the sheer length of all those dancing legs in tight jeans and high-waisted shorts (by Jennifer Irwin). The cast is more racially diverse than in the movie, but they're all shaped like Ken and Barbie.

Two of them, Doug Carpenter and Jennlee Shallow, take the lead on several of the best songs, including the inevitable "I've Had) The Time of My Life" at the end. But there are snippets of so



Transportation Matters for Iowa

[Message Mondays, rest areas, and city projects - Thursday 3 with the Iowa DOT #Thurs3DOT](#)

This week's Thursday 3 unveils the mystery behind the message boards on your way to work every Monday, takes a look at vegetation at rest areas, and city versus. state projects. Each week we take questions from Facebook and Twitter and answer three of them on our blog. When you submit questions on Facebook or Twitter, use #Thurs3DOT to we make sure we get them. Remember - Thursday 3 is for YOU! Our goal is to make the transportation system... [Read story](#)

<http://www.governing.com/topics/transportation-infrastructure/gov-can-roadside-witticisms-save-lives.html>

September 21st, 2015: (4.5 Seconds)



It's time for Message board Monday in Iowa. (pic taken by my passenger) good job @IowaDOT Keep them coming.



September 28th, 2015: (3.5 Seconds)



October 5th, 2015: (3.5 Seconds)



Diane Clayworth, Kriss Nelson and 1,026 others like this.

Most Relevant ▾



Write a comment...



Dave Boyd Reading all the complaints reminds me of the old adage about new rope! Guess your Monday's off to a happy start, eh? Hope it gets better.

Like · Reply · 2 · 2 hrs



Greg John Sorry was texting didn't see it

Like · Reply · 17 · 4 hrs



Christina Collins Coltrain It takes ya'll no longer to read that dang sign then it does an exit sign, so stop being so dramatic!

Like · Reply · 15 · 4 hrs



Anthony Larson But I'm going to see a sign and immediately lose control of my vehicle lol

Like · Reply · 2 hrs



Christina Collins Coltrain Stop driving drunk then lol

Like · Reply · 2 · 2 hrs



Write a reply...



Jean Babe-Higgins These messages are very distracting. I thought that these boards were supposed to be used for emergency situations, not to remind people of the law.

Like · Reply · 13 · 5 hrs



Cheri Chaplin Benson they are not distracting...simple message...if this is distracting then you should not be driving...Like Stephen said, then all signs should be removed...it is one thing to read a sign in front of you than to read a text or send a text from your phone...if you can read one of these telling you about an emergency or traffic issue, you can read one saying exit to text it...

Like · Reply · 18 · 5 hrs



Jodi Olney We moved here from Illinois, and I love these signs! They add a little humor to my day. Good job Iowa DOT!!!

Like · Reply · 13 · 4 hrs



Akaisha Blackhawk Never saw them as distracting

Like · Reply · 4 · 4 hrs



Jean Babe-Higgins I was driving home in a snow storm last winter and expect to find updates to the roads and weather on these boards. Instead I found one of these little tidbits. Guess distracting isn't the right word to use here. Just think they Should be used for what they were originally put up for, not for these types of signs.

Like · Reply · 7 · 4 hrs · Edited



Dave Boyd Might could be the person who changes the signs was out covering some idiots butt who didn't know how to drive in the snow!

Like · Reply · 4 · 3 hrs



Melany Van Every if there's no traffic, emergency, weather issues we need to know about I think this is a great way to use the signs

Like · Reply · 9 · 4 hrs



Leah Rolan yes, lets keep those little messages up there so people are reading that and not paying attention.

Like · Reply · 6 · 4 hrs



Anthony Larson If you get that distracted by a sign you should not be behind the wheel of a car.

Like · Reply · 1 · 2 hrs



Write a reply...



Wayne Vernott Exactly, if you need to text. ..pull over

Like · Reply · 4 · 4 hrs



Tina Slate I think it was a joke

Like · Reply · 3 hrs



Wayne Vernott Lol^{AAA}

Like · Reply · 3 hrs



Write a reply...



Travis Mull I was texting the entire time, so I didn't see it.

Like · Reply · 3 · 4 hrs



Amy Hoef Shannon Yes! Love these messages!

Like · Reply · 2 · 4 hrs



KWVL

What do you think about the highway messages?

Album

Share

Open

Download

Embed

The Iowa DOT started this program of weekly messages to work toward zero deaths on the roads. It's spreading to other states, like this message in Utah.

November 10, 2015

Debbie Ackerman, Beverly K Anderson, Ray Fober and 2,497 others like this. [Top Comments](#)

338 shares



Erin Wolff This one was used in Iowa a few months ago. I think they are great.

👍 15 · November 10, 2015 at 6:24am



Ali M. Anderson Like to read the messages!!!

👍 9 · November 10, 2015 at 5:14am



Pam Swanton Look forward to the messages every Monday some are so cute an some tacky but this one is way cute

November 10, 2015 at 7:14pm



Frankie Lu Kelly Short messages- good. Lengthy messages like the Giving Blood on the Highway one the other day- way too long. I didn't read it all because I didn't want to take my eyes off the road for too long.

👍 2 · November 10, 2015 at 1:35pm

↪ 3 Replies



Casey Frost They're funny but they can't be helping anyone to be less distracted drivers. The messages are usually long enough that they become the distraction risk.

"Give blood the correct way. Not on the highway."

👍 1 · November 10, 2015 at 2:38pm



Bonnie Tibai These signs are also in Indiana and ohio . Both of these states are nearing 1k death totals.

WWI 7/?fref=photo

November 10, 2015 at 9:06pm



Jan Nordschow I'm all for it. Anything to save lives.

November 10, 2015 at 10:54am



Adam Henshel Those look like mountains in the background. No WAY that's Iowa!

👍 1 · November 10, 2015 at 8:38am

↪ 2 Replies



Lynda Holliday I moved to Missouri from Iowa a few years ago. Here in Missouri they use these message boards. I think it is a great idea!

November 10, 2015 at 7:36am



Josh Pies Funny but instead of paying attention to phone now people well crash reading signs

👍 3 · November 10, 2015 at 11:06am



Judy Fleckenstein I love the creativity used to highlight important driving messages!

November 10, 2015 at 5:14pm



Mary Lynn Love it - short and to the point.

November 10, 2015 at 12:09pm



Becky DeRoos **EISayed** I live in Iowa and have seen them used for Amber Alerts. They aren't "playing" with them on Mondays, they are testing them to make sure they are functioning properly. Might as well send a useful/life saving message while being creative. There are tons... [See More](#)

👍 5 · November 10, 2015 at 5:58am



Joseph Kraus Texting a driving should be considered a harsher crime and be taken seriously.

👍 2 · November 10, 2015 at 6:33am



Shirley Peterson It's great!

November 10, 2015 at 6:16am



Craig A Bennett I can't imagine that anyone would find that offensive, much like a simple red cup.

👍 20 · November 10, 2015 at 4:16am



Sarah Jean Perry They are great but another distraction too.

👍 12 · November 10, 2015 at 4:07am



Sahoosan Meyers Clark - enough with the cell phones and driving people.

👍 5 · November 10, 2015 at 4:36am



Rose Hamilton I think the messages can be helpful in locating amber alerts and road construction but to post something that don't need read is sort of ridiculous to me. People need to stay attentive and these seem to be occupying some who should be watching the road. Js

👍 4 · November 10, 2015 at 3:33am

↪ 4 Replies



Christina Fuentes This is just as much a distraction as normal road signs, so I think they're great. Doesn't distract me any more than a stop light.

👍 4 · November 10, 2015 at 7:44am



Kris Easter They are distracting. You can't read it until you're practically under it and you're trying to see if it's something important (amber alert, road closure, etc) then you realize it's just a reminder not to text and drive. Which is good info, don't get me wrong. But seriously, they should just say "don't text and drive" and leave the cutesy phrases out.

👍 7 · November 10, 2015 at 4:17am

↪ 3 Replies



Matthew Michael Leedom no thats just as bad as texting it diverts our attention elsewhere when it should be on the road

👍 1 · November 10, 2015 at 12:08pm · Edited



Shanda Van Riesen Knight I think they are distracting.... Tell us not to text (which I don't) but then distract with a sign that is hard to read.... Should just be used for emergencies in my opinion!

👍 3 · November 10, 2015 at 4:29am



Mark Klusman How much money did we absolutely WASTE on these signs to just display these stupid messages every Monday? I have yet to see a single one of them put to valid use. Think about that every time you have to pay \$0.10/gal extra for gas because the DOT was too broke to do its job.

👍 3 · November 10, 2015 at 4:00am



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👍 12 · November 10, 2015 at 4:07am



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👍 3 · November 10, 2015 at 4:00am



1 - November 10, 2015 at 12:58pm



Linda Sampson It's great if only people would abide by it

5 - November 10, 2015 at 3:37am



Donna Simmons Gets the point across

November 10, 2015 at 9:57am



Carla Bass Love this !

November 10, 2015 at 8:45pm



Andrea Back Schaefer Hahaha! That's hilarious

November 10, 2015 at 4:39am



Sandy Bush i think it's fine

November 10, 2015 at 5:36am



Dennis Wayne Halverson No different than reading a tex. And you are going too fast to read them anyways.

November 10, 2015 at 7:11am



Linnet Borg-Wainwright Need to be said to many people text and playing games while driving !!!

1 - November 10, 2015 at 6:14am



Ann Weber Tempus Love them.

November 10, 2015 at 4:48am



Kara Kruger I look forward to seeing them Monday mornings. Too bad they are not there all week.

November 10, 2015 at 12:47pm



Julie Lerch McCready Most won't see it ...too busy texting!!

1 - November 10, 2015 at 4:20am



Shirley Kohler Certainly not any worse than some highway marker signs !!!!!
Lighten up folks !

3 - November 10, 2015 at 4:35am



Pat Frohling White Love it. Lifts the spirits with a message

November 10, 2015 at 6:32am



Tonya Baker Love it.

November 10, 2015 at 5:40am



out their phones to take pics

1 · November 10, 2015 at 5:15am



Lyn Smith I've traveled through several states using DOT signs to remind drivers about driving laws and their cell phones. Some have been rather clever, even sarcastic. Whats sad is we have to post signs to tell people what they should already be smart enough to know! (eye roll)

9 · November 10, 2015 at 3:52am



Sheri Wilkinson Awesome...but let me guess someone doesn't like it???

November 10, 2015 at 1:17pm



Randy Zingg Wow distracting? How do you ever read the traffic signs, we better take the stop, speed, curves ahead, etc signs down as well as all the bill boards and building signs. Looking down at a cell phone over and over all the time you are driving is way more dangerous then reading the road signs.

November 10, 2015 at 9:01am



Teresa Tyler Good decision.....

November 10, 2015 at 8:52am



Randy Kopecky Anything that gets people to think about driving and not distractions is worth a try. Should be a total electronic device ban while driving and it should have heavy enforcement. Way bigger killer than drunk driving.

November 11, 2015 at 3:58am



Carol J. Halley Wilson Modern day take on Burma Shave messages? Good idea D.O.T.

November 10, 2015 at 7:56am



Sandy Harms I think that is clever, and needed

November 10, 2015 at 5:56am



Lisa Streif Mansfield Love this!

November 10, 2015 at 5:34pm



Obadiah Tertius Bols Loved it.

November 10, 2015 at 7:41am



Shirley Valley-Snitker Would you rather be offended by these messages or offended by someone hitting you because their head was down in their apps

November 10, 2015 at 1:00pm



Deb Tonn That's the best sign out there today!

November 10, 2015 at 1:02pm



Dan Phillips they're not moving text or anything flashing to distract more than any other sign. I think they're great.

November 10, 2015 at 10:28am



Ricky Bobhee I have witnessed many people swerving as they get closer to these signs, so you can tell it is affecting their attention and driving.

The fact the State DOT can essentially "text" us while we are driving is not exactly cohesive to the "Don't text and ... [See More](#)

November 10, 2015 at 7:41am · Edited



Valeria Pena Love it

November 10, 2015 at 7:21am



Diane Aldrich Love it.

November 10, 2015 at 10:22pm



Connie Mattila Wright Sad we live in a world that we need these signs!) Love it!!!

November 10, 2015 at 8:03am



Patty Fike Great

November 10, 2015 at 7:26am



Denise Loupee Timmerman Love 'em!!

November 10, 2015 at 5:21am



June Dreier Hicks Love it!

November 10, 2015 at 7:12am



Bud Jarman Good!

November 10, 2015 at 10:26am



Becky Berry I love them!!

November 10, 2015 at 8:43pm



Kristi Knutson love it!

November 10, 2015 at 4:24pm



Kim Steger Fleming Good stuff, esp if it changes weekly for those who



Kristi Knutson love it!

November 10, 2015 at 4:24pm



Kim Stoner Fleming Good stuff, esp if it changes weekly, for those who drive frequently. It hopefully won't get ignored.

November 10, 2015 at 4:47am



Pam Meyer I like it!

November 10, 2015 at 3:58am



Jeanette Kester Love it

November 10, 2015 at 11:18am



Becky Paine DeRocher I like it, because it'd true

November 10, 2015 at 7:53am



Bonnie Schubert Engelkes Love it

November 10, 2015 at 6:33am



Jennie McCready Cardo I love these! It's not a distraction and it always has good reminders and info on it!!

November 10, 2015 at 4:48am



Bridget Saffold I look forward to seeing these signs every wk. highlight of my drive home from work. Wish I could have that job as a part time gig

November 10, 2015 at 4:41am



Anthony Ray Freidhoff AWESOME!

November 10, 2015 at 8:25am



Greg Herdlicka It distracts me from looking at my Facebook feed ! JK

November 10, 2015 at 6:47am



Shannon Roy Knickerbocker I think they get your attention! So yeah very effective in my opinion

November 10, 2015 at 11:58am



Ruth Boll Good message!!

November 10, 2015 at 12:58pm



Grant Nelson How many wrecks are caused by people staring at the wasted tax dollars?

November 10, 2015 at 4:48am · Edited



Ruth Burrack Carter love them!!

November 10, 2015 at 4:35am



Susan Burch Love it!

November 10, 2015 at 4:24pm



Kristen Kasten Love it need lots more of these.

November 10, 2015 at 3:17pm



Paula Snyder Lamphier Think they are hilarious!

November 10, 2015 at 10:13am



Vickie Nance Good message

November 10, 2015 at 6:49am



Corynne Bates People that say they are distracting is ridiculous. There are signs everywhere on the road as you are driving that are distractions. Construction signs, speed limit, etc. that take your eyes of the road. At least with these you are looking up and out your front window.

👍 1 - November 10, 2015 at 6:27am



Mari Montgomery Love them

November 10, 2015 at 4:22am



Deb Canfield I love them!!

November 10, 2015 at 4:06am



Susan Petersen They are great! Gets your attention

November 10, 2015 at 10:53am



Patty Tann Love it

November 10, 2015 at 1:57pm



Dorothy Heine I think they take your eyes off the road making another hazard.

November 10, 2015 at 6:27am



Matt Moore I think it makes the 270+ traffic deaths we have in Iowa this year look like they were all really stupid people and are pretty offensive...almost like victim shaming. Some of the deaths were caused by negligence but ACCIDENTS do happen no matter how dutiful you are on the road

November 10, 2015 at 4:13am



Jessica Ann Obviously my head ain't in the apps if I'm driving n reading this.

..

November 10, 2015 at 6:04am



Jessica Ann Honestly the longer the message still dangerous cause your trying to read it

November 10, 2015 at 6:02am



Marty Young I like them!

November 10, 2015 at 10:32am



Bonniekeith Lange Fantastic idea !

November 10, 2015 at 6:38am



Joe Young I love reading them. They are creative

November 10, 2015 at 5:48am



Nicole French Love it!

