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Alliance Police Department partners with Trusted Driver to reward good drivers *Department to engage Alliance community through positive feedback*

ALLIANCE, Nebraska – The Alliance Police Department is teaming up with Trusted Driver to deliver rewards and positive feedback to good drivers via Trusted Driver’s innovative web-based platform. The program is free for drivers living in the 69301 zip code and kicks off during Heritage Days in July.

“Our desire is to reduce accidents across the city. We don’t want to be looked upon as enforcers but more mentors. We believe positive reinforcement provides greater results in a community instead of negative reinforcement,” said Alliance Police Chief Philip Lukens.

Trusted Driver, which was designed and developed by a team of retired law enforcement officers, offers contactless interactions between officers and drivers. In Alliance, officers will use the new technology to provide positive feedback and distribute rewards to drivers without having to conduct a traditional traffic stop. To learn more about how the program will work in Alliance, click [here](#).

“As we developed Trusted Driver, we felt it was important to include an option for officers to provide positive feedback to drivers,” said Val Garcia, president and CEO of Trusted Driver. “Not only does this help drivers self-advocate for better insurance rates, it reaffirms the Alliance Police Department’s commitment to support the community.”

“I am excited to bring this one of a kind program to Alliance and am even more excited to see drivers get rewards instead of tickets. It will make a difference and it will reduce accidents,” added Chief Lukens.

Chief Lukens encourages residents to take advantage of the free Trusted Driver registration and be instantly eligible for free prizes and rewards.

“We are grateful to local businesses and the chamber for their assistance in rewards and helping get this program going. Ultimately in partnership with our community we will reduce accidents. This always contributes to a safer Alliance,” said Chief Lukens.

Registration for Alliance residents begins July 12 during Heritage Days. Interested residents will need a valid driver’s license and a vehicle VIN to create a Trusted Driver account. To learn more, click [here](#) and to visit the Trusted Driver website, click [here](#).

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About Chief Philip Lukens and the Alliance Police Department

Chief Philip Lukens was named chief of the Alliance Police Department in December 2020 and has prioritized community engagement and purposeful policing to strengthen ties with the community. Chief Lukens increased department staffing levels, integrated artificial intelligence in evidence based practices, expanded access to new and impactful training opportunities and made community feedback a tenet of his department’s strategic plan. Lukens has earned several certifications, including FBI LEEDA, International Chiefs of Police Leadership in Police Organizations, Police Executive Research Forums Senior Management Institute for Police, Northwestern School of Police Staff & Command, CAP, CERT, and Crisis Intervention Teams.

About Valente Garcia

Valente Garcia serves as president of Trusted Driver Inc., leading a team of current and retired officers, as well as tech experts to develop and engineer the country’s first-ever high performance contactless traffic enforcement tool. Val was born and raised in the heart of San Antonio’s west side. He served for 28 years as an officer in the San Antonio Police Department (SAPD), most notably as a sergeant in the High Intensity Drug Trafficking Unit (HIDTA) where he led high-level, multi-agency investigations focused on uncovering drug trafficking and money laundering operations. He also supervised gang and property crimes units at SAPD, and handled traffic enforcement duties. Val retired from SAPD in 2020 but he remains committed to ensuring the public’s safety and it is the reason why he’s now leading the charge to transform traffic stops across the country.

About Trusted Driver

Trusted Driver uses innovative technology to conduct contactless interactions between law enforcement agencies and drivers when minor violations occur. Registered drivers may receive paperless citations, warnings, positive feedback, vouchers and public safety alerts. Members are provided the convenience to pay or challenge citations online. There is no cost to join.