November 10, 2015 at 12:18pm



Joseph Smith Put the phone away and pay attention

November 10, 2015 at 9:04am



Gaarcia Arturoo Anndress So true i agreed some has to remind us.. and it may work for some of us..

November 10, 2015 at 5:22am



Josh Reitz They are cool.

November 10, 2015 at 4:58am



Barb Seiffert Love the message

November 10, 2015 at 8:53pm



Doug Berger Shoot I'm driving right now

November 10, 2015 at 6:21pm



Tim Bassler good one

November 10, 2015 at 2:28pm



Joseph Smith Texting could kill

November 10, 2015 at 9:04am

[View more comments](#)

106 of 136



Abbie Lampman Love it! Makes me smile and my drive brighter!

November 10, 2015 at 2:39pm



Adam Peterson I like them. But I think the number of deaths they show has a greater impact. No worse then a billboard.

November 10, 2015 at 5:25am



Sara Hansen I think they are fantastic.

November 10, 2015 at 3:42am



Cindy Koehn May need to review the no texting law and add use of apps unless it's the map

November 10, 2015 at 6:47pm



Carol Smith Stay off the phone

November 10, 2015 at 3:56pm



Janice Hainey Be nice but people don't read signs thinking "don't apply to me"

November 10, 2015 at 12:39pm



Dustin Heidemann No different than reading an exit sign on the interstate. If a line of sight message is distracting it might be time to hang up the keys... or your phone.

November 10, 2015 at 5:43am



Janel Sessler Thurm Love them

November 11, 2015 at 12:40pm



Wes Widner Some people think this wold is a video game like grand theft auto 5. Tailgating to speeding to using their cell phones. I bet if they went back 10 to 20 years ago the deaths were down. More new technology is detracting them and these death totals going to keep rising. It will never go down

November 10, 2015 at 9:31am



Ken Green Signs are great! If you have a hard time reading them you should not be driving!

👍 1 · November 10, 2015 at 7:54am



Kathy Klein waiting to cause a accident trying to read them!!

November 10, 2015 at 6:15am



Stephanie Webb I look forward to seeing how clever they can be. They also do a death count. Last i saw was 221 deaths.

November 10, 2015 at 8:28am



Kayla James I think they are funny 😊

November 10, 2015 at 9:09am



Nicole Deck Watts I think there great! The people that are complaining about the messages are the ones that probably need to get off their phone the most!

👍 11 · November 10, 2015 at 3:19am



Rob Heidemann That exact phrase was used here this summer.

November 10, 2015 at 4:38am



Lorrie Martin They are distracting

November 10, 2015 at 8:54am



Sara Paulus I like it!

November 10, 2015 at 11:50am



Linda Taylor Torkelson I love it. I think that the example is a great play on words.

November 10, 2015 at 9:47am



Warren Haas The world of PC people is sick.

November 10, 2015 at 5:29am



Jen Luensman Hahahaha!

November 10, 2015 at 10:23am



Jay Bee Using these when they arent needed is a distraction like reading a text. How does that make sense. AT ALL

November 10, 2015 at 9:33am



Jay Bee Theyre stupid and distracting. Should only be for news. Not jokes and puns.

November 10, 2015 at 9:32am



James Trotter I like it, but Im too busy texting to notice the board. Just kidding

November 10, 2015 at 9:32am



James Trotter I like it, but Im too busy texting to notice the board. Just kidding

November 10, 2015 at 5:17am



Rocky Saunders Sweeting Talk about distracting drivers. Someone is getting paid way to much to sit at a desk and type this crap. These signs were started as a warning sign and alert sign for weather issues. Lets keep them that way.

November 10, 2015 at 8:34am

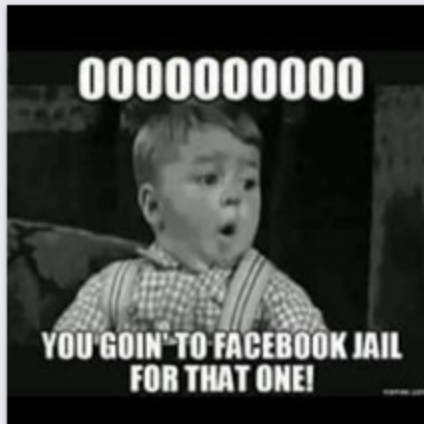


Heidi R Maring Love

November 10, 2015 at 3:56am



Geoffrey Williams



👍 1 · November 10, 2015 at 4:51am



Josh Schable The death toll has been higher every year since they started using those....

Like · Reply · 2 · 3 hrs



Andy Bernholtz or you finally started paying to the death toll and realizing that it is a very daunting number.....

Like · Reply · 1 · 1 hr



Jennifer Harsh Dailey I would love to see statistics on this...please share!! SMH!!!

Like · Reply · 25 mins



Josh Schable Just pay attention to the sign at the end of the year. Pretty sure it's higher each year you can look it up if ya want . If I'm right and the number is higher just goes to show that the signs aren't doing what they were meant to do.... smh.... whatever the f*ck that means

Like · Reply · 18 mins



Write a reply...



Loren Strait A good message!

Like · Reply · 1 · 4 hrs



Tina Slate For emergencies only please

Like · Reply · 1 · 3 hrs



Theresa Carroll Drivers in Des Moines seem to need these reminders. I

Like · Reply · 1 hr



Aric Matthew Beemer Sorority girls need this. Just playin.

Like · Reply · 2 hrs



Homer Perkins But I have one big question I'd like to ask all the people that agreed with this sign. That is how many of you use your cell phone or text while you are driving?

Like · Reply · 3 hrs



Anthony Larson I don't use my phone when driving

Like · Reply · 1 · 2 hrs



Kerry Anderson Connolly Same here **Anthony Larson**. I drive a '67 and have to keep both hands on the wheel. Whoever is calling or texting can just wait.

Like · Reply · 1 · 49 mins



Anthony Larson I usually only drive with one hand but I have never received a call or text that couldn't wait 30 minutes for a response.

Like · Reply · 1 · 46 mins



Kerry Anderson Connolly I don't have power steering or power brakes (old but gorgeous car) so steering is an arm exercise 😊

Like · Reply · 1 · 42 mins



Write a reply...

571
[175 6](#)
10

Munson: Life-saving messages spark Iowa's roadside quips



[Kyle Munson](#), kmunson@dmreg.com 9:22 a.m. CDT October 6, 2015

Iowa Department of Transportation Traffic and Safety Engineer Willy Sorenson, co-creator of the "Message Monday" quips on the state's digital signs, shared his 10 favorite messages. "Get your head out of your apps; drive safely" has been one of the most popular. Special to The Register

Go inside the meeting where there's a 'Whole lotta ruttin' goin on'



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(Photo: Rodney White/The Register)

571 CONNECT [175 TWEET](#) [6 LINKEDIN](#) 10 COMMENTEMAILMORE

AMES, Ia. — If state government ever produces its own late-night TV comedy show, its roots could be traced back to this unlikely writing duo inside the Iowa Department of Transportation.

Traffic engineer Willy Sorenson and his colleague Tracey Bramble make each other howl with laughter as they brainstorm months' worth of humorous messages — with input from colleagues and the public — to be flashed each Monday on dozens of digital road signs statewide.

You think it's difficult to be simultaneously pithy, funny and informative on Twitter with its 140-character limit? Try no more than 54 characters — three lines of 18 apiece.

Sorenson and Bramble have authored such windshield classics as “Get your head out of your apps, drive safely” (actor [George Takei of “Star Trek” fame](#) loved that one) and “May the 4th be with you, text I will not” (repeat in your best Yoda voice).



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Iowa Department of Transportation colleagues Tracey Bramble, left, and Willy Sorenson are the duo behind the "Message Monday" digital message signs seen on interstates statewide. (Photo: Kyle Munson/The Register)

They're responsible for perhaps the most prominent, public series of one-liners in Iowa. Drivers spot their work suspended over the roadway on 29-foot-long digital signs for an average of 12 seconds at a time.

Monday's message, flashed across 74 signs statewide, was more straightforward by recent standards: “Exit to text it.”

“We watch movies and we have kids and we listen to Katy Perry way too much sometimes,” Bramble said. Like any creative team, Sorenson and Bramble gradually have found their voice and gotten more adventurous. They've also learned that inspiration may come from anywhere.

It was Sorenson's teenage son who inspired "Not buckled? Seriously??"

Beloved baseball flick "The Sandlot" was the source of Sorenson's favorite message thus far: "Not buckled? You're killing me Smalls."

Both Bramble and Andrea Henry, the DOT's communications director, love "May the 4th be with you." That convinced scores of TV newscasters to talk like Yoda.

Last month, "[Nobody puts baby in a hot car](#)," pegged to the arrival of the "Dirty Dancing" musical at the Des Moines Civic Center, pranced its way across social media.

These might be the most scrutinized phrases in the state. Sorenson and Bramble are the primary authors. But they must submit each message for approval in a biannual committee meeting. And, of course, DOT Director Paul Trombino has final say.



Buy Photo

Tracey Bramble, left, laughs in the middle of an Iowa Department of Transportation "Message Monday" meeting with Steve Gent, director of traffic safety. (Photo: Kyle Munson/The Register)

Last week I got to join the fall "Message Monday" meeting at the DOT compound in the middle of Ames. It felt like the Midwestern state government version of what it must be like to sit in with the "Saturday Night Live" or "Daily Show" writers in New York.

I even convinced the committee to let me reveal a couple of upcoming messages as I studied their (giggly) deliberations.

What Des Moines clothier Raygun has done with T-shirts, the DOT seems to be trying to do with its signs: Leverage them for relevant, timely editorial commentary.

Such roadway quips have become a [certifiable trend](#), with more states relying on humor to grab drivers' eyeballs. Iowa is among perhaps a dozen states, DOT officials said, that now broadcast these sorts of messages.

Sorenson forwarded his entire message list to Utah, which recently launched its own campaign.

Massachusetts received press coverage last year for its messages, some of which exploit regional dialect: "[Use yah blinkah.](#)"

This summer [Missouri borrowed](#) "Get your head out of your apps."

Iowa's messages first appeared two years ago, before the official June 2014 launch of the DOT's "[Zero Fatalities](#)" campaign.



Buy Photo

Iowa Department of Transportation staffers meet to review and approve about half a year's worth of "Message Monday" phrases to be shown on dozens of digital road signs statewide. (Photo: Kyle Munson/The Register, Kyle Munson/The Register)

Not every weekly installment has been rapturously received. An angry woman emailed Sorenson to protest "Nobody puts baby in a hot car"; her friend's child had died precisely that way. Bramble also spreads these messages through the DOT's blogs and Twitter and Facebook accounts.

Sorenson called and asked her whether she wanted that to happen to anybody else? No, of course not, she replied.

"Neither do we," he told her. "And that is exactly why we're doing it."

"When she started hearing that it wasn't the sign talking to her anymore," Sorenson said, "that it was us as individuals talking to her, she got it."

“We’re doing this to try to save lives. We’re not doing it to get a chuckle. ... We’re trying to change people’s behavior.””

Tracey Bramble

“We’re doing this to try to save lives,” Bramble said. “We’re not doing it to get a chuckle. ... We’re trying to change people’s behavior.”

But this “more human form of government,” as Henry put it, does beg extra caution.

Traditional traffic engineering doesn’t even embrace punctuation, let alone irreverent humor and pop culture references.

The messages have gotten a little edgier ("Texting & driving? Oh cell no!"). But the DOT committee so far has been too skittish to blast the state with this one: “Speeding is for the birds; slow the flock down.”

I laughed out loud when I heard it. And it seems to be the underground favorite at the DOT.

The finer points of ruttin'

Sorenson, Bramble and Henry last week were joined around the conference table by Steve Gent, director of traffic safety, and Jan Laaser-Webb, safety engineer, with one more committee member absent.

The messages are kept under wraps until this meeting, displayed one at a time on a projection screen.

WHOLE LOTTA

RUTTIN' GOING ON

WATCH FOR DEER

The committee debated: Do enough people understand “rutting” (sex-crazed deer)?

Does "ruttin'" look too much like “rotten” at first glance?

Bramble said that she would include a YouTube video of Jerry Lee Lewis' “Whole Lotta Shakin' Going On" alongside the message on the blog.

One of the DOT's target demographics is men ages 25 to 40. So a topic that includes hunting and rutting (and anything that rhymes with "beer," I might add) should cater to them.

The message passed intact.

Another example:

GIVE BLOOD

THE RIGHT WAY

NOT THE HIGH WAY

Or ...

GIVE BLOOD

THE RIGHT WAY

NOT ON THE HIGHWAY

The first option feels like the DOT is encouraging marijuana use, Henry said: It's OK to get high, just not after you've given blood.

Laaser-Webb said that she would assume "high way" to be a typo — an accidental extra space.

Gent questioned "the right way": Is there another phrase more commonly associated with blood donation?

Sorenson Googled a range of options; the committee pondered "give blood, give life."

But Sorenson also advocated for maintaining the rhyme (right way and highway). But "Give blood today" was deemed too strong a push for a non-traffic-related cause.

So the second version won.

'Next big wave of safety'

Annual traffic fatalities in Iowa have hit historic lows: The 317 killed in 2013 represented the fewest highway deaths since World War II, followed last year by 321. So far this year, 245 have died. While the humorous inspiration for these messages may come from anywhere, the DOT tries to focus on five areas that represent the most common behavioral contributors to traffic deaths: not wearing seat belts, speeding, drunken/drugged driving, distracted driving and drowsy driving.

But that also means, Bramble said, that "the low-hanging fruit has been picked."

Cars and roads have seen safer designs for years, Gent said. Now it's down to human behavior as the "next big wave of safety."

Thus roadway humor has become a popular method of trying to nudge drivers' behavior in the right direction. Traffic engineers see the weekly schedule as a delicate compromise between making sure the messages stay prominent but don't get monotonous.



The Iowa Department of Transportation writes funny quips as part of its "Message Monday" campaign. (Photo: Special to The Register)

But are they effective? There's been no specific evaluation of Iowa's campaign or funny DOT signs in general. A [study in four major cities of the impact of public service announcements](#) on these "dynamic message signs" indicated that they're likely to be generally effective, although not as much with young men. Most of all the studies seemed to emphasize the need for more detailed research.

Another concern: Might these messages be too successful? Too eye-catching? (Admit it: Have you tweeted a photo of a DOT quip while driving?)

The DOT writing team has not received a single report of a crash or similar incident linked to the signs. Sorenson also analyzed Iowa interstate traffic the day that one of the more popular messages was released. He can tap into live GPS data that pulls from freight fleet vehicles on the road. There was no slowdown or bottleneck around the signs.

So for now it's full speed ahead on "Hey bobblehead stop looking at your phone," "Don't press your luck, no Whammies" and "Drink green beer see red lights in rearview mirror."

Not to mention that the Message Monday approval sessions are the most fun DOT meetings of the year, Gent said.

Suggest your own ideas on the DOT's [Facebook page](#), on [Twitter](#) or by filling out the [feedback form](#) on the department's website. But keep in mind how Sorenson characterized his litmus test for appropriate messages:

"We may bring you up to the line," he said, "but we're not going to cross it."

I hold out hope that "Speeding is for the birds; slow the flock down" yet may fall on the favorable side of that line and some Monday soon shine ahead of me on the interstate in all its glory

You, Amy Larson-Sorenson, Diane Clayworth, Sheila Pliner and 36 others like this.

2 shares



Carla Smith Murra Great article Willy!

Unlike · Reply · 1 · October 6 at 10:14am · Edited



Willy Sorenson Thanks Carla and Jon! This is only about 5% of my and Tracey Bramble's time, but is the funnest 5% of the day!! ;0))

Like · Reply · October 6 at 8:38am



Jon Niemeyer There are over one trillion impressions of the word EXIT in North America. How many times do you see the word EXIT in this photo?

Unlike · Reply · 1 · October 6 at 8:38am



Diane Clayworth Really enjoy seeing what they come up with!!

Unlike · Reply · 1 · October 6 at 10:58am



Stephany Roush Goodhue I love these!

Unlike · Reply · 1 · October 6 at 11:58am



Sheila Pliner 😊

Unlike · Reply · 1 · October 6 at 12:35pm



DeniseBrian Fowler There was one earlier this year about seatbelts. I don't even remember what it said but still see Willy in my mind when I forget to buckle up. THANKS! B

Unlike · Reply · 1 · October 6 at 2:50pm



Mary Egger I love them now, but will really look at them now that I know Willy is responsible. - how about working music into one of them!!!!????? 🎵🎶

Unlike · Reply · 1 · October 6 at 7:27pm



Willy Sorenson Mary - Couldn't agree more! We did this one back in March. And we have 3 or 4 music related ones scheduled during the next 6 months.



Like · Reply · 1 · October 6 at 9:50pm



Willy Sorenson Thanks Denise & Brian! Makes us feel good and that we are making an impact when you think about our signs/messages.

Like · Reply · October 6 at 9:52pm



Write a comment...



From: Henry, Andrea [DOT]
Sent: Tuesday, October 06, 2015 8:20 AM
To: 'Doug.Hecox@dot.gov'
Cc: Bramble, Tracey [DOT]
Subject: RE: Tracey

You got yourself a deal!



ANDREA HENRY
DIRECTOR
OFFICE OF STRATEGIC COMMUNICATIONS

iowadot.gov Iowa Department of Transportation
Office: 515-239-1730 @iowadot
Cell: 515-203-1734

From: Doug.Hecox@dot.gov [<mailto:Doug.Hecox@dot.gov>]
Sent: Tuesday, October 06, 2015 8:19 AM
To: Henry, Andrea [DOT]
Cc: Bramble, Tracey [DOT]
Subject: RE: Tracey

Keep being excellent and we'll call it even! ☺

From: Henry, Andrea [DOT] [<mailto:Andrea.Henry@dot.iowa.gov>]
Sent: Tuesday, October 06, 2015 9:18 AM
To: Hecox, Doug (FHWA)
Cc: Bramble, Tracey [DOT]
Subject: RE: Tracey

Thanks for sharing the love. Appreciate it!



ANDREA HENRY
DIRECTOR
OFFICE OF STRATEGIC COMMUNICATIONS

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Office: 515-239-1730 @iowadot
Cell: 515-203-1734

From: Doug.Hecox@dot.gov [<mailto:Doug.Hecox@dot.gov>]
Sent: Tuesday, October 06, 2015 8:17 AM
To: Henry, Andrea [DOT]
Cc: Bramble, Tracey [DOT]
Subject: RE: Tracey

We're going to tweet about this later this morning, obviously giving you all a shout out – and tino**tb**ino too – so stay tuned!

From: Henry, Andrea [DOT] [<mailto:Andrea.Henry@dot.iowa.gov>]
Sent: Tuesday, October 06, 2015 9:15 AM
To: Hecox, Doug (FHWA)
Cc: Bramble, Tracey [DOT]
Subject: RE: Tracey

Thanks Doug. It was a little scary letting media into our creation process. People love the signs but we'll see how they feel about their tax payer dollars going to the comedic writing business. Once you reveal how the soup is made sometimes the love fades a bit.



ANDREA HENRY
DIRECTOR
OFFICE OF STRATEGIC COMMUNICATIONS

iowadot.gov Iowa Department of Transportation
Office: 515-239-1730 @iowadot
Cell: 515-203-1734

From: Doug.Hecox@dot.gov [mailto:Doug.Hecox@dot.gov]

Sent: Tuesday, October 06, 2015 8:06 AM

To: Bramble, Tracey [DOT]

Cc: Henry, Andrea [DOT]

Subject: Tracey

Great piece yesterday in the Register – we intend to try to promote this nationally, so stay tuned! You're a role model for the nation!

<http://www.desmoinesregister.com/story/news/local/kyle-munson/2015/10/05/iowa-department-of-transportation-digital-message-sign-humor-zero-fatalities/73231720/>

Munson: Life-saving messages spark Iowa's roadside quips

The Iowa Department of Transportation has sped ahead of the pack with roadside humor intended to save lives.

DESMOINESREGISTER.COM

Like Comment Share

3 people like this.

[Top Comments](#) ▾



Write a comment...



Jody Onken DDK, Distracted Driving Kills

Like · Reply · October 6 at 10:28am



<https://twitter.com/jaybyers/statuses/651375437382160384>



<https://twitter.com/kelseybeyer/statuses/651229120005705728>



<https://twitter.com/LisaARossi/statuses/651207701305757696>





-----Original Message-----

From: derbymj@gmail.com [mailto:derbymj@gmail.com]
Sent: Tuesday, October 06, 2015 4:37 PM
To: Trombino III, Paul [DOT]
Cc: Bramble, Tracey [DOT]; Sorenson, Willy [DOT]
Subject: Drivers chuckle at funny highway message signs

Made USA Today also...

<http://www.usatoday.com/story/driveon/2015/10/06/iowa-dot-message-signs/73465702/>

Sent from my iPad

From: tcnl@googlegroups.com [mailto:tcnl@googlegroups.com] **On Behalf Of** Bernie Wagenblast

Sent: Tuesday, October 06, 2015 5:00 PM

To: TCNL

Subject: [TCN] Tuesday, October 6, 2015

Transportation Communications Newsletter

Powered by RENO A&E

Tuesday, October 6, 2015 – ISSN 1529-1057

8) Life-Saving Messages Spark Iowa's Roadside Quips

Link to column in *The Des Moines Register*:

<http://www.desmoinesregister.com/story/news/local/kyle-munson/2015/10/05/iowa-department-of-transportation-digital-message-sign-humor-zero-fatalities/73231720/>

October 12th, 2015: (5 Seconds) Columbus Day – Play on Exploration and Field of Dreams.

IS THIS HEAVEN?
NO, IT'S IOWA
TRAVEL SAFELY



October 19th, 2015: National Teen Driver Safety Week – (5 Seconds)



http://www.cdc.gov/motorvehiclesafety/teen_drivers/teendrivers_factsheet.html

Phone call about today's M/M - Crashes Don't Kill Teens...

Sorenson, Willy [DOT]

Sent: Mon 10/19/2015 8:52 AM

To: Gent, Steve [DOT]; Crouch, Tim [DOT]; Laaser-Webb, Jan [DOT]; Henry, Andrea [DOT]; Bramble, Tracey [DOT]

Cc: Pflughaupt, Lori [DOT]; Miner, Timothy [DOT]

I just spoke with "Susan" at 515-205-4320 about today's M/M. She believes it is totally offensive and insensitive to families who have lost teens. She said it actually turned her into a 'distracted driver' this morning on I-235.

Explained National Teen Driving week, 90%+ crashes are driver error, 33 teens killed last year, difference between accident and crash, but nothing changed her opinion. I asked if she lost a child in a crash and she refused to provide me with personal details of her life.

Told her that 6 members of the DOT as well as DOT Mgmt reviews these messages and we knew this one would not make anyone happy.

Provided my e-mail address if she wanted to come up with a different message in the future.

In the end, I thanked her for giving us her opinion and she was appreciative that I called her back, otherwise she was still very unhappy with today's message.

FYI

Willy



<http://www.cbs2iowa.com/news/features/top-stories/stories/Meet-the-Minds-Behind-the-Signs-221090.shtml>



511/Traveler Information Program Engineer | Iowa DOT - Traffic Operations
515-239-1933 (office) | 515-724-2925 (cell)
sent from my mobile device

Begin forwarded message:

From: Douglas Lench <douglench@gmail.com>
Date: October 19, 2015 at 11:53:46 AM CDT
To: "Stolle, Sinclair [DOT]" <Sinclair.Stolle@DOT.iowa.gov>

The current electronic sign that you are using on the interstate system should be changed. Not all teens get into accidents because of something that they did, and it could be considered offensive to anyone who may have lost a teenage driver or passenger.

Thank You,
Doug Lench
douglench@gmail.com

M/M Team – I had our intern review the 33 crash reports of teen deaths from last year and below is the summary. I thought this was worth sharing.

30 deaths (94%) were due to the teen's actions:

- 13 were not buckled**
- 7 were not wearing helmets**
- 6 ran a stop sign or crossed the centerline (and wearing a seat belt)**
- 1 run off the road right (and wearing a seat belt)**
- 3 were alcohol related (and wearing a seat belt)**

2 deaths (6%) were not their fault. They were buckled passengers.

1 death could not be confirmed either way.

.....

























October 26th, 2015: (5 Seconds)



<http://upr.org/post/udot-continues-message-monday-campaign>

Alternates:



Excellent article in Roads and Bridges, November 2014: "<I:\CMS-DMS\Messages\Message Monday\Tired of Drowsy Driving.pdf>"

November 2nd, 2015: (5.0 seconds) Rut season Oct 25th to Nov 3rd (wiredtohunt.com – Rutting Moon)

Possible Jerry lee Lewis video (look for a deer one). Or maybe Led Zeplin. From Willy/Tracey









voice_000.wav



November 9th, 2015: (5.0 Seconds) Spin with the intent of Blood Drives and realizing the reality of crashes.



Spin with the intent of reducing impaired/drug use driving and. No direct connection with real blood on the highway with this one. (From the Blood Center nurses)





Wisconsin DMS on 7/10/16



<http://authenticstorytelling.net/sometimes-its-better-to-ask-clarification-before-blogging-an-uninformed-opinion/>



<http://www.contentcartel.com/get-your-head-out-of-your-apps/>

November 16th, 2015: (4.0 Seconds) (From city of Toronto)



November 23rd, 2015: (4.5 Seconds) Monday before Thanksgiving.

This is the national NHTSA's safety campaign around Thanksgiving. Below was taken from their website.

The image shows the top portion of the NHTSA website. At the top left is the 'TSM TRAFFIC SAFETY MARKETING' logo. To its right is the NHTSA logo with the text 'NHTSA' and 'www.nhtsa.gov'. Further right are links for 'CONTACT | SUBSCRIBE'. Below this is a navigation bar with tabs for 'CAMPAIGNS', 'MARKETING TOOLS', 'EVENTS/PRESENTATIONS', and 'IDEA EXCHANGE'. A search bar with a 'GO' button is on the right. The main banner features a black seatbelt buckle on a yellow background. The text 'BUCKLING UP COULD SAVE YOUR GIBLETS.' is written across the buckle. To the right of the buckle is the 'BUCKLE UP AMERICA' logo with the tagline 'Every Trip. Every Time.'



November 30th, 2015: (5.0 Seconds) (From Steve Staebler – DOTer)



December 7th, 2015: (4.0 Seconds)



Cc: Traffic, Operations Center [DOT]
Subject: Monday Message

Good Morning,

I just got off the phone with a dispatcher from the Des Moines Police Department
"very cute and very nicely done".

Thank you for all that you do!

Ellie Bonvillain
Iowa DOT Traffic Operations Center
6310 SE Convenience Boulevard
Ankeny IA 50021
(515) 237-3300
iowaDOT.Traffic@dot.iowa.gov

FW: More fun from Washington

Sorenson, Willy [DOT]

Sent: Mon 12/14/2015 1:16 PM

To: Gent, Steve [DOT]; Laaser-Webb, Jan [DOT]; Crouch, Tim [DOT]

Cc: Miner, Timothy [DOT]



THE FORCE IS
STRONG WITH YOU
PUT DOWN THE PHONE

5 seconds



TEXTING & DRIVING
LEADS TO THE
DARK SIDE

5 seconds

We missed an opportunity to relate State Troopers

From: Bramble, Tracey [DOT]

Sent: Monday, December 14, 2015 12:55 PM

To: Sorenson, Willy [DOT]; Miner, Timothy [DOT]

Subject: More fun from Washington

https://twitter.com/wsdot_tacoma/status/6764726100

December 14th, 2015: (Varies) five different messages



AWAKEN YOUR
INNER FORCE
FOCUS ON THE ROAD

4.5 seconds



BE A REBEL
NOT A CLONE
PUT DOWN THE PHONE

4.5 seconds



ROAD RAGE?
LET THE WOOKIEE WIN

4 seconds

December 21st, 2015: (4.5 Seconds) (From NSEL survey)

http://www.huffingtonpost.com/entry/star-wars-iowa-dept-transportation_566ef497e4b0e292150e909d?utm_hp_ref=politics&ir=Politics§ion=politics

http://www.equipmentworld.com/car-wars-iowa-dot-uses-the-force-to-send-a-safety-message-to-drivers-photos/?utm_source=MacBook+Pro&utm_medium=twitter

To: Larson, Sandra [DOT]

Subject: Thank you for the Star Wars safety campaign

Sandra –

I hope all is well with you.

I wanted to let you know that I truly appreciate the electronic message boards that I've seen around the state. My 17-year-old son is a huge Star Wars fan, and a relatively new driver. All measures taken to encourage safer driving habits are valuable. However, when these measures are clever and don't sound like more of the "same old Mom and Dad safety sermon", I believe these have the potential to really touch the young drivers. When I read the short article on LinkedIn this morning about the campaign, I had to drop you a quick note of appreciation.

Again, thanks for promoting the safety message boards.

Enjoy the Holidays with family and friends.

Michael D. LeViolette **DF** **D** **Eng**



Steve - Last week you mentioned that when we talk about Message Monday, we should always keep in mind the "awareness factor" as being key to the program also. I 100% agree, and this article is all about the awareness. If we did not have message Monday with the fatality count each week, I'm convinced this story would not have run until the end of the year when our official totals are released. Seeing this story BEFORE the end of the year confirms (to me at least) that we are bringing awareness to the public.

Tim M - File this story into the M/M summary sheet.

Willy

-----Original Message-----

From: Gent, Steve [DOT]

Sent: Wednesday, December 23, 2015 7:59 AM

To: Crouch, Tim [DOT]; Laaser-Webb, Jan [DOT]; Sorenson, Willy [DOT]; Glasnapp, Brooks [DOT]; Sprengeler, Dan [DOT]; Anderson, Cory [DOT]; Railiff, Tami [DOT]





'Let the Wookiee Win': Iowa DOT Invokes Star Wars for Highway Safety

Recommend 27

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Print This

E-mail This



Iowa DOT

Put down your phone while driving, you will, or to the Dark Side it will lead.

Iowa Department of Transportation. utilizing mantras from a galaxy far far away. is invoking the power of



? Star Wars advertisements on amber traffic signs? (self:Iowa)

submitted 1 month ago * by [deleted]

[deleted]

8 comments share

all 8 comments

sorted by: **best**



[-] **peolerson** 15 points 1 month ago

I'm pretty sure it's just the Iowa DOT using topical pop culture references to amuse drivers while also reminding them to use good judgment. I know everyone's fed up with Disney's media over saturation (myself included) but I would be very surprised to find out that Disney's actually funding the Iowa DOT to advertise for Star Wars.

permalink

[+] [deleted] 1 month ago (7 children)



[-] **agnizab_** 1 point 1 month ago

i guess all DOT's have some type of national blog they all reference for these messages.

front page of reddit right now (arizona) -

https://www.reddit.com/r/pics/comments/3wsjhx/disney_calm_the_fuck_down/

permalink

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Dr. Gridlock

May the Force slow you down

A



Save for Later



Reading List

By **Fredrick Kunkle** December 15, 2015  [Follow @KunkleFredrick](#)

The Iowa Department of Transportation has found a fun way to remind drivers that the jump to hyperspeed might be necessary to outrun Darth

The DOT is using “Star Wars”-themed safety reminders on highway message boards, such as “TEXTING & DRIVING LEADS TO THE DARK SIDE” and “BE A REBEL, NOT A CLONE — PUT DOWN THE PHONE.”





December 28th, 2015: (4.5 Seconds)



January 4th, 2016: (3.5 Seconds) (From Willy / bumper sticker)



January 11th, 2016: (4.0 Seconds) (Spin on sign from Illinois DOT)



January 18th, 2016: (4.0 Seconds) (MLK Holiday) (MLK Holiday) (Tracey/Willy)

WE HAVE A DREAM
ZERO FATALITIES

January 25th, 2016: (5.0 Seconds) (Tracey/Willy)

WHAT WOULD THEY
DO WITHOUT YOU?
DRIVE SAFELY



February 1st, 2016: (4.5 Seconds) (From Zero Fatalities ISU/Iowa contest)



From ISU's "Go!" Magazine:

Iowa DOT campaigns to end traffic fatalities

posted on January 26, 2016

How has Star Wars been used to decrease the number of people killed in vehicle crashes on Iowa roads?

As of Thursday, December 31, 2015—New Year's Eve—the number of fatalities reached 318, only one more than the all-time low of 317 fatalities in 2013. In comparison, during this time last year, the number was still at 320 fatalities.

With the belief that the only number acceptable is zero, the Iowa Department of Transportation (Iowa DOT) created Zero Fatalities, a multi-media program implemented on Iowa's high-traffic roadways.

By relaying its message of traffic safety in many forms to the drivers of Iowa's roads since the program's inception in June 2014, the Iowa DOT is using every tool at its disposal, which includes something known as "Message Monday."

Message Monday

Often seen on Interstate 35 (I-35) electronic message boards, Message Monday promotes safety subtly.

KNOW SAFETY, NO CRASHES

Example Message Monday.

Courtesy of the Iowa Department of Transportation

In the weeks leading up to the release of *Star Wars: The Force Awakens*, the Iowa DOT incorporated Star Wars-themed messages like “Texting and Driving Leads to the Dark Side.”

However, some Message Monday messages are not so subtle and lighthearted. When they are not going for a laugh or smile, the message boards are set to display the current number of annual road fatalities.

For example, Iowans driving to see the new *Star Wars* at their local theater on December 18, 2015, using I-35, would have seen that the count had surpassed 300.

The main subjects of these messages come from prevention factors identified from common crash causes. These factors include slowing down, focusing on the road, driving sober, and buckling up. The people behind Zero Fatalities create new messages every Monday to be seen by drivers for the rest of that week.

As much as commuters may enjoy these weekly memos, Message Monday isn't always Zero Fatalities' most reliable option for educating drivers on safety. Since these messages share the same electronic message boards as amber alerts or winter storm warnings, they are not consistently on display.

Prohm, Ferentz, and Jacobson

Zero Fatalities believes in marketing its message to every driver on Iowa's roads, whether they be young teens or mature adults. The Iowa DOT, and the people behind its media program, believe every crash is preventable. And they believe every driver to be capable of preventing these crashes.

Their newest media effort uses various coaches from Iowa's three central colleges to inform drivers of crash prevention factors. University of Iowa football coach Kirk Ferentz, Iowa State University men's basketball coach Steve Prohm, and University of Northern Iowa men's basketball coach Ben Jacobson have all joined the effort.

Hear what they have to say by visiting the YouTube channel “Zero Fatalities in Iowa” at www.youtube.com/user/ZeroFatalitiesIowa.

Remember: Drive sober, buckle up, don't text and drive, stay alert, and pay attention to the speed limit. And “may the force be with you.”

By Alex Larson, Go! Intern

February 8th, 2016: (4.5 Seconds) Super Bowl Monday. (Steve Gent?)



February 15th, 2016: (4.0 seconds) (Day after Valentine's Day....)



February 22, 2016: (5.0 Seconds) Excellent article in Roads and Bridges, November 2014: [":\CMS-DMS\Messages\Message Monday\Tired of Drowsy Driving.pdf"](file:///I:/CMS-DMS/Messages/Message Monday/Tired of Drowsy Driving.pdf)



February 29th, 2016: (4.5 Seconds). Leap Day! (Willy/Tracey)



March 7th, 2016: (3.5 Seconds) THIS COULD BE USED EARILER IN THE YEAR IF THE CONDITIONS WARRANT(From Bonnie Castillo)



March 14th, 2016: (4.0 seconds). Day after the NCAA Selection Sunday. Also ISU's Spring Break, (Also Day light saving) (Tracey/Willy)



March 21th, 2016: (4.5 seconds) (adapted from NSEL survey)



March 28th, 2016: (4.0 Seconds) (public input – gohawks370@gmail.com)



April 4th, 2016: (4.0 Seconds) April is National Distracted Driving Month. Seems like a good message to start with. (From Michael Pawlovich)



From: Jack D. Hofmockel [jack.hofmockel@yahoo.com]
Sent: Monday, April 04, 2016 4:49 PM
To: Query, DOT [DOT]
Subject: DOT Question-Comment

Name: Jack D. Hofmockel
Email: jack.hofmockel@yahoo.com
Address: 712 Valley View Dr., Apt. #4
City: Council Bluffs
State: Iowa
Zip_Code: 51503-8499
Telephone: 7123660107
Topic: DOT.Query@dot.iowa.gov

Message: Regarding the electronic "marquis" signs over the interstates at various places - there have been messages that I've thought whomever comes up with certainly earned their pay. The message today (04/04/2016), however, was not:

"Don't drive distract . . SQUIRREL!"

I drive a medical transport van for a living. I take my work very seriously. I am also an adult with Attention Deficit Disorder - Inattentive Type. I'm very aware of how that can affect my job and I work very hard to see that it does not. It doesn't help that there are many in society that don't recognize ADD as a legitimate disability, even though the psychiatric profession has defined it as such. The State of Iowa, in fact, has classified me as "disabled" or "handicapped" because of it.

I can guarantee you that there wasn't one person out on the highway today, who has ADD in one form or another, who didn't feel a sting when they saw that sign. It's one thing when my friends and I joke about it amongst ourselves. It's a different thing entirely when a State entity publicly displays something like that. I am not amused and it is not funny or appreciated *AT* *ALL*!

From: "Bramble, Tracey [DOT]" <Tracey.Bramble@dot.iowa.gov>
Date: April 5, 2016 at 10:51:10 AM CDT
To: "jack.hofmockel@yahoo.com" <jack.hofmockel@yahoo.com>
Cc: "Sorenson, Willy [DOT]" <Willy.Sorenson@dot.iowa.gov>, "Query, DOT [DOT]" <DOT.Query@dot.iowa.gov>
Subject: FW: DOT Question-Comment

Jack - thank you for your comment (below). The Iowa DOT strives to make sure the messages we post each Monday resonate with citizen. This message was directed to all drivers because we all struggle with distractions behind the wheel to one degree or another. There's always that other thing that can take our attention away from the task of driving.

We understand that some people struggle more than others. It's great that many of these people, like you, are aware that they need to be even more attentive when they are behind the wheel. We appreciate your willingness to address your issues to make the roads safer for everyone.

We apologize if the message was offensive to you. It is never our intent to offend anyone when messages are created. April is National Distracted Driving Awareness Month. Distracted driving is one of the five dangerous behaviors that we focus on as part of the Zero Fatalities campaign. To see more, please go to <http://ia.zerofatalities.com/>

Thanks again for your our comments and concerns, I have shared them with staff responsible for putting together the messages. We appreciate having these issues brought to our attention so we can be more sensitive when developing future messages.

FYI, - this message came directly from a children's movie called "Up" - here's a link to the clip: <https://youtu.be/xrAIGLkSMIs>

April 11th, 2016: (4.0 Seconds) Modified from (NHTSA ??)



April 18th, 2016: (4.5 Seconds)



April 25th, 2016: (4.0 Seconds) (Tracey)



May 2nd, 2016: (4.5 Seconds) (from MoDOT – Willy & DOTer Jeremy Johnson-Miller)



May 9th, 2016: (4.5 Seconds) (Tracey/Willy)



Like Comment Share

90 Top Comments

54 shares 4 comment

Christopher Hammond I like who ever does these they need a raise. Makes me chuckle almost every day.
Unlike · Reply · 2 · May 9 at 10:32am

Blair Reichert Wilson That's right!! You never know where we are!!
Like · Dank · 1 · May 9 at 10:48am



Elizabeth Klinge
@EKlingeKCCI



Following

Some good advice once again courtesy of the Iowa DOT! [facebook.com/ElizabethKling](https://www.facebook.com/ElizabethKling) ...



LIKE
1



7:15 AM - 9 May 2016



Eric Hanson KCCI

Like This Page · May 9 via Facebook Mentions ·

The DOT and 'your momma' are teaming up today!

Lyn Van De Pol, Ruby Golay, Shirley A. Miller and 84 others like this. [Top Comments](#)

54 shares

4 comments



Christopher Hammond I like who ever does these they need a raise. Makes me chuckle almost every day.

- 2 · May 9 at 8:32am



Blair Reichert Wilson That's right!! You never know where we are!! 😊

- 1 · May 9 at 8:48am



Harshal Sharma Hi Eric I m from India i m huge fan of u

- 2 · May 9 at 7:43am



Patti Weaver I love this DOT sign!!!!

- 1 · May 9 at 9:45am

May 16th, 2016: (5.0 Seconds) (Willy / sign on internet)



May 23rd, 2016: (4.5 Seconds) (Use the cop Dover PD video)





Emily
@ChicagoHawkey



Iowa DOT asks, "How can we best express the importance of driver safety? @taylorswift13. That's how."



RETWEET 1 LIKE 1



8:29 PM - 23 May 2016



Travis Hines

@TravisHines21

Follow

2014 has reached central Iowa



RETWEETS 23 LIKES 129



10:37 AM - 23 May 2016



eastside cy @WLCyclone · 24h

@TravisHines21 That was same in Iowa City, right by Coral Ridge Mall, this morning also.



Travis Hines @TravisHines21 · 24h

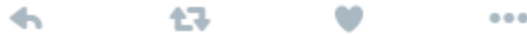
@WLCyclone It's statewide from the DOT, I believe





Danimal @AreaDan · May 23

@TravisHines21 Non-sports story idea for a slow news day: track down people who submit these slogans to the DOT. Would be fascinating.



Travis Hines @TravisHines21 · May 23

@AreaDan I've thought about that before actually but I think the Register did a year or two ago



Danimal @AreaDan · 24h

@TravisHines21 Yup, I forgot until I just now found it. Still, some public shaming of today's board is in order.



Munson: Life-saving messages spark Iowa's roadside quips

The Iowa Department of Transportation has sped ahead of the pack with roadside humor intended to save lives.

desmoinesregister.com



G. @GABthatass · 24h

@TravisHines21 had the same thought today on the way to work. Find out how I get the job of coming up with what to put on those!





kristin michelle. :)

@KristinWacha

Follow

@taylorswift13 [facebook.com/kcci8/posts/10 ...](https://www.facebook.com/kcci8/posts/10...)
... The Iowa DOT is shaking it off today. 😂😂
❤️ #onlyiniowa

LIKES

2



9:23 AM - 23 May 2016



KCCI shared Eric Hanson KCCI's photo.

Yesterday at 3:12am · 🌐



Eric Hanson KCCI

Yesterday at 2:54am · Facebook Mentions · 🌐

Taylor Swift fans: The DOT has a message just for you today!

540 Likes 15 Comments

May 30th, 2016: (5.0 Seconds) Memorial Day



Des Moines Register ✓
@DMRegister

 Follow

On the road for [#MemorialDay](#)? Just the facts on today's safety message from the [@iowaDOT](#) dmreg.co/1PbNH0g



RETWEETS
5

LIKES
5



6:20 AM - 30 May 2016



June 6th, 2016: (5.0 Seconds) (Willy/Tracey/Andrea/whole team)



By Brea Love, KCRG-TV9 | Posted: Mon 3:57 AM, Jun 06, 2016 | Updated: Mon 6:49 AM, Jun 06, 2016



CEDAR RAPIDS, Iowa (KCRG-TV9) – The National Motorists Association Foundation declared June as Lane Courtesy Month. The association said yielding for faster traffic is a simple concept, but many drivers forget, which can cause congestion and dangerous situations.

The Iowa Department of Transportation said June is the beginning of the heaviest highway travel period in the state. Officials said the courtesy rule is an important one to remember.

"That includes kind of watching where you are in your lane, getting over to the right on a multiple lane road, that's the courtesy part of it," Transportation Planner Cathy Cutler said. "So people that maybe are going a little faster can get around, it really just helps the highways operate more smoothly if everyone's kind of going a consistent speed."

Iowa law indicates slow traffic must move right on multiple lane roads, and Cutler said there's plenty of reminders along the roadways also.

"We have about 700 signs on our highways indicating that the slower motors need to move to the right. Just a reminder to people it's a courteous thing to do and safe thing to do," Cutler said.

With June, July, and August being the peak travel months drivers should remember to obey all traffic laws including distracted driving. That means no cellphones, eating, or smoking behind the wheel.

Cutler said drivers should remember their number one job is driving.



<http://www.kcrg.com/content/news/381940411.html> (Video)

June 13th, 2016: (4.5 Seconds)



June 20th, 2016: (5.0 Seconds) National ride to work day.... Motorcycle message (Willy/Tracey/Team)



June 27th, 2016: (4.5 Seconds)



Eric Hanson KCCI
Like This Page · 1 hr via Facebook Mentions ·

The Original IM - from the Iowa Department of Transportation on #MessageMonday

Like Comment Share

99 To Comments *

14 shares 1 Comment

Carole J. Baker And use them before your ready to turn.
Like · Reply · 3 mins

Write a comment...

Sponsored Create Ad

July 4th, 2016: (5.0 Seconds) Willy/Tracey/Katy Perry



July 11, 2016: (4.5 seconds)



Zero Fatalities Iowa
Like This Page · July 11 · 🌐

Just curious - which one of these past Monday messages was your favorite and why? Which other ones do you remember/like?

👍 Like 🗨 Comment ➦ Share

👍 🗨 📱 644 Top Comments ▾

171 shares 67 Comments

Zero Fatalities Iowa Awww. Thanks!
Like · Reply · 👍 1 · July 15 at 12:42pm

Dakota Ocheltree Texting and driving is dangerous but reading these while driving isn't?
Like · Reply · 👍 9 · July 13 at 3:27pm

⤴ Hide 11 Replies

Zero Fatalities Iowa The signs are strategically placed so they can be read without taking your eyes from the road. Thanks.
Like · Reply · 👍 35 · July 13 at 3:34pm

Alex Leinen But the laughter is what caused me to plow into a semi lol 😊
Like · Reply · 👍 11 · July 13 at 4:18pm

Dakota Ocheltree Your eyes are off the road when you read these. But your right
Like · Reply · 👍 2 · July 13 at 4:28pm



Zero Fatalities Iowa Awww. Thanks!

Like · Reply · 1 · July 15 at 12:42pm



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Like · Reply · 11 · July 13 at 4:18pm



Dakota Ocheltree Your eyes are off the road when you read these. But your right

Like · Reply · 2 · July 13 at 4:28pm



Berwin J. Schoppe There is nothing wrong with these signs fact I love them and the way the state uses them. I look forward to message Mondays plus when they use them for other traffic information it's great to have an early warning about potential traffic hazards. These signs are less distracting than all off the electronics in these new vehicles. I have a 2014 traverse and while I love it most of the features on it are very distracting!!





Casey Welch As long as they don't have two "pages" of message they are fine. But once you have them scroll or switch between messages is when they become dangerous distractions.

Like · Reply · 2 · July 14 at 3:09pm



Michael Worrell We should install solar roadways... then these messages could be literally on the road.

Like · Reply · July 14 at 7:23pm



Cristopher Colon All of these signs are conveniently placed in driving handbooks as well so maybe you or whoever has an issue with signs should go get one and memorize it as well as all the exit signs, speed limit signs, sharp curve signs blah blah blah.

Like · Reply · 4 · July 15 at 10:17am



Stephen Wildt Might as well take road signs off the roads, those must be distracting as well lol

Like · Reply · 5 · July 15 at 1:58pm



Seth Habeger Have you ever driven a car...?

Like · Reply · 2 · July 16 at 8:36am



Cory Kiddoo I strategically place my phone so that my eyes don't leave the road while I read a text.

Like · Reply · 3 · July 16 at 11:35am



David Fox They're no different than any other road sign or stop light

Like · Reply · 1 · July 17 at 7:24pm



Brock Rustin Blinker Stinker no contest. Any way to submit our own text suggestions?

Like · Reply · July 17 at 7:05pm

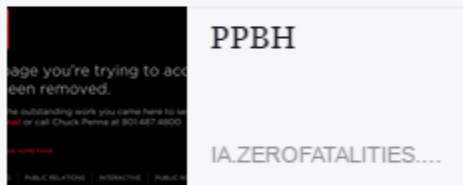


Zero Fatalities Iowa Thank you so much for your question! We will look into that and get back to you during our normal business hours.

Like · Reply · July 17 at 7:19pm



Zero Fatalities Iowa In the next couple of weeks we will have a place on our website to submit your own ideas. We're going to run a contest for election day ideas, so start thinking! www.ia.zerofatalities.com



Like · Reply · July 18 at 6:24am



Write a reply...



Aaron W. Jaco I have one for you, "Check yourself Before you wreck yourself"

Like · Reply · 5 · July 17 at 2:26am



Zero Fatalities Iowa Thanks! I'll put this on the list of ideas. In the next couple of weeks we'll have a spot on our website <http://ia.zerofatalities.com/>, where you can enter ideas.



Matthew J. Bahr I remember one about a squirrel.
What was that one again?

Like · Reply · 1 · July 17 at 10:44pm



Zero Fatalities Iowa



Like · Reply · 5 · July 18 at 6:57am



Cristopher Colon Now they have something else to distract them? As a driver you were supposed to be trained to see all signs on the highway or road or whatever so if you can read the signs on the road you definitely don't need to be driving. My favorite is nobody puts baby in a hot car.

Like · Reply · 4 · July 15 at 10:15am



Ryan Langmaid We are also trained to read things in the car like the speedometer does that mean we can read anything in the car?

Like · Reply · 1 · July 20 at 2:58pm



Cristopher Colon Exactly. I'm trained to pay attention to over 15 gauges in my vehicle, 7 mirrors, and the signs on the road.

Like · Reply · July 20 at 3:58pm



Austin McGinnis For those who are saying they are distracting are the ones who look up at them while they drive by. If that were the case then all road signs are distracting to look at. It's really just to see from a small distance to know what's ahead. I live the blinker on and when star wars came out there were some clever ones as well. Also comes in handy when there is road construction or an accident up ahead.

Like · Reply · 1 · July 15 at 8:51pm

1 Reply



Dustin Knipfer The turn signal one cracked me up.

"Turn signals, the first instant messenger." Lol

Like · Reply · 19 · July 12 at 6:13am



Cory Oswald Or this morning's board on I-80: "Who you gonna call? No one. You're driving."

Like · Reply · 3 · July 18 at 6:21pm



John Kauffman I love them all! Nobody puts baby in a hot car is the best of these. You've had some great ones over the year(s).

Like · Reply · 2 · July 17 at 5:09pm



Blake C. Warlop Don't be a stinker. Use your dang signals. And keep right if you don't know how to use them. 😊

Like · Reply · 2 · July 15 at 10:49pm



Tanner Killinger Whoever comes up with these, you are the hero this city needs. Thank you.

Like · Reply · 2 · July 15 at 11:06am



Nate Archer I Love these & always wanted to say Thank's for the smile you bring!

Like · Reply · 1 · July 16 at 12:55pm



Scott Petheram Definitely the blinker... you guys are also pretty good with puns. Lol

Like · Reply · 1 · July 15 at 8:55pm



John Eiben The sign humor is awesome. I don't know if it's one person or a panel but they get the point across and give me a chuckle each time.

Like · Reply · 1 · July 17 at 9:18am



Damien Welbes The second one really gives ya an eye opening visual

Like · Reply · 1 · July 18 at 1:41am



Zach Mcfarland While I haven't personally seen these I like the stinker/blinker one

Like · Reply · 1 · July 18 at 5:35pm



Caleb Slouha The bobbehead, and steat belt with holding you back were funny and great messages

Like · Reply · 1 · July 16 at 11:45am



Stewart Sankey "Drive hammered, get nailed" is my favorite

Like · Reply · 4 · July 16 at 12:32am



Peter Johnson Legendary

Like · Reply · 1 · July 16 at 11:16am



Will Martindale Nobody puts baby in a hot car... lol. Gtfo

Like · Reply · 6 · July 12 at 12:36pm



Greg Oliver "Blinkers, the original instant message."

Like · Reply · 1 · July 18 at 7:54pm



Jason Riemenschneider Nobody puts baby in a hot car! Lol



Nate Archer Don't be a stinker! Lol

Like · Reply · 1 · July 16 at 12:54pm



Brian Levi Connolly Don't be a stinker, use your blinker!

Like · Reply · 1 · July 17 at 3:35am



Sean Henricksen I like them all.

Like · Reply · 1 · July 15 at 11:46am



Ryan Knives Vanderpool Who you going to call? Nobody, your driving!

Like · Reply · 1 · July 18 at 10:00pm



Corey Montgomery You're killing me smalls

Like · Reply · 4 · July 12 at 5:16pm



Jon Forbes Haha Nobody puts baby in a hot car.

Like · Reply · 1 · July 17 at 6:53pm



Brian Mohr Drive right, pass Left

Like · Reply · 1 · July 17 at 8:47pm



Zachary Hayes What's holding you back

Like · Reply · 1 · July 18 at 10:10am



Dallas Bergmann I like the heaven one

Like · Reply · 1 · July 20 at 3:00pm



Dean Boevers The bobblehead one

Like · Reply · 1 · July 17 at 1:16pm



Bill Man C D E or 3 4 5 all 3

Like · Reply · 1 · July 13 at 10:55pm



Tyler Miller Bobble head

Like · Reply · 1 · July 17 at 7:50pm



Tony Carlo Not buckled.no helmet. .hmmm

Like · Reply · 1 · July 15 at 12:10pm



John Persons Hey Bobblehead one

Like · Reply · 1 · July 15 at 9:32pm



Chris Foutch Bobble head

Like · Reply · 2 · July 12 at 8:08pm



Tim Fowler I am a dump truck driver...i love the signs. What i dont love is the fact that most of these 4wheelers don't read, and don't care about themselves or others around them.

Like · Reply · July 17 at 9:41am



Josh Sargent "Committing victimless crimes generates revenue for the state"

Where's that one? I don't see it...

Like · Reply · 23 · July 13 at 8:14am

3 Replies



Chris Lockwood "Get up your head out of your apps!" love that one.

Like · Reply · 3 · July 16 at 4:35pm



Joseph Huizenga How about you stop trying to be cute and stick with "slower traffic keep right" until they figure that one out?

Like · Reply · 2 · July 16 at 11:08pm · Edited

1 Reply



Joel Harts The leading cause of police fatalities is car accidents. Out of those fatalities 43% were not wearing their seatbelt. Maybe you should start with a note for them.

Like · Reply · 1 · July 16 at 11:55am



Dustin Carter "Don't be a stinker, use your blinker" So many people forget to anymore!



Scott Bullerman I was happy to see the one explaining that the right lane is for driving and the left lane is for passing.... Sadly, nobody on 380 read it.

Like · Reply · Yesterday at 8:05am



Grant Nelson Texting and driving is dangerous. So let's raise taxes, buy a bunch of electric signs, and distract drivers with text messages about driving safely...

Like · Reply · July 18 at 1:45pm



Jay Lopez Im a Californian working here. The blinker issue is serious

Like · Reply · July 17 at 8:54pm



Chris Ramrod Greif Never seen these always to busy on my phone or drinking my beer to notice.

Like · Reply · 10 · July 15 at 3:09pm



Kurt Bednarik Story of my life!

Like · Reply · July 15 at 6:40pm



Write a reply...



Wade H. Talbert None of them..... people are already distracted enough..... now they have something else to look at other than the road!!

Like · Reply · 4 · July 13 at 12:22pm



Ty Van Meeteren Yeah. Don't read stop signs or construction zone signs. Too distracting

Like · Reply · July 17 at 3:07pm



Wade H. Talbert Been driving long enough to know what those signs are Automatically!!!!!!



Marcus Floyd No one puts a baby in a hot car?
What if it's a Dodge Charger Hellcat?

Like · Reply · July 15 at 9:10pm



Jesse Johnson Only the gheys drive those

Like · Reply · July 15 at 10:58pm



Marcus Floyd Is that why you own two?

Like · Reply · July 15 at 11:10pm



Write a reply...



Mike Headlee They missed. "Who you gonna call?
Nobody, your driving"

Like · Reply · July 18 at 6:18pm



Lee Schroeder I find that these signs severely
distract me when driving. Like, how do you expect
me to drive, text, AND read these signs??

Like · Reply · July 19 at 2:53am



Cory Drowns Quick catch the pokemon!

Like · Reply · 2 · July 14 at 6:16pm



Theo V Deo Hey bobblehead...

Like · Reply · July 19 at 2:35pm



Brian Eddy If my biscuit has it on i to!!!

Like · Reply · July 16 at 12:33am



Dakota Conger Everyone dies someday. If it's
gunna happen it'll happen.

Like · Reply · July 20 at 7:49pm



Cooper Abernathey Is this heaven lol

Like · Reply · July 19 at 8:13pm



Steven Patrick Maron Make one that says "get out
of the left lane."

Like · Reply · July 20 at 10:45pm



Chris Beckman Stupid

Like · Reply · July 16 at 6:43pm



John Franzen I find them to be annoying, usually.

Like · Reply · July 20 at 2:02pm



Calvin Davis None

Like · Reply · July 19 at 11:17pm



Matt Coughlin Katie Boelman

Like · Reply · 1 · July 13 at 8:45pm



Michael Worrell My vote: Don't be a stinker, use
your blinker.

Like · Reply · 1 · July 14 at 7:22pm



Sean Keahna Jr. Sarah Keahna Ken Wise

Like · Reply · July 19 at 12:59pm

July 18th, 2016: (5.0 Seconds) Ghostbusters is released on Friday July 15th)



Eric Hanson KCCI

Like This Page ·

July 18 via Facebook Mentions · Edited ·

The Ghostbusters have taken over your drive to work!

Like Comment Share

1.1K

Top Comments ▾

1,918 shares

14 Comments



Chuck Caves Unless you have a Bluetooth built in your car

Like · Reply · 1 · July 18 at 10:24am



Kati Stanley Studies have shown that even with hands free devices, drivers talking on the phone are more likely to cause an accident than those who don't.

<http://www.nsc.org/.../distracted-driving-hands-free-is...>



Hands-free is not risk-free

NSC.ORG

Like · Reply · 3 · July 18 at 10:32am



Chuck Caves Good point.

Like · Reply · 1 · July 18 at 10:44am



Chuck Caves Unless you have a Bluetooth built in your car

Like · Reply · 1 · July 18 at 10:24am



Kati Stanley Studies have shown that even with hands free devices, drivers talking on the phone are more likely to cause an accident than those who don't.

<http://www.nsc.org/.../distracted-driving-hands-free-is...>



Hands-free is not risk-free

NSC.ORG

Like · Reply · 3 · July 18 at 10:32am



Chuck Caves Good point.

Like · Reply · 1 · July 18 at 10:44am



Scott Petheram Yeah for people who pay more attention to the call than the driving. I just plain ignore people on the other end when doing anything other than driving a straight line down the interstate.

Like · Reply · July 20 at 10:21pm



Write a reply...



Rosemary Sailer Fee Good job again, Willy Sorenson

Like · Reply · 4 · July 18 at 9:26am



Janet Friend Swensen This is awesome. Even if you have Bluetooth you cannot concentrate on a



Janet Friend Swensen This is awesome. Even if you have Bluetooth you cannot concentrate on a phone call conversation and your driving! Just drive or if you have to talk pull over.

Like · Reply · July 18 at 10:35pm



Ronda Stapleton Matthew Bousman

Like · Reply · 1 · July 18 at 11:33am



Trisha Kimrey Collier I liked this one! Would have taken a picture but I was driving!

Like · Reply · 1 · July 19 at 6:27pm



Mark Taylor I wonder if people get distracted trying to read these things?

Like · Reply · July 18 at 8:31pm



Scott Petheram The same as you do from a stop sign or any other traffic control device I'd assume.

Like · Reply · July 20 at 10:23pm



Write a reply...



Cyndee Payton I love a department with a sense of humor!

Like · Reply · 2 · July 18 at 1:52pm



Phyllis A. Hansman That's great!

Like · Reply · July 18 at 10:18pm



Judith Guderian Just saw this today along hwy 20!

Like · Reply · July 18 at 10:29pm



Jackie Wells Greenfield That's great!!

Like · Reply · July 18 at 3:07pm



Renee Taber Nickelson Love it



Todd
@ToddPM

Follow

Okay, I have to admit this one is good.



Iowa DOT @iowadot
Who ya' gonna call? bit.ly/2aacVxT

LIKES
2



6:37 AM - 18 Jul 2016



Todd Rector T-Rex @firehouse25 · Jul 18
[@ToddPM](#) Thank God they got "You're" right.



Todd @ToddPM · Jul 18
[@firehouse25](#) I wish I had more faith in humanity, but they had a 50/50 shot and I bet they flipped a coin.







July 25th, 2016: (3.5 Seconds) Mike Pagel's suggestion from MoDOT





Pokémon Go Reddit

@GoReddit

 Follow

A friendly reminder from the Iowa DOT!
ift.tt/2amguyo





Steven Anthony
@scanthony14



Follow

Maybe the best @iowadot sign yet: "The road is no place for a Pokemon chase."

10:54 PM - 25 Jul 2016



Quinton Haley
@qdhaley



Follow

"the road is no place for a Pokemon chase"
how topical, Iowa DOT, how topical
#pokomonGo

11:33 PM - 25 Jul 2016

Des Moines, IA



Allison Derks
@AllisonDerks



Follow

Iowa DOT's latest sign, 'The highway is no place for a Pokemon chase' this has gone too far.....

LIKES

5



11:32 AM - 25 Jul 2016



Jim Smith U know stupid people will do this, hopefully they just killed themselves & leave other alone. And anyone who get killed the creator of Pokemon Go should be sued.

Like · Reply · 3 · July 25 at 8:49am



Makayla Jade You are ignorant...

Like · Reply · 1 · July 26 at 12:15pm



Write a reply...



Debbie Becvar According to my friends who are wrapped up in this game you can't play it driving. You have to go under 10 mph to play and obviously you can't do that on the interstate. The signs are funny but also a distraction.

Like · Reply · 8 · July 25 at 9:15am



Bret Baderstadt Unfortunately you can play it up to around 35 mph I've found (as passenger of course)

Like · Reply · July 25 at 9:17am



Debbie Becvar Well I don't think these silly signs are going to deter the idiots who will take that risk.

Like · Reply · 1 · July 25 at 2:56pm



Harmony Lynn Edge We were playing it in des moines going down University. My daughter was doing it from back seat while hubby was driving. I bet we were doing 35 or 40 coming into town by pleasant hill.

Like · Reply · 1 · July 25 at 5:22pm



Echo Denny You can play still but you shouldn't be able to catch anything about 15 miles an hour. its ran off of gps so You will still be able to see the pokemon. and the steos dont count

Like · Reply · July 25 at 8:01pm



Terri Strobl Although I enjoy these signs, I still have to take my eyes off the road in front of me to read it, as you do with a text, hence still distracted driving.

Like · Reply · 6 · July 25 at 7:32am



Tana Jackson But is very helpful with road conditions, detours accidents ahead ect. That can be done safely. On games and cell phones, radios ect distracting.

Like · Reply · 1 · July 25 at 9:20am



Jennifer Klebsch Signs are everywhere while driving, anyone too distracted by them shouldn't be behind the wheel. These ones have messages of some sort every day (safety, traffic, construction I, etc) and I've yet to hear they caused an accident.

Like · Reply · 5 · July 25 at 1:45pm



Anthony Larson If you cannot safely drive while reading signs, please stay off of the road.

Like · Reply · 6 · July 25 at 2:27pm



Terri Strobl I CAN read, text, drive w my leg and apply makeup w one eye closed all at same time quite WELL if make ya feel better but POINT is distracted driving is distracted driving. Always changing messages are not the same as road signs that say same thing always. These are lit up w different messages everyday which may cause some distractions to those NOT smart enough to do it all. GEESH MOVE along crab apples.

Like · Reply · July 25 at 2:48pm · Edited



Shirley Culbertson Get off the road then!!!

Like · Reply · 4 · July 25 at 2:43pm



Andrew Wells Not really. You read street signs and exit signs. Kinda bein childish

Like · Reply · 2 · July 25 at 3:29pm



Terri Strobl No actually everyone wanting to agrue a simple statement,MY opinion at that, which I believe is allowed here in america last I checked, when its a simple statement. We ALL know some people who cant handle walking and chewing gum at same time and in on... [See More](#)

Like · Reply · July 25 at 4:01pm · Edited



Write a reply...



Brian Glennon Pretty sure pokemon players aren't going to be looking up in the air, at least above shoulder level...

Like · Reply · 2 · July 25 at 8:35am



Lucian Bolton I find some 2000 cp Pokemon and I will gladly wipe out the car next to me for it.

Like · Reply · July 26 at 5:17pm



Lindsey Alford Aubrey Bailey I forgot to tell you about this yesterday! Lmao

Like · Reply · July 26 at 7:16am



Mark D. Bonnell Dang Pocket Monsters....

Like · Reply · July 25 at 9:38pm



Ilhana Livak Lovd uouw

Like · Reply · July 26 at 2:29am



Laurie Kramer Jamie Grout I saw this today and thought of you!!!

Like · Reply · 1 · July 25 at 8:55pm



Lou Ellen Olson Saw that last night.cute.

Like · Reply · July 26 at 8:08am



Nancy Gonnerman Saw it today !

Like · Reply · July 25 at 9:56pm



Megan Moorman Yes I loved it

Like · Reply · July 25 at 7:08pm



Ed Burke Thank you for watching out for people safety ,

August 1, 2016: (4.0 seconds) Olympics start on Friday, Aug 5th



An unusual location for humor!

I'm on a team that creates safety messages on our Interstate variable message signs. We display a fatality count (not funny) and then a safety message (more often funny). The messages are displayed one day per week, and we have done it for three years now. You might have seen some of our messages on the internet: "GET YOUR HEAD OUT OF YOUR APPS", "MAY THE 4TH BE WITH YOU_TEXT I WILL NOT", "YOUR MOM CALLED, ARE YOU BUCKLED?" The list goes on. In the 150 weeks we have been doing this, we have repeated only two or three messages. Our messages are "one and done". We get satisfaction, and more play on our messages, when we give them to other states to use. We have also done numerous interviews on TV (local and national) as well as presentations to various groups. I can provide the entire list if you call or e-mail me, or Google "Willy Sorenson Message Monday Iowa DOT" and check out previous stories or select images to see our signs. Willy, tel. (515) 239-1212.

Dear Tracey and Willy,

Your messages on the digital DOT signs are FABULOUS!

They are funny but most importantly they are relevant and they resonate with me and I am sure with the younger generation as well, who we really need to be reaching.

I commend you for the time and creativity it takes to come up with a new message each week.

I am sure they are having an impact.

Thank you for using your talents to make our roadways safer.

Your work is very much appreciated!

Sincerely,

Clare Lindahl
Executive Director
Conservation Districts of Iowa
945 SW Ankeny Road, Ste. A
Ankeny, Iowa 50023
515.289.8300

From: Clare Lindahl [<mailto:clare.lindahl@cdiowa.org>]

Sent: Tuesday, August 02, 2016 8:08 AM

To: Sorenson, Willy [DOT] <Willy.Sorenson@dot.iowa.gov>; Bramble, Tracey [DOT] <Tracey.Bramble@dot.iowa.gov>

Subject: RE: THANK YOU! (M/M Comment from Exe Director of Conservation Districts of Iowa)

Will do Willy. But your ideas will be hard to top! Keep up the great work!

Clare

August 8, 2016 (5.5 seconds)



Eric Hanson KCCI

9 hrs · Facebook Mentions · 🌐

This toe-tapper is starting your Monday! #MessageMonday
Iowa Department of Transportation
Ray Charles



👍 Like 💬 Comment ➦ Share

👍 😬 ❤️ 377

Top Comments ▾

246 shares

11 Comments



Pam Denny That's a great one! My toes will be tapping all morning!

Like · Reply · 2 · 7 hrs



Brady Dean Hoyle Great use of taxpayer money right there.

Like · Reply · 1 · 3 hrs



Karen Bricker Norton Love DOT creativity for their signs!

Like · Reply · 5 · 8 hrs

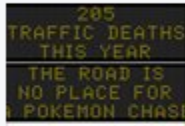


Buck Wheat I wish it would mean something.

Like · Reply · 1 · 8 hrs



Zero Fatalities Iowa To find the not so subtle meaning behind each of the signs, go to our blog at <http://transportationmatters.iowadot.gov/>



Transportation Matters for...

Transportation Matters for Iowa is the Iowa DOT's blog to tell stories of how each person who...



TRANSPORTATIONMATTERS.IOWADOT.GOV | B...

Like · Reply · 8 hrs



Buck Wheat Is it helping to get people to not text while they're driving?

Like · Reply · 8 hrs



Zero Fatalities Iowa Buck Wheat That's the goal - to get them to stop or at the very least to think about it.

Like · Reply · 2 · 7 hrs



Dave Van Englehoven I love these!

Like · Reply · 2 · 6 hrs



Rebecca Ewers There's always a negative nancy no matter where you go... You just gotta keep tapping your toes and move on with life and pay no attention to them.

Like · Reply · 3 · 3 hrs



Write a reply...



Leigh Lussie Someone is very clever with these sign messages!

Like · Reply · 2 · 2 hrs



Deb Verwers Love it

Like · Reply · 1 · 6 hrs



Beth Lynn Shade They make me smile and usually have good messages that make you think too...

Like · Reply · 1 · 2 hrs

Write a comment...

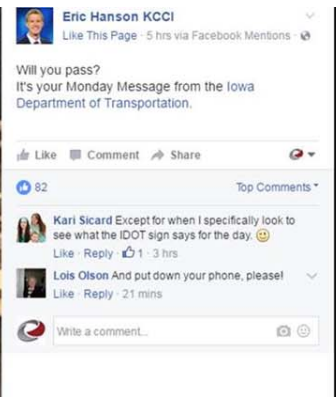
August 15, 2016 (3.5 seconds)



August 22, 2016: (4.5 sec) Back to School. Statewide starts can't sooner than Aug 23rd.



August 29, 2016 (4.0 sec)



August 29, 2016 (4.0 sec)

A rectangular LED sign with a black background and a grid of small lights. The text is displayed in bright yellow, all-caps, sans-serif font. The text is arranged in two lines: "TODAY'S HOMEWORK" on the top line and "EYES ON THE ROAD" on the bottom line.

TODAY'S HOMEWORK
EYES ON THE ROAD

September 5, 2016 (5.0 seconds) (Iowa / Iowa State Football this weekend, Sept 10th in Iowa City)

A rectangular LED sign with a black background and a grid of small lights. The text is displayed in bright yellow, all-caps, sans-serif font. The text is arranged in three lines: "THE BEST OFFENSE" on the top line, "IS GOOD" on the middle line, and "DEFENSIVE DRIVING" on the bottom line.

THE BEST OFFENSE
IS GOOD
DEFENSIVE DRIVING

September 12, 2016 (3.5 seconds)

A rectangular LED sign with a black background and a grid of small lights. The text is displayed in bright yellow, all-caps, sans-serif font. The text is arranged in three lines: "CRASHES" on the top line, "ARE NOT" on the middle line, and "ACCIDENTS" on the bottom line.

CRASHES
ARE NOT
ACCIDENTS

From: Hjelmstad, Pete [DOT]
Sent: Friday, September 16, 2016 9:58 AM
To: Bramble, Tracey [DOT]; Sorenson, Willy [DOT]
Subject: Message Mondays



Hey guys,

Just wanted to let you know a lady stopped me yesterday at the ribbon cutting to tell me how much she enjoys the Message Mondays. Says she drives into Cedar Falls every Monday just to see them! I said I would pass it along so here you go!
Have a great weekend...Pete



PETE HJELMSTAD
FIELD SERVICES COORDINATOR
DISTRICT 2

iowadot.gov
Office: 641-422-9459

 Iowa Department of Transportation
 @iowadot



September 19, 2016; (5.0 seconds)



From: Anderson, Stephanie [DOT]
Sent: Monday, September 19, 2016 8:27 AM
To: Sorenson, Willy [DOT]
Cc: Gent, Steve [DOT]
Subject: Reader Boards

[↑ Next](#) [↩ Last](#)

I just received a call this morning, from a woman, that has FINALLY got thru on the main DOT phone number.

She wanted to complain about the 'snarky little sayings' on the reader boards on I-235.

She said she travels this route Monday thru Friday and doesn't think that 'a Seat Belt Looks Good On You' is beneficial to her and many others along with a Star Wars saying or any other saying that is not emergency related. She always understood that these Reader Boards were originally for Alert and Emergency related messages and would like to see it kept to that.

She said that when they are fighting the sun directly in their eyes (like this morning) it is very hard to try to read what the reader board says, getting their eyes to focus from the sun to the reader board and then to find out that it is something that isn't beneficial or emergency related, it is very frustrating.

She said that when she is a mile behind the sign and notices several vehicles put on their brakes between her and sign just to slow down to read the sign is not beneficial to the free-flowing traffic because it is slowing traffic down.

She also said that reading about #??? of traffic related deaths this year, is not how she cares to start her day or week out and if she wants to know any statistics, she can look it up online.

Again, she was very nice and pleasant about this complaint, but has tried several times to get ahold of someone and could never get thru until now.

Thanks

September 26, 2016: (5.0 seconds)



October 3, 2016 (4.0 seconds)



October 10, 2016: Columbus Day (5.0 seconds)



Erin Haberman

@erinhberman

 Follow

"It's Columbus Day, discover your turn signal" I couldn't agree more... thanks @iowadot 😂

LIKE

1

zero
Tweets

3:31 PM - 10 Oct 2016



























Name Withheld

@LDavid_Jeremy

 Follow

And the best passive aggressive Columbus Day joke goes to the Iowa Department of Transportation







October 17, 2016: (5.0 seconds)





Megan Reuther ✓

@MeganReuther

 Follow

This is the Monday message from [@iowadot](#)

6:31 AM - 17 Oct 2016 · Des Moines, IA, United States

  1  8





October 24, 2016: (5.0 seconds)





October 31, 2016: (Real Halloween) (4.5 seconds)



November 7, 2016: Election Day contest winner or this one, whichever is better.

NOTE FOR SAFETY



SAFETY
A CANDIDATE
WE CAN GET BEHIND

NOTE
EARLY AND OFTEN
FOR SAFETY





Hi Willy and Tracey,

My fiancé and I drive to and from West Des Moines/Des Moines on 235 just about every single day and I always get a kick out of the smart, witty, stupid, and just plain funny quips about driver safety on the message boards.

Anyways, I've been told you're the creators of this little bright spot in my days and I just wanted to say thank you. Seriously.

Nicholas James Webb

November 14, 2016: (Deer Rut, later in season for 2016) (5.0 seconds)





Name: Barb Engelbrecht
Email: joschrop@yahoo.com
Address: 172
City: York
State: NE
Zip_Code: 68467
Telephone: 4027100450
Topic: DOT.Query@dot.iowa.gov

Message: I just want to take a minute to compliment the person who dreams up the overhead message boards on 29 around Council Bluffs. Humorous enough to get you to pay attention! The one I noticed today about deer rutting season, cracked me up..but at the same time made me more aware as we headed east. Kudos!

November 21st , 2016: (3.5 Seconds) Monday before Thanksgiving (11/24/16).

TURKEYS DAY
BUCKLE BUCKLE





From: Andersen, Christina
Sent: Monday, November 21, 2016 9:06 AM
To: Bramble, Tracey <Tracey.Bramble@iowadot.us>
Subject: RE: Message Monday - Turkeys say "buckle buckle"

This was hilarious!! – I think those turkeys are saying "Buckle, Buckle" It gave me a chuckle {groan}



Robert Hoefler @RobMPLS

● 1 hour ago

There are @mndotnews signs that say the same thing. Funny.

Kelly Vannier @KelVannier

Turkeys say "Buckle Buckle". Good one @iowadot
#Thanksgiving2016 #giggles





Tamra Kramer @trsexplorer

2 hours ago

Thx @mndotnews for the smile! Traffic msg board:
"Turkey says Buckle Buckle"



JakeNelsonMN retweeted



Jay Gabler @JayGabler

4 hours ago · St Paul

Shout-out to @mndotnews for the I-94 sign TURKEY
SAYS BUCKLE BUCKLE



MSNP @MatthiasSusan

3 hours ago

@mndotnews funny sign in Rogers "Turkey says
buckle buckle!" 😄



Manda Panda @ninjaeclipse

3 hours ago

"Turkey says, Buckle Buckle" very clever
@mndotnews ,very clever indeed. 🙌🙌🙌🙌



November 28, 2016: (4.5 seconds) (Monday after black Friday)



Name: Todd Bransky
Email: todd.bransky@gmail.com
Address: 507 Whispering Willow Ln
City: Solon
State: IA
Zip_Code: 52333
Telephone: 3193506744
Fax: 3193506744
Topic: DOT.Query@iowadot.us

Message: Thank you for the laugh this morning on my drive to work. Electronic signs on i-380 read, "LIKE MY SEAT BELT? IT'S A BEAUT CLARK"

Funny stuff!!

December 5, 2016: (4.5 seconds)



December 12th, 2016: (5.5 seconds)



 **Rob Riemenschneider** 5 mins · 👤

Andrea Burggraaf Henry

This is your best one yet and that's saying something with all the hilarious ones I've seen. Lol



Eric Hanson ✓
@EricHansonKCCI



Following

National Lampoon's Christmas Vacation fans will laugh out loud on interstates across Iowa today - from [@iowadot](#)



Megan Reuther ✓
@MeganReuther



Follow

Monday message from [@iowadot](#) [#twitter](#)
[#NationalLampoons](#)



Whitney Gramlich
@Whitneyg79



Follow

[@iowadot](#) This is my favorite one and best one yet!!!!



Renee Jones Oskam shared Eric Hanson KCCI's photo.
6 mins · 🌐

The Iowa DOT has a sense of humor on this cold Monday morning.



Ben Wagner ✓
@WISN_Ben



Follow

Someone get this DOT worker an award!



Zach Robertson
@Zach_Robertson



Follow

The Iowa DOT is on their game today! I was sent this picture, not tweeting it while driving. No irony here! [#ShittersFull](#)



Iowa DOT @iowadot · 1h
Message Monday - Eddie says don't tweet and drive. The Twitter's full.
transportationmatters.iowadot.gov/2016/12/messag...

1 3 2 ...



Michael Schueller
@DLMFanView



Follow

@iowadot Have to compliment the author of Message Monday! Very creative, great sense of humor in delivering an appropriate message!



HAWKEYES 4 LIFE
@HAWKI4LIFE



Follow

@iowadot 😂😂😂





Jeremy Bingaman
@lowaradioguy



Follow

The Iowa DOT's got jokes



Chris Engelhardt
@cjengel25



Follow

Well played @iowadot #iwasthepassenger
@bobandtom



Ryan S
@Siecker68



Follow

Nicely done @iowadot lol



MarkC
@mcasil2016



Follow

Good one, @iowadot



Riley O'Connor ✓
@RileyOConnorwx



Follow

Monday morning = MADE with @iowadot
message to drivers. Thinking I need to watch
#NationalLampoons #ChristmasVacation
TODAY! #amnewsers



the nutcrackara
@tikikki



Follow

The lowans are at it again.



Rick Webster
@TheRickWebster



Follow

Laughed very hard on the way to work. Well
done



Patrick Nelson
@PatrickJN2015



Follow

The Iowa DOT had been using Christmas Vacation quotes to promote safe driving and I love it. 🎄



Ryan Adolfson
@adolfkidd



Follow

You outdid yourself Iowa DOT.



Tony Dickinson
@10TONYD



Follow

@darrenrovell will ❤️ this @iowadot sign!



Corycm
@Corycm



Follow

Actually laughed at this one on the drive in this morning.



Kyle Munson ✓
@KyleMunson



Following

Hilarious @iowadot #ChristmasVacation wordplay today. Here's a look at how they come up w/ these signs: goo.gl/eTj4S0 #iatraffic



Kyle Seidl
@BluejayTeacher



Follow

Might be the best one I've seen yet.



Dave Walton
@waltonagseed



 Follow

HAHA!!! [@iowadot](#) Well played, well played....



Zachary Maloch
@ZachMalochWINK



 Follow

Miss [@iowadot](#) humor!



Romelle Slaughter II
@RHS76



 Follow

Well played, Iowa DOT.



#Rake
@SteveCarterPP



 Follow

Quality work here





Timothy Gardner
@timmyg62



 Follow

[@AdamCarollaShow](#) [@AdamCarolla](#) Creative holiday message to Iowa drivers today
[@iowadot](#) [#noclickitorticket](#) [#MessageMonday](#) [#ChristmasVacation](#)



Aric Phillips
@Reel_Lib



 Follow

[@RandyRRQuaid](#) [@iowadot](#) Roadside PSA in IA, "Eddie says don't tweet and drive, the twitter's full" [#ChristmasVacation](#) [#IOWA](#)

11:47 AM - 12 Dec 2016 from Iowa, USA



Luke Bodeen
@cloneluke



 Follow

Twitter's full, [@twitter](#)



level
@_levi_m_



 Follow

[.@iowadot](#) "...the twitter is full" [#classic](#) [#ChristmasVacation](#)

10:05 AM - 12 Dec 2016





Joe Cook @juicyyjoie · 2h
Des Moines new anti texting and driving sign:

"Eddie says don't tweet and drive, the twitters full."



1 reply 10 likes



Joe Cook @juicyyjoie · 2h
... As I tweet and drive. Real counterproductive there @Downtown50309!

1 reply 3 likes



Downtown Des Moines ✓
@Downtown50309



Follow

@juicyyjoie Put the phone down! After you've pulled over, you can direct your feedback to @IowaDOT.
transportationmatters.iowadot.gov/2016/12/message ...



Meridian Mayhem
@MeridianMayhem



Follow

@EricHansonKCCI @IowaDOT Even better:
"Don't drive & tweet Clark, I don't want to spend the holidays dead"



Keith Murphy ✓
@MurphyKeith



Follow

Well played, Iowa DOT.



Brad Colee
@bcolee



Follow

Anything #ChristmasVacation themed, I approve! #bestChristmasmovieofalltime



Bridget Penick
@PenickBridget



Follow

This sign made me chuckle during today's morning commute.



Patrick B Dillon
@Dillonlaw



Follow

Saw this in hwy 20 this am. Love it



Tony Conrad
@FaithFamilyTech



Follow

The @IowaDOT is having fun again.
[#Christmasvacation](#) [#moviequotes](#)
[#christmasmovies](#) ift.tt/2hFw8WV



Susan North
@badgersue



Follow

Too funny 🎄 😄



Cooke Keitha
@PokemonGoMeme12



Follow

Iowa DOT with this friendly message to drivers



Brady
@YungBreyamar



Follow

@Iowadot got jokes now 🎁



Patrick Murphy
@RealMurphyPat



Follow

@Iowadot genius

11:28 AM - 12 Dec 2016



Tammi Steffen
@tammisteffen



 Follow

Kudos to Iowa DOT @IA511NE road messages. Not only are they enjoyable but have a deeper message behind them.
bit.ly/2hq0769



Jessica Freedman
@SpartanJessica



 Follow

This is awesome! Well done, @iowadot.
#roadsigns

Tracey,

Good morning!

Do you have a picture of today's Message Monday board? There's a buzz about it...

Thanks.



Jerry Gallagher
KWWL Today in Iowa Anchor





Drunk Brian
@drunkbrianapp



 Follow

That's actually pretty funny!



Timothy Lauthen
@pagrains



 Follow

This is awesome!



Katie Rynard
@KatherineRynard



 Follow

This is everything.



Chase Rogers
@chogers



 Follow

Iowa DOT never disappoints



Bonita Van Otterloo
@bonitalvo



 Follow

We lowans are brilliant. 😂😂😂😂



Debi Wade Jordan
@bgdebi



 Follow

[@theonlyweswatt](#) Ky DOT needs to up its game! (Iowa DOT)



Chris Hoffman
@IowaHawkFan1



Follow

@iadot Saw this yesterday in #CedarRapids. Whoever is in charge of the message boards should get a raise #hilarious #funny



Eric Jones
@TheEricWJones



Follow

Yeah, this gets my attention.



Ryan Siskow
@ryansiskow



Follow

#IOWA DOT awesomely pays tribute to National Lampoon's Christmas Vacation! 😂😂😂😂



Manute Bol
@bootyninja



Follow

Pretty good



Becky Yoose
@yo_bj



Follow

One of the things I miss about living in Iowa.



Aaron
@GeekAaron



Follow

Iowa DOT channels its inner 'Christmas Vacation' kwwl.com//story/3403299 ...



Jacki Wood
@JackiJWood



Follow

Love this 😂



Brad Miller ✓
@BradMiller_WX



Follow

Christmas Vacation is my favorite Christmas movie of all time! Love this sign, courtesy of [@iowadot](#)



Mary Beth Rozmus Thanks for posting this, this made my LOL on the way to work this morning and was sharing this at the office and didn't know exactly what it said- LOVE this and want the job to create these!

Unlike · Reply · Message · 1 · December 12 at 1:47pm



BobCindy Hess Best sign yet!! I chuckled all the way home!!!! 😄

Like · Reply · Message · December 12 at 8:15pm



Adam Choruzek Another NICE DISTRACTION on the oh so dangerous highways! Glad dot thinks this is funny and to take attention off the road for BS reason!

Like · Reply · Message · Yesterday at 6:26am



Trevor Noggle I think this sort of thing should not be happening on these signs. This is going to cause people to tune them out when critical information may need to be communicated. I have seen several attempts at humor on these signs the last several months. Not to mention how bright the things are when you come across one at night. Next thing you know the DOT will be selling advertising space on them.

Like · Reply · Message · 20 hrs



Iowa Department of Transportation ✓ While the signs take a humorous approach, the message behind them is very serious - traffic fatalities. Research has shown that traditional traffic safety messages are ineffective.

By getting people to pay attention to the "funny" out of the ordinary messaging, we're also getting their attention for the serious stuff. Rising numbers in traffic fatalities.

I think your concern with people tuning the signs out is a legitimate one, which is why we only do these Messages on Mondays, hence the name Message Monday. 😊

Thank you for taking the time to reach out to us with your concerns. Please let me know if there's anything else I can do for you.

Like · Reply · Commented on by Sprout Social [?] · 20 hrs



Bonita Van Otterloo
@bonitalvo



Follow

We lowans are brilliant. 😂😂😂😂



Debi Wade Jordan
@bgdebi



Follow

[@theonlyweswatt](#) Ky DOT needs to up its game! (Iowa DOT)



Chris Hoffman
@IowaHawkFan1



Follow

[@iadot](#) Saw this yesterday in [#CedarRapids](#). Whoever is in charge of the message boards should get a raise [#hilarious](#) [#funny](#)



Eric Jones
@TheEricWJones



Follow

Yeah, this gets my attention.



Ryan Siskow
@ryansiskow



Follow

[#IOWA](#) DOT awesomely pays tribute to National Lampoon's Christmas Vacation! 😂😂😂😂



Manute Bol
@bootyninja



Follow

Pretty good



Becky Yoose
@yo_bj



Follow

One of the things I miss about living in Iowa.



Aaron
@GeekAaron



Follow

Iowa DOT channels its inner 'Christmas Vacation' kwwl.com//story/3403299 ...



Jacki Wood
@JackiJWood



Follow

Love this 😂



Brad Miller ✓
@BradMiller_WX



Follow

Christmas Vacation is my favorite Christmas movie of all time! Love this sign, courtesy of [@iowadot](https://twitter.com/iowadot)



Chase Rogers
@chogers



Follow

Iowa DOT never disappoints

From: Taylor, Tony

[↑ Next](#) [↓ Previous](#)

Sent: Thursday, December 15, 2016 7:12 AM

To: Sorenson, Willy <Willy.Sorenson@iowadot.us>

Subject: FW: Message Monday - Eddie says don't tweet and drive. The Twitter's full.

Not sure about any other feedback you've gotten on this but Brandy wants me to tell you it was HILARIOUS



From: Capaldo, Chris
Sent: Friday, December 16, 2016 7:20 AM
To: Sorenson, Willy <Willy.Sorenson@iowadot.us>
Cc: Vortherms, Jeremy <Jeremy.Vortherms@iowadot.us>; Wright, Eric <Eric.Wright@iowadot.us>
Subject: Willy the shyster

The entire audio is over 10 minutes long but around the 6 minute mark is where it gets interesting.

<http://kxno.iheart.com/onair/the-sports-fanatics-with-chris-williams-55984/listen-bringing-home-the-bacon-15397585/>

Link: <http://kxno.iheart.com/onair/the-sports-fanatics-with-chris-williams-55984/listen-bringing-home-the-bacon-15397585/>



December 19, 2016: (4.0 seconds)



December 26th, 2016 (4.0 seconds)



Megan Reuther ✓
@MeganReuther



 Follow

Monday safety message from [@iowadot](#) . Safe travels everyone!





January 2nd, 2017: (5.0 seconds)





January 9th, 2017: (5.0 seconds)



Eric Hanson 
@EricHansonKCCI



Following

Another clever one from the [@IowaDOT](#)

January 16th, 2017 (5.0 seconds)



There is an automatic reply on Tracey's email that she is out of the office this week, so I wanted to pass this concern along to see if we can get a call back this week.

I was told you are involved in determining the messages on the message boards and I had a concerned caller this morning.

Geoff McVay (319-202-3282) called concerning the message we had up a few weeks ago relating drunk driving to mixing pop rocks and cola. He was concerned the message wasn't the best for his seven year old daughter who questioned him after reading it.

Are you able to call him back to discuss?

January 23, 2017 (4.0 seconds)





Drop The 'A' Word
@DroptheAword

Following



Kudos to [@iowadot](#) for this great highway sign.
[@wesavelives_](#) [@NHTSAgov](#) [@MassDOT](#)
[@Safe_Roads](#) [@Zerolowa](#) [@StopDstrxns](#)
[@end_dd](#) [@TrooperDinkla](#)

January 30th, 2017 (5.0 seconds)



February 6th, 2017 (5.5 seconds)



Name: Pastor Beth A. Olson

Email: pbao@mchsi.com

Company: St. Timothy Lutheran Church, ELCA

Address: Box 567

City: Hudson

State: IA

Zip_Code: 50643

Telephone: 319-483-8135

Topic: DOT.Query@iowadot.us

Message: Normally, I enjoy the Monday messages you post on the electronic signs; in fact, I see them every Monday when I travel to work. Usually, I chuckle and am grateful for the smile they bring me. Today's message, though, was a bit concerning to me as a pastor, because of its theological implication that God "recalls" people. Recalls are often done on deficient or unsafe products, for one; and secondly, people have enough wacky ideas about death, dying and God's function/role in that life event that use of the word "recall" may not be the most helpful approach. Thanks for listening to my concern. I look forward to more witty Monday safe driving tips.

Beth,

Thank you for your note regarding our Message Monday program. We are glad you enjoy them. I also want to thank you for expressing your concern about today's message and the way it could be misconstrued. As with many of our messages we display on our digital overhead signs, we use double meaning to try to express safety. We were using a play on words to state that the decisions you make while behind the wheel can have an impact to the duration of your life. We are also making a statement about how recalls on cars can impact safety and the need to make sure you take care of any recalls on your vehicle. The department always puts out a corresponding blog post on each weekly overhead message to further talk about the subject we are focusing on each week. Links to those posts can be found on our Twitter and Facebook pages or directly through our blog at <http://www.transportationmatters.iowadot.gov/2017/02/message-monday-for-feb-6-both-cars-and-people-can-be-recalled-by-their-maker.html>.

The purpose of placing safety messages on our overhead signs each Monday in conjunction with the year to date number of fatalities is to get people thinking about how their behavior impacts the number of deaths and the ultimate safety of the roadway. Hundreds of people continue to die on Iowa's roadways and unfortunately last year we saw a significant increase in the number of deaths. As the state, we continue to work to engineer safer roads, pass laws to improve safety, and patrol the roadways, but these fatalities continue to occur. The one thing we cannot control is how a driver behaves behind the wheel. According to a study by the National Highway Traffic Safety Administration (NHTSA) 94% of crashes are due to driver decision. We often use messages that have double meanings, entertain, or take people by surprise. They most certainly are different than what people are used to hearing from government agencies. However, we find that those messages are more effective because they cause you to think about the message and even continue to have the conversation with friends, families and others about the message. We are hoping that those conversations will lead people to think about how they are driving and make safer choices behind the wheel.

If you have further questions or concerns about any of our messages or this week's in particular, I'm happy to discuss those with you. Thanks for reaching out.

Name: Jeff

Email: Iowaengineer6698@gmail.com

Topic: DOT.Query@iowadot.us

Message: Just outside of the quad cities, heading west, there's an over head sign that said something like, both cars and people can be recalled by their maker.

Usually a car is recalled because it's defective in some way. Are you saying that defective people should be recalled?

RE: Message Monday

Robin Anderson – 563-333-6194

Finds the message this morning very degrading and offensive to many religions. The "recalled by your maker" resolves you of any power.

She can be reached after 12:30 pm today – she is a professor so she is teaching this morning.

Lame Willy, lame.

Chris Capaldo

Hey, Willy.

I was just curious if DOT had gotten any feedback from yesterday's "recall" message.

I had two people mention seeing it. One said he was bothered by it, but he wasn't sure why. The other thought it was a good message, but made a point of saying that others might have a problem with it. These were two completely separate encounters that indicated a feeling of undefined negativity, which struck me as odd especially since I didn't personally think there was anything too controversial about the message.

Steve Kenton

Just a heads up that I returned Mandy's call today. She was civil, but not happy at all that we used our DMS to display yesterday's message. I explained the review process of the messages and that ultimately the Director (Paul at the time) approved them. I also stated that we reviewed the message with management in the morning

I explained how we use humor, emotion, rhymes, double meanings, etc all to get our point across and to start the conversation. Also explained how 94% of crashes are due to human error.

I gave here everything that Andrea used in her note below (to a different person).... but she still would not stop until someone would admit that we screwed up and we should have removed the message.

In the end, she wanted Mark's phone number to complain to... which I provided.

Mark – expect a call, if you have not received one yet.

Willy

Mandy Landuyt and phone # 319-594-0377.

Name: Anne Bendixen
Email: a_bendixen@hotmail.com
Address: 902 hudson ave
City: iowa city
State: IA
Zip_Code: 52246
Telephone: 3193588360
Topic: DOT.Query@iowadot.us
Message: RE: offensive road signs

On I-80 in Iowa City/Coralville is this sign (as near as I can remember it): Both cars and people can be recalled by their maker.

While perhaps funny to some (and I do applaud the intention of warning people to be careful drivers), this is incredibly insensitive to those of polytheistic beliefs and those who are nonbelievers. I strongly urge you to remove it ASAP.

From: anne <a_bendixen@hotmail.com>
Date: February 8, 2017 at 5:49:12 PM CST
To: "Henry, Andrea" <Andrea.Henry@iowadot.us>
Subject: Re: DOT Question-Comment

Being recalled by a maker implies the supernatural. (Mothers cannot recall their children.) I find your response unsettling and offensive in its insensitivity and seemingly willful lack of understanding. What a shameful government response. What awful times these are that government officials engage in such discrimination.

On Feb 8, 2017, at 4:36 PM, Henry, Andrea <Andrea.Henry@iowadot.us> wrote:

I was at my daughter's BB game tonight when another parent came up to me and said they loved this week's M/M. She went on to say it might have been her favorite of all time.

I asked her "Why?" She did not give me any religious reasons, or anything God fearing. She just said because it made her think what could happen to her if she was in a crash.

That was it. Could not have been more simple.

I believe we all think that once inside our 'car bubble' that nothing bad can happen to us except a poorly planned work zone or the occasional deer jumper. For her, that attitude changed in Monday.)Hopefully more days in the future also.) So I finally feel good that we did make a difference in one person this week.

Willy



Doug Loof

February 6 at 12:31am

Just saw the road sign above I35 .. I personally love it . But I'm surprised nobody's on here complaining about it yet ... It says .. Both you and your car can be recalled by their **makers** . Buckle up

142

11 Comments

Like Comment



Sheri Hayes- Olson Great sign, gives you something to think about.

Like · Reply · 3 · February 6 at 5:44pm



Darrell Rients



Like · Reply · 1 · February 6 at 5:54pm



Mary Driscoll Jurenka love it!

Like · Reply · 1 · February 6 at 8:03pm



Ian Cook Not sure why anyone would complain.

Like · Reply · February 6 at 8:36pm



Heather Born I'm not sure why people on here complain about a lot of things....

Like · Reply · 7 · February 6 at 8:41pm



Doug Loof Your answer is epic !



Marilyn-Wendell Mortvedt Love it. It's the truth.

Like · Reply · February 6 at 8:55pm



Irene Small I saw that today. Makes you stop and think.

Like · Reply · February 6 at 8:55pm



Tammy Schafer Bummer, I love those signs!!

Like · Reply · February 6 at 9:57pm



Elaina Prochaska That's awesome!

Like · Reply · February 6 at 11:37pm



Cathy Wright Love that! 😊

Like · Reply · February 7 at 7:15am



Paul Strum Good one



Elaina Prochaska That's awesome!

Like · Reply · February 6 at 11:37pm



Cathy Wright Love that! 😊

Like · Reply · February 7 at 7:15am



Paul Strum Good one

Like · Reply · February 7 at 7:30am



Laurie McCracken I saw that sign last night also, and could not believe that it was not being bucked by somebody because there appears to be an undertone in that statement of religion. In God we trust 😊

Like · Reply · 1 · February 7 at 7:48am

Shocked too that no one complained on that site. Everyone likes to get fired up on Ames People. We probably had 5 or 6 people that reached out directly that had concerns. And actually 3 of those were overall supportive of the program, just had some concerns about this particular message.

Begin forwarded message:

From: "Bramble, Tracey" <Tracey.Bramble@iowadot.us>
Date: March 8, 2017 at 8:57:55 AM CST
To: "Sorenson, Willy" <Willy.Sorenson@iowadot.us>
Subject: Comment on the Maker post

FYI - One of my friends (Jeff Brinkley) who used to be a cop in Ames and is not the police chief in Mason City sent me a FB message – He said, "Loved the recall one from about three weeks ago!"

February 13th, 2017: (4.0 seconds) Day before Valentine's day



Rumi ✨
@rumiiblaahblaah

Follow

Lol @iowadot has their Valentine's Day game on



Yesterday at 5:40am - Facebook Mentions -

You'll find a timely reminder from the Iowa DOT this morning.



February 20, 2017: (5.0 Seconds) President's day



February 27th, 2017: (4.5 seconds)



March 6th, 2017: (4.5 seconds)



From: Larson, Sandra

Sent: Tuesday, March 07, 2017 8:30 AM

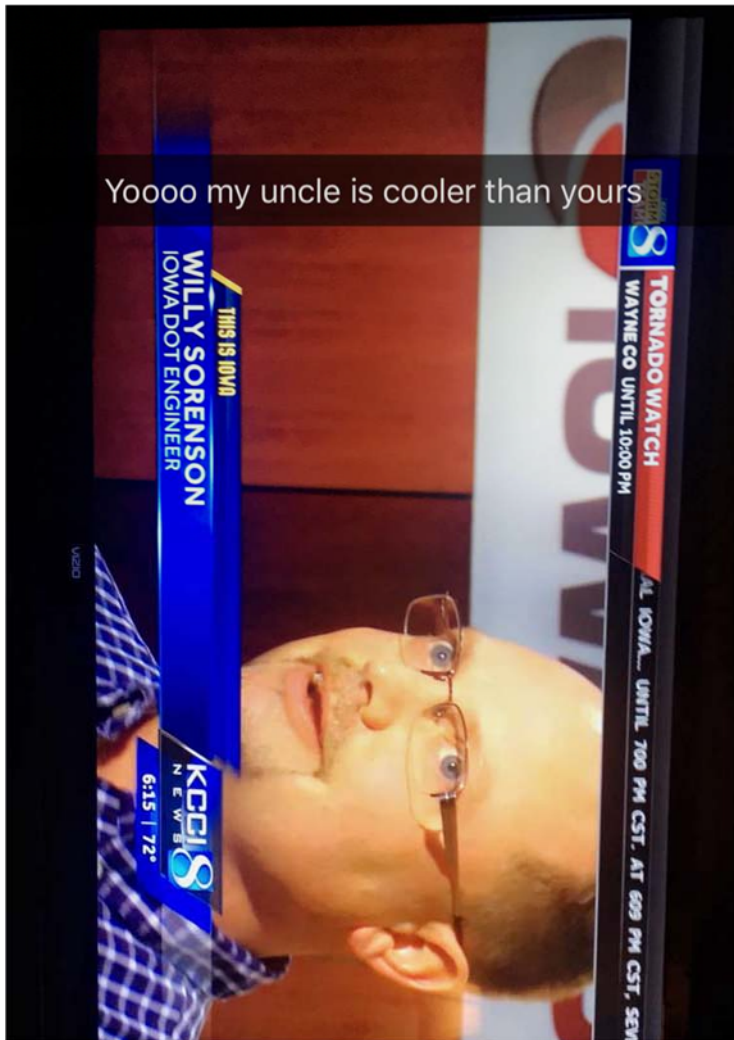
To: Sorenson, Willy <Willy.Sorenson@iowadot.us>; Gent, Steve <Steve.Gent@iowadot.us>; Crouch, Tim <Tim.Crouch@iowadot.us>; Henry, Andrea <Andrea.Henry@iowadot.us>; Bramble, Tracey <Tracey.Bramble@iowadot.us>; Laaser-Webb, Jan <Jan.Laaser-Webb@iowadot.us>

Subject: FW: AASHTO DTU: Trump's New Travel Ban Blocks Migrants from 6 Nations, Sparing Iraq; USDOT IG Says No Clear 'Net Benefit' to 2013 Hours of Service Changes; ND DOT Proposing an 'Opt-In' Real ID Bill

Well done!

[Funny Signs Hold Serious Messages for Iowa DOT \(KCCI-TV\)](#)

March 11, 2017 – Miscellaneous



March 13, 2017 – Selection Sunday is March 12th – 1st & 2nd round 16th-19th

5.0 sec



Elizabeth Klinge ✓

@EKlingeKCCI

Following



The Iowa DOT message this Monday is reminding drivers to stay safe during the march madness!



Tony Dickinson
@10TONYD

Follow

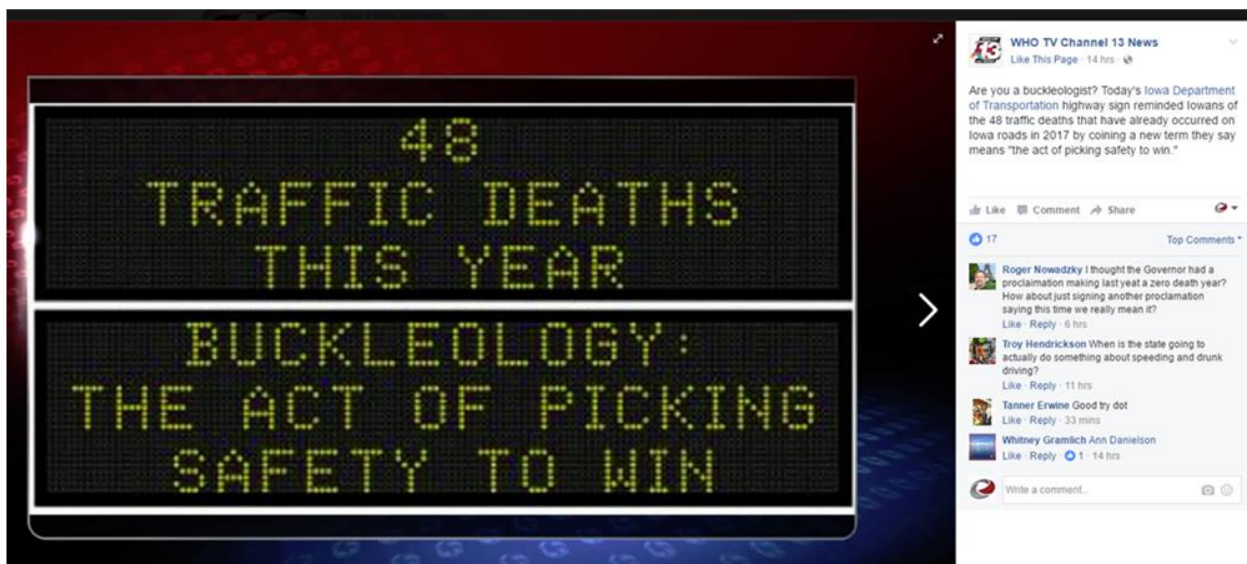
The @iowadot is picking safety to win it all
@darrenrovell #marchmadness 🏀



Netflix Accounts
@KeithaCook_

Follow

Iowa DOT'S understanding of suffixes is
unbelievacule



WHO-HD Ch. 13 News ✓
@WHOhd

Following

Are you a buckleologist? The @iowadot reminds Iowans to buckle up with their new term meaning "the act of picking safety to win."



Jessica Ritchie @jessicayritchie · 13h

@WHOhd @iowadot Except "ology" means "the study of". Perhaps "buckleation"? "Buckleationist"?



-----SIDE NOTE -----

By Mitchell Atencio | 03/15/17 8:05pm

Drivers in Arizona may have noticed a quirky addition in their highway commutes — funny safety messages from the Arizona Department of Transportation.

"DRINKING & DRIVING GO TOGETHER LIKE PEAS & GUAC," read the sign in November 2015 normally used for Amber Alerts and traffic information. After that came Star Wars references, "TRUST THE FORCE BUT ALWAYS BUCKLE UP."

Adele, Pokémon and the movie Elf have each had their own sign, as well as a sign for each holiday.

Now, a little more than a year later, ADOT has enjoyed a growing social media presence and is wrapping up its first "safety message contest."

The contest, which received more than 6,700 submissions according to ADOT, was narrowed down to 20 finalists. Voters spent first two weeks of March deciding which two would flash overhead in April.

Doug Pacey, a spokesperson for ADOT, said the department's social media presence has grown considerably as of late. This increase in social media notoriety is, in part, thanks to the safety message signs, Pacey said.

ADOT now has over 165,000 Twitter followers, an increase from 56,000 just over two years ago. Its Facebook page boasts nearly 40,000 likers. Its Twitter has the second most followers of any transportation department in the country, following Washington State.

Pacey said the messages were a spin-off from Iowa's Department of Transportation, which had been displaying quirky or funny messages for about a year.

"(Iowa had) been having some tests with it and he (Deputy Director for Policy Kevin Biesty) thought we could do it too," Pacey said. "Because there are times when the boards aren't being used, when we're not displaying crash info, traffic times, Amber Alerts, Silver Alerts or things like that, we can put these safety messages up there and try to engage the public in safe driving."

The "peas and guac" message was a jab at a recipe from The New York Times that recommended people to add peas to their guacamole. The recipe was met with criticism from all corners of the internet.

"We kind of jumped in the pool with these safety messages, we didn't dip our toe in with that one and it was really well received," Pacey said. "It was popular, most people really enjoyed it and liked it and the important thing is it got people talking about drinking and driving."

Pacey said the importance of the messages has been the conversation that it leads to regarding safe driving. A plain old message is white-noise, this grabs people's attention according to Pacey.

Austin Miller, a journalism and mass communications junior with an emphasis in public relations, said he wished he could see the messages all the time.

Miller said that as a public relations student, it's good see the government being personal and relatable. He made comparisons to Wendy's, one of the many social media accounts of professional organizations that are becoming more candid. Denny's, Whataburger and Arby's all engage their audience beyond advertising.

"It's like 'we're your friends, we're here to make you laugh, we're not just a government entity, we want you to be safe', and they're just trying to get that information across however they can to make you pay attention," Miller said. "With the social media now, the instant gratification and all that I think it's OK for companies to be more candid."

Miller said he liked the idea of the contest, especially as a way of getting more conversation going around safe driving.

"People always get competitive over who can come up with the best," Miller said. "So it's a really good way to, not only get people involved, but to even raise more awareness for it."

Caroline Carpenter, a public information officer for ADOT, is one of the four people who run the social media accounts. Carpenter said they are all given lots of freedom to be personal.

"One person may talk about Star Wars because they know about that, someone else may talk more about pop culture because that's something that they know about."

Carpenter said the response rate, which is over 80 percent on Facebook, is part of what has grown their presence.

"Whether it's somebody who's complimenting us or criticizing us, we're going to respond to you and interact with you," Carpenter said.

March 20, 2017

3.5 sec



Eric Hanson ✓
@EricHansonKCCI

Following

Another timely @marchmadness message this morning from the @iowadot ! How they create these signs: bit.ly/2IRwV8N

Alternate message for a Monday (If Forecast calls for precipitation)

4.0 sec



March 27, 2017

4.5 sec



SIGNAL INTENTION
FOR
CRASH PREVENTION

IF YOU TEXT
YOU COULD BE NEXT

ALL YOU NEED
IS LOVE...
AND A SEATBELT

PUT THE BRAKES
ON FATALITIES

BUCKLE UP
BABY!

AVOID THE SLANNER
DON'T GET HAMMERED

STON THE SCREEN

ARE YOU ON
THE ROAD TO ZERO